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To file a complaint through Amazon, the user has to

1. Click on an item
2. Scroll to the bottom of the item description
3. Click on blue hyperlink that says "Report"

Nielson's 10 Heuristics Usability for Amazon (1 out of 10, 10 being most efficient, 1 being useless)

1. Visibility:
 - 2/10
2. Understandability:
 - 5/10
3. User Control:
 - 10/10
4. Consistency:
 - 8/10
5. Error Prevention:
 - 9/10
6. Recognition:
 - 9.5/10
7. Flexibility/Efficiency:
 - 5/10
8. Aesthetic/Design:
 - 5/10
9. Recovering from Error Messages w Solution:
 - 13/10
10. Documentation for User Help:
 - 1/10