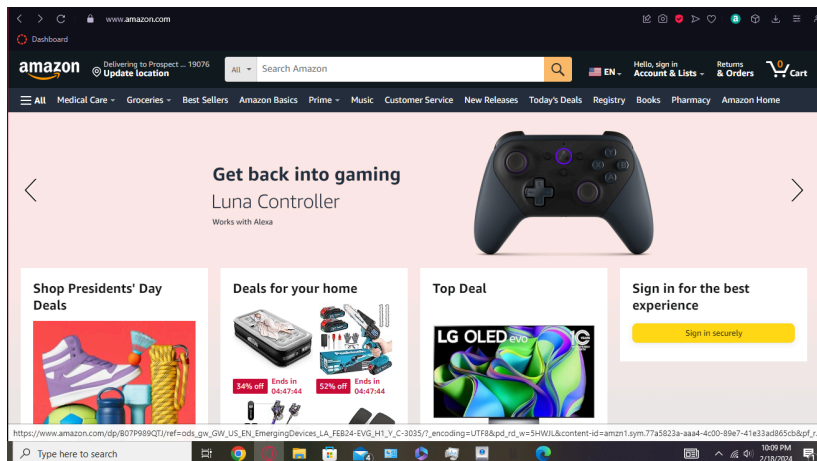


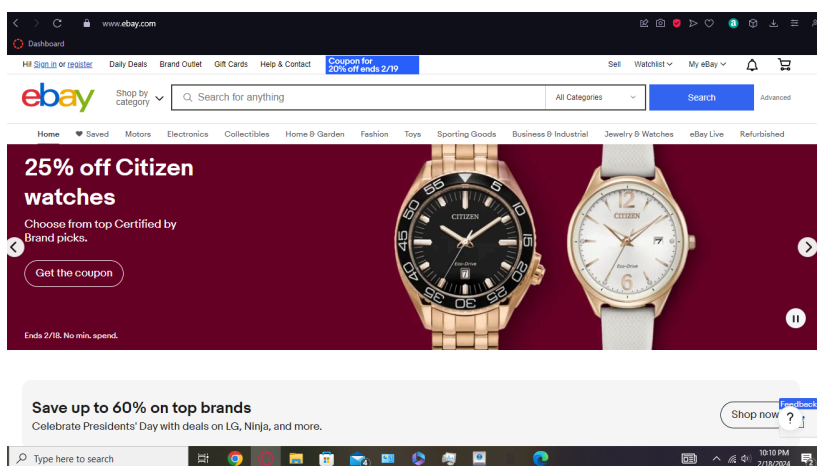
David Wainwright Competitor Analysis

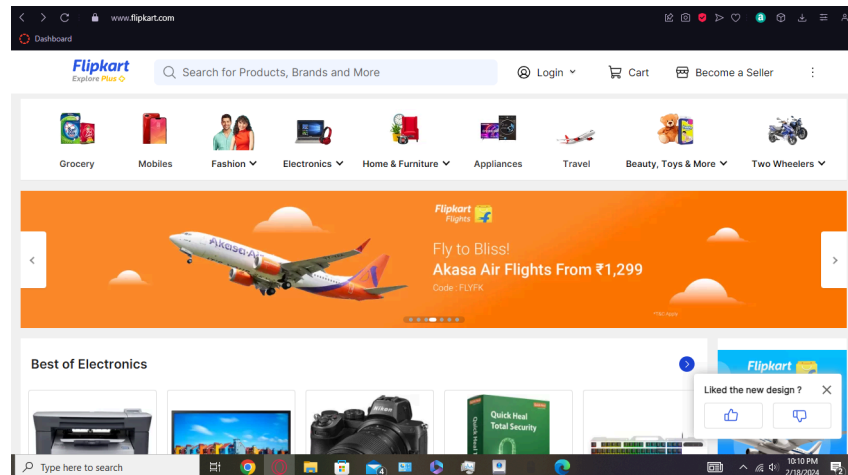
1)

- a) The three websites I am looking at are amazon, ebay, and flipkart.
- b) https://www.amazon.com/?tag=admarketus-20&ref=pd_sl_e9d2329d488c3311777372456d51537681049f85305540b2149a5a15&mfadid=adm, <https://www.ebay.com>, <https://www.flipkart.com>
- c) Amazon and ebay are direct competitors because they sell the same products to the same market. They both can sell whatever you are looking for and they both sell to online shoppers. Ebay and Flipkart are also direct competitors for the same reason. They both sell a wide variety of items for online shoppers to look through and buy. Of course that means Amazon and flipkart are also direct competitors. All three websites are made to search for anything you may need to have delivered to you.

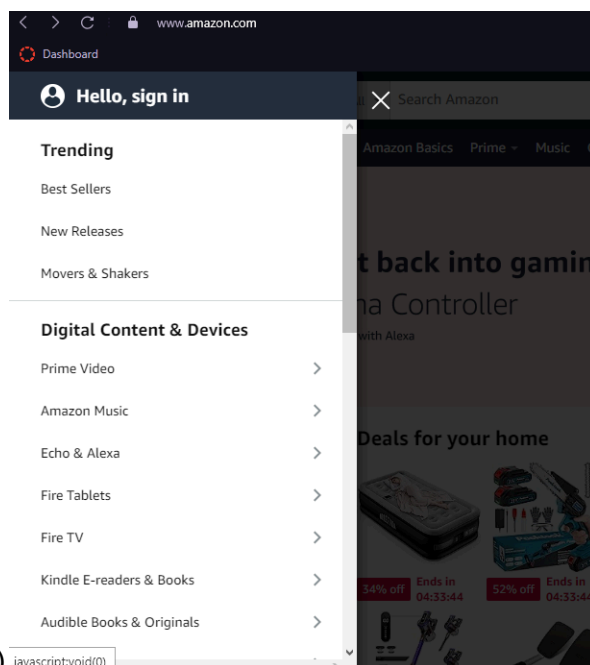


d)

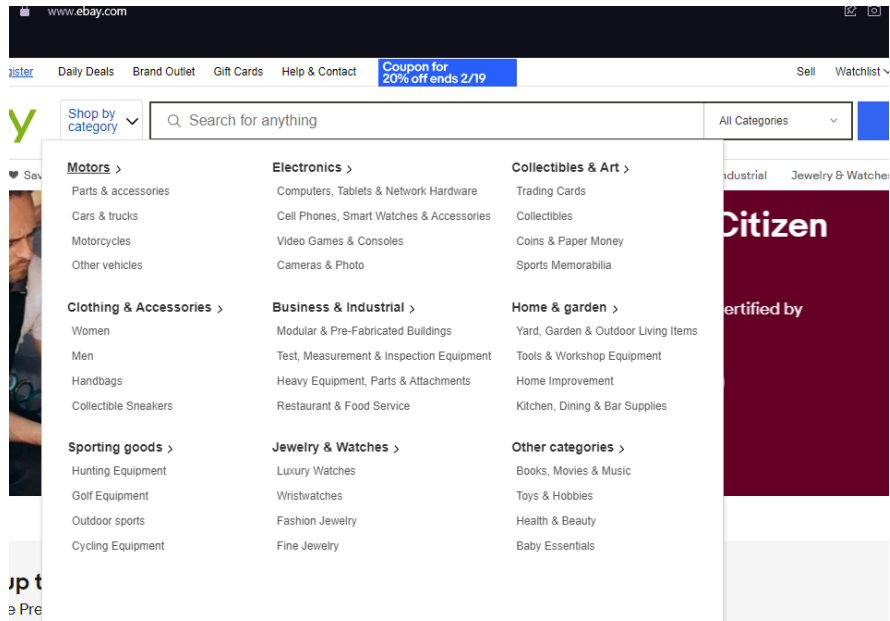




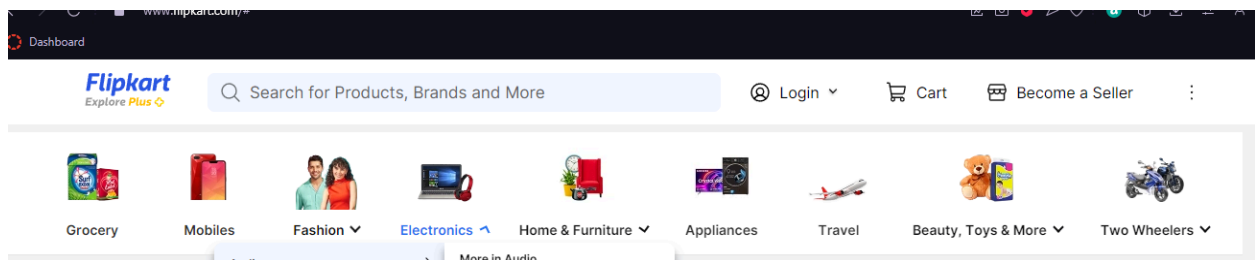
2)



a) javascript:void(0)
Amazon



Ebay



Flipkart

b) Amazon's menu is a button you press that opens it and it stays on the side and you can scroll down to see more of it. It has a trending tab where you can see bestsellers and new releases, a digital devices tab to see some of their own products like alexa, fire tv, and tablets. They have other tabs with different categories on it to shop for a bunch of different types of things and also a help tab if you need assistance.

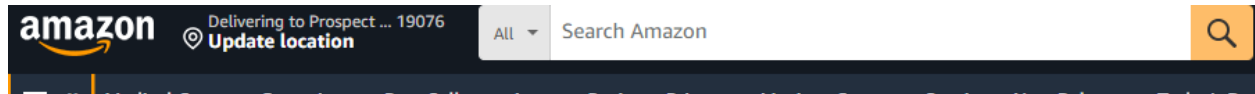
Ebay's menu is a drop down box that shows if you hover over "shopping by category" and it is a lot more simple than amazon's. It has a list of categories with options under them so that you can shop for whatever type of item you are looking for. For example, a category is clothes and the options under that are women, men, handbags, and sneakers. So if you wanted to find a shirt for a man you would click "men" under "clothes".

Flipkart's menu is like a banner that goes across the top of the website but under the search bar. It shows some categories that if you hover your mouse over, will bring up a dropbox with different options to choose from in that category. There is also a picture associated with each category as well.

c) The menus from best to worst in my opinion, would be flipkart, amazon, then ebay. Flipkart is very easy to understand and use with pictures on it and a wider variety of options in the categories as well as looking nice. Amazon is also simple and easy to use but it doesn't have as many options to work with as flipkart and it also is not as good looking. Ebay is the worst to me since all of the categories are bunched up under one dropbox which makes it look a little cluttered, but by no means is ebay's bad still.

3)

a)



Amazon



Ebay



Flipkart

b) Overall, each of the three sites doesn't use much color variety. The top banner of the amazon site is darker with some yellow here and there. The rest of the site is mostly a white background with the bottom being gray that shows their contact information and other information about them. Ebay's entire site is on a white background, the only thing being really colorful is the ebay logo. Some of the things they are advertising as a sale has a bright colored background on it though. Flipkart is also mostly just a white background but they do have an ad banner that has bright colors on it. The bottom of the site with their information is also in gray like amazon's but other than that, mostly white. I think them doing this is smart as it isn't very distracting, and the ads being the bright colored part of the sites will draw more attention to them so people more likely may end up buying it. It also allows for people to only see color when looking at an image of a product, so they are easier to look at.

4)

- a) The 3 heuristics I will use are user control and freedom, flexibility and ease of use, and aesthetic and minimalist design. User control and freedom talks about an exit or undo button. Flexibility and ease of use talks about having shortcuts. Aesthetic and minimalist design talks about not having unneeded information on screen.
- b) Amazon has good control and freedom for users as it has many different categories to use as well as a search bar and filters. As far as an exit, it has the exact path if you click

on a product so you could click on the previous part to go back if needed. Ex: Home and kitchen > Bedding > Air Mattresses and accessories > Air mattresses. Ebay and flipkart also have these same features so they are all pretty good. Amazon has good flexibility and ease of use as well since navigating is really simple when you can search for what you need or use the categories to find something specific. Ebay and flipkart have it as well so they are all pretty even so far. All the sites are pretty good with aesthetic and minimalist design I would say. They all have their own look and charm without being really flashy, and no information on screen is flat out unnecessary. They give all the information they have on a product without you things you wouldn't need to know. It makes sense that all these sites are good with these 3 heuristics as they are made to be simple and be easy for customers to use.

5)

- a) Amazon has the dropboxes that appear and blur the rest of the screen to keep your attention on the dropbox, as well as slides that you can click through to see some sales and products. You can see the slides move in from right to left when you click the arrows and the menu also fades in, but other than that amazon doesn't seem to have a lot more UI animations.

Ebay has slides with sales and products on it too but even if you don't click on it, it will switch to the next slide on its own after some time passes. There are some products you can scroll through on the home screen but they have no animation, so the slides is just about it other than an underline on a product when you hover over it.

Flipkart has automatic slides on its page as well as the arrows on a drop box moving around to face upward when you hover over it. When hovering the mouse over a product, it makes the image of the product slightly bigger as well.

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- b) Amazon's UI animations are somewhere in the middle I would say, it isn't super valuable but not worthless either. Cycling through slides to see deals is and having blur around the dropbox makes things less distracting and easier to navigate but not by a whole lot. Ebay's UI animations are just for looks. The only thing that has animation that I can see is the slides and underline which isn't really helpful at all but it looks nice. Flipkart is valuable in my opinion. The animations are small but it keeps your attention and makes products stand out more when the images get bigger. All the sites have simple animations that get the job done without being really distracting which was probably the goal.

- c) I would say that flipkarts is the best, amazon is second, and ebay is the worst. Flipkart does it well by making it more interactive and making products stand out more but ebay doesn't do a whole lot for its animation. Amazon does a little bit which results in a little less distractions. They all probably didn't want to do a lot of animations and would have rather kept it simple is my guess.

6)

	Amazon	Ebay	Flipkart
Content & Navigation	8	7	9
Aesthetics & Style	7	7	7
Heuristic Analysis	9	9	9
UI animation	3	2	5
	6.7	6.25	7.5