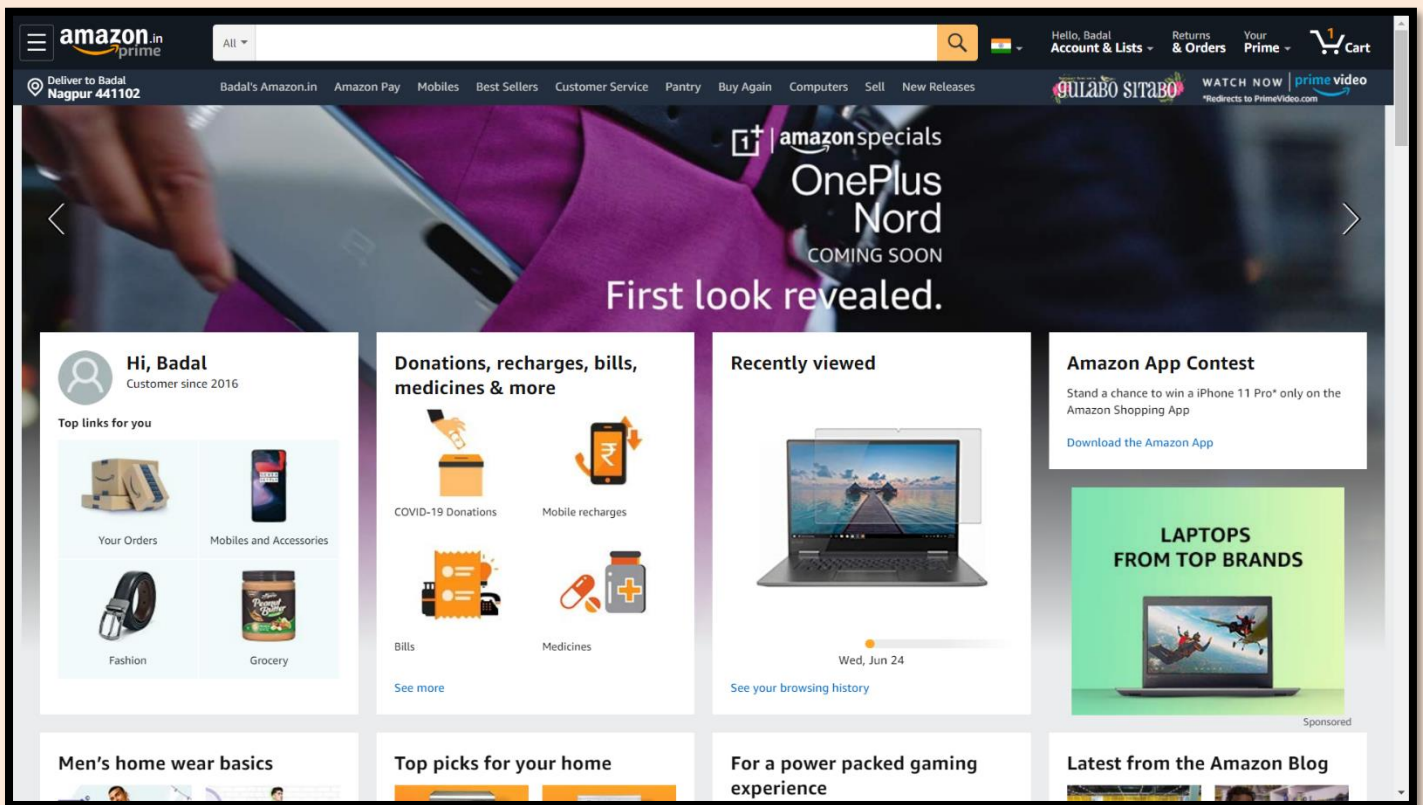


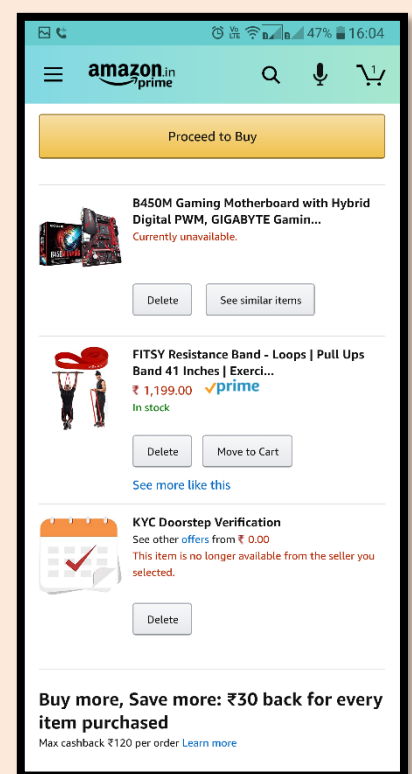
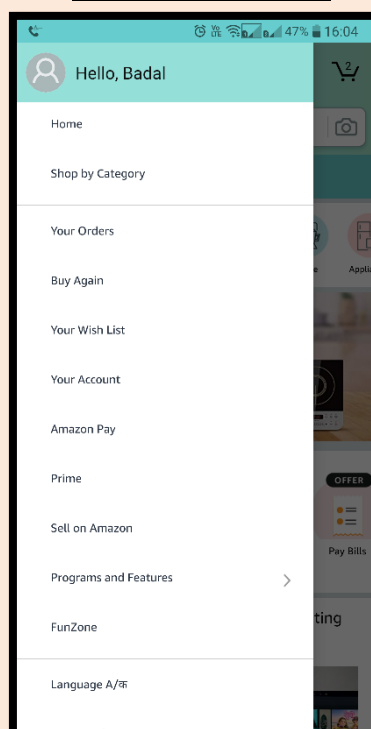
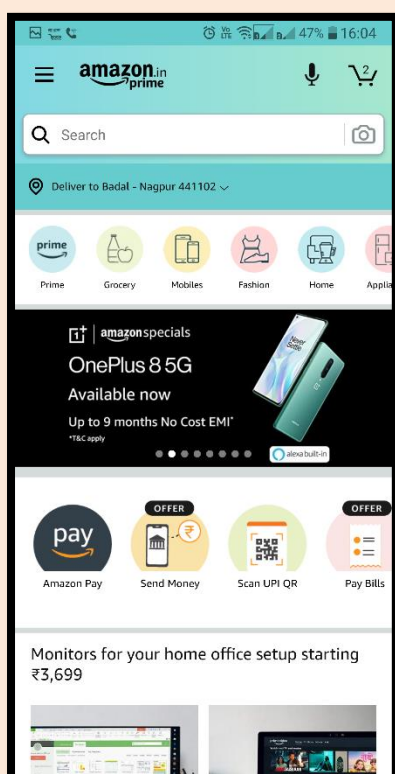
# AMAZON

Amazon is the world's biggest online shopping platform with its most diverse range of products one can buy. Want to buy anything from an automobile spare to groceries or electronics? Amazon has you covered! There are many products that are now launched exclusively on Amazon and aren't sold anywhere else. With its offers and sales on products, Amazon has gained immense popularity in different parts of the world.

## Website Interface



## Mobile Interface



OPERATION NAME	DESCRIPTION	Website	Mobile
Home Tab	Latest launches and frequently bought products catering to a user specific preference are hosted here.	✓	✓
Prime Tab	Offers specific to Amazon Prime users are listed in this tab.	✓	✓
Customer Service Tab	Users can contact the customer service via message or email or phone call in this tab.	✓	✓
Buy Again Tab	Users can buy previously bought products again through this tab, without searching separately for them.	✓	✓
Your WishList Tab	The wishlist contains all the products that the users wish to buy in future once the price comes down.	✓	✓
More Options Tab	All the options that are readily present on the web interface are present in this tab on the mobile interface.	✓	✓
Shop by Category Tab	Users can select various categories in shopping from these tabs.	✓	✓
Amazon Pay	Buy linking their bank accounts with the Amazon Pay, users can use UPI Payment methods to pay for their orders and also do extra things like paying for recharges, plane tickets, shops, etc.	✓	✓
More Options Tab	Additional options like pages, marketplace, friends, etc. can be accessed through this tab.	✗	✓
Your Orders Tab	Ordered and received products list can be seen here along with the provision to track the orders.	✓	✓
Account Settings Tab	Personal information and default address can be accessed and edited in this tab.	✓	✓
Cart Tab	Items that are added to the cart are listed in this section, user can either proceed with buying the added products or save them for buying later.	✓	✓
Notifications Tab	Special notifications pertaining to ordered products and new launches along with upcoming sales are mentioned here.	✓	✓
Fun Zone Tab	Users can play quizzes, lucky draws, and similar sorts of games in this section and get a chance to win exciting prices.	✗	✓

**Conclusion:** Like Flipkart, Amazon also promotes the use of its mobile platform by encouraging customers to take part in various games and exclusive promotional offers that are only available on the mobile app.