**Focus on Web Design**  
**1. Visit a website that interests you. Print the home page or one other pertinent page  
from the site. Write a one-page summary of the site that addresses the following  
topics:**

**Pages visited: Amazon.com and Prime Video**

Graphical user interface, website

Description automatically generated

A screenshot of a computer

Description automatically generated with medium confidence

**a. What is the URL of the site?**

<https://www.amazon.com>

**b. What is the purpose of the site?**

The purpose of this website is to help people find products and services, and also find and watch the movies and tv shows they would like to watch. The website intends to market products, services and entertainment, and make all of those things available in a very attractive, user-friendly and easy-to-use (plug-and-play, even) format.

**c. Who is the intended audience?**

The audience is general, though of course, once one has created an account, the site begins to configure to that individual user’s preferences, purchases (past, present and future), and/or predictions of preference. When opening a “splash” or home page, whether it is the Amazon-Prime-everything-store or their video main page, there are diverse and nearly unlimited choices for users of all ages, races, nationalities, etc.

**d. Do you think that the site reaches its intended audience? Why or why not?**

Yes, I believe the website reaches is intended audience. There are multiple options or filters to configure the results of a user’s search for products or services to that individual’s desires. Through data collection of user accounts and visits to the website, Amazon.com has built a model (using machines learning algorithms, expert systems and statistical models, among its many data acquisition tools) of knowing how to best market, predict future preferences and cater to individual users for nearly thirty years.

Though, when I lived in China and Saudi Arabia, for example, results were limited, not to users’ preferences, but to political preferences. In these cases, there were many Chinese and Saudi users who were not being “reached.”

**e. Is the site useful to you? Why or why not?**

The website is extremely useful to me. I make nearly 90% of all my purchases, whether for household items, educational resources, entertainment choices and even (I discovered recently) over-the-counter medications. Everything is available on demand.

**f. Does this site appeal to you? Why or why not? Consider the use of color, images,  
multimedia, organization, and ease of navigation.**

Amazon is quite appealing to me. I am pleased with the dark interface, highly-attractive visuals that are dynamically-updated. The main tabs at the top make it easy to choose quickly. The drop-down menus are very quick, collapsing and expanding in pleasing easy-to-follow order. I find the layout of menus and submenus to be extremely logical and intuitive. Though, the intuitiveness may come from years of using the site, it feels that things are organically located in logical placement.

Once again, the sites offerings may filtered and if that does not help you find exactly what you are looking for, whether it be a bingeable new tv show or kindle books that I “must-read,” I can always contact incredible fast and friendly customer support. Support is offered by way of frequently-ask-questions (FAQs), chat services (AI and human) and even direct phone numbers (regionally-sensitive) where you can speak to a reasonable English-literate, very friendly Filipina about modifying your esoteric account settings or simply getting a refund processed.

**g. Would you encourage others to visit this site? Why or why not?**

I believe the Amazon is the model of 21st century online products and service. I recommend it to everyone. You can tell that they set the gold-standard when you browse other sites who have tried to emulate Amazon’s layout and menus, Walmart.com for instance. I’ve even had the happy experience to work for Amazon for a short time and I can tell you from the inside-out, they are about being the best website in the Universe.

**h. How could this site be improved?**

I know, having applied for positions as an applied data scientist at Amazon, that they improve their machine-learning algorithms with each user-click. I would like to be able to individualize options to remove results like horror-films and international films, and I do believe that is coming for the aforementioned reasons.

Those who have not understood the back-end of developing artificial-intelligence have many criticisms such that, “The movies Amazon recommends are nothing like my true preferences.” This may be the case, for individuals who have not taking the time to activate notifications, ordinately “liked” their preferences or write/read the nearly infinite testimonials opportunities.

I do believe they can fine-tune their algorithms and refine results and predictions for individual users. With that said, it seems that most humans, the “Media” and politicians fear the idea of Amazon gathering even more data. Honestly, I do not see a problem with them gathering more and more data to get to know me and what-I-like better. I know I am a bit . . . “cyborg, ” perhaps, when comes to trusting AI. The short answer: Yes, it can be improved and is all the time.