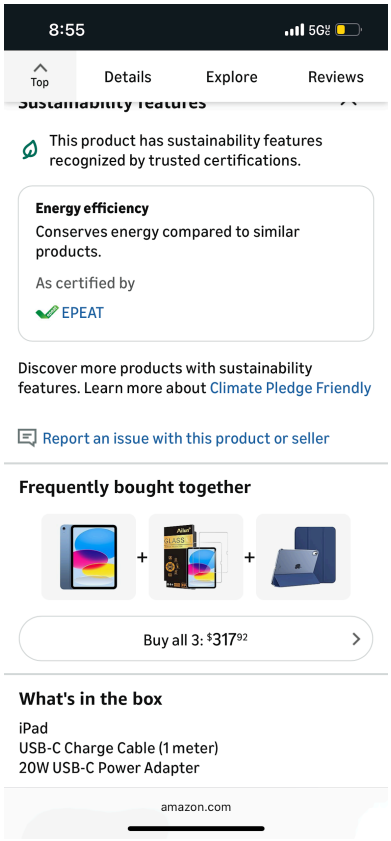
Jordan Rodriguez, Alex Chou, Kyle Goellner

Usability Heuristics of Amazon

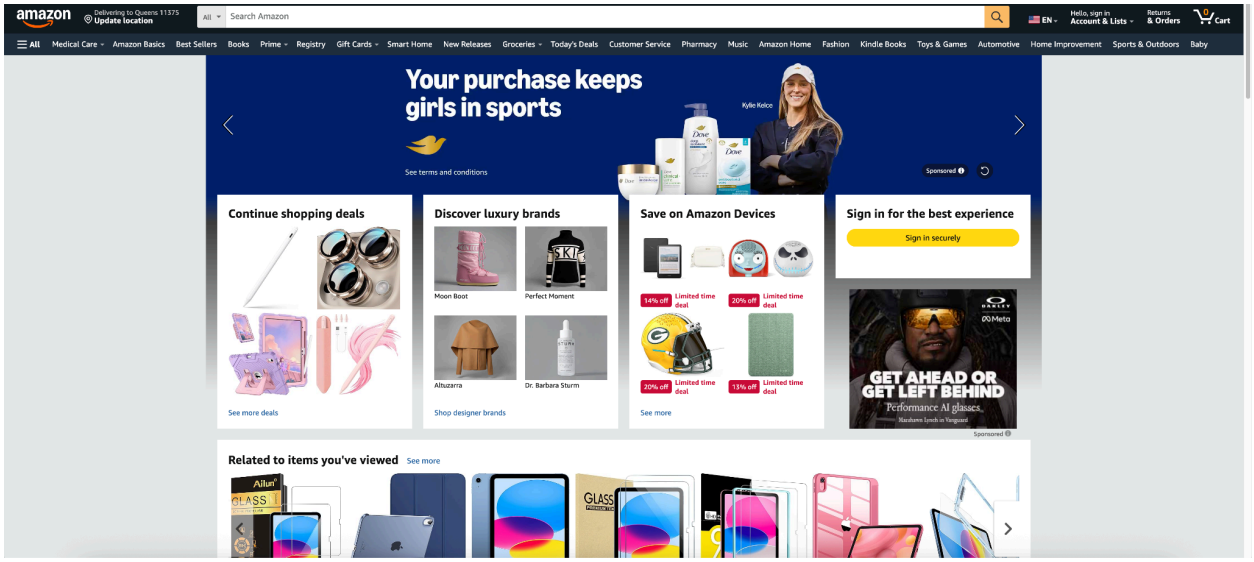
Partner company: Apple



Reporting a product is not straightforward due to the amount of tabs, buttons, information and features built into Amazon's website. The website is poorly organized.

Learnability / Understandability:

Poor due to the complexity of the website (significantly more tabs and buttons than other sites. This makes the homepage and product pages very overwhelming for the user.



• Flexibility / Compliance: Works on both mobile and desktop, worse experience on desktop compared to mobile however due to having significantly more tabs and information displayed.

• Efficiency : The website is not efficient to use, too many clicks and links to use the website. While Amazon features a Buy Now button which makes purchasing a product faster, in general changing anything in settings or getting to customer services takes way too many steps. The website does load quickly however.

• Memorability: There are too many inconsistent grids. They vary in size, and there is no memorable card design. There is too much information.

• Errors /Robustness : It is easy to remove something you accidentally add to cart, or go back if you change your mind about a product.

• Satisfaction / Attractiveness : It has an over complicated UI, and does not match their logo design. A brown and black theme like their app icon, or just a color scheme that matches their logo would make the site nicer to look at.