

Jordan Rodriguez, Alex Chou, Kyle Goellner

Usability Heuristics of Amazon

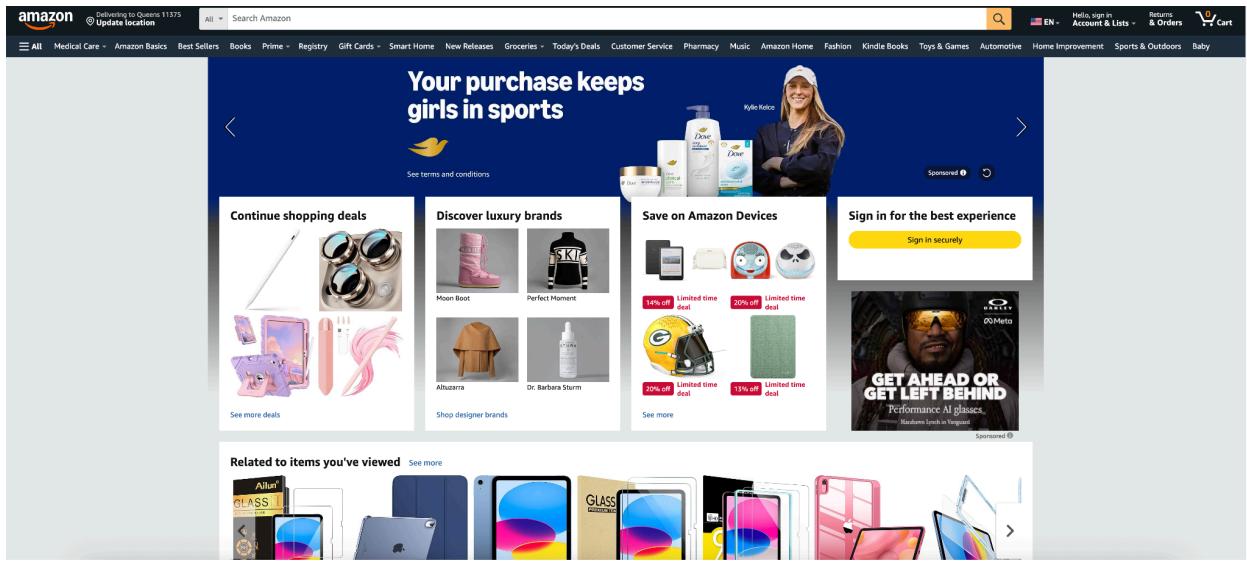
Partner company: Apple

The screenshot shows a mobile product page for an iPad. At the top, there's a header bar with the time (8:55), signal strength, and battery level. Below the header, a navigation bar includes 'Top', 'Details', 'Explore', and 'Reviews'. A 'Sustainability features' section is prominently displayed, stating that the product has features recognized by trusted certifications. It highlights 'Energy efficiency' and 'Conerves energy compared to similar products', with a note that it is certified by EPEAT. Below this, a callout encourages users to discover more products with sustainability features and learn about Climate Pledge Friendly. A 'Report an issue with this product or seller' button is also present. The main product image shows an iPad with its screen on. Below the image, a section titled 'Frequently bought together' shows three additional items: a smartphone, a power adapter, and a laptop. A button labeled 'Buy all 3: \$317⁹²' is shown next to these items. At the bottom of the page, a 'What's in the box' section lists the included items: iPad, USB-C Charge Cable (1 meter), and 20W USB-C Power Adapter. The Amazon logo is visible at the very bottom.

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.

