

Amazon

★ *Usability*

- The users have various links and images they can click on, this maybe overwhelming.
- To first time users it may be stressful to seek more specific information as it's a massive umbrella of links.

★ *Efficiency*

- The website does load quickly, however there are many other links that can slow down a users ability to navigate for complaints. This may lead to customers being even more frustrated when dealing with customer service.

★ *Flexibility / Compliance*

- Customer Service: Users can reach Amazon's customer service through chat, email, or phone for assistance with orders, returns, refunds, and more.
- Cross Platform Mobile App: The Amazon mobile app is available on both IOS and Android devices, ensuring users have similar experiences regardless of their mobile operating system.
- Yes, Amazon supports different approaches and levels of use.
- Consumers, Prime Members, Seller, and Developer.

★ Memorability

- The layout is very officiant, however as someone who might be looking for a quick solution to their problem, it might get very hectic for them and lose their attention.

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★ Errors /Robustness

- They can recover by contacting customer service.

Order Mistakes:Order Cancellations, Return and Refunds, Replacement or Exchange. The customers are allowed to cancel the order or ask for refunds and also if the order was missing they can also ask the customer service for replacement of the items they order.

- New users cannot file a complaint without creating an account

★ Satisfaction / Attractiveness

- The website is not very satisfying to look at as the options are too many.
- Color schemes for the website are very satisfying, considering the changes during special deals and holidays themes. However the schemes are not consistent though every item on the website.