



BradLangshaw

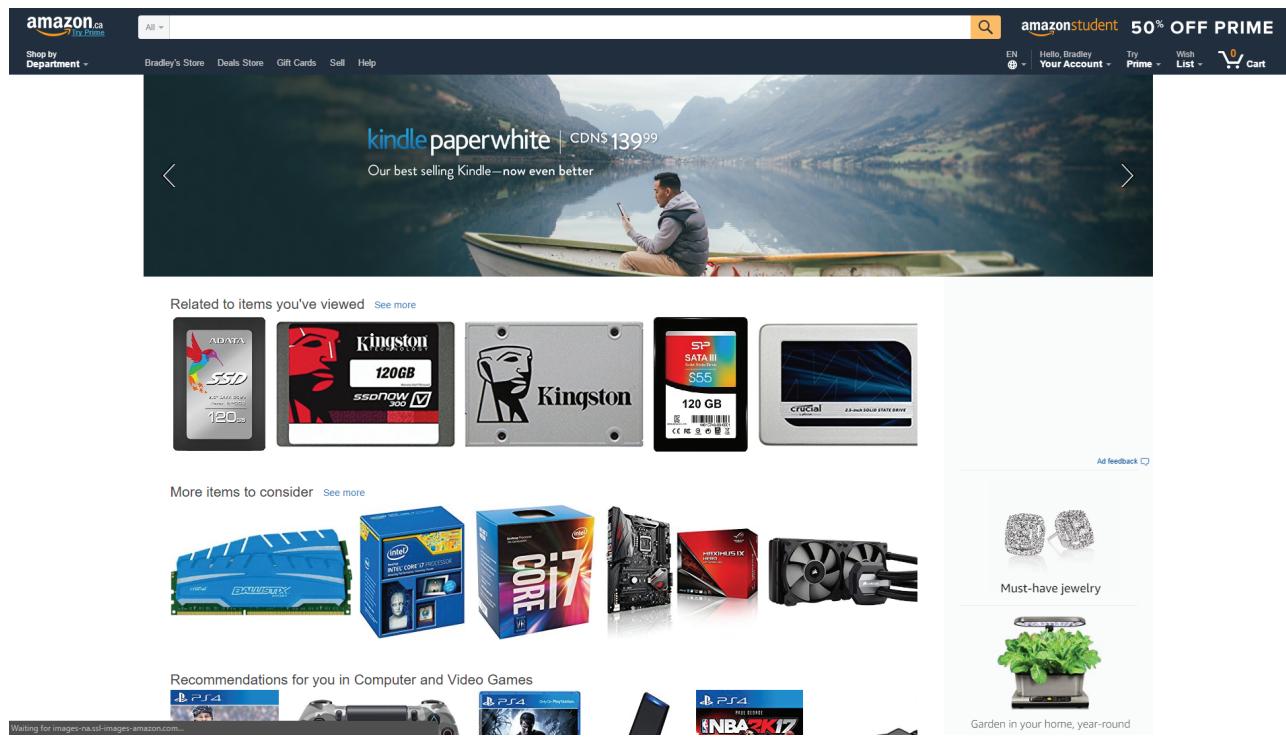
Web Design

Usability and Accessibilty Report

COMP1073 - Web Usability & Accessibility
Jeff Jones
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Amazon.ca

Usability & Accessibility



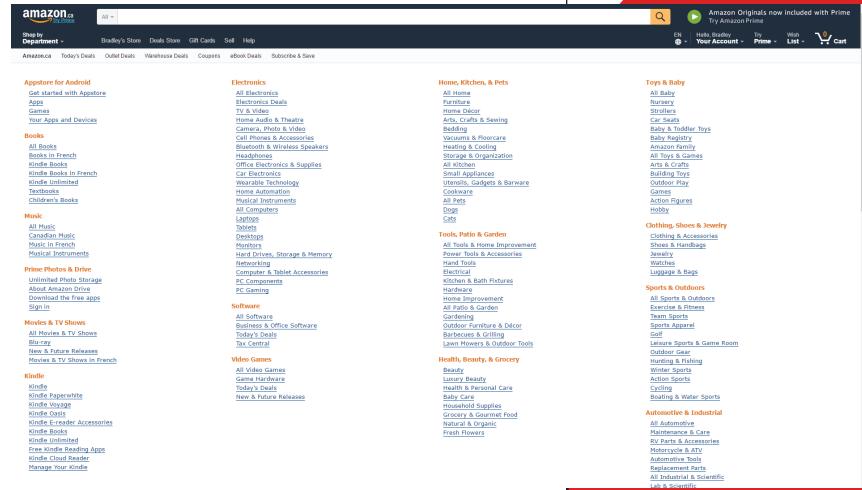
Amazon is a billion dollar organization that created a site that allows you to buy pretty much anything you want on it. The company sells some of their own products and also allows for other business's to post their products on their site as well. Amazon.ca is an amazing website, but it also seems like it was organized by a 10 year old. Just kidding . Sort of. Amazon's homepage layout is basically a plethora of product images you might want to buy , first they have their carousel filled with their ads for kindle and some deals. It leaves alot to be desired as all the products do no not have names, or information with them, they want you to jump from page to page very often. The products are the real call to action, they want you to keep shopping and looking. The amazon logo is mashed with the Prime insignia with no real reason other than marketing. Finding something you don't already know the name of and don't know how to describe will be almost impossible in this mess. So most users enter the site via the product link appearing in the google search. The home page feels somewhat irrelevant to what the site actually is. The products should pop out with more information and the price on hover and they do not. The home page does its job to the bare minimum. Its job is to recommend products to its users that it thinks they want, although it doesn't leave much room for things they might want but don't know about. As you can see my home page is filled with video game stuff and computer stuff. Thats only because I looked at some of those items, they are missing the mark to show items

the user might want that aren't related to my recently viewed items. The way you might find new things is through the crazy "Shop By Department" dropdown, but if you click it, its much worse.

It brings you to a page that is just a list of their departments and all of their sections. This list is essentially useless as most people enter the site already knowing what they are looking to buy and will search the product on google first or enter their site and search as well. The dropdown more necessary but this page is completely useless. Using a screen reader on this page would ruin a blind persons day. Thankfully, they have their Amazon Echo that you can order items on line with you voice with.

The full departments list page is awful lets hope the products page can pull through. Amazon's product's pages are great for seeing the price of an item, which variant you have selected, buying the product, selling you more items and not much else., depending on the product of course. Some products show full specifications and all of the information you want is about half way down the page in the product information section. Depending on the Seller the information in that box can vary durastically. This can deter users from that seller and possibly amazon. Amazon decided information about the product you do want to buy is less important than the other products you can add to your shopping cart, as a carousel and then a list of sponsored products comes before the details you want about your product.

All of these pages are not built to be accessible by people with disabilities. Screen readers do not handle them well.



This screenshot shows a product page for an Intel Core i7 processor. The main image is a blue and red box for the Intel Core i7-7700K. Below the image, there's a 'Frequently Bought Together' section featuring a Dell monitor and keyboard. The price is listed as \$499.00, and there are options to add it to the cart or buy it now. The page also includes a 'Compare Offers on Amazon' section with other processor options.

To Conclude on Amazon.ca, It gets the job done but its far from perfect. The company needs to reorganize the site from the ground up to fix many of their issues which im pretty sure they aren't willing to do based on how much money they make. I don't think amazon is a bad site by any means but it needs to start putting the users needs before their want for money. They throw as many products on a page at once as they can on every page. Its too much. Moving on to another online store that I think works pretty well but is very similar to amazon's style.

NewEgg.ca

Usability & Accessabilty

The screenshot shows the NewEgg.ca homepage. At the top, there's a navigation bar with links for 'Bradley Langshaw', 'Try PREMIER', '\$779.97 (3 Items)', 'Wish List', 'Customer Service', 'VR CENTRAL', and 'FEEDBACK'. Below the navigation is a search bar with the placeholder 'Keywords, Model # or Item #' and a 'SEARCH' button. A large banner in the center features the text 'UPGRADE & SAVE' over an image of computer hardware. Below the banner, there are four main sections: 'SHELL SHOCKER™' (ASRock H97M Anniversary LGA 1150 Intel H97 HDMI SATA 6Gb/s USB 3.0 Micro ATX Intel Motherboard), 'DAILY DEALS' (LG G5 RS988 32GB Silver Unlocked Smartphone), 'SPOTLIGHT' (be quiet! PURE BASE 600 - Black), and 'FiGO Be Cool' (Shop Cell Phones). Each section includes a small image of the product and its price.

NewEgg.ca is a website centered around selling computer parts and also sells pre-built systems and all other kinds of tech, but they don't tend to show too much of the other products. When you land on their homepage you are greeted in a very similar fashion to amazon with an ad carousel only with other companies products that they sell. NewEgg doesn't sell any of their own products built in house they only sell other companies products. They put their 3 main short term deals up front with 2 other suggestions on the right side. Once you scroll down you can find a shop with confidence with little blurbs about their programs that will save the customer money. Then they display more deals to the user. The products placed on this page don't have much strategy behind them besides the fact they are items that are on sale. They look better than amazons though because they have more detail before clicking to the product page. They do a great job of showing their user things that they might want but they don't show everything that they sell. This site also sells home appliances, work out equipment, pet supplies, and more, they might as well be amazon but slightly better. This is where you see my issue though, yes they have all of these products but to know they even exist you have to make it down to the bottom of the all products menu after only seeing computer parts and tech on the home page and seeing the first few drop down menu options i thought newegg only sold tech. This site does a great job of being a tech site but leaves the rest of its products as a weird after thought. Speaking of the

dropdown menu. When you click the All Products part of it it doesn't bring you to a page with 300 links for all of the departments and sections. It just let the dropdown well drop down and does its job. You then go to the Computer Systems department option, ignoring the right slide out subsections of the page.

The page that is brought up is to the left. This is a manageable place to look though and find what type of computer system you are looking for. Each department has this same look and feel but with its respective products listed. They all have a clean look to them with deals relative to them as well. This is almost like the different sites for each department I talked about during the part about Amazon.

This page and all of the ones like it are done much better than amazons but neither of them are perfect. Neither of them would be particularly easy to navigate with a screen reader. I just find Newegg does a better job of saving the user time and money then amazon.

The Third page of NewEgg, I want to discuss is the product pages. They look familiar. They have almost the same look and feel as amazons but while using the site you will find it has much

more to offer. They display the price in much larger bolder font making it easier to read. They do markert a few more products to you before showing you specific information and detials about the product page youre on,

but at least they are more consistent in the amount of detail on the products they sell. They do a better job on these pages than

amazon, but again they are not perfect the right hand bar is pretty messy with all of the deal information, warrenty information, and add “Microsoft Word” for \$20 options. Both sites give user rating systems and handle them quite well but again I found newegg does it better giving as much information as possible to make sure you are buying a good product and that it is right for you.

To conclude on Newegg.ca, is it the best online store out there? No. Its far from it too, but is it much more user friendly than its much more popular competition, I'd say so. It takes alot of concepts from the bigger companies and make them work well for them and they get rid of the needless pages by giving them more use. Overall, I do shop on both amazon and Newegg quite frequently but I always tend to appreciate the usability of Newegg. Accessibility is not the most user friendly as it would be terrible with a screen reader and pressing tab to get to everything would take a very long time as well. So I suggest the user using accessibility features on either Amazon or New Egg to order via voice with the amazon echo or to know what they are looking for before hand so they can search it simply.