

1. Shopping Cart

When shopping on our website, our users can choose either to purchase the product directly or add the product to their shopping carts. After putting multiple products into their carts, they can purchase those products together as shown in the following figure.

The screenshot shows the 'Mini Amazon My Shopping Cart' page. At the top, there is a search bar labeled 'Search Mini Amazon' and a 'Search' button. Navigation links include 'All', 'My Cart', 'My Orders', and 'My Account'. The cart title 'Mini Amazon My Shopping Cart' is displayed. The cart contains three items: 'Kindle Paperwhite (8 GB)' (Amount: 3, Cost: \$419.97), 'WUZHOU Tulip Plush Toy' (Amount: 2, Cost: \$33.18), and 'Jellycat Amuseables Cloud Plush' (Amount: 4, Cost: \$159.96). Each item has a 'Delete' button. To the right, there are input fields for 'First Name*', 'Last Name*', and 'Phone Number'. Below these are 'Address' fields for 'X*', 'Y*', and 'UPS Account Name'. 'Billing Information' fields include 'Card Number*', 'Expires*', and 'Security Code*'. A 'Total Cost: \$613.11' is shown, followed by a 'Checkout' button.


The feature is designed for users' convenience and pleasant shopping experience. Users can see the total cost in the shopping cart when checking out. They can also remove the products they do not want anymore before making payment.

2. Order Review: Comment and Rating

After purchasing, users can write reviews on the products they bought. They can rate the product (from 1 to 10) based on their satisfaction and can also write comments to provide detailed explanations. As shown in the following figure, users can not only see their previous comments and rate but also update their reviews if they changed their opinions.

The screenshot shows the 'Mini Amazon' product detail page for 'Jellycat Amuseables Cloud Plush'. The product image is a white cloud plush toy. Below the image, the product name 'Jellycat Amuseables Cloud Plush' is displayed. A 'Details' table shows the following information: Status: packed, Price: 39.99, Amount: 4, Actual Cost: 159.96, Shipping Address: X: 2, Y: 3, UPS Account: 2222, Warehouse: 1. To the right, there is a 'Your Previous Review' section with 'Rate' and 'Comments' both set to 'None'. Below this, a rating prompt 'How would you rate it? (1 - 10)' is followed by a text input field for 'Add Your Comments'. A 'Save' button is located at the bottom of the review section.

Users can see other buyers' feedback at the bottom of the product detail page, which might be useful for them to make decisions:



Jellycat Amuseables Cloud Plush

Product Details	
Price	39.99
Current Inventory	675
Category	Top
Warehouse	1
Description	None

Reviews from other Users

xc166	Rate: 9.0 The cutest little bag! I've been complimented on this so many times wearing it in public!
xc139	Rate: 10.0 Omgggg it's incredibly amazing to own this fluffy bag. Everything is perfect, CAPI! Great design and great quality! Love love love! XD

First Name*

Last Name*

Phone Number

Address: X* Y* UPS Account Name

Billing Information: Card Number* Expires* Security Code*

Amount*

3. Product Recommendation based on rates

To promote customers' shopping, we also provide some recommendations for highly rated products on the home page. The rates are from users' reviews as described above. We show the top 5 products ranked by their rate.

Search Mini Amazon


Search

AllMy CartMy OrdersMy Account


Mini Amazon

Welcome, xc166 ! We are happy to Serve you!


Recommended Products



[Jellycat Amuseables Cloud Plush](#)
Rate: 9.5
\$39.99



[Kiehls Micro-Dose Anti-Aging Retinol Serum](#)
Rate: 9.0
\$48.75



[Women's Open Front Knit Coat](#)
Rate: 8.0
\$69.00

Moreover, when users search for products using the search box at the top of each page, but there is no matching result, we will also provide recommendations for the product they might be interested in:

Search Mini Amazon

Search


AllMy CartMy OrdersMy Account

Mini Amazon


Search results for "dog :"

No matching results, please search again

Guess You Like:



[WUZHOU Tulip Plush Toy](#)
Rate: 10.0
\$16.59



[Jellycat Amuseables Cloud Plush](#)
Rate: 9.5
\$39.99

4. Product image and description

To make our product more vivid, we added images and detailed descriptions of our products. The images will be shown with the product names and users can click on them to see detailed product information. The detailed descriptions of the product are shown in the product details pages.



Kindle Paperwhite (8 GB)

Product Details

Price	139.99
Current Inventory	1000
Category	Digital
Warehouse	0
Description	Enjoy an improved Kindle reading experience with the latest software updates. Now with easy access to your device Settings and bottom navigation to switch between Home, Library, or the book you are currently reading. A new Library experience helps you find your favorite books with ease, and a new home experience helps you discover your next read by genre and category.

5. The search box and useful buttons on each page

On each page, users can find the search box, a list of buttons, and the Mini Amazon label at the top. So, they can conveniently search for products using the search box. They can see all the products listed by clicking on the “All” button, go to the shopping cart using the “My Cart” button, and see previous orders with the “My Orders” button. By clicking on the Mini Amazon logo or “My Account” button, users can go back to their home page. Moreover, if users hover their mice on the “My Account” button, they will see the buttons for account-related operations.

