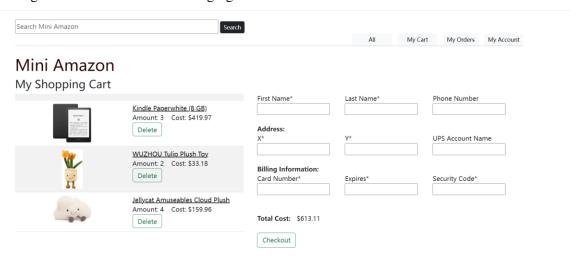
1. Shopping Cart

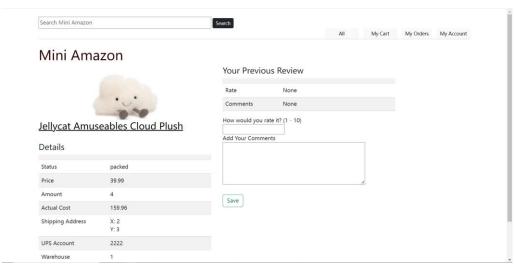
When shopping on our website, our users can choose either to purchase the product directly or add the product to their shopping carts. After putting multiple products into their carts, they can purchase those products together as shown in the following figure.



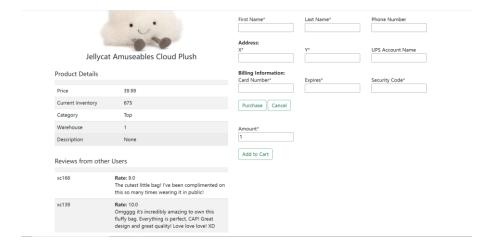
The feature is designed for users' convenience and pleasant shopping experience. Users can see the total cost in the shopping cart when checking out. They can also remove the products they do not want anymore before making payment.

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.

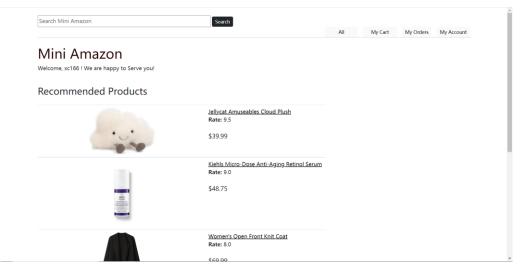


Users can see other buyers' feedback at the bottom of the product detail page, which might be useful for them to make decisions:

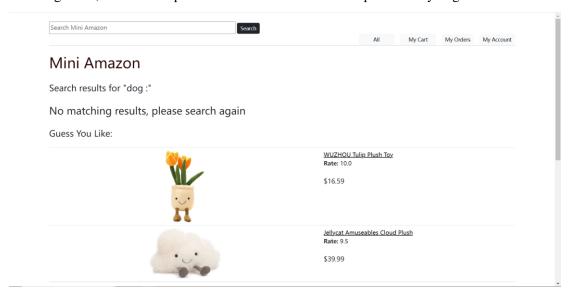


3. Product Recommendation based on rates

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.



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:

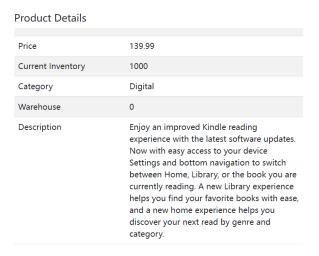


4. Product image and description

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)



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.

