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Mobile Version via App

Good Reputation by word of mouth

Sells from various brands and resellers (more to choose from)

Ratings and Reviews. People can post videos & photos on reviews.

“Buy Again” Suggestions based on previous purchases

Incentives for Prime Members:
Free shipping
Prime Video

Wish List and Customized Shopping Lists

Curated Suggested lists based on your account searches

If there is low stock, Amazon will mention how many is left (Ex: only 5 left in stock)

Detailed Delivery Incentive. (Ex: “When you order within the next hour, you can receive your product by tomorrow”

Saved credit card payments and addresses. Even saved preferred shipping day (Prime Day)

Better use of white space:

Home page is overloaded with product cards

Use of Resellers mean that there can be different return policies and warranties from Amazon. This can be confusing for after purchase product support.

Amazon does not make it clear if the items sold are through Amazon themselves or through their resellers

Overloaded Menu Bar (there is a hamburger menu, navigation bar, Search bar, and Order Status / Account options

Checkout Progress Bar

CTA buttons at Checkout can vary in color. The continue buttons are yellow and then at the end, the final Place Order Button is also yellow

(On Mobile) - Have a Home Button and navigation at the bottom.

Better usage of white space (make items less cramped)

Less advertisements about financing and deals

Less Advertisements

Stores with more Brick and Mortars (if someone needs an item that day)

Resellers that only sell their products, or partner with the resellers (Ex: Apple & Best Buy)

Stores with In-Store Pick-Up



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Searching for Products is easy
All products listed on menu bar
Search bar on menu bar

When you click on search bar, there
are suggested quick links to click on

Sticky Nav on Home Page (not on
other pages)

Good Division of 1° and 2°
navigation

Mobile Version via App (Apple Store
App)

Good usage of Progressive
Disclosure (you are not overloaded
with a lot of spec information)

Visual Compare Option

High Resolution Photographs

Good usage of white space and
hierarchy of headlines for readability

Check out as Guest or Apple ID

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No ratings on hero products
(only on accessories)

No sales or deals

No filters for purchasing new
products

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Progress Bar at Check Out

Save a Shopping Bag

Flesh out what Favorites Mean
(Example: Amazon has saved for
later)

Saved credit card information
and shipping addresses

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Free Next Day Shipping on more
items (ex: Amazon and Best
Buy)

Bundled Deals (ex: Best Buy)

More deals and sales

More brands to choose from to
compare pricing



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Sells multiple brands and products
More variety
Fits higher range of budget needs
Something for everyone's preference of brand

Can Search by Product, Brand or Deals on Menu Bar

Big Search Bar

Check out has Sign In with Google

Detailed Delivery Incentive. (Ex: "When you order within the next hour, you can receive your product by tomorrow")

Mobile Version via App

Has ratings

Has filters

Saved Credit Card Payments

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Advertisement on the top when not on the home page

Navigation / Menu bar is overloaded with information that the user can get confused on what to focus on first

Better white space usage can be done (Ex: In the shopping bag, the

Checkout has an overload of information. Should show a more direct path with clear visual hierarchy

Shopping bag feels cramped. When in the shopping bag, there needs to be a clearer divide between what is in the shopping bag and what are some recommended suggestions

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Larger and Higher Resolution Photographs to draw and excite the user

Checkout Progress Bar

More white space so that not everything feels cramped in

Undo button when shopping bag gets emptied

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More streamlined checkout that shows a straightforward path

Cleaner and simpler sites that do not have additional suggested items

Sites without advertisements

Less choices (option paralysis)



Best Buy