



1. Scenario Overview

System: Amazon mobile app (iOS)

Feature: Kindle eBook purchase flow

User profile: Logged-in user with valid payment method

Context: User attempts to purchase a Kindle-only eBook via mobile app

Due to App Store policies, Kindle eBooks cannot be purchased directly through the Amazon mobile app. Purchases must be completed via desktop browser or Kindle devices.

This restriction is expected and intentional. However, its communication varies depending on the product format.

2. Observed Behavior

Behaviors were identified when attempting to purchase eBooks via mobile app:

Scenario A: Books with multiple formats (Kindle + Physical + Audiobook)

- The app displays a clear informational message:
“**This application does not support the purchase of this content.**”
- The restriction is explicit.
- The user understands the limitation and how to proceed.

Scenario B: Kindle-only books

- No purchase button is displayed.
- No explanatory message is shown.
- The user is left without feedback or guidance.

3. User Impact

- Confusion about whether the issue is a bug or a system limitation
- Unclear next steps to complete the purchase
- Increased friction in the buying journey
- Potential purchase abandonment

The same business rule applies in both scenarios, but inconsistent messaging creates uncertainty and degrades the user experience.

Expected Behavior

For Kindle-only titles, the app should display a clear and consistent informational message, similar to books with multiple formats, explaining that purchases must be completed outside the mobile app.

Severity & Priority

- **Severity:** Medium
- **Priority:** Medium

The issue does not block the platform globally but impacts usability, clarity, and conversion.

QA Analysis & Insights

This is not a functional defect but a **UX consistency issue**.

From a QA perspective, the behavior violates the principle of predictable system feedback:

- Same restriction
- Different communication
- Different user perception

Identifying and documenting this inconsistency helps improve clarity, reduce user confusion, and align product behavior across similar scenarios.