

Amazon Shopping App

UX/UI Evaluation and Redesign

PBDS 662 Design for Digital Environments
Professor Patrick Hogan

Vy Dinh, Nathan Hollaway, Jasmine Loyal

Scope of the Project

Goal

To analyze an app and improve the user experience by providing UX/UI design solutions based on feedback from extensive usability testing.

Selected: [Amazon Shopping App](#)

Amazon

About

E-commerce app where users can purchase physical items and digital media. The app provides users with full account control and the same extent of online shopping capabilities provided by the desktop site.

Key App Features

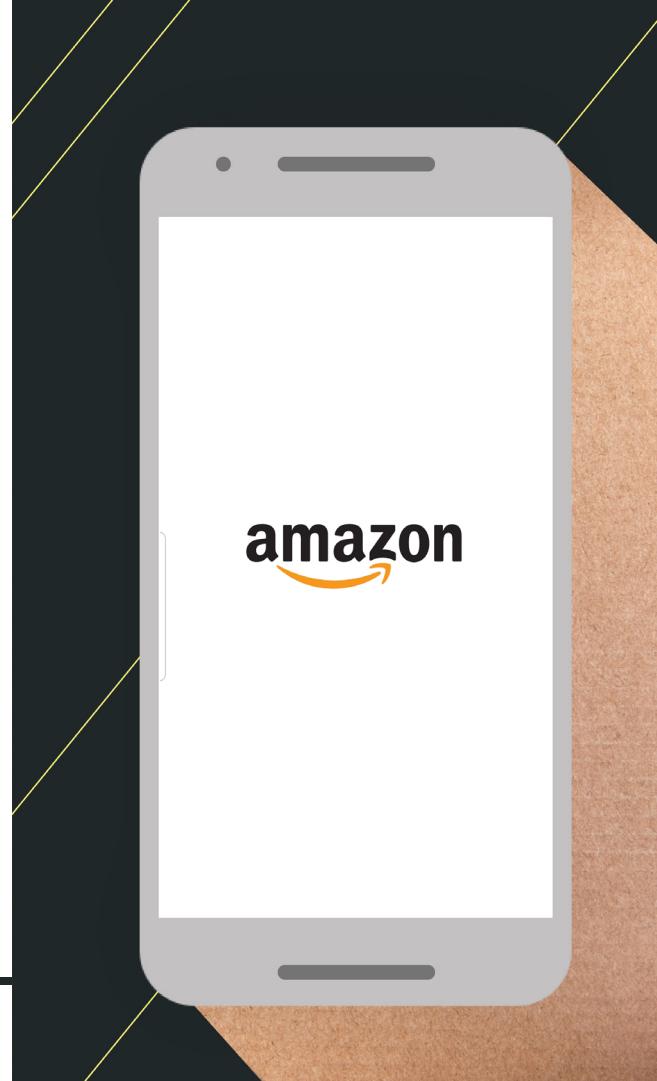
Shopping (searching, adding to cart, buying, etc.)

Order tracking

Shopping list management

Retrievable order history

Ratings and reviews



Amazon

Project Proposal

While demonstrating strong aesthetics, navigation redundancies and deficiencies, and other overly complicated functions diminish the app's user experience. This project seeks to reduce confusion and simplify areas of the app that could lead to confusion.

Solution Proposal

By performing a usability study using Nielsen's 10 Heuristics of User Interface Design, we were able to identify ways to improve user experience. We will simplify tasks we found overly complicated in design/function, create a more efficient experience, and expand on current features to accommodate user needs that currently are not addressed.



The Process



Phase 1	Plan, Scope, and Define Informal Usability App Store Reviews
Phase 2	Formal Usability
Phase 3	Design proposal Personas and Scenarios Flowcharts Task development
Phase 4	Usability testing Low, medium, and high resolution prototypes
Final	Final Prototype

as this basic duality in the nature of the Web, let's split planes down the middle. On the left, we'll put those elements specific to the Web as a platform for functionality. On the right, we'll put the elements specific to the Web as an information system.

Phase 1

Plan, Scope, and Define Informal Usability App Store Reviews

chapter
3

The Strategy Plane

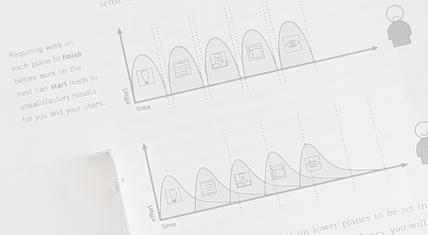
Product Objectives and User Needs

The foundation of a successful user experience is a clearly articulated strategy. Knowing both what we want the product to accomplish for our organization and what we want it to accomplish for our users informs the decisions we have to make about every aspect of the user experience. But answering these simple questions can be trickier than it looks.



CHAPTER 2 MEET THE ELEMENTS

That does not mean, however, that every decision about a lower plane must be made before the plane above it can be addressed. Dependencies run in both directions, with decisions made on upper planes sometimes forcing a reevaluation (or an evaluation made for the first time!) of issues on lower planes. At each level, we make decisions according to what the competition is doing, industry best practices, what we know about our users, and plain old common sense. These decisions can have a ripple effect in both directions.



If you consider your decisions on lower planes to be set in stone before you take on your decisions on higher planes, you will almost certainly be throwing your project schedule—and possibly the success of your final product—into jeopardy.

Instead, you should plan your project so that work on any plane cannot finish before work on lower planes has finished. The important consideration here is to not build the roof of the house before you know the shape of its foundation.

product that are user-facing—the buttons, displays, labels, and so forth—the “correct” form isn’t dictated by functionality at all. Instead, it’s dictated by the psychology and behavior of the users themselves.

User experience design often deals with questions of context. Aesthetic design makes sure the button on the coffeemaker is an appealing shape and texture. Functional design makes sure it triggers the appropriate action on the device. User experience design makes sure the aesthetic and functional aspects of the button work in the context of the rest of the product, asking questions like, “Is the button too small for such an important function?” User experience design also makes sure the button works in the context of what the user is trying to accomplish, asking questions like, “Is the button in the right place relative to the other controls the user could be using at the same time?”

The Surface Plane Finally, we have the surface. Regardless of whether we’re dealing with a functionality-oriented product or an information-oriented product, the surface is the same: the **sensory experience** our concern here is the same: the **sensory experience** of the finished product. It’s trickier than it sounds, though, because it’s all about it in Chapter 2.

chapter
1

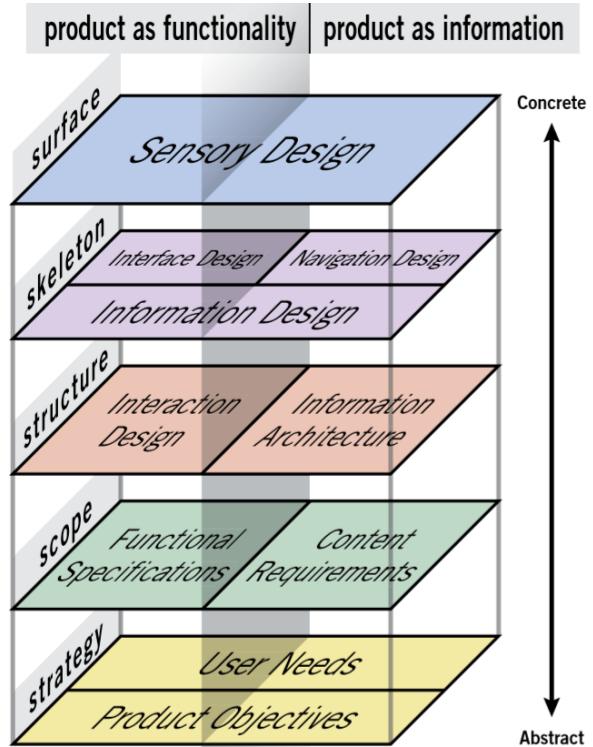
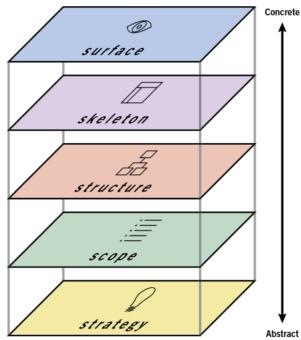
User Experience and Why It Matters

Plane
ven structure on
gn, in which we d
user. For inform
architecture: the
human understand
5.

breaks down into
address information
functionality-oriented products, the skeleton
face design, or arranging interface elements
interact with the functionality of the system.
information resource is its navigation design
elements that allow the user to move through
architecture. There’s more about the skeleton plane

Informal Analysis

We performed an informal analysis of the Amazon shopping app using Jesse James Garrett's Five Planes of User Experience.



Informal Analysis

Strategy

Cater to the needs of the customer in as many ways as possible, placing a significant amount of content on the screen. The user makes concessions for the amount of unsolicited content because all of their needs are met.

Scope

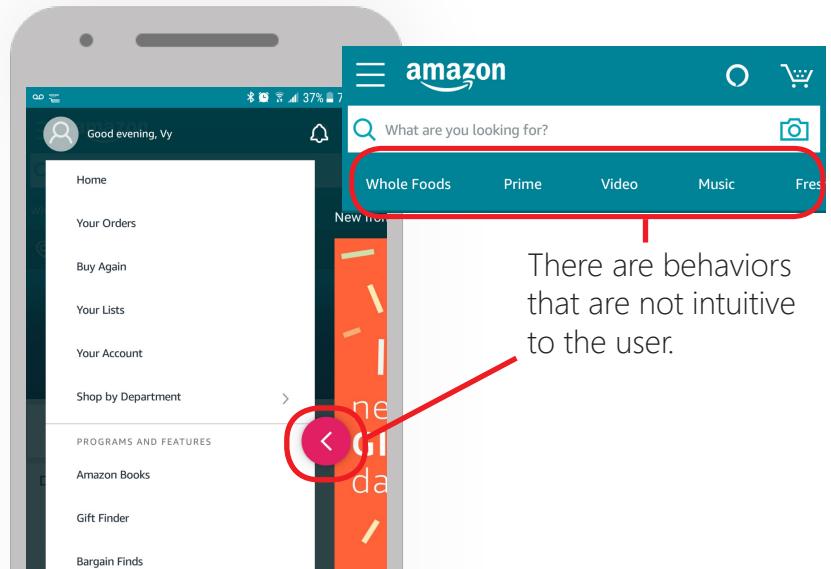
Volume of recommendations, deals, and ads can overwhelm the user. Finding items and ease of checkout are strong points.

Example)

Clustered header with links to other services provided by Amazon is irrelevant to the app's retail purpose and they double as advertisements to get the user to use or purchase additional features, most of which are separate apps.

Structure

The information architecture is ideal and places the needs of the user first on pages directly related to the user, e.g. order history and account settings. On other pages, the user isn't granted such ease.



Informal Analysis

Skeleton

The layout feels random. There is a plethora of content on the home screen that is not personal to the user. The user cannot expect to consistently find the same kind of personalized content on the home screen.

Surface

The type is consistent through the app. The use of color is deliberate and selective. Content is text heavy. Few icons exist. The amount of content displayed hinders the user experience and can be overwhelming, especially for new users.



App Store Reviews

Ad supported now?

★☆☆☆☆

Fri
AndyN12345

I understand some apps need to show ads to support themselves, but seriously - this is an app to buy stuff, and I buy a lot from Amazon. So now you need to show ads too? Are there no limits to Amazon trying to take advantage of their customers? I'm not talking about the suggested/sponsored items you see on their website, I'm talking about raw, unrelated mobile ads for things like chevy trucks? Not stuff I can buy on Amazon, just crappy ads!

Can't copy and paste

★☆☆☆☆

Fri
Fscott1

Sometimes i see an item that is close to what I want and has key words that i want to use in my search. The website allow one to copy and paste but not the app! Really! The most basic function of any website, software, and app is to "copy and paste" except this one. What is it with today's programmers? Are you that out of tune with what people need or just stupid?

Today's Deal Frustration

★☆☆☆☆

Fri
Brayheart

I find it very **frustrating** when I click on a Today's Deal and I have to scroll and scroll and most times don't find the deal. Am I doing something wrong? Brayheart

Ads move buttons, cause mis-clicks

Thu
jmknoble

Amazon has started putting ads in their app ... fine, ok, not unexpected.

They also follow good UI practice and display buttons and other info before the ad has loaded, and show the ad when it's loaded ... great, we expect that these days.

But now what's happening is after checking out, the "Continue Shopping" button displays, but then *moves out of the way* when the ad shows up a second later. So instead of tapping the button and continuing my shopping, I tap the ad.

This falls somewhere on the spectrum between "poor emergent UI design" through "**disingenuous**" all the way to the point of "utter dishonesty about registering ad clicks". It's gotten beyond annoying to me.

The chat feature is useless

★☆☆☆☆

Feb 3
MegAndyH

In an attempt to get help quickly, I used the chat feature to speak with customer service and was on it for over 40 minutes with the intention of quickly obtaining information on how to return a gift. The customer service reps on the other end dropped the chat two times, starting over with a new rep each time. They took over 5 minutes or more to respond to each text sent. It was a frustrating experience. Their responses were not consistent nor did they help. It took a long time, and I still never found resolution. It was very disappointing. I would prefer a phone call unless they were able to provide real assistance in a somewhat timely manner.

Connectivity errors

★☆☆☆☆

Feb 3
333M333

This app frequently gives me error messages. Often the app says I'm not connected to the internet even though I am. (I can connect with every other app — just not this app). Amazed that Amazon would have such **unreliable** app.

3.2

Apple

out of 5



45,611 Ratings

4.3

Google

1,091,328 total

1 2 3 4 5

1 2 3 4 5

★★★★★

Wow they downgraded their app. Searching for an item and actually needing to go page by page makes it impossible to shop. Why would it be necessary to go back to what their app was a few years back? The worst thing to happen was removing the ability to drag items to lists anymore. Can we also talk about how the search results are nowhere near the key words that one inputs in the search. The filtering option needs so much work its ridiculous. Amazon customers are asking for change please listen.

★★★★★

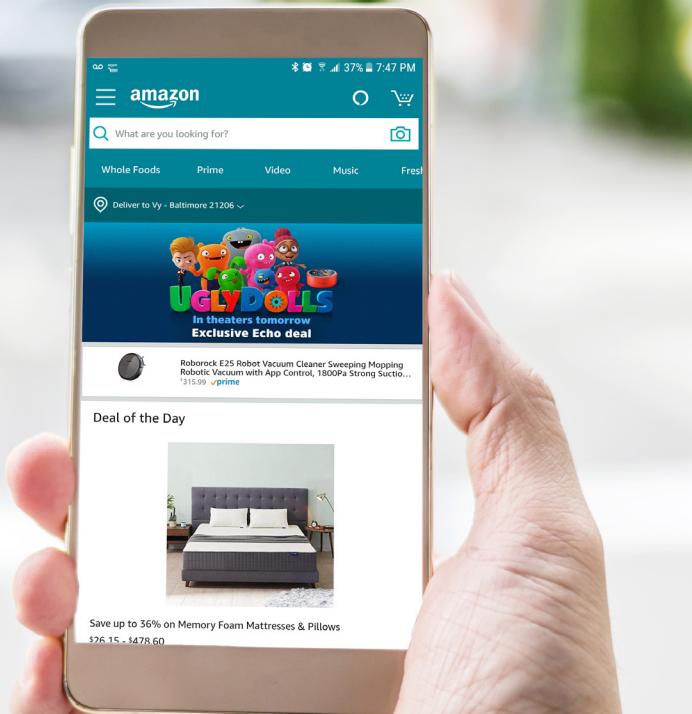
Adding new items to the wish list is horrible. Why have a wish list if after you add an item onto there it disappears? Extremely **frustrating**. The app was working great until about 2-3 weeks ago.

★★★★★

The new update sucks so much. Now, you see less on the screen at a time, the dropdown for filters is huge and cumbersome, and **you can no longer drag items into your wish list**. thanks for ruining the experience.

Phase 2

Formal Usability



Formal Analysis

We performed a formal analysis of the current state of the Amazon shopping app using Nielsen's *10 Heuristics of User Interface Design*.

10 Usability Heuristics for User Interface Design

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

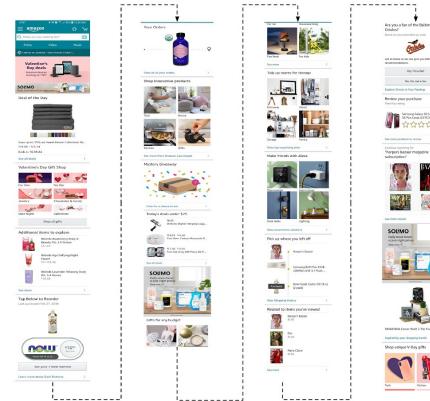
Formal Analysis

Aesthetic and minimalist design

While screens related to the user's account are clear and concise, the shopping screens are not.

Product information displayed on product pages requires users to scroll vertically through content to get to desired section. Sometimes sections can be multiple screens in length.

Design treatment is not consistent.

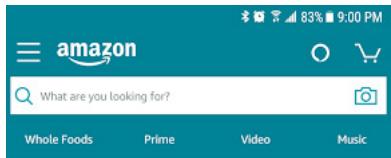


VS.

Formal Analysis

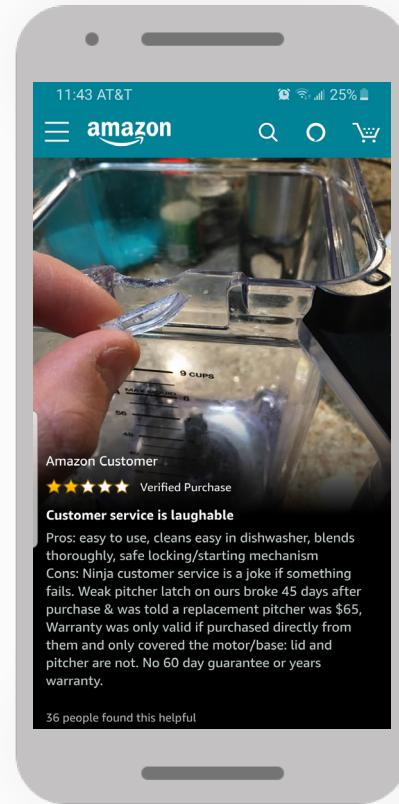
Consistency and standards

The header of the Amazon app, for the most part, fits with design expectations of websites. The company logo and drop-down menu are both on the left. The cart icon is on the right. The search bar with magnifying glass icon is centered and spans the width of the screen. Also consistent with standards, the logo takes the user back to the homepage.

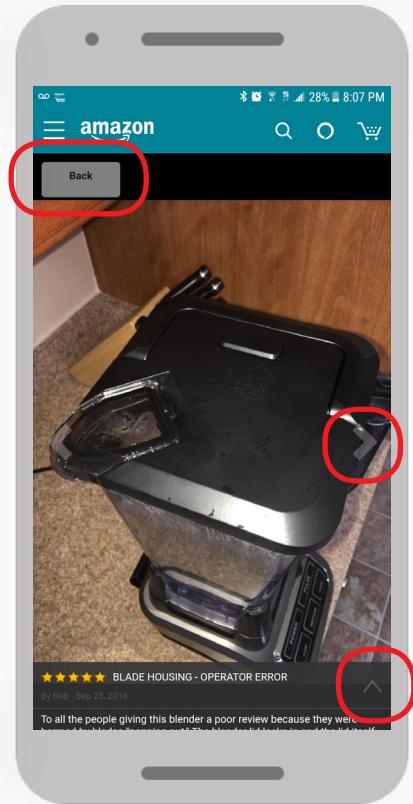


Screens displaying the same information appear differently depending on the path taken to access the information.
Ex.) Customer-uploaded images with reviews.

Accessed from review on product page



Accessed from photo gallery on reviews page



Formal Analysis

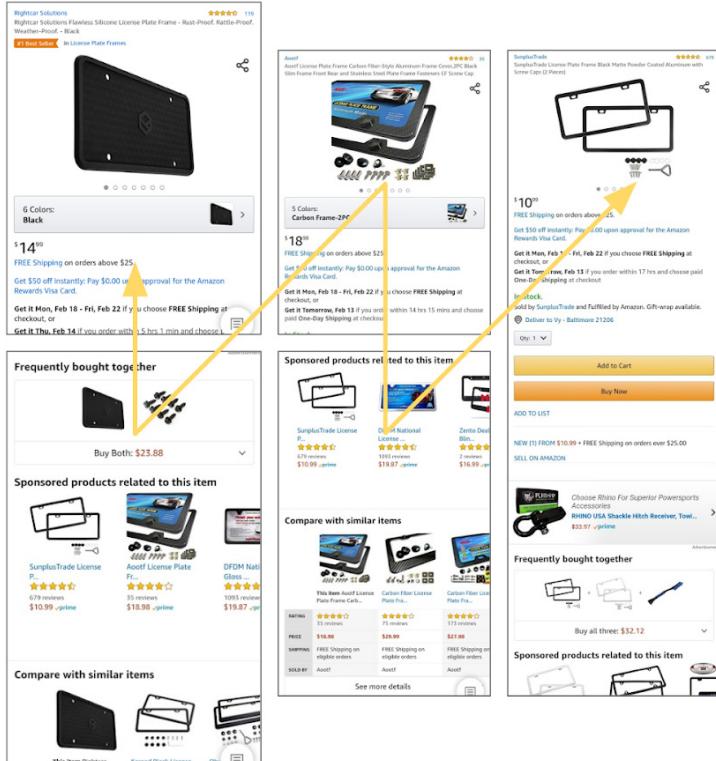
Additional heuristic

Users should know where they are

Navigating within the app can be unclear. On many screens, the user is not given any information on where they are in the app.

There is no back button in the app.

There is no way to jump back to the initial search results screen without cascading backward through each page subsequently accessed.



Phase 3

Design proposal

Personas and Scenarios

Flowcharts

Tagged process
show or hide the tag
using right-click menu



Tagged document
show or hide the tag
using right-click menu



Decision

Input / Output

Manual operation

Terminator

Manual file



On-page reference



Off-page reference - Outgoing



Off-page reference - Incoming



Off-page reference - Arrow



Divided (table view)



Process / Multi process



Lined / Shaded process



Database



Disk storage



Floppy disk



Magnetic tape



Data transmission

Personas



Michelle Foster

30
Dental hygienist
Married
Busy consumer

"I have better things to do."

Michelle Foster is a married mother of two, ages 2 and 4. Michelle is a busy, dedicated mother, who is upbeat and energetic. However, she can be intense at times because she puts a lot on her plate, and is agreeable until her efficiency is jeopardized. She values convenience, efficiency, punctuality, and accuracy. She likes to get what she needs and move on to the next task, but she also values assistance and informed suggestion.

SKILLS AND APTITUDES

Multitasking, creative thinking and solutions, time management, scheduling, moderately tech savvy

CONCERNS

- Not receiving items by the date they are needed
- Being financially irresponsible, negatively affecting the household

MOTIVATIONS AND GOALS

- Needs to be able to navigate through the app swiftly
- Needs to be sure she is spending money wisely because she has a family to help support
- Wants to spend as much time with her family as possible so she needs her interactions to be productive
- Wants to be able to provide for her family so she needs the app to be accurate and reliable

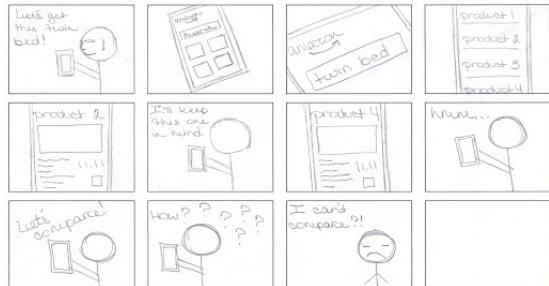
CONTEXTUAL

- Likes to make lunch breaks productive so she may purchase a few items to be delivered in the evening, or continue planning an event.
- Spends some free time shopping on the app at home
- Leaves little room for error during interactions with the app
- Does not enjoy deep dives for bargains or price comparisons

Scenarios

Goal 1) Needs to easily compare products listed

Michelle opens the app to begin searching for a new bed for her oldest child. She has set aside the time required to do a little research prior to purchasing. Upon opening the app, she heads straight for the search bar. She inputs "boys twin bed" and briefly scrolls through the initial results. She decides to filter the list by color and material. She views the product page for the first result and scrolls to the "compare" module. One of the other beds in the list isn't a contender. She wants to compare. She cannot perform the action.



Goal 2) To keep track of search results

Michelle is searching for a floor lamp. She scrolls through the search results and selects a product. From the product page, she clicks to view a product ultimately purchased by others. From there, she views a sponsored item. Frustrated, feeling that she is spending too much time on the app, she decides to return to the original list of search results. There is no link for her to do so.



Personas



Mason Chung

41

Test technician

Single

Frequent consumer

"Is there a faster way to do it?"

Mason loves shopping on Amazon for the convenience. He finds going to the store a waste of time, with the driving and waiting in line. He can also be quite the impulse shopper, going on the app when he wants to buy something. He also uses the app to research products and prices. He searches on Google as well and recently has been using Ebates as well, in order to get cash back from his purchases. As a prime member, he also enjoys the free and fast shipping.

SKILLS AND APTITUDES

Tech savvy. Knows shortcut keys on the computer.

CONCERNS

- Does not like to return items like shoes and clothes if they do not fit. Ends up wasting money in that case.
- Annoyed when packages do not arrive on time as promised

- Feels it should be easy to find exactly what he wants

MOTIVATIONS AND GOALS

- Wants to be able to quickly find products that he is searching for
- Wants to be able to purchase the best product at the best price
- As long as quality and perceived value of products are high, price is not an issue
- Likes to compare prices and specs of items when he is planning to make a purchase
- Wants his life to be more convenient with the help of the app, technology

Scenarios

Goal 1) Needs to find reliable product information and reviews

The range hood above his stove is old. This past weekend it stopped working, so he decides it is time to upgrade. He searches for fans on the app. He checks out different models and brands. He reads the reviews. He looks at photos of fans that other customers have bought, but is frustrated that he has to keep going back to the previous page to select another image. He tries to remember how he accessed the image gallery before.



Goal 2) Easily search for item to make purchase

The next day, Mason's supervisor talks about how great his new power washer is. Interested in a power washer for himself, during lunch, Mason searches on the app for similar items. He finds himself clicking on related items and compared items, which takes him to one new page after another. After several clicks, he wants to go back to his original search results, but there is not direct way. He uses his phone's back button, until he decides to just perform the exact same search again.



Personas



Eugene Daniels

66
Retired English Professor
Married
Patient Researcher

"I want the best value."

Eugene and his wife have recently retired to a place close to Fort Myers, Florida after teaching English courses for nearly 40 years. Their current home is near one of their adult children. Eugene is also excited for his first grandchild, a granddaughter. When he's not taking care of day-to-day errands, Eugene can be found reading or working on his writing. He will often buy books online to help with his craft, and he will thoroughly investigate into the best price option. He hopes to publish his first novel outside of academia. Eugene is also interested in getting into the literary community around their new home, often checking social media for readings or open mic events.

SKILLS AND APTITUDES

Moderately tech savvy. He is patient, taking his time researching and making decisions.

MOTIVATIONS AND GOALS

- Wants to be responsible with his budget without sacrificing quality. He aims to get the best value for the lowest price.
- Wants to be meticulous in his research. He needs to be able to compare items to ensure he's making the best choice.
- Wants to get the best for his family. He needs to be able to find the exact item in order to read reviews.
- Wants an app on the go that works equal to or better than the website without hindrance.

CONCERNES

- Does not want too many advertisements
- Gets annoyed by complex and redundant navigation systems

Scenarios

Goal 1) Wants to be able to use an app on the go that works equal to better than website without hindrance

Eugene isn't sure what else to purchase for his granddaughter and decides he would like to search through departments on the Amazon app. Upon opening it, he finds there are no obvious links. He scrolls down the entire home page finding only a handful of relevant images. He tries other menus, which takes him through several more steps. By the time Eugene finds what he's looking for, he decides it would be easier to search through specific departments online.



Goal 2) Wants to purchase the highest quality item for the lowest price

Eugene heads to a local store to look at lawnmowers. While he's there, he decides to look up other lawnmowers, filtering out poorly reviewed ones and those not in his price range. He tries to individually compare the in-store lawn mowers to the ones he finds on the app.



Possible Tasks

Check out using 1-click checkout

Reorder previously purchased products

View/read product reviews

Navigate through screens (general)

Compare products for purchase

Find products via search

Filter and sort search results

Search Amazon-suggested products

Track orders

Search for items and add to shopping list

Look at customer-uploaded product images

Selected Tasks

Compare products beyond those suggested

Look at customer-uploaded product images

Navigate through screens without losing place in the app

Reorder previously purchased products

View/read product reviews



Competitive Review

Competitors Best Buy, Wal-mart, and Target

We analyzed the mobile apps of Amazon's competitors by examining their solutions to the problem we sought to solve, in hopes of inspiring improved design solutions.

Highlights

Best Buy

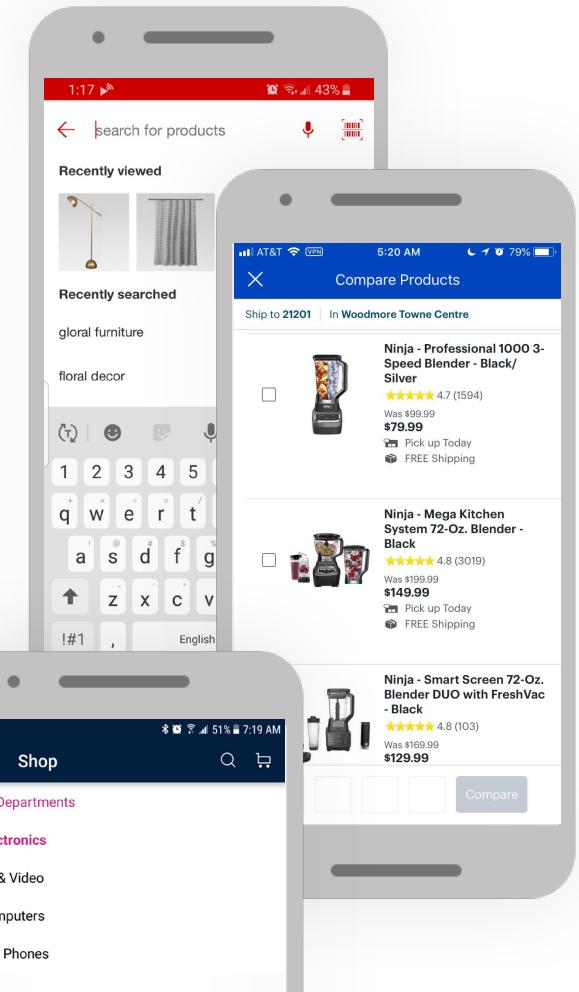
Comparing products is possible and is executed using check boxes next to search results.

Target

Search input screen displays images of recently viewed and recentl searched items. Search filter places "Apply" button at the top of the filter screen.

Wal-mart

There is a back button for page navigation and information is given to inform the user of their place in the app (ex. submenu screens).



Initial Usability Testing

To test usability, users were asked to perform selected tasks and complete a survey. Users were representative of our personanas developed from demographic research. Note-taking and screen recording were used to document each of the sessions.

Notable feedback:

- Most found the amount of content overwhelming
- Many users did not know where to find links to the departments
- Cumbersome to compare products
- Hard to keep their place in the app, often relying in the search bar or logo to reset their position
- Most head straight for the search bar upon opening the app

System Usability Scale

© Digital Equipment Corporation, 1986.

	Strongly disagree			Strongly agree
1. I think that I would like to use this system frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I found the system unnecessarily complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I thought the system was easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I think that I would need the support of a technical person to be able to use this system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I found the various functions in this system were well integrated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I thought there was too much inconsistency in this system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I would imagine that most people would learn to use this system very quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I found the system very cumbersome to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I felt very confident using the system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I needed to learn a lot of things before I could get going with this system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average Score: 63

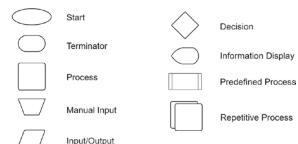
Flowcharts

Task

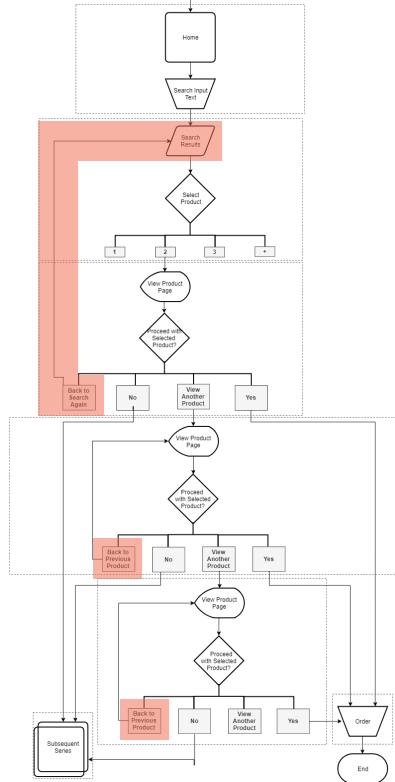
From the homepage, perform a search for blenders, using the browse history functionality to browse previously viewed blenders.

- In order to get back to the search results, the user must cascade backwards through all pages viewed after the search results.

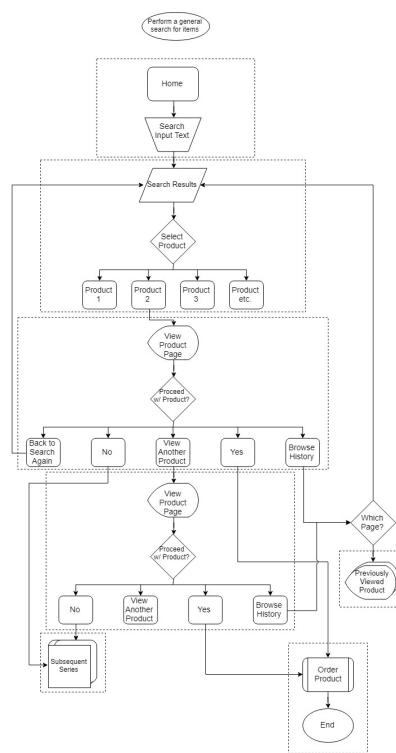
Key



Current State



Ideal State



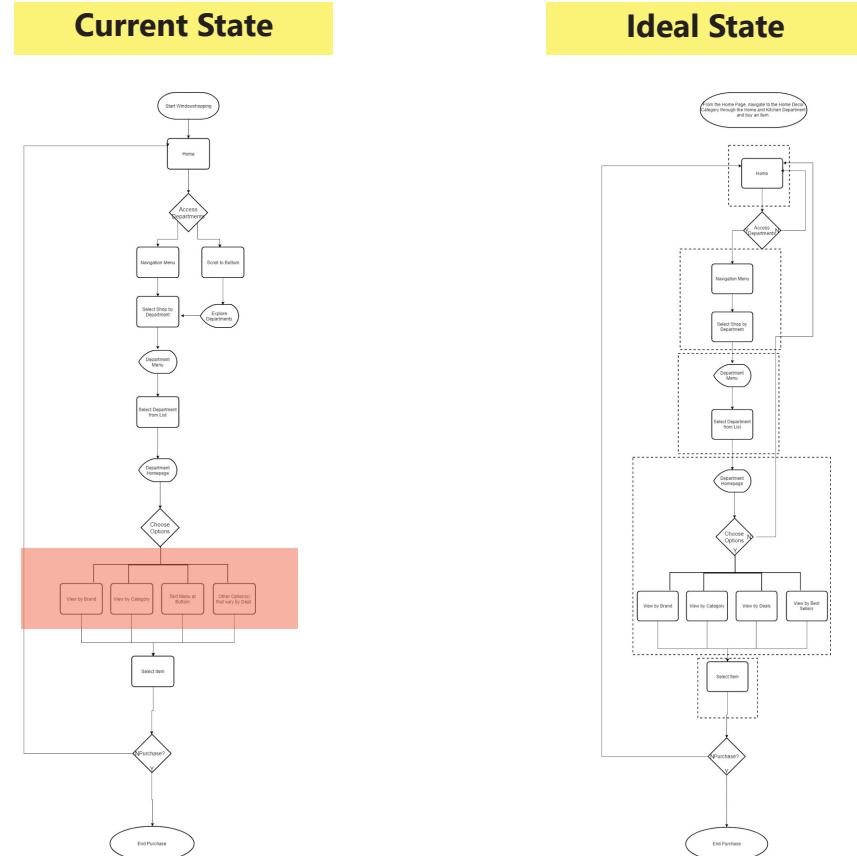
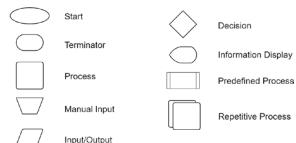
Flowcharts

Task

From the homepage, navigate to the Home Decor category of the Home and Kitchen Department.

On any screen, the user is not supplied information on where they are in the app. The user cannot expect to find similar information on department pages to be in the same locations.

Key



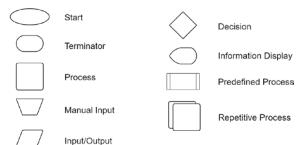
Flowcharts

Task

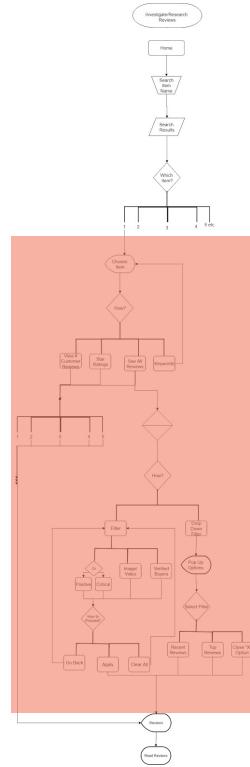
From the Homepage, navigate to a product and find the reviews page.

Due to too many and/or redundant options, users were finding it difficult to navigate the reviews, and some were left confused.

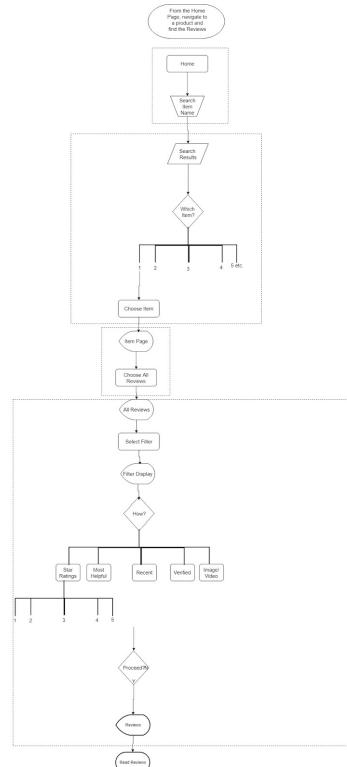
Key



Current State



Ideal State



Flowcharts

Task

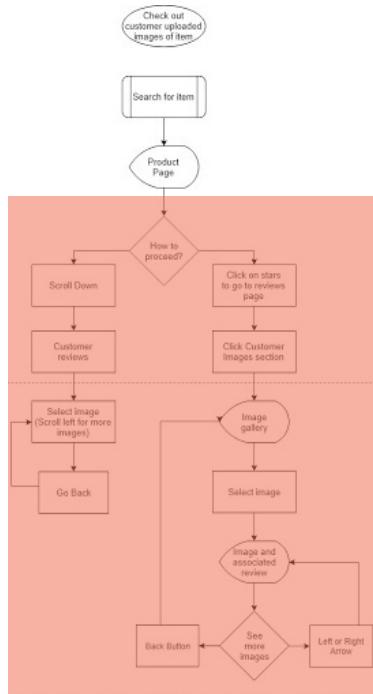
From the homepage, navigate to the review page of a blender and view a customer uploaded image.

■ Navigation through customer uploaded images is not consistent. Back button does not take the user to the appropriate page. Screens vary depending on route taken.

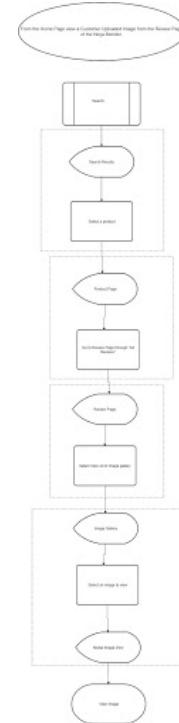
Key

	Start
	Decision
	Information Display
	Predefined Process
	Repetitive Process
	Input/Output

Current State



Ideal State



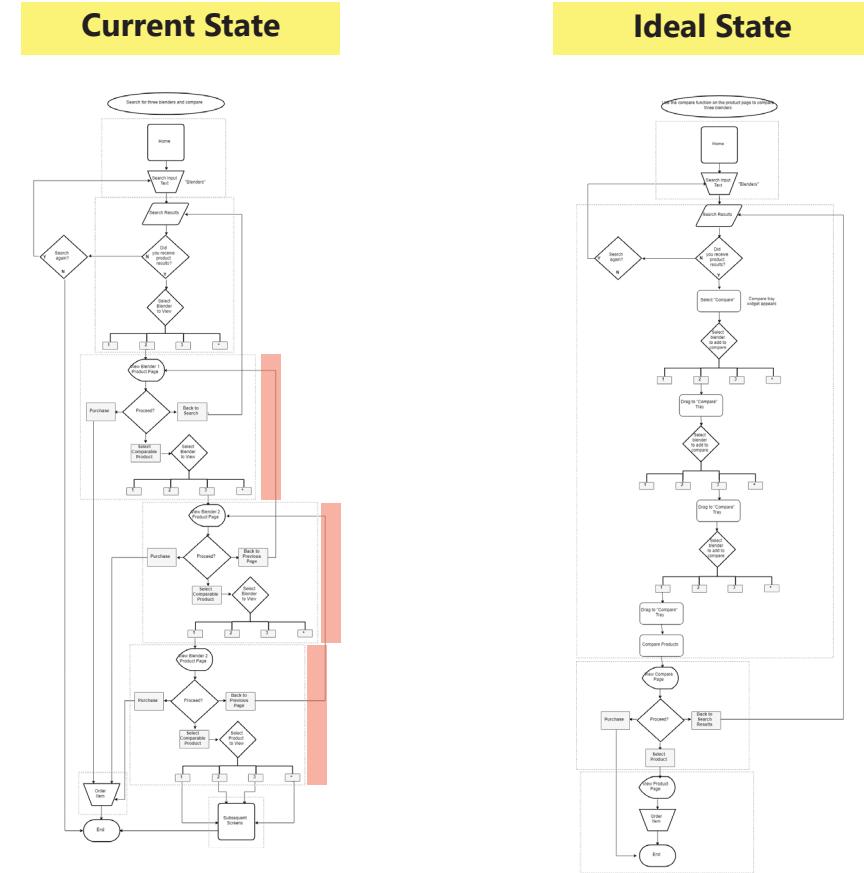
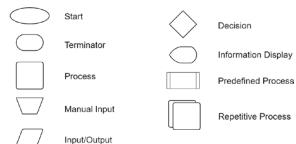
Flowcharts

Task

Use the compare function on the search results page to compare three blenders.

There is no formal way for the user to compare items of interest. Currently, the user must remember details while switching between product pages.

Key



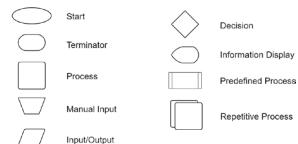
Flowcharts

Task

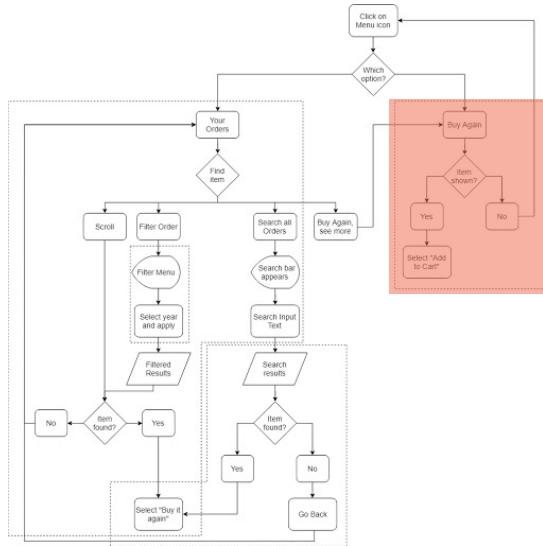
From the homepage, use the Your Orders screen to add the frequently purchased water filter to your cart.

■ “Buy Again” functionality is limited.
Users cannot filter or search for items
and products listed seems arbitrary.

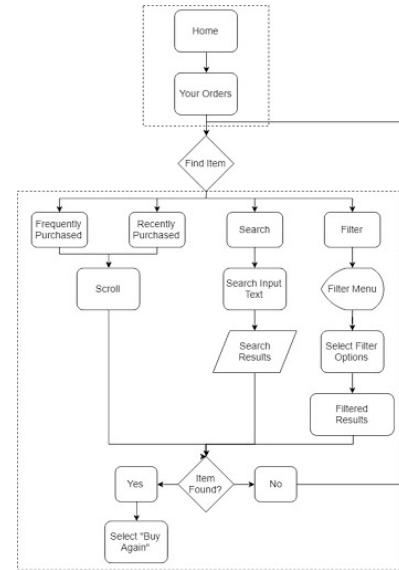
Key



Current State

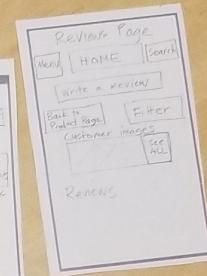
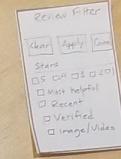
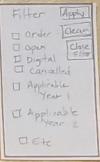
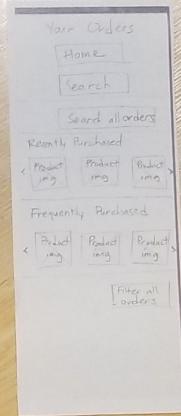
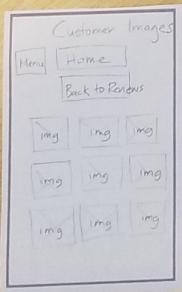
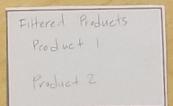
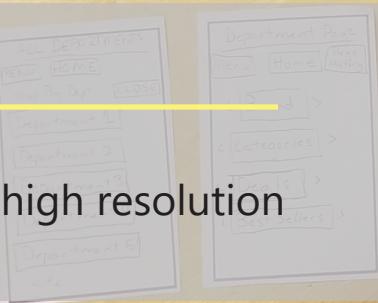


Ideal State



Phase 4

Usability testing Low, medium, and high resolution prototype



Proposed Solutions

Interaction Design | Provide fitting order history functions

Solution

Improve hierarchy and remove redundancies to enhance user experience.

Functional Spec./Interaction Design | Enable compare

Solution

Extend the established in-app shopping list widget to function as a drag-and-drop compare widget, generating a list of items to be compared on separate screen.

Information Architecture | Condense the product pages

Solution

Introduce collapsible sections to cut the overwhelming length of the product screens.

Navigation Design | Easily navigate reviews and images

Solution

Condense filter/sort options into one menu, matching conventions set on other screens. Incorporate consistent back button functionality and occurrence.

Surface | Declutter the home page

Solution

Incorporate side-scrolling to condense the home page. Prioritize department links to assist the user and decrease reliance on the search function.

Navigation Design | Provide navigation information

Solution

Introduce browsing history retrieval and a link to the search results to assist the user in keeping their place in the app.

Low-Resolution Prototype

To begin testing, we developed a low-resolution paper prototype. We performed three rounds of user testing and utilized the feedback to generate a final low-resolution prototype before moving on to medium-resolution paper prototyping.

Changes from current state:

Introduced two new capabilities: product comparison and browse history, condensed the product pages using collapsible tabs, tackled information architecture issues throughout the app.

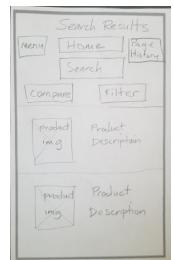
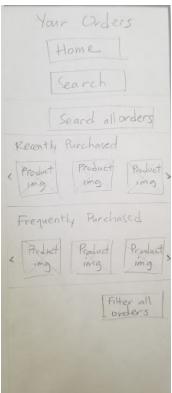
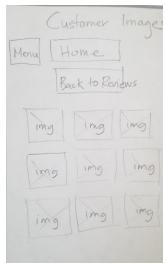
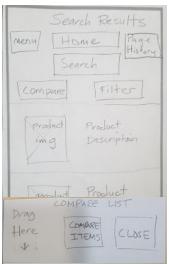
User Feedback:

- "Page history" is an unclear term. "Browse history" is more clear.
- Prioritized personalized content is preferred so the minimization of the homepage is a welcome change.
- The addition of compare capabilities but would like the compare page to display whether items are Prime eligible.
- Browse history capabilities are useful and necessary.



Low-Resolution Prototype

Final Screens



<https://marvelapp.com/bb58a04>

Medium-Resolution Prototype

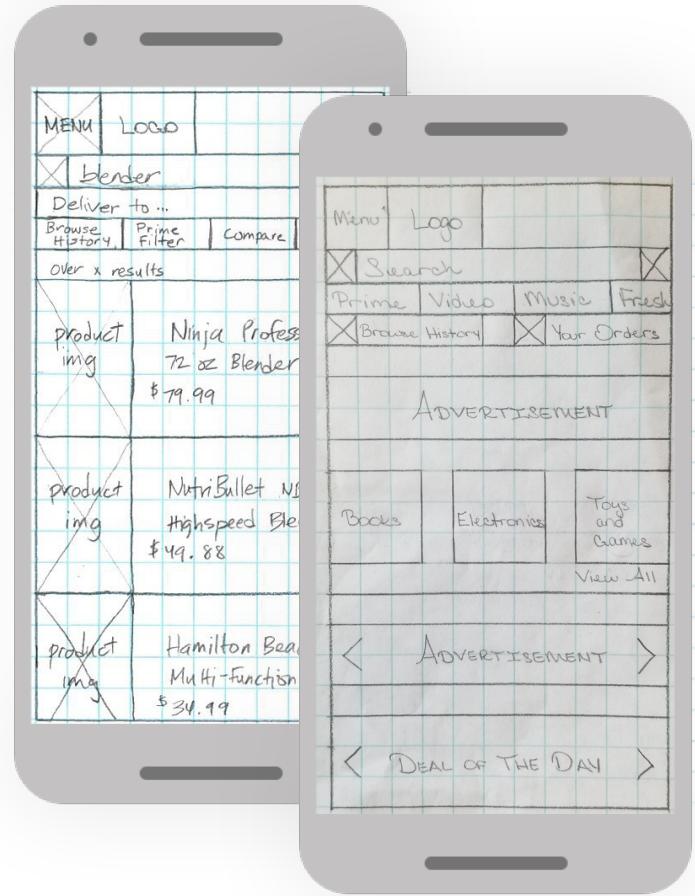
Moving into medium-resolution paper prototyping, the prototype was subject to two more rounds of user testing and we utilized the feedback to generate a high-resolution prototype.

Highlighted changes from low to medium res:

Focused on the placement of the compare and browse history functions, increased number of options that appear in horizontal scrolling section, added more product pages to reflect updated tasks

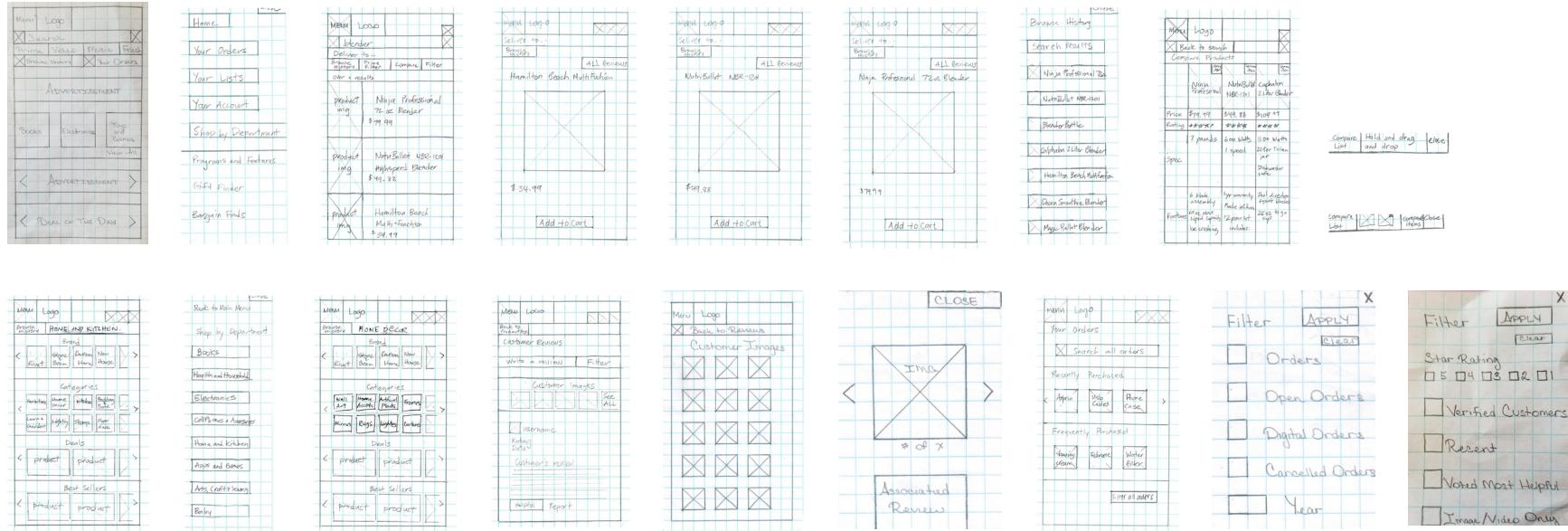
User Feedback:

- Provide more department options on the home page
- Browse history link should also appear on the home page
- Condensed review filtering options are sensical
- Consistency of item placement



Medium-Resolution Prototype

Final Screens



<https://marvelapp.com/4ja942h>

High-Resolution Prototype

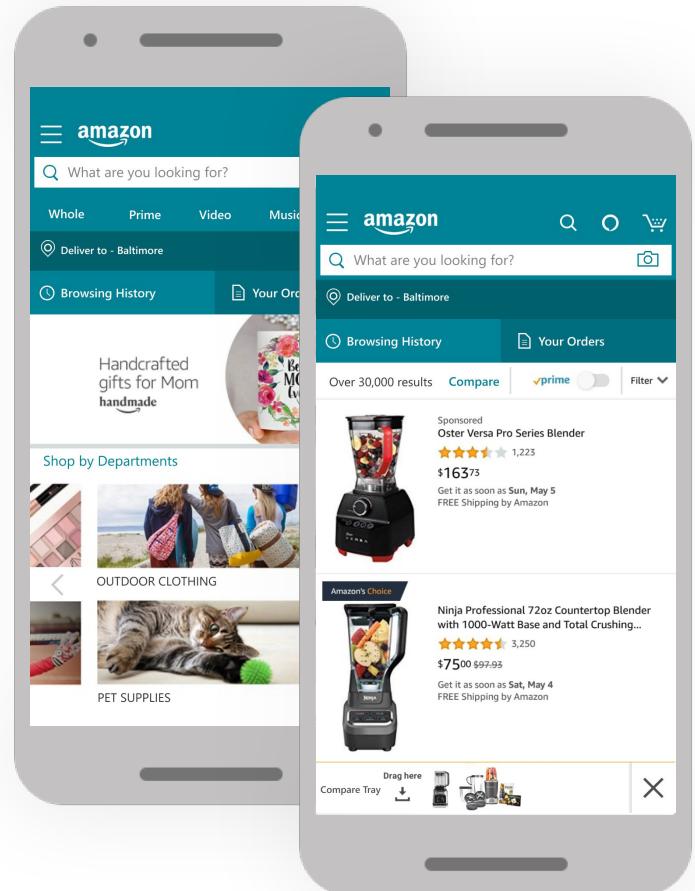
Utilizing the feedback from medium resolution prototyping, we generate a high resolution prototype. Needing many design options to pull the high resolution prototype together, we had to make a few compromises. We performed a few user tests on a first draft and utilized the feedback to generate the final high resolution prototype.

Highlighted changes from medium to high res

Focused on the placement of the compare and browse history functions, increased number of options that appear in horizontal scrolling sections, more ads, improve collapsible tab simulation for product screens

User Feedback

- Some issues caused by InVision inconsistencies between operating systems
- Font sizes are too small
- Add more content to screens that were too condensed



High-Resolution Prototype

Final Screens

The image displays a series of high-resolution screenshots from a mobile application prototype, showcasing various user interface components and interactions.

- Home Screen:** Shows a top navigation bar with icons for account, cart, and search. Below is a search bar with placeholder "What are you looking for?". A promotional banner for "Handmade gifts for Mom" is visible. The main content area features a grid of products: "OUTDOOR CLOTHING", "PET SUPPLIES", and a "Deals of the Day" section with items like a "Pet Set 3D Bedding" and a "Bunny Shape Throw Blanket".
- Search Screen:** Displays a search bar with placeholder "Good Evening" and a magnifying glass icon. Below the search bar is a keyboard. The main content area shows a list of search results under "Shop by Department" and "PROGRAMS AND FEATURES".
- Main Menu:** Shows a navigation bar with links: Home, Your Orders, Your List, Your Account, Delivery to: Baltimore, and a "Browsing History" section with "Your Orders". The main content area lists departments like Appliances, Electronics, and Books, along with a "Customer Service" link.
- Product Detail Screen:** Shows a product image of a "Ninja Professional 72oz Countertop Blender" with a price of \$169.99. Below the image is a "Customer Images" section with several user-uploaded photos of the blender in use. The main content area also includes a "Back to Review Page" link and a "Write a Review" button.
- Feedback Screen:** Shows a list of user reviews for the blender. Each review includes a star rating, the reviewer's name, the date, and a snippet of the review text. For example, one review from "tallblendeday" says: "It's a healthcare professional and I highly think she's researching the competition. I have to say I'm very impressed with the comments and reviews (including 3 who rates this Ninja #2) I opted for the Ninja Professional 72oz Countertop Blender because I have never owned it, I use it for making smoothies. I tend to have a more healthy diet now and I wanted to make sure I could make my smoothies in my blender and to stick a spoon in the smoothie. Blending is a really convenient way to get all your servings."

<https://projects.invisionapp.com/m/share/JKRYWSOM3QB#/363382666>

continued...

Your Orders

- Recent Orders
- Frequently Purchased Orders
- All Orders
- USB C Hub, TOTU 12-in-1 Triple... (Delivered May 3, 2019)
- Review Order
- iPhone X Screen Protector... (Delivered May 3, 2019)
- Review Order
- Puritan's Pride Lutein 40 mg... (Ordered on Apr 14, 2018)
- Review Order
- Short Micro USB Cable Andriod... (Ordered on Apr 14, 2018)
- Review Order
- Biotin (High Potency) 5000mcg... (Ordered on Mar 22, 2018)
- Review Order
- Nature's Miracle Deodorizing Spring... (Ordered on Mar 22, 2018)
- Review Order

Browsing History

- Handcrafted gifts for Mom
- Amazon Basics

Shop by Departments

- FURNITURE
- ELECTRONICS
- BEAUTY
- TEAM SPORTS
- OUTDOOR clothes
- PET SUPPLIES

Deals of the Day

- Throw Blanket
- Bedsure Sharp Bedding Set

BROWSE HISTORY

- Search Results
- Numi Professional Line
- Numi NBR-1201
- Short Micro USB Cable
- Biotin (High Potency)

Browsing History

- Handcrafted gifts for Mom
- Amazon Basics

Shop by Departments

- FURNITURE
- ELECTRONICS
- TEAM SPORTS
- OUTDOOR clothes
- PET SUPPLIES

Deals of the Day

- Throw Blanket
- Bedsure Sharp Bedding Set

Compare Products

	Ninja Professional Line Blender	Ninja Professional 72oz Countertop Blender
Price	\$79.99	\$49.99
Ratings	4.5 stars (1,231 reviews)	4.5 stars (1,231 reviews)
Specs	7 pounds 1 Speed	6.6 pounds 1 Speed
Features	6 blade assembly 1 year warranty Made in China 12 piece set	6 blade assembly 1 year warranty Made in China 12 piece set

Browsing History

- Handcrafted gifts for Mom
- Amazon Basics

Shop by Departments

- FURNITURE
- ELECTRONICS
- TEAM SPORTS
- OUTDOOR clothes
- PET SUPPLIES

Deals of the Day

- Throw Blanket
- Bedsure Sharp Bedding Set

Compare Products

	Ninja Professional Line Blender	Ninja Professional 72oz Countertop Blender
Price	\$79.99	\$49.99
Ratings	4.5 stars (1,231 reviews)	4.5 stars (1,231 reviews)
Specs	7 pounds 1 Speed	6.6 pounds 1 Speed
Features	6 blade assembly 1 year warranty Made in China 12 piece set	6 blade assembly 1 year warranty Made in China 12 piece set

Browsing History

- Handcrafted gifts for Mom
- Amazon Basics

Shop by Departments

- FURNITURE
- ELECTRONICS
- TEAM SPORTS
- OUTDOOR clothes
- PET SUPPLIES

Deals of the Day

- Throw Blanket
- Bedsure Sharp Bedding Set

Compare Products

	Ninja Professional Line Blender	Ninja Professional 72oz Countertop Blender
Price	\$79.99	\$49.99
Ratings	4.5 stars (1,231 reviews)	4.5 stars (1,231 reviews)
Specs	7 pounds 1 Speed	6.6 pounds 1 Speed
Features	6 blade assembly 1 year warranty Made in China 12 piece set	6 blade assembly 1 year warranty Made in China 12 piece set

Customer reviews

What are you looking for?

Back to Product Page

Customer reviews (1,231 reviews)

Write a Review Filter ▾

Rating: 1 of 10 of 1,231 reviews

Clear All

Stars: 1 2 3 4 5 6 7 8 9 10

Verified purchase only

Image and video reviews only

Top reviews

Recent reviews

Apply

Shop by Brand

Categories

- MUSICAL & MATH
- KIDS HOME STORE
- SMART HOME

Deals of the Day

- Scourer Basket for Instant Pot Pressure Cooker

Customer reviews

What are you looking for?

Back to Product Page

Customer reviews (1,231 reviews)

Write a Review Filter ▾

Rating: 1 of 10 of 1,231 reviews

Clear All

Stars: 1 2 3 4 5 6 7 8 9 10

Verified purchase only

Image and video reviews only

Top reviews

Recent reviews

Apply

Customer reviews

What are you looking for?

Back to Product Page

Customer reviews (1,231 reviews)

Write a Review Filter ▾

Rating: 1 of 10 of 1,231 reviews

Clear All

Stars: 1 2 3 4 5 6 7 8 9 10

Verified purchase only

Image and video reviews only

Top reviews

Recent reviews

Apply

Shop by Brand

Categories

- STONE & BEAM
- FOODSERVICE
- HOME DECOR

Deals of the Day

- Stone & Beam Beverage Dispenser

Customer reviews

What are you looking for?

Back to Product Page

Customer reviews (1,231 reviews)

Write a Review Filter ▾

Rating: 1 of 10 of 1,231 reviews

Clear All

Stars: 1 2 3 4 5 6 7 8 9 10

Verified purchase only

Image and video reviews only

Top reviews

Recent reviews

Apply

Final Thoughts

Amazon has shaped the way that we, as consumers, shop and purchase products online. It is prolific in its provided functions and services.

With its well established brand and iconic standing in today's society, the redesign of its shopping app, some of it at least, proved difficult and daunting. Despite that, during our informal and then formal heuristics analyses, we found many areas in the app that could be improved, with a lot in navigation and layout. Ultimately, we decided to focus on those that were important to participants in our testing and interviews.

Over the course of 15 weeks, we worked to improve the app. Although certainly more time should be devoted to additional testing and strategizing for such an enormous undertaking, we were successful in what we set out to do.

