

Iftekhar
Hennessy
Safiyya

Process to File a Complaint About a Partner Company on Amazon

To file a complaint about a partner company on Amazon without using the search function, the user must first log in to their Amazon account, as reporting is only available to signed-in users. After logging in, they should click the hamburger menu (three horizontal lines), go to Help and Settings, and select Your Account. From there, navigate to Customer Service, then choose Report Something Suspicious, followed by Report Suspicious Activity. Finally, the user can select the option to Report a Suspicious Product or Seller to complete the complaint submission process. This structured process ensures security and proper handling of reports.

Rating System

- 1 - Very Bad
- 2 - Bad
- 3 - Decent
- 4 - Good
- 5 - Very Good

1. Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. **Watch video**

Answer: When you hover over the "Customer Service" menu tab, the color of the text changes to gray, and a white outline box appears around it that indicates this is the page you are about to visit. In the Customer Service page, some buttons change to a very light gray, which is difficult to notice. (Ratings: 3)

2. Match between system and the real world

The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order. **Watch video**

Answer: The system generally uses natural and easy-to-understand language, words, and phrases. However, the typeface size appears too small to read, and there is too much text on a single page. This visual overload could be confusing and overwhelming for some users. (Ratings: 4)

3. User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo. **Watch video**

Answer: They provide buttons that say “Back” and an arrow icon. In some cases, the easier way to go back is to use the browser back button or click on the “customer service” button/menu again. (Ratings: 3.5)

4. Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions. **Watch video**

Answer: The consistency for the website is a 3 rating. Some aspects are more easy to grasp than others but if things were more simplified it would allow for more older people to navigate the menus easier.

5. Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action. **Watch video**

Answer: For error prevention the rating would be a 3. It can be straightforward for all the actions that can take place when trying to submit a request but misclicks happen often and the return or cancel buttons seem more hidden than others.

6. Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate. **Watch video**

Answer: For recognition it is a 2 rating. Users can find it difficult to navigate to make a request or complaint as this option is hidden within the drop down menus and can be difficult to locate on mobile devices when things are smaller. This section can be easily forgotten and might take time to locate.

7. Flexibility and efficiency of use

Amazon provides both beginners and experienced users with tools that make shopping fast and convenient. Features like auto-suggestions, one-click ordering, and “Buy Again” options help users save time and effort. With personalized recommendations, Alexa voice search, and keyboard shortcuts, Amazon earns a **5/5** for its exceptional flexibility and efficiency.

8. Aesthetic and Minimalist Design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Amazon’s interface is generally clean and functional, but at times it can feel cluttered with promotions, ads, and recommendations that compete with the main task of shopping. While core functions remain visible and accessible, the extra information can reduce focus. Overall, the design balances usability with commercial goals, earning a **4/5**.

9. Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Amazon communicates errors in plain, understandable language and often provides clear instructions to fix the issue, such as re-entering payment details or checking delivery addresses. The platform avoids confusing error codes and instead gives practical guidance. This supportive approach merits a **5/5**.

10. Help and Documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Although Amazon is mostly intuitive to use without external guidance, it provides extensive help resources, FAQs, and step-by-step documentation when needed. The help section is searchable and focused on user tasks, though the volume of information can sometimes be overwhelming. For accessibility and thoroughness, it earns a **4/5**.