

Amazon Product Page Interaction Design Critique

Week 4 Assignment- Hritika Kucheriya

Product Page of Amazon is based on Inverted Pyramid Principle

The screenshot shows the Amazon product page for an "Amazon Essentials Women's Sleeveless Woven Shift Dress". The page is structured according to the Inverted Pyramid Principle, with the most important information at the top.

Header: The top navigation bar includes the Amazon logo, delivery location (Charlotte 28202), a search bar, and links for account, lists, orders, and returns.

Category Navigation: Below the header, there are tabs for "Amazon Fashion", "Women", "Men", "Kids", "Luggage", "Sales & Deals", "New Arrivals", and "Amazon Brands".

Product Information: The main content area features a large image of the dress on the left. To the right, the product title "Amazon Essentials Women's Sleeveless Woven Shift Dress" is displayed, followed by a 4.2-star rating and 3,497 ratings. The price is shown as "\$18.72 - \$23.70" with a link for "Free Returns on some sizes and colors".

Selection Options: Below the price, there are dropdown menus for "Size" and "Color: Black". A "Size Chart" link is also present.

Product Details: A section titled "Product details" lists the following information:

- Fabric type:** 100% Viscose
- Care instructions:** Machine Wash Cold, Line Dry
- Origin:** Imported
- Closure type:** No closure

About this item: A section titled "About this item" provides additional details:

- A-LINE:** Fitted through chest; flares gently to hem.
- DRAPEY FLUID TWILL:** Made of 100% viscose, our non stretch viscose is extremely breathable and lightweight. With a beautiful drape and a soft, smooth finish, this fabric is comfortable and easy to wear all year round.

Call to Action: On the right side of the product information, there is a yellow "Add to Cart" button and a white "Add to List" button.

This means that when you first see an Amazon product page, the most important details about the item, like its price, key features, and customer reviews, are immediately visible without needing to scroll down. This "above-the-fold" section is designed to quickly capture your attention and give you the essential information needed to decide if you want to learn more.

Consistency

amazon Delivering to Charlotte 28202 Update location All Search Amazon EN Hello, sign in Account & Lists Returns & Orders Cart

All Medical Care Best Sellers Prime Amazon Basics Music New Releases Today's Deals Groceries Customer Service Amazon Home Pharmacy Registry Gift Cards Books

Amazon Fashion Women Men Kids Luggage Sales & Deals New Arrivals Amazon Brands luxury stores

Clothing, Shoes & Jewelry Women Clothing Dresses

Visit the Amazon Essentials Store
Amazon Essentials Women's Sleeveless Woven Shift Dress
4.2 ★★★★★ 3,497 ratings | Search this page

Price: **\$18.72 - \$23.70**
Free Returns on some sizes and colors

Size: Select

Color: Black

Size Chart

Product details

Fabric type	100% Viscose
Care instructions	Machine Wash Cold, Line Dry
Origin	Imported
Closure type	No closure

About this item

- A-LINE: Fitted through chest; flares gently to hem.
- DRAPEY FLUID TWILL: Made of 100% viscose, our non stretch viscose is extremely breathable and lightweight. With a beautiful drape and a soft, smooth finish, this fabric is comfortable and easy to wear all year round.

I Like:

Uniform layout, colors, and navigation across all product pages.

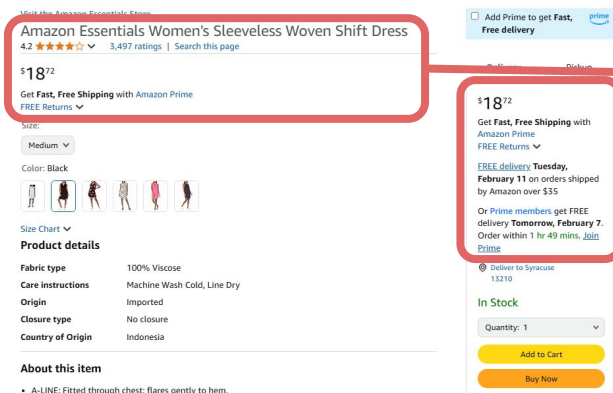
Pricing, product title, and purchase options are always positioned in the same place.

I Wish:

Variation in third-party seller layouts creates inconsistency, if this can be avoided.

Some product pages have different parametric review sections, making it unpredictable for users.

Minimalism



I Like:

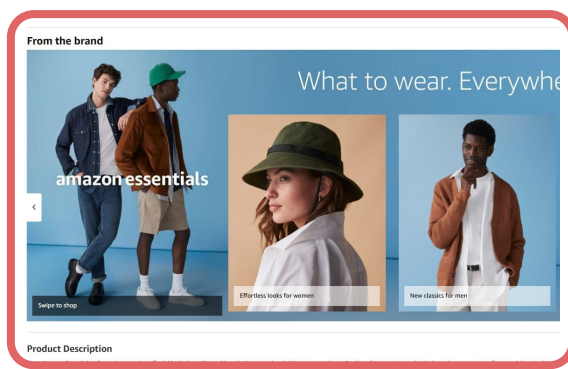
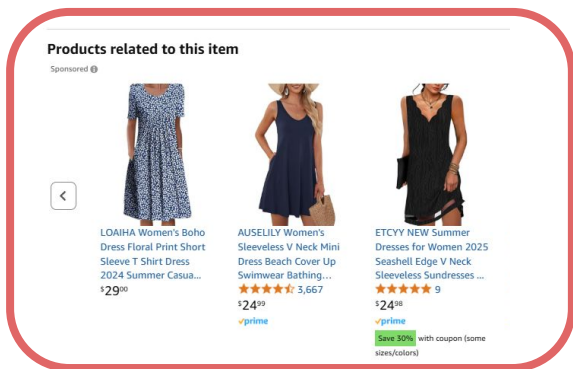
Essential information (title, price, reviews, and CTA buttons) is prioritized.

The checkout process is streamlined with minimal distractions.

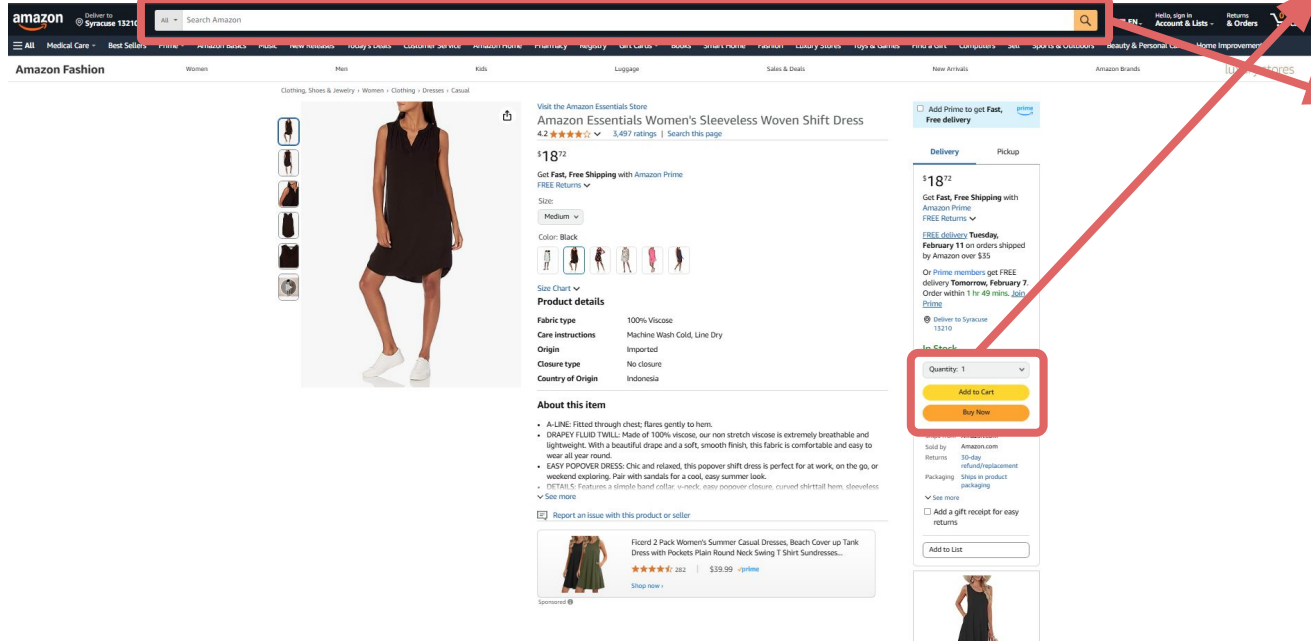
I Wish:

The page feels cluttered due to excessive related product ads, promotional banners, and recommended items.

Reducing irrelevant content would improve focus on the product.



Discoverability



I Like:

Key actions (Add to Cart, Buy Now) are highly visible.

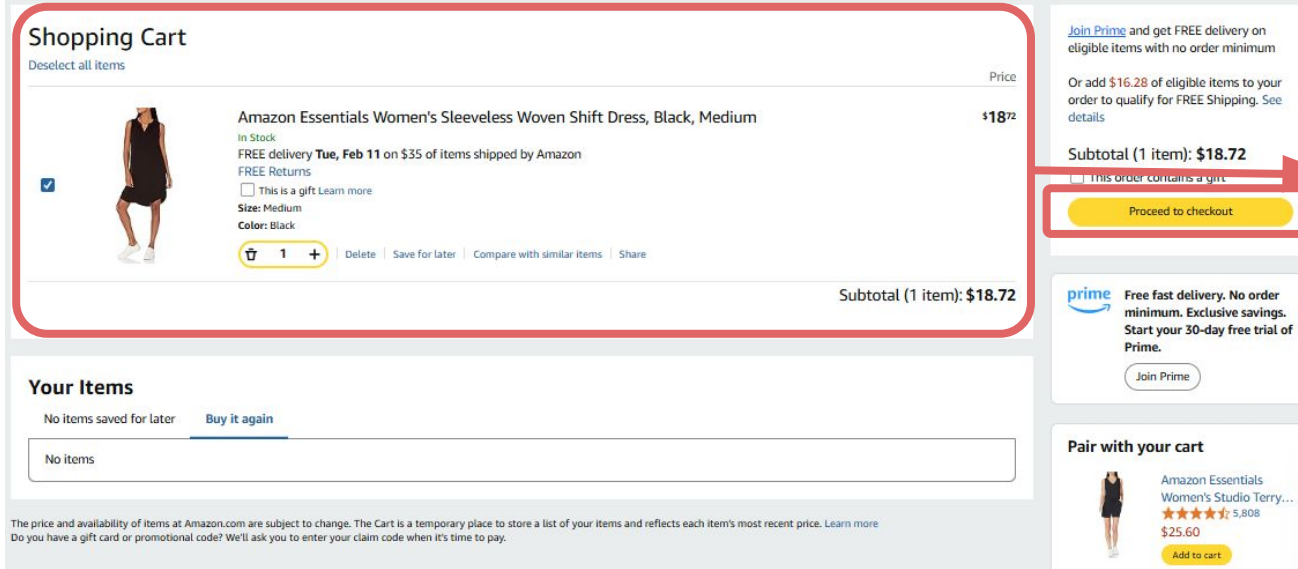
The search bar is present on every page, making navigation easy.

I Wish:

Return policy and shipping details require extra clicks, making them less discoverable.

Coupons and discounts could be more prominently displayed.

Learnability



I Like:

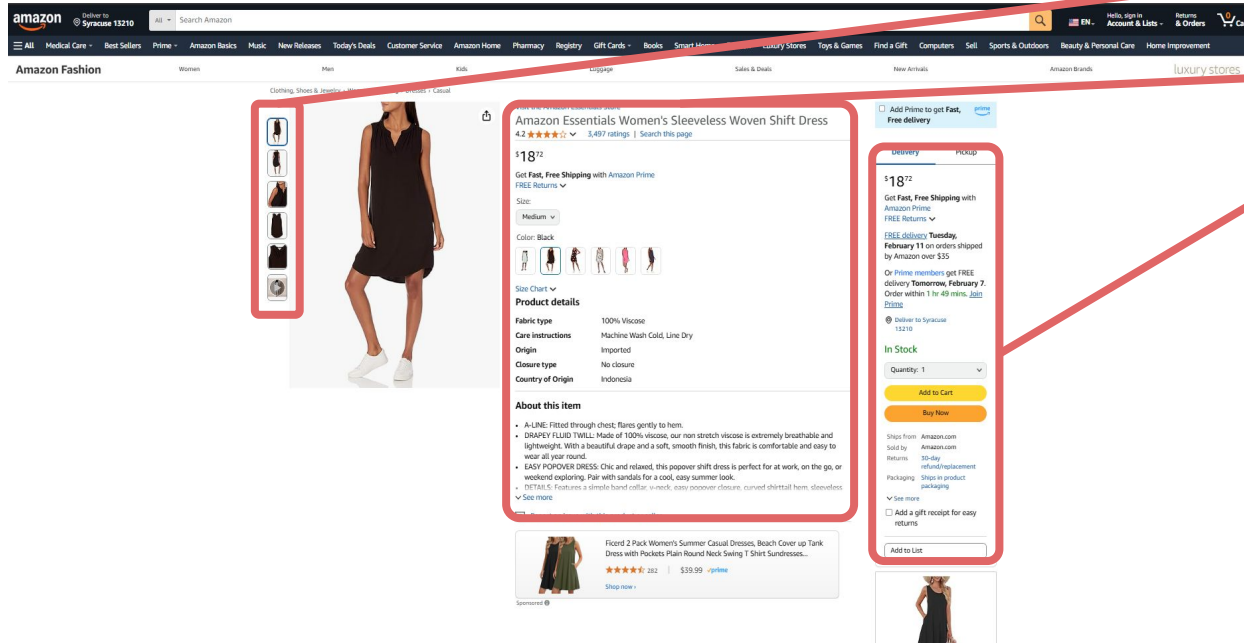
The Amazon layout is familiar, making it easy for new users to learn.

The cart and checkout flow follow standard e-commerce conventions.

I Wish:

Some elements (like subscription options) are not explained clearly and may confuse first-time users.

Mental Model



I Like: Users expect:

1. Product images on the left
2. Details in the center
3. Purchase options on the right
4. Reviews below
5. Amazon follows this standard layout, making it intuitive.

I Wish:

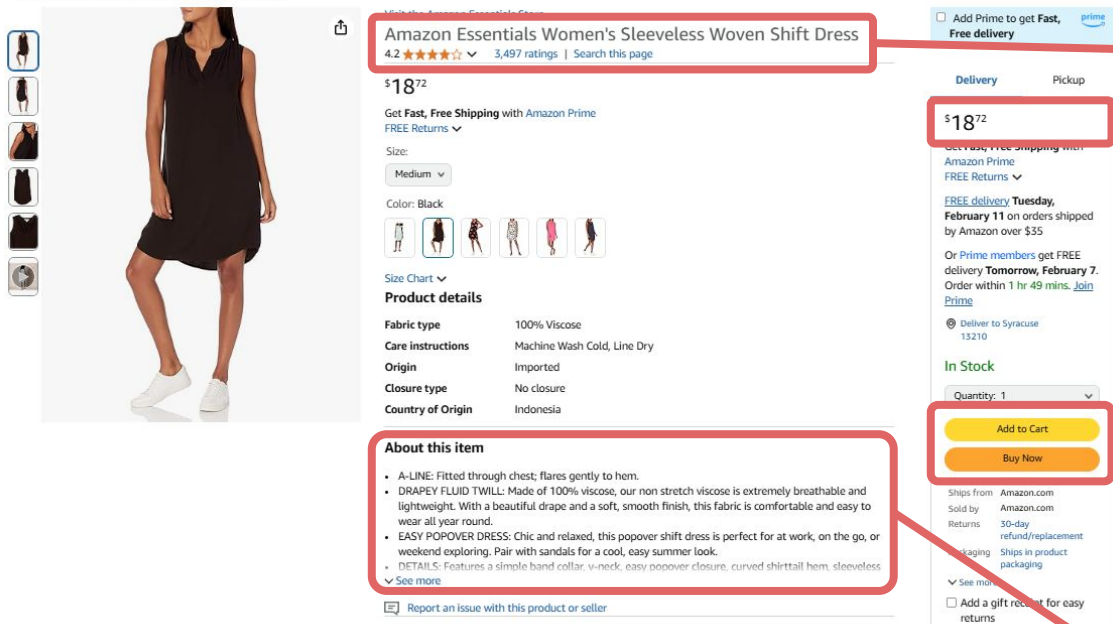
Different layouts for different sellers or product categories can break user expectations.

Visual Hierarchy

I Like:

Bold fonts, colors, and sizing emphasize key details like:

Clothing, Shoes & Jewelry › Women › Clothing › Dresses › Casual



• Product Title

• Price

• Ratings

• CTA buttons

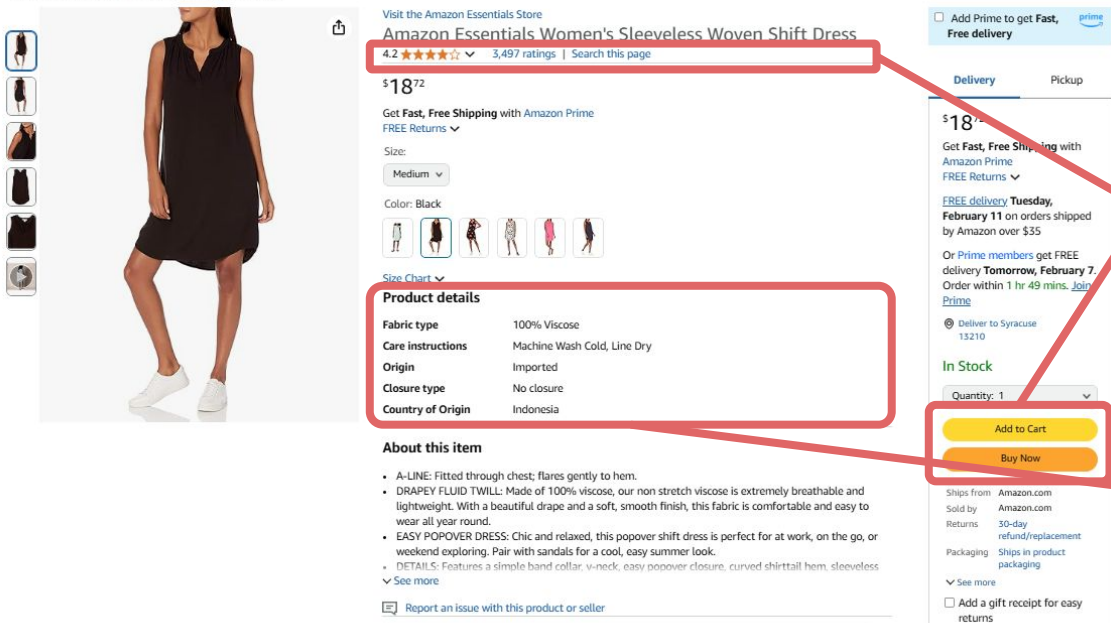
I Wish:

Some promotional elements (ads, sponsored listings) compete for attention.

Text-heavy sections (e.g., long descriptions) lack proper highlighting or spacing.

Affordances and Signifiers

Clothing, Shoes & Jewelry › Women › Clothing › Dresses › Casual



I Like:

Buttons are clearly labeled (Add to Cart, Buy Now).

Zoom feature on images signals interactivity.

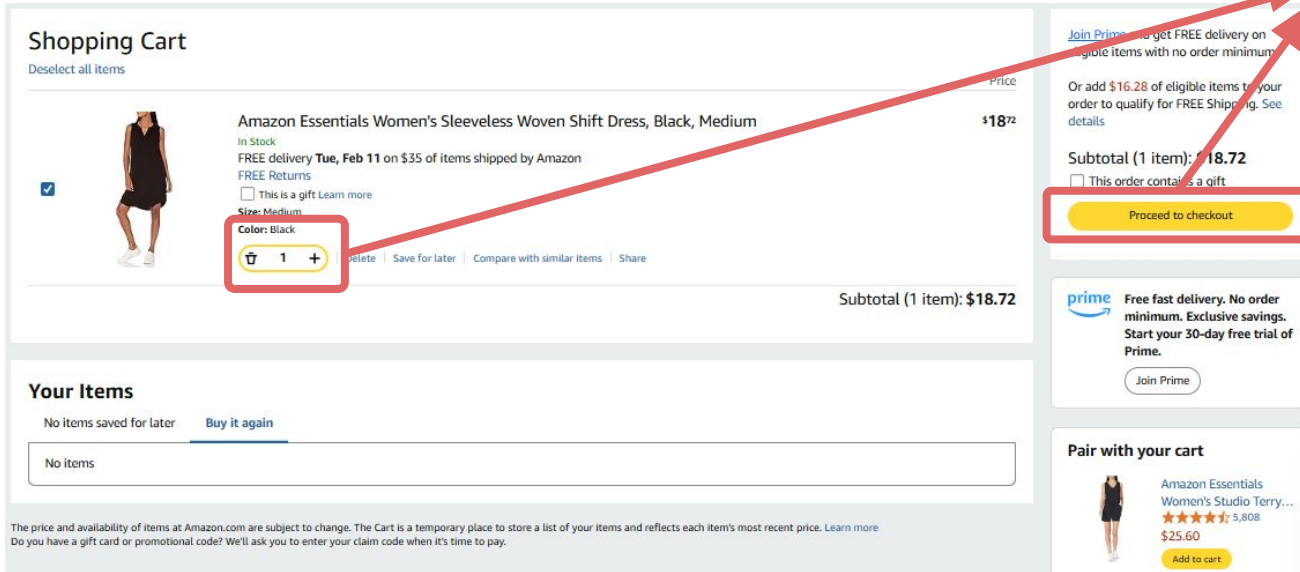
Clickable star ratings lead users to reviews.

I Wish:

Some links look like plain text, reducing their discoverability.

Prime eligibility information is sometimes hidden in fine print.

Constraints



I Like:

Users cannot mistakenly purchase multiple times due to checkout confirmation steps.

The system prevents adding out-of-stock items to the cart.

I Wish:

Some users cannot change delivery options easily, especially when Prime and non-Prime options are mixed.

Summary & Recommendations

Amazon's product page effectively maintains consistency in layout and navigation, ensuring a seamless shopping experience with clear visual hierarchy for product details, pricing, and CTA buttons. However, clutter from excessive ads and recommendations can distract users, and key information like returns and shipping details could be more discoverable. While the affordances and signifiers (e.g., buttons, zoom features) enhance usability, some elements, like hidden Prime eligibility and hard-to-find delivery options, create friction. Improving text contrast, spacing, and reducing visual clutter would further enhance readability and the overall interactive user experience.

I LIKE:

Consistent navigation & layout

Clear visual hierarchy for product information

Effective use of affordances & signifiers

I WISH:

Reduce clutter & unnecessary promotions

Improve discoverability of key details like returns & shipping

Enhance contrast & spacing in text-heavy areas

Summary & Recommendations

- ✓ Amazon's product page effectively presents key product details.
- ✓ The layout, typography, and images provide clarity.
- ✗ Overuse of promotional content creates visual clutter.
- ✗ More whitespace and spacing improvements could enhance readability.
- 📌 Recommendations: Simplify promotional areas, improve spacing, and refine third-party images.