

The best user interface I have seen is amazon.com. Their web and mobile interface is obviously very easy to use, and convenient. And there are also a lot of good and unique features add up to it.

One of the most addictive feature from their interface design is the “other people who bought this also bought...” feather, you can always saw a lot of useful stuff that can be bought with your purchase, and it does not actually makes you think it’s an advertisement, but a good feather that will improve your shopping experience.

The web user interface itself is also looks very simple and well organized. All the recommendations are very well lined up, and of course the search bar is very powerful and easy to use, especially considering a website like amazon that have millions and millions of product, it will almost always find what you want for you.

I think Amazon can add more categorized or trending product on their main page instead of some recommended product learned from user’s browsing history. To me those recommendations are almost makes no sense at all.