

Comparing Two Websites  
DAW 7K – Oscar Pereira

## **Amazon Vs AliExpress**



In this document we are going to review two websites, competitors in the same market, Amazon and AliExpress, to see how their corresponding websites are designed and see how they compare to each other in their main visual aspects.

### **Amazon**

<

Dale un poco de color  
a tu vida con Alexa.

echo pop

>

Oferta Top



Ofertas para ti



Explora ahora

Ofertas en productos usados



Descubre más

Ofertas en Outlet

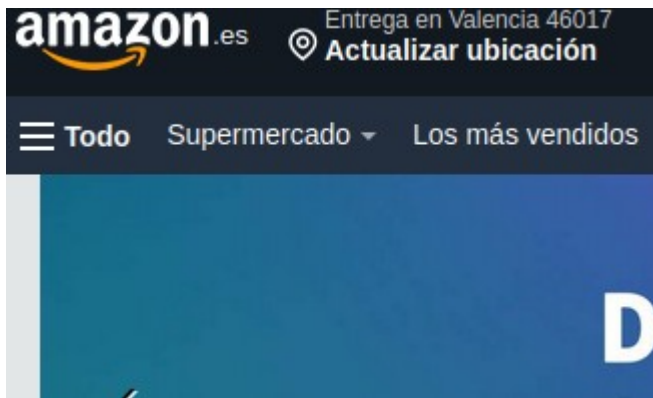


Explora ahora



- Colours

The main colors found in the Amazon website are the shades of blue, leaning towards the darker tones and contrasting it with pure white. This gives off a relaxing feeling with a hint of seriousness.



Rating: 8/10

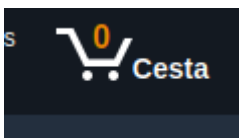
- Structure

Its structured in a simple fashion, a top navigation bar with all the tools the user might need to navigate the website, the content is displayed in a grid, showing items and offers that might be of interest.

A solid and proven structure for this type of website.

Rating: 7/10

- Icons



In the website few information is relayed by making use of icons, instead it is all presented through plain text. While straightforward it could pose problems for those in need of accesibility options.

Rating: 5/10

- Typography

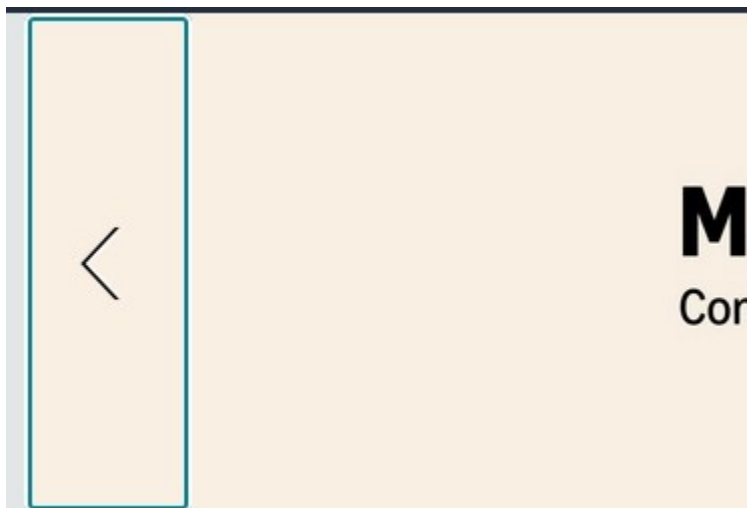
Simple, standard, good enough for most use cases.

On inspection the font used on the body of the site is Arial.

```
3 body{font-size:14px;line-height:20px;font-family:Arial,sans-serif}
4
```

Rating 7/10

- Animations

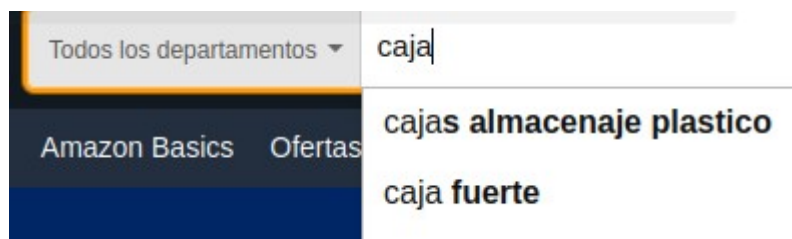


Close to none, the ones present are mainly for displaying offers, they have to be manually activated.

Rating 5/10

- Ease of use

Intuitive and following standards and conventions that have proven themselves over the years, a search bar that gives suggestions as you type and good quality images to show the items for sale.





Rating: 8/10

- Web homogeneity.

Quite homogeneous in its design, following a grid template in both its landing page and search results.



**Con derecho a envío gratis**

☐ Envío gratis por Amazon

Envío GRATIS con Amazon para destinos elegibles

**Día de entrega**

☐ Recíbelo hoy

☐ Recíbelo mañana

**Departamento**

Hogar y cocina

Cajas de almacenaje

Cubos de almacenaje con tapa

Cajas decorativas

Madera sin acabado

Bricolaje y herramientas

**Opinión de los clientes**

★★★★☆ 27 o más

**Marcas**

☐ Amazon Basics

☐ Vaessen Creative

☐ InterDesign

☐ Rayher

☐ Rotho

☐ Tetay

☐ Creative DECO

Ver más

**Precio**

0 EUR - 4.300 EUR y más

**Ofertas y ahorros**

Ofertas del día

Todos los ahorros

**Estado**

Nuevo

Usado

**Material**

☐ Cartón

☐ Plástico

☐ Resina

☐ Acacia

☐ Acero aleado

☐ Acero inoxidable

☐ Acrílico

Ver más

**Forma del artículo**

☐ Corazón

☐ Cuadrada

☐ Rectangular

☐ Redonda

**Características Especiales**

☐ Apilable

☐ Estanco a la intemperie

☐ Bloqueable

☐ Compartimento extraíble

☐ Con ruedas

☐ Desmontable

☐ Hermético

Ver más

**Nivel de resistencia al agua**

☐ Impermeable

☐ No Resistente al Agua

☐ Resistente al agua

**Uso recomendado**

**Resultados**

Más información sobre estos resultados. Consulta la página del producto para ver otras opciones de compra. El precio y otros detalles pueden variar en función del tamaño y el color del producto.

**Opción Amazon**

Tetay Caja Organizadora Rectangular Baobab, 1,5L de Capacidad, de Polipropileno, Libre de BPA, Color Blanco Pergamón, Medidas 18.1 x...

★★★★☆ 350

1 mil+ comprados el mes pasado

**3,39 €** PVP: 4,99 €

Entrega GRATIS el **mié, 25 de sept** en tu primer pedido

Pequeños Negocios

Ver opciones

Tetay Caja Organizadora Rectangular Baobab, 1,5L de Capacidad, de Polipropileno, Libre de BPA, Color Blanco Pergamón, Medidas 12.8 x...

★★★★☆ 635

200+ comprados el mes pasado

**1,95 €** PVP: 4,99 €

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Añadir a la cesta

Rayher 62815000 Caja almacenaje de madera, con tapa extraíble, 20 x 12 x 9 cm, Color Natural, Large

Opciones: 2 tamaños

★★★★☆ 585

50+ comprados el mes pasado

**6,05 €** PVP: 6,99 €

Ahorra 5 % al comprar 4 de esta selección

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Made in Italy

Añadir a la cesta

Kanguru Caja organizadora de almacenamiento ropa, para almacenaje decorativa en cartón, 25x35x17,5 cm, para armario, baul...

Opciones: 3 tamaños

★★★★☆ 1.993

50+ comprados el mes pasado

**6,35 €**

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Made in Italy

Añadir a la cesta

Caja decorativa Jive, juego de 3 cajas de almacenamiento de 5l con tapa, plástico (PP reciclado), negro, 3x5l (20,5 x 18,5 x 13,5 cm)

★★★★☆ 1.207

100+ comprados el mes pasado

**18,18 €** (6,00€/unidad) PVP: 22,19 €

Ahorra 5 % al comprar 4 de esta selección

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Añadir a la cesta

Más opciones de compra

**Más resultados**

Uootach Juego de 3 Cajas de Almacenaje, Cajas de Almacenamiento 25cm\*19cm\*10cm, caja de almacenamiento plegable...

★★★★☆ 176

100+ comprados el mes pasado

**10,99 €**

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Añadir a la cesta

Kanguru SNOOPY, Caja organizadora de almacenamiento ropa, para almacenaje decorativa en cartón, 39x50x24 cm, para armario, baul...

★★★★☆ 2.000

50+ comprados el mes pasado

**8,95 €**

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 21 de sept

Made in Italy

Añadir a la cesta

Acan Tradineur - Caja de Almacenamiento - Fabricado en plástico - Contenedor para almacenar juguetes, libros, ropa...

Opciones: 31 tamaños

★★★★☆ 608

200+ comprados el mes pasado

**9,97 €**

prime

Entrega GRATIS el **lun, 23 de sept**

Añadir a la cesta

Rayher Caja madera compartimento interior extraíble, 20x10x5 cm, personalizable, 62601000

Opciones: 3 tamaños

★★★★☆ 690

50+ comprados el mes pasado

**5,34 €**

Ahorra 5 % al comprar 4 de esta selección

Entrega GRATIS el **dom, 22 de sept** en tu primer pedido

Entrega más rápida mañana, 20 de sept

Añadir a la cesta

3 cajas plegables de plástico plegables, cajas plegables pequeñas (20 x 15 x 9 cm), mini cajas plegables (15 x 10 x 7 cm), cajas de...

★★★★☆ 32

50+ comprados el mes pasado

**15,99 €**

Entrega GRATIS el **lun, 23 de sept** en tu primer pedido

Añadir a la cesta

Más opciones de compra

14,39 € (4 ofertas usadas y nuevas)

Rating: 8/10

- Technology used for they development. (See: [www.wappalyzer.com](http://www.wappalyzer.com))

## Site Info - Amazon.es

Overview of web technologies used by Amazon.es.

### Website Background

Description on Homepage

Amazon.es: compra online de electrónica, libros, deporte, hogar, moda y mucho más.

Descubre y compra online: electrónica, moda, hogar, libros, deporte y mucho más a precios bajos en Amazon.es. Envío gratis con Amazon Prime.

*automatic translation provided by Microsoft*

Amazon.es: online shopping for electronics, books, sports, home, fashion and much more.

Discover and buy online: electronics, fashion, home, books, sports and much more at low prices in Amazon.es. Free shipping with Amazon Prime.

Popularity rank

Top 1k among all websites

### Client-side Programming Languages

JavaScript

JavaScript is a lightweight, object-oriented, cross-platform scripting language, often used within web pages.

Flash

used on inner pages

Adobe Flash (by Adobe Systems, formerly Shockwave Flash and Macromedia Flash and now part of Adobe Animate CC) is a multimedia platform for adding animation and interactivity to web pages.

### JavaScript Library

jQuery

used on inner pages

jQuery is a JavaScript library that simplifies HTML document traversing, event handling, animating and Ajax interaction. Originally developed by John Resig.

### Web Hosting Provider

Amazon

Amazon is a US-based e-commerce and cloud computing provider.

hosting info partly based on data from [ipinfo.io](#), [see details](#)

### Data Center Provider

Amazon

Amazon is a US-based e-commerce and cloud computing provider.

Used [W3Techs](#) to get the information.

Rating: n/a

- Is the web accessible by all the web browsers? Firefox, Opera, Edge...

Yes, its available in all browsers.

Rating: 10/10



- Is it a responsive Web? Is it accessible using PCs and mobile devices?

Yes, its easy to navigate in both its web and mobile versions.

Rating: 10/10

## AliExpress

The screenshot displays the AliExpress website interface. At the top, there is a navigation bar with the AliExpress logo, a search bar containing 'cosas de 1 €', and links for downloading the app, language selection (Other/ES/EUR), user login/registration, and a shopping cart icon showing 0 items. Below the navigation bar is a horizontal menu with categories: 'Todas las categorías', 'Packs de ofertas', 'Nuevo', 'Choice', 'SuperOfertas', 'Plaza', 'Feed', 'Hogar y jardín', and 'Más'. A secondary banner highlights 'Entrega rápida' (Fast delivery) and 'Devoluciones gratuitas' (Free returns). The main content area features a large red banner for new buyers ('Solo para nuevos compradores') offering up to 70% off on the first order. To the right of this banner are three product cards: a 2TB USB drive with a 26% discount, a Liquid Silicone phone case with a 70% discount, and a multi-purpose selfie stick with an 88% discount. Below these are two more promotional banners: 'Packs de ofertas' (Choice packs) and 'SuperOfertas' (Super offers), both featuring product images and discount details.

AliExpress

cosas de 1 €

Descarga la app de AliExpress

Other/ES/EUR

¡Bienvenido! Identificate / Regístrate

Cesta

Todas las categorías

Packs de ofertas

Nuevo

Choice

SuperOfertas

Plaza

Feed

Hogar y jardín

Más

Entrega rápida Reembolso por fallo de entrega

Devoluciones gratuitas En millones de artículos

Solo para nuevos compradores

Solo en el primer pedido

Hasta -70%

Dto. Bienvenida

2TB

SALE

Fast&Free Shipping

-26%

0,99€ 1,34€

Liquid Silicone

-70%

0,99€ 3,40€

A multi-purpose selfie stick

-88%

0,99€ 8,49€

Packs de ofertas

Choice -2€ dto. cada +6 artículos

soft 3.5cm/1.37in Thick soles

RFID

SuperOfertas

50% de descuento por tiempo limitado

WIRELESS VACUUM CLEANER 5500PA 120W

RGB 3030 1-30m Neon Lights

ropa de mujer ofertas



📍 Entregar a Spain



Monedas



3 desde 4,49€



Combo Triple  
Match



5€ dto.



Paga d

## SuperOfertas →

50% de descuento por tiempo limitado



**2,98€** ~~19,94€~~  
3.000+ Vendidos



**3,31€** ~~7,51€~~  
2.000+ Vendidos ★4.8

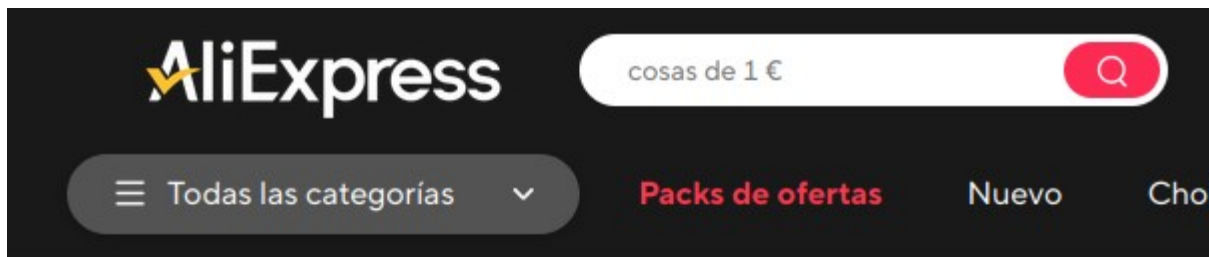


**1,85€** ~~14,28€~~  
10.000+ Vendidos

## Seguro que te gusta



- Colours



The colours are a mix of black, white, red and yellow, a color palette that creates in my opinion is hostile to the viewer, doesnt transmit very well the idea of a place to shop.

Rating: 5/10

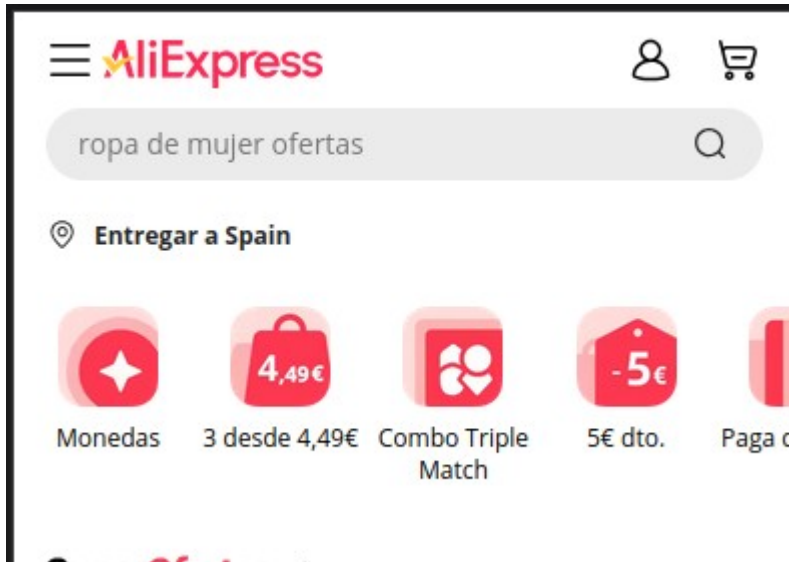
- Structure

Same as Amazon, a simple structure showcasing a top navigation bar and the content in the lower part occupying most of the space.

Rating: 7/10

- Icons

While the desktop site is similar to Amazon in the sense that it doesn't make use of much iconography to transmit information, a higher rating is given thanks to their web app, AliExpress mobile version makes a great use of iconography to create a smoother look and a more friendly user experience.



Rating: 8/10

- Typography

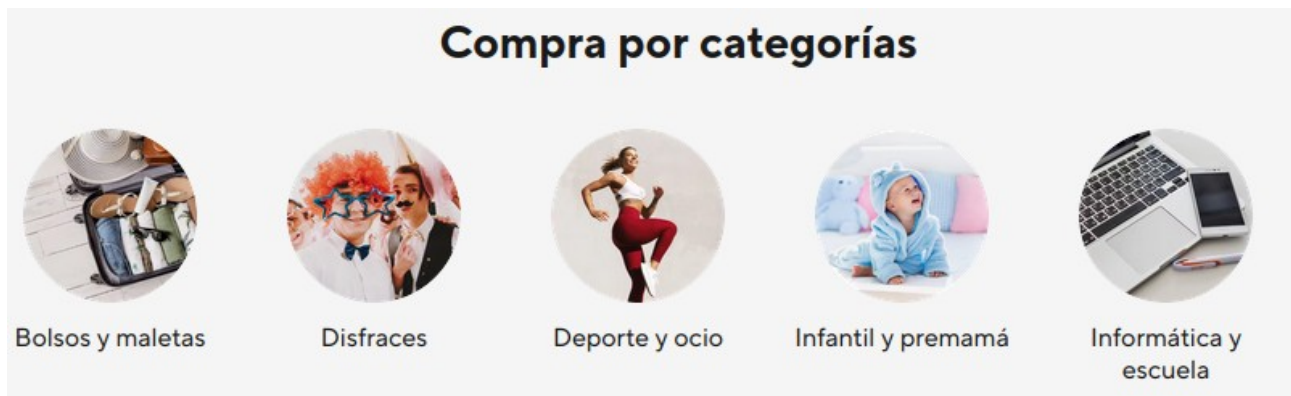
Uses a round typeface, gives a cleaner look and makes the website more “friendly” in a way.

On inspection it seems to have many, using as main font the TT Norms Pro.

Rating: 8/10

```
body.faas-home-page :: { en línea:1
  font-family: TT Norms Pro, Open Sans, Roboto,
    Arial, Helvetica, sans-serif, SimSun;
}
```

- Animations

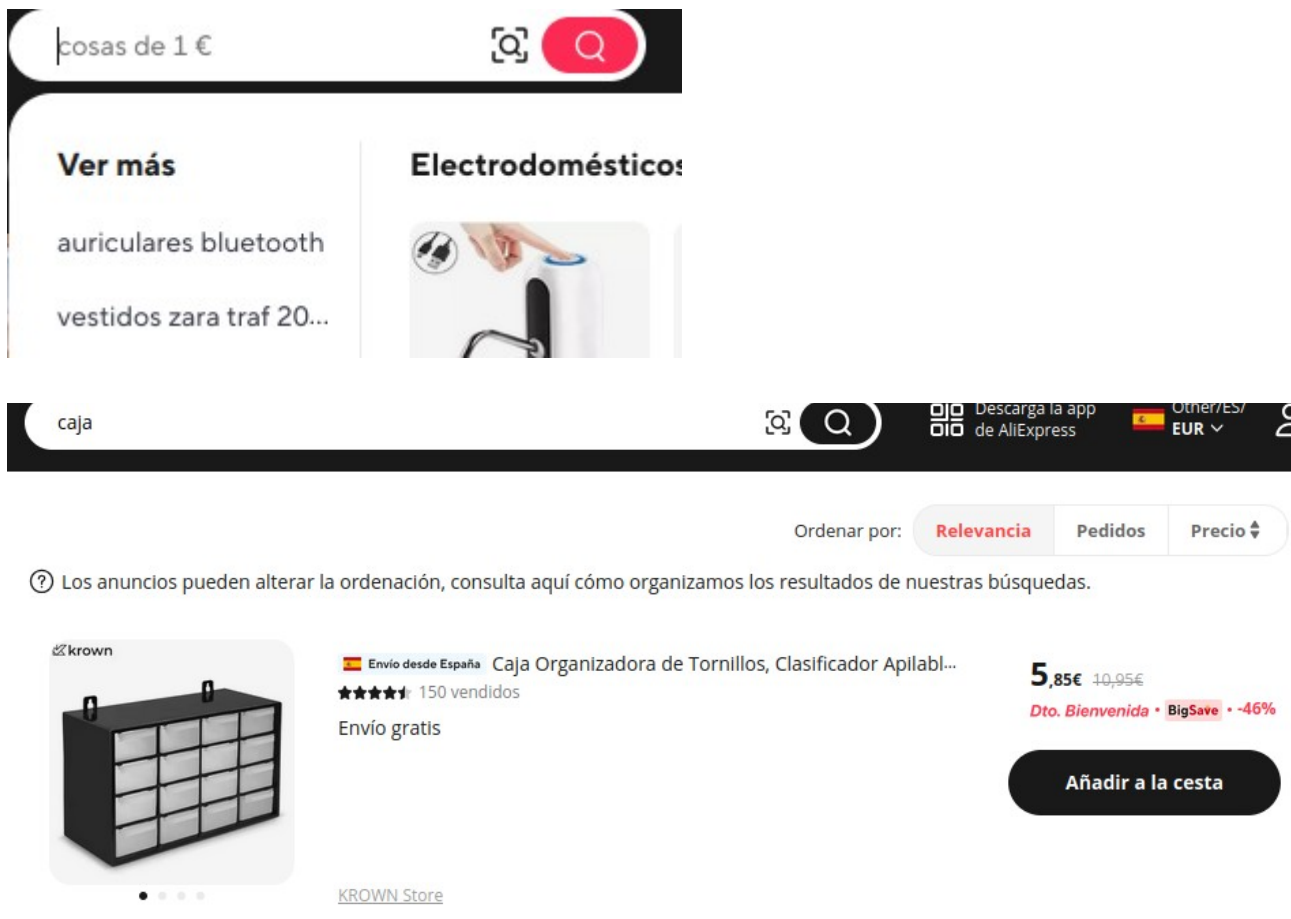


While the image presented is static, this example is constantly sidescrolling, presenting new information to the user, and thus, making it more dynamic and engaging.

Rating: 7/10

- Ease of use

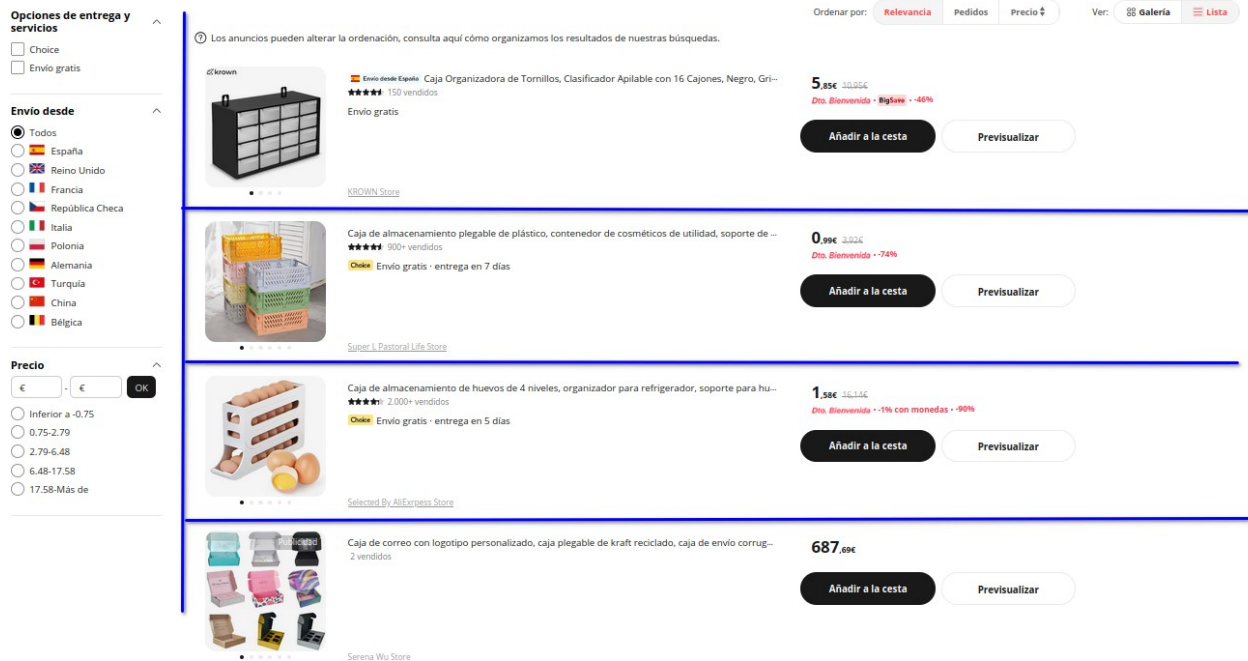
Same as Amazon. Simple and it achieves its purpose without complicating things for the user.



Given a better review for the improved search function, that not only provides suggestions but images aswell.

Rating: 9/10

- Web homogeneity.



Follows a horizontal, list style layout, while good as any other, it unnecessarily occupies much of the screen real state leaving blanks that could be used to show more content/relevant information.

Rating: 6/10

- Technology used for they development. (See: [www.wappalyzer.com](http://www.wappalyzer.com))



Content Management System	
<a href="#">Microsoft Word 15</a> 6% of sites use a newer version used on a subdomain	Microsoft Word is a text processing tools that also supports creation of web pages.
Server-side Programming Languages	
<a href="#">Java</a>  <a href="#">static files</a> used on a subdomain	Java is a general-purpose language originally developed by Sun Microsystems.  Static websites don't use any server-side programming language for generating web pages, but deliver fixed content which is created manually or with an offline tool.
Client-side Programming Language	
<a href="#">JavaScript</a>	JavaScript is a lightweight, object-oriented, cross-platform scripting language, often used within web pages.
JavaScript Libraries	
<a href="#">jQuery</a>  <a href="#">React</a> used on a subdomain  <a href="#">Moment.js</a> used on a subdomain	jQuery is a JavaScript library that simplifies HTML document traversing, event handling, animating and Ajax interaction. Originally developed by John Resig.  React is an open source JavaScript library for building user interfaces, developed by Facebook.  Moment.js is a library to manipulate dates in JavaScript.
Web Server	
<a href="#">Tengine</a>	Tengine is an open source web server based on Nginx and originated by Taobao.
Web Hosting Providers	
<a href="#">Alibaba</a>  <a href="#">CenturyLink</a> used until recently  <a href="#">Zenlayer</a> used until recently	Alibaba a Chinese e-commerce and cloud computing company.  CenturyLink is a multinational communications company headquartered in USA, owned by Lumen. This includes its subsidiaries CenturyTel, Savvis, Qwest, Embarq and the former brand Level 3.  Zenlayer is a cloud services provider headquartered in USA.

hosting info partly based on data from [ipinfo.io](#)

Used [W3Techs](#) to get the information.

Rating: n/a

• Is the web accessible by all the web browsers? Firefox, Opera, Edge...

Yes, its available in all browsers.

Rating: 10/10

- Is it a responsive Web? Is it accessible using PCs and mobile devices?

Yes, its easy to navigate in both its web and mobile versions.

Rating: 10/10

TOTAL RATING:

Amazon: 68

AliExpress: 70

They both provide a similar experience overall.