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Ministry of Education  
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College of Computer  
Engineering and sciences

المملكة العربية السعودية  
وزارة التعليم  
جامعة الأمير سطام بن عبد العزيز  
كلية هندسة وعلوم الحاسب



جامعة الأمير سطام بن عبد العزيز  
PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY

: Search About

Amazon site

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:Determine the implementation of the site

Its purpose is to serve as an online marketplace where customers can browse and purchase a wide variety of products, including electronics, books, clothing, household items, and more. As a leading e-commerce platform, Amazon.sa aims to provide a convenient and secure shopping experience for customers in Saudi Arabia. The website supports the Arabic language (specifically the ar\_AE locale) to cater to the local population. It offers various features such as product search, customer reviews, seller ratings, and multiple payment options to facilitate online shopping.

:Explain its services

E-commerce Marketplace: Amazon's primary service is its e-commerce marketplace, (1 where customers can purchase a vast selection of products across various categories. Customers can explore millions of items, read product descriptions and reviews, compare prices, and make purchases online.

Amazon Prime: Amazon Prime is a subscription service that offers a bundle of (2 benefits to members. Prime members enjoy free and fast shipping on eligible items, access to streaming services like Amazon Prime Video and Prime Music, exclusive deals, early access to sales, and more.

Amazon Web Services (AWS): AWS is a cloud computing platform provided by (3 Amazon. It offers a wide range of cloud services, including computing power, storage, databases, analytics, machine learning, and more. AWS is widely used by businesses and organizations to build and scale their applications and infrastructure.

Amazon Prime Video: Amazon Prime Video is a streaming service that provides on- (4 demand access to a vast library of movies, TV shows, and original content. Prime members can enjoy unlimited streaming of popular titles and exclusive Amazon Originals.

Amazon Music: Amazon Music is a music streaming service that offers millions of (5 songs, playlists, and stations. Users can choose between a free, ad-supported version or a subscription-based service called Amazon Music Unlimited, which provides access to an expanded catalog and additional features.

Kindle and eBooks: Amazon's Kindle platform allows users to read e-books on Kindle (6 devices or through the Kindle app on smartphones, tablets, and computers. The Kindle store offers a vast collection of e-books, magazines, and newspapers that can be purchased and downloaded instantly.

Amazon Fresh and Whole Foods Market: Amazon Fresh is a grocery delivery service (7 that allows customers to order fresh produce, pantry staples, household items, and more online. Amazon also acquired Whole Foods Market, a chain of grocery stores, to provide additional options for customers to purchase groceries both online and in physical stores.

: What is the domain address

The domain address for Amazon's main website is [www.amazon.com](http://www.amazon.com). However, it's worth noting that Amazon operates in various countries, and each country may have its own specific domain address. For example, in Saudi Arabia, the domain address is [www.amazon.sa](http://www.amazon.sa). Similarly, other countries may have their own domain addresses, such as [www.amazon.co.uk](http://www.amazon.co.uk) for the United Kingdom or [www.amazon.in](http://www.amazon.in) for India. The specific domain address may vary depending on the country or region you are accessing Amazon from

:What is the category of the business, and is this obvious on the website

The category of Amazon's business can be described as an e-commerce platform or online marketplace. It offers a wide range of products across various categories such as electronics, books, fashion, home goods, and more.

:Is the design accomplishing the purpose of the website

Yes, the design of Amazon's website is widely recognized as accomplishing the purpose of the platform effectively. The primary purpose of Amazon's website is to serve as an e-commerce platform where customers can browse and purchase a wide range of products conveniently. The design of the website contributes to achieving this purpose in the following ways:

**Easy Navigation:** Amazon's website has a clear and intuitive navigation structure that allows users to easily find products, browse categories, and access different sections of the site. The search bar and menu bar are prominently placed for quick access, ensuring users can navigate the vast product catalog efficiently.

**Clear Product Presentation:** Each product page on Amazon provides detailed information, including product descriptions, specifications, images, customer reviews, and seller information. The design presents this information in a structured and easily digestible manner, enabling users to make informed purchasing decisions.

**Personalized Recommendations:** Amazon's design incorporates personalized recommendation algorithms that suggest relevant products based on users' browsing and purchase history. This feature helps users discover new products and enhances the overall shopping experience by presenting options aligned with their interests and preferences.

**Streamlined Checkout Process:** The design of Amazon's website streamlines the checkout process, making it convenient and hassle-free for customers to complete their purchases. Features like one-click ordering, saved payment methods, and address information help expedite the transaction process, reducing friction and improving conversion rates.

**Mobile Optimization:** With the increasing use of mobile devices for online shopping, Amazon's website is optimized for mobile responsiveness. The design ensures a seamless experience across different screen sizes, allowing users to browse, search, and make purchases on their smartphones and tablets.

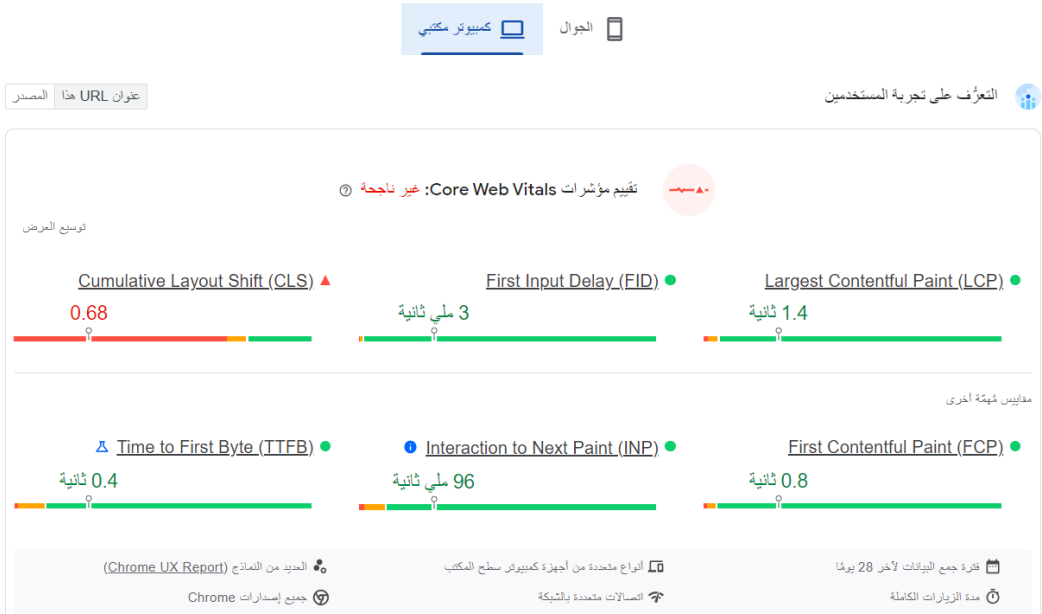
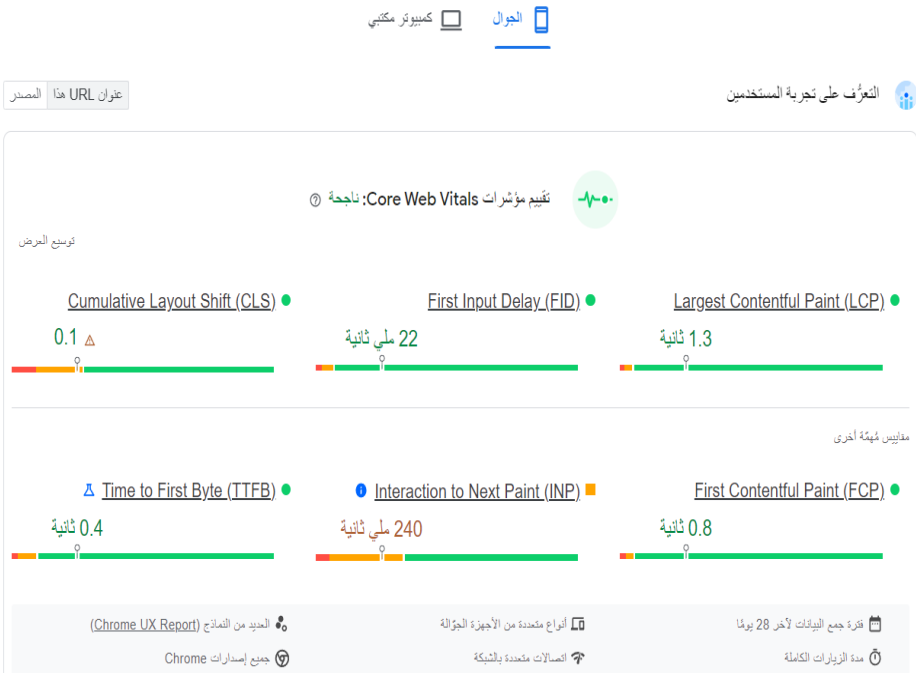
:Who is the target audience and how does the design take this into consideration

Amazon's target audience is quite broad and encompasses a wide range of demographics and interests. However, the primary target audience can be described as online shoppers who are seeking convenience, a vast selection of products, competitive prices, and reliable service

:How long does it take for pages to load, and will the visitors get bored waiting

Amazon understands the importance of providing a smooth and efficient user experience, including fast page load times. They employ advanced infrastructure and optimization techniques to deliver content quickly to their visitors. Factors such as server response time, network speed, device capabilities, and internet connection of the user can also influence the loading speed.

Test runs: 3 •  
Connectivity: 9000/9000 Kbps, 170ms Latency •



:Can information be found easily

Yes, Amazon is designed to make it easy for users to find the information they are looking for. The website offers various features and tools to help users quickly locate products, access detailed information, and make informed purchasing decisions.

: Is there a search button available for visitor

Search Bar: Amazon has a prominent search bar at the top of its website where users can enter keywords related to the products they are seeking. The search algorithm is designed to provide relevant and accurate results based on the search query.

Filters and Categories: Once a user performs a search, Amazon provides filters and categories to narrow down the results and refine the search based on specific criteria such as brand, price range, customer ratings, and more. This allows users to quickly find products that meet their specific requirements.

Product Pages: Each product on Amazon has a dedicated product page that provides detailed information about the item. This includes product descriptions, specifications, images, customer reviews, seller information, and related products. Users can easily access this information to learn more about a product before making a purchase decision.

:Are all the links working? There are tools available online to check a website's links

Not all

List of broken links and other issues		
There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.		
Code	Occurrences	What to do
(N/A)	11	The link was not checked due to <a href="#">robots exclusion rules</a> . Check the link manually, and see also the <a href="#">link checker documentation on robots exclusion</a> .
(N/A)	1	Accessing links with this URI scheme has been disabled in link checker.
200	6	Some of the links to this resource point to broken URI fragments (such as <code>index.html#fragment</code> ).
403	1	The link is forbidden! This needs fixing. Usual suspects: a missing <code>index.html</code> or <code>Overview.html</code> , or a missing ACL.
405	87	The server does not allow HTTP HEAD requests, which prevents the Link Checker to check the link automatically. Check the link manually.
503	51	The server cannot service the request, for some unknown reason.

Line 3706 <https://www.imdb.com/>

Status: 403 Forbidden

The link is forbidden! This needs fixing. Usual suspects: a missing `index.html` or `Overview.html`, or a missing ACL.

Line 17 [https://m.media-amazon.com/images/I/14aahsR8ML.\\_RC%7C01ZTHZCbnL.css.41wWA88mL.css.31QGZ80gmL.css.01mhuOCNL.css.017DxHNGJL.css.0121vwpFSUL.css.41oURe:afX.css.1RZUC47PAX.css.016aA850HL.css.11B0NAP8pL.css.010buu80RL.css.01L4d6duL.css.01y-XAtvL.css.21Lx01wXZL.css.011WbU4HBL.css.41Rb-GU8RL.css.01-0DERPKSL.css.012Wv8UuRL.css.21duYz6ZL.css.11a9uXJLL.css.21hz0DuzJL.css.118pZa4SL.css.01nv9v3nWWL.css.31cbM9vXSL.css.11v07hATLL.css.11vEuOCIXGL.css.11uch0X4BL.css.11MYZWSwK8L.css.11TCNH89ML.css.01wU8:1CYtL.css.21K9m1t8BL.css.11mU-AboGL.css.016oFazmJL.css.21r-XG7mRL.css.110m1GHgSL.css.11Lc6JxCL.css.11oaA6N2qL.css.01890+Vw8L.css.01zbUJHBL.css.01cbS3UKtLL.css.21eNev8yHL.css.017A289uPOL.css.\\_css?AUClients=AmazonUS%7b%7D&\\_](https://m.media-amazon.com/images/I/14aahsR8ML._RC%7C01ZTHZCbnL.css.41wWA88mL.css.31QGZ80gmL.css.01mhuOCNL.css.017DxHNGJL.css.0121vwpFSUL.css.41oURe:afX.css.1RZUC47PAX.css.016aA850HL.css.11B0NAP8pL.css.010buu80RL.css.01L4d6duL.css.01y-XAtvL.css.21Lx01wXZL.css.011WbU4HBL.css.41Rb-GU8RL.css.01-0DERPKSL.css.012Wv8UuRL.css.21duYz6ZL.css.11a9uXJLL.css.21hz0DuzJL.css.118pZa4SL.css.01nv9v3nWWL.css.31cbM9vXSL.css.11v07hATLL.css.11vEuOCIXGL.css.11uch0X4BL.css.11MYZWSwK8L.css.11TCNH89ML.css.01wU8:1CYtL.css.21K9m1t8BL.css.11mU-AboGL.css.016oFazmJL.css.21r-XG7mRL.css.110m1GHgSL.css.11Lc6JxCL.css.11oaA6N2qL.css.01890+Vw8L.css.01zbUJHBL.css.01cbS3UKtLL.css.21eNev8yHL.css.017A289uPOL.css._css?AUClients=AmazonUS%7b%7D&_)

Status: 200 OK

Some of the links to this resource point to broken URI fragments (such as `index.html#fragment`).

Broken fragments:

- [https://m.media-amazon.com/images/I/01IRNK:\\_BL.\\_RC%7C21G0vJqL.css.0168L.GcbwL.css.01QGQ2PDuL.css.21aRR5gnbL.css.01EsS3aB+PL.css.01vEYZzUuL.css.01FBq0nL.css.01oIFQbJ1L.css.11KqJ7aAsL.css.21y0FgRNA+L.css.01MXwEY1dL.css.71RqroX9BL.css.012ao1qkLAL.csDCUuPCL.css.01OYAKAEUL.css.\\_css?AUClients=ProductAssets&15o4m4CZwt=true.556265-T1.470082-T1](https://m.media-amazon.com/images/I/01IRNK:_BL._RC%7C21G0vJqL.css.0168L.GcbwL.css.01QGQ2PDuL.css.21aRR5gnbL.css.01EsS3aB+PL.css.01vEYZzUuL.css.01FBq0nL.css.01oIFQbJ1L.css.11KqJ7aAsL.css.21y0FgRNA+L.css.01MXwEY1dL.css.71RqroX9BL.css.012ao1qkLAL.csDCUuPCL.css.01OYAKAEUL.css._css?AUClients=ProductAssets&15o4m4CZwt=true.556265-T1.470082-T1) (line 190)

Line 187 [https://images-eu.ssl-images-amazon.com/images/I/01VWNtCpL.\\_RC%7C01eo7H7H8L.css.11K85+NA-L.css.713xqR17CnL.css.01pJGise:3L.css.01mYK6EtH.css.018FvEXUMHL.css.01U4THS3zJL.css.41F1Vm65ePL.css.013hesfTL.css.01pZ7EPeL.css.11GpOKA5sL.css.01m8HUBJL.css.11G-Lh8S-L.css.31+ZVx+3dRL.css.21y0FgRNA+L.css.01uq8:1D8L.css.01XG7u7y4L.css.\\_css?AUClients=SearchAssets&079a2pQr](https://images-eu.ssl-images-amazon.com/images/I/01VWNtCpL._RC%7C01eo7H7H8L.css.11K85+NA-L.css.713xqR17CnL.css.01pJGise:3L.css.01mYK6EtH.css.018FvEXUMHL.css.01U4THS3zJL.css.41F1Vm65ePL.css.013hesfTL.css.01pZ7EPeL.css.11GpOKA5sL.css.01m8HUBJL.css.11G-Lh8S-L.css.31+ZVx+3dRL.css.21y0FgRNA+L.css.01uq8:1D8L.css.01XG7u7y4L.css._css?AUClients=SearchAssets&079a2pQr)

Status: 200 OK

Some of the links to this resource point to broken URI fragments (such as `index.html#fragment`).



Does the website work in different browsers? Check all the widely used :browsers.

Amazon typically aims to support the following widely used browsers

Google Chrome



Mozilla Firefox



Safari (for Mac and iOS devices)

Microsoft Edge

Internet Explorer (older versions may have limited support)

:Does the website work on mobile devices

Yes, Amazon's website is designed to work on mobile devices. In fact, Amazon recognizes the importance of mobile optimization and has invested in making their website responsive and user-friendly for mobile users. Here are some key points regarding Amazon's mobile compatibility:

Responsive Design: Amazon's website incorporates responsive design principles, which means that the layout and content adjust dynamically based on the screen size and

resolution of the device. This ensures that the website adapts well to different mobile devices, including smartphones and tablets.

**Mobile-Friendly Interface:** The design of Amazon's mobile website is tailored to provide a seamless and intuitive user experience on smaller screens. The navigation, search functionality, and product presentation are optimized for mobile usage, allowing users to browse and shop conveniently.

**Mobile App:** In addition to the mobile website, Amazon also offers dedicated mobile apps for iOS and Android devices. These apps provide a native experience with additional features such as personalized recommendations, one-click ordering, and notifications, enhancing the convenience and usability for mobile users.

**Mobile Payments:** Amazon supports mobile payments through various methods, including its own payment system (Amazon Pay), digital wallets, and integration with popular payment platforms. This enables users to complete purchases securely and efficiently from their mobile devices.

**Mobile Optimization Testing:** Amazon conducts thorough testing and optimization to ensure the website's compatibility with a wide range of mobile devices, operating systems, and browsers. This helps ensure a consistent and reliable experience for mobile users.

- Are the fonts that have been chosen easy to read?

Yes, Amazon has chosen fonts that are generally easy to read on their website. The fonts used on Amazon's website are selected with consideration for readability, clarity, and legibility to ensure a positive user experience.

Is there considerable contrast between the font color in the background color?

yes, Amazon maintains a considerable contrast between the font color and the background color on its website. The contrast between these two elements is an important aspect of web design to ensure readability and legibility. Amazon's design team understands the significance of contrast and takes measures to ensure that the font color stands out clearly against the background.

Is the text an appropriate size

Amazon generally uses an appropriate text size on its website to ensure readability and accommodate different users' needs. The text size on Amazon's website is designed to be legible and clear, allowing users to comfortably read the content without straining their eyes.

Is the content concise yet still useful?

the content on Amazon's website is typically concise yet still useful. Amazon understands the importance of presenting information in a clear and concise manner to enhance the user experience and facilitate efficient browsing and decision-making.

:write conclusion and at least three recommendations

1 -Improving the user interface because it has become worn out and the colors are not modern

:my design





Put the offline mod to browse the products without the need to connect to the Internet2 -

3- Focus on requirements engineering on site