



Amazon website



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1.Introduction

Amazon is an e-commerce website that allows users to buy and sell a wide range of products online. Its services include online shopping, digital streaming, cloud computing, advertising, with a focus on convenience, selection, and competitive pricing.

- What is the domain address?

The domain address of Amazon is www.amazon.com.

2.Strategy

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

Amazon's business category is e-commerce, and this is obvious on the website as the main focus is on online shopping.

- Is the design accomplishing the purpose of the website?

The design of the website is accomplishing its purpose by providing a user-friendly interface with easy navigation and search functionality.

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

Amazon's target audience is anyone who is interested in buying products online, and the design takes this into consideration by providing a personalized shopping experience based on the user's search history and preferences. Additionally, the website is available in multiple languages and currencies to cater to a global audience.



3.Usabilty

- How long does it take for page to load, and will the visitors get bored waiting?

There is no doubt that the world's largest online store has a remarkable speed and performance. The showing results of a speed test testifies to this, showing that if we run a test, it will show that it only takes fractions of a second to load Amazon product pages



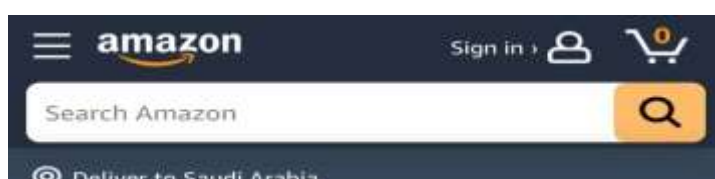
- Can information be found easily?

Amazon is the most famous and used search engine for products worldwide. It is suitable for all ages from everywhere, thanks to its diverse products, from household and cooking supplies to clothing and entertainment and much more.



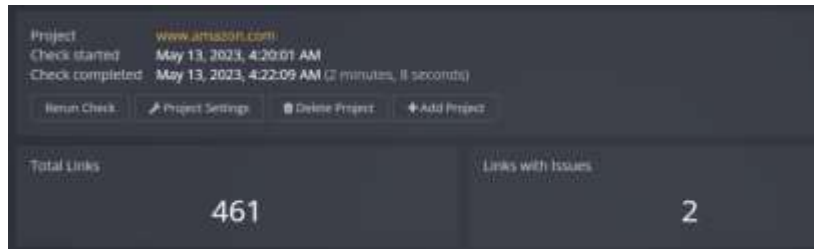
- Is there a search button available for visitors?

The search engine is located at the top of the page. A name of a product or a description can suffice for results to be generated in a fraction of a second



- Are all the links work?

Usually only 5% or less of the search results are irrelevant. Here is a test showing that:



- Does the website work in different browsers?

One of the most practical features of Amazon is that it works on any search browser with ease

Supported desktop browsers

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Edge

- Does the website work on mobile devices?

Amazon website can be browsed on smart phones using either Apple's Safari or Google Chrome

Supported mobile device browsers

- Chrome Mobile
- Safari Mobile

4. Content and Readability

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

Yes, the fonts chosen are easy to read, for example: the majority of colors selected on the site are dark in color to be clear to read.



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

Yes, there is a great variation in the choice of color from the background, for example: most of what is common on the site is choosing the black color for writing and its background is white and vice versa.



- Is the text an appropriate size?

Yes, the text is the appropriate size, for example: choosing titles for categories or product section headings in bold and subsections in thin type.

Electronics

All Electronics

Televisions

Cameras

Headphones

Speakers

- Is the content concise yet still useful?

Yes, it is divided and concise in an easy and clear way, for example: designing icons for each section and placing images for all products in a way that facilitates access to the product quickly through the search icon, which is very useful and the ability to read the description of the products, and also you can search sequentially from the name of the section and to the group of products offered.

Capacity: **16GB RAM + 512GB SSD**

Style: **13.3" OLED Touchscreen**

Configuration: **ZenBook Flip 13 OLED**

Brand ASUS

Series UX363EA-HP924W

Screen size 13.3 Inches

Colour Pine Grey

Hard disk 512 GB

5. write conclusion and at least three recommendations.

As it is known that Amazon is one of the most famous and best sites dedicated to selling products via the Internet, this did not come by chance, as it has its own advantages from the rest of the sites, some of them: writing texts clearly, sorting products, the ability to register an account and display products of all kinds, as well as multiple payment methods, technical support, the ability to choose the required language, which is more than 7 languages, and the possibility of changing currencies.

Recommendations:

- One of the things that we suggest adding is paying in installments.
- Adjusting the price disparity between the American and Saudi Amazon because Saudi Amazon prices are higher than the American prices.
- Evaluation of used products in categories A, B & C.