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searching for Amazon's website

search about

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Supervised by :…………….

Year: …………..

Introduction

- Define the purpose of the website.

The Amazon website's goal is to give customers a platform to purchase a variety of goods and services, including those offered by independent sellers. To improve the consumer experience, Amazon also provides extra services like Amazon Prime and Amazon Web Services.

- Explain its services.

The services offered by Amazon include its online store, platform for independent sellers, Amazon Prime, Amazon Web Services, Amazon Advertising, and Amazon Fresh. These services are created to offer customers a simple, dependable way to shop online for goods and services, as well as other advantages and services to improve the entire customer experience.

What is the domain address?

The domain address for Amazon's website is www.amazon.com.

❖ Strategy.

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

E-commerce is Amazon's main line of business, but it also provides other services including cloud computing and digital streaming. The website makes apparent that it is focused on e-commerce, with options for product browsing and purchasing as well as separate pages for its other services.

❖ Is the design accomplishing the purpose of the website?

Yes, the Amazon website is effectively serving as an e-commerce platform thanks to its user-friendly structure that is geared for mobile devices and a variety of marketing tactics to promote sales.

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

The style of Amazon's website is user-friendly and straightforward, it has a prominent search bar, and it has personalized features like suggestions and targeted advertising to appeal to a wide target population interested in online buying.

❖ Usability.

1. How long does it take for pages to load, and will the visitors get bored waiting? There are free tools online to test page load speeds.

The website of online retailer Amazon is made to load quickly and effectively, and the business heavily invests in enhancing its functionality. Since there are free online tools accessible to test page load times and improve website performance, visitors are unlikely to grow bored while waiting for pages to load.

1. 2 .Can information be found easily?

Yes, the information is readily available on the Amazon website. A user-friendly interface on the website makes it simple to search for and obtain details on goods, services, and other features. Users may easily find what they're looking for thanks to the site's simple and consistent navigation.

The website also offers a number of useful features to help visitors locate information fast, including filters to limit search results, customer reviews to guide purchases, and thorough product descriptions that give all the details a user may need.

In general, Amazon's website is made to make information simple to find and access, which is essential to giving customers a great user experience.

1. Is there a search button available for visitors?

There is a search button on Amazon's website, and it is visible at the top of the homepage and is simple to access from any other page as well. With features like autocomplete recommendations, filters, and sorting choices to aid customers in finding what they're looking for quickly and effectively, the search tool is user-friendly and intuitive.

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

Amazon makes significant investments in updating its website and making sure that links are working properly, however it is difficult to verify for sure. Broken links are not common, however there are internet tools that can be used to verify a website's links and assist website owners in finding and fixing any problems.

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

Yes, Amazon's website is designed to work in different browsers, including all the widely used ones such as Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge.

1. Does the website work on mobile devices?

The answer is yes, mobile devices like smartphones and tablets can use Amazon's website. The website has all the same features as the desktop version and is designed for smaller displays and touch-based navigation. In addition, Amazon offers mobile apps for iOS and Android that give consumers of mobile devices an even more streamlined and tailored shopping experience.

❖ Content and Readability.

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

A combination of sans-serif and serif fonts, a clear hierarchy of headings and subheadings, and a high-contrast color palette for improved readability make the fonts chosen for Amazon's website typically easy to read.

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

Yes, the font color and background color on Amazon's website have a noticeable contrast with a high-contrast color scheme that features dark text on a light background. This improves readability, especially for those who may be reading the website in poor light or who may have visual problems.

❖ s the text an appropriate size?

Yes, the text on Amazon's website generally has a clear hierarchy of headers, subheadings, and body text and is a suitable size for easy reading. The website uses white space and line spacing to improve readability, and the main body text's font size is set to a level that is simple to read.

❖ Is the content concise yet still useful?

Yes, most of the material on Amazon's website is succinct but yet helpful, giving customers the knowledge they need to make informed purchasing decisions without weighing them down with unnecessary or unrelated

information. The website breaks up lengthy blocks of text with bullet points and succinct descriptions to make the content more readable and digestible.

❖ write conclusion and at least three recommendations

In conclusion, with an emphasis on e-commerce, Amazon's website is created to offer users a simple, intuitive, and educational experience. The website is performance-optimized, with quick page loads and a color scheme that improves readability. The text is typically brief but nonetheless helpful, and the typefaces are thoughtfully chosen and of the proper size.

Here are three suggestions based on my findings to further enhance the customer experience on Amazon's website:

Simplify the checkout procedure: Although Amazon's checkout procedure is typically simple, it can be made better by decreasing the stages and clicks necessary to finish a transaction. By doing this, cart abandonment would be reduced and conversion rates would increase.

Boost product photography: While Amazon's product photography is often