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Search about  
Amazon Website

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| **N** | **Student Name** | **Student Number** |
| **1** | **Mishal Majed Almilwith** | **442050094** |

**Supervised by : Dr.Mohammed Assiri**

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**Introduction:**

1. The purpose of the Amazon website is to provide an online marketplace where customers can purchase a wide range of products and services, including books, electronics, clothing, and more.
2. Amazon offers a variety of services, such as Amazon Prime (which includes free two-day shipping, streaming of movies and TV shows, and other benefits), Amazon Web Services (cloud computing and hosting services), and Amazon Fresh (grocery delivery).
3. The domain address for Amazon is www.amazon.com.

**Strategy:**

1. The category of the business is e-commerce, and this is obvious on the website.
2. The design of the website is clean and easy to navigate, accomplishing the purpose of the website effectively.
3. The target audience for Amazon is anyone looking to purchase products or services online, and the design takes this into consideration by making it simple for visitors to search for and purchase items.

**Usability:**

1. Pages on the Amazon website load quickly, ensuring visitors do not get bored waiting.
2. Information on the website is easy to find, thanks to the clear navigation and search functionality.
3. There is a prominent search button available for visitors to easily search for products.
4. All links on the website are working correctly.
5. Amazon's website works on all widely-used browsers, ensuring compatibility for all visitors.
6. The website is optimized for mobile devices, allowing for easy navigation and purchase on smaller screens.

**Content and Readability:**

1. The fonts chosen on the Amazon website are easy to read, which is critical for an e-commerce site where customers are frequently reading product descriptions and reviews.
2. There is considerable contrast between the font color and background color, which helps with readability.
3. The text on the website is an appropriate size for easy reading.
4. The content on the website is concise yet useful, providing customers with the information they need to make informed purchasing decisions.

**Conclusion and Recommendations:**

Overall, the Amazon website is well-designed and optimized for usability, making it easy for customers to find and purchase products. Some recommendations to further improve the website could include:

1- Providing more personalized recommendations for customers based on their browsing and purchasing history.

2- Improving the accessibility of the website for users with disabilities.

3- Offering more product images and videos to better showcase products and help customers make informed decisions.