Kingdom of Saudi Arabia
Ministry of Education
Prince Sattam Bin Abdulaziz University
College of Computer
Engineering and sciences

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

The Website: Amazon
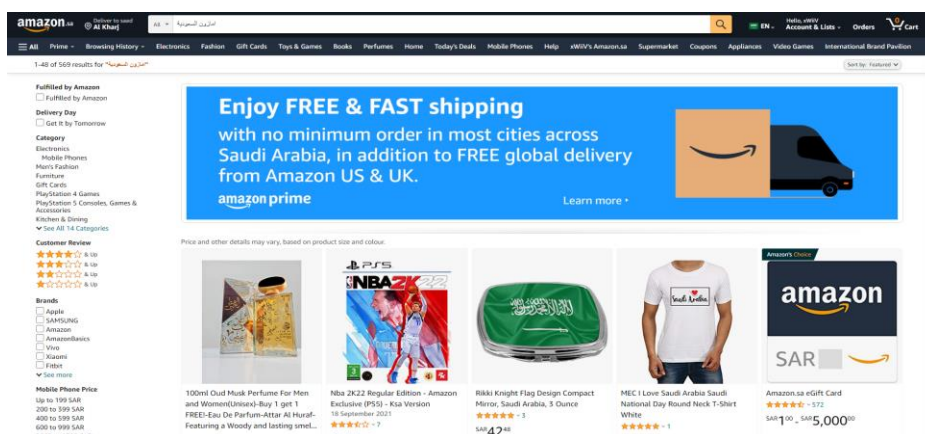
Student name:سعد سلطان العويدي

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Year:2023

Q1.1: Define the purpose of the website

The Answer: The purpose of the site is to sell various commodities of all kinds

Q1.2: Explain its services

The Answer: Its wide range of products around the world, including daily data and analytics, networking and its extensions and counterparts, management tools, security tools and enterprise applications, is one of the most important sites of our time and not many people can do without it. Saves time and effor

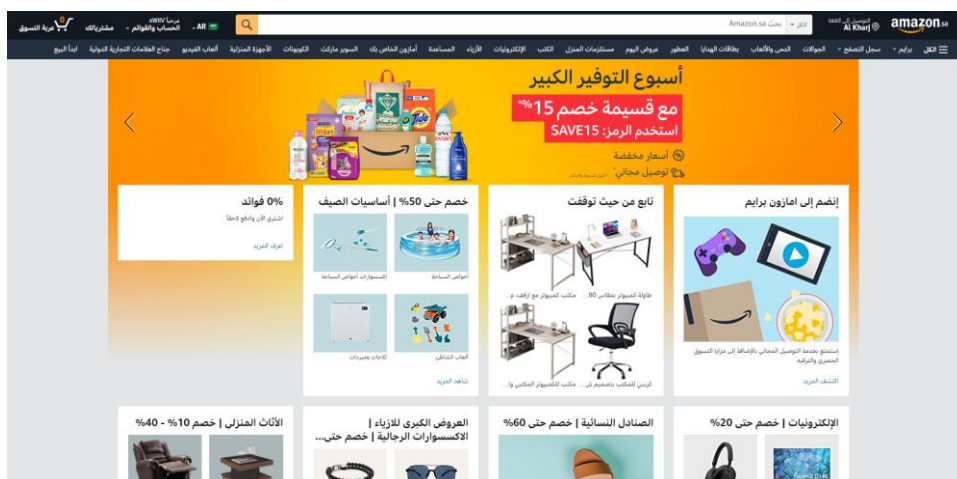## Q1.3: What is the domain address

The Answer:

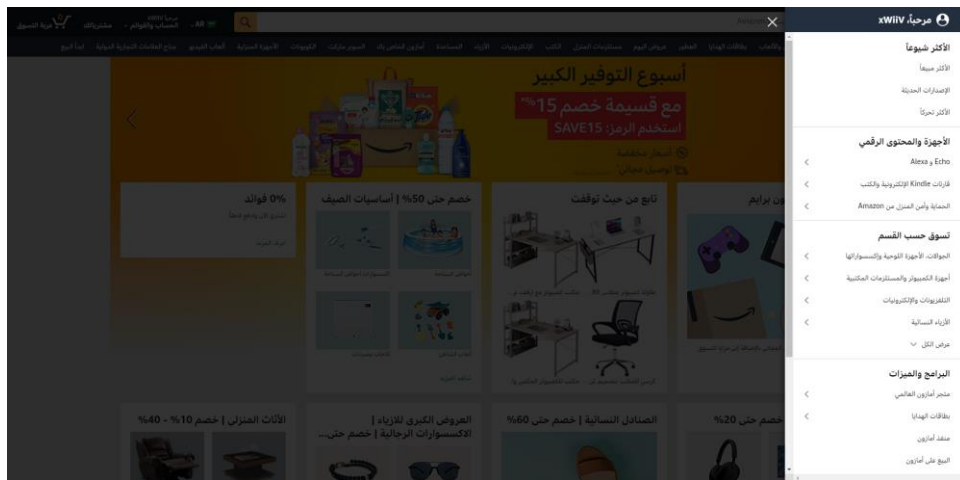Q2.1: What is the category of the business, and is this obvious on the website

The Answer: The category of activity is trade through the sale of various products, yes, it is clear by displaying the commodity in the image or video, writing the details of the offered product and describing it in full, and writing the expected delivery time

Q2.2: Is the design accomplishing the purpose of the website

The Answer: Yes, the design of the site achieves the goal, and that is by displaying various commodities in the interface of the site and dividing the products, for example, if you want to search for books, you will find a box dedicated to books, through which you can see all the existing books
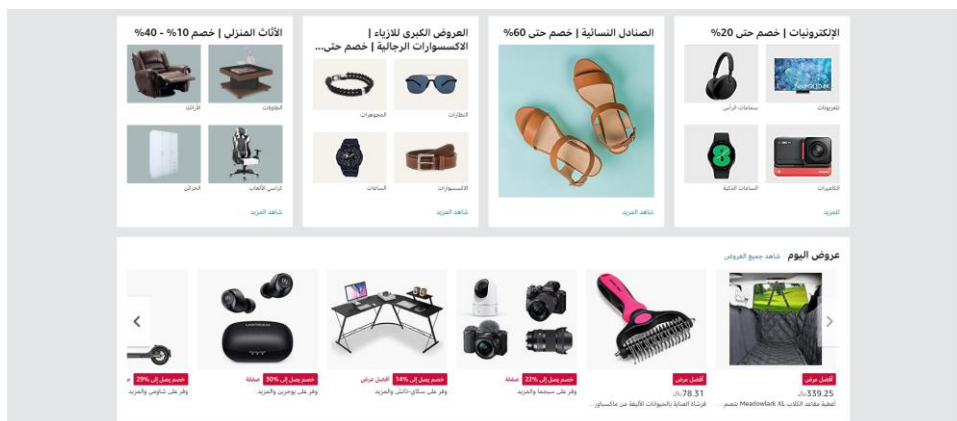
Q2.3: Who is the target audience and how does the design take this into consideration

The Answer: Mostly it is the young audience, by showing the products that attract them the most and they think of getting it. They were born in the 2000s, and there is also a large percentage of the older generations who use Amazon. The design takes that into account by providing the required and clear menus and achieving the required goals.

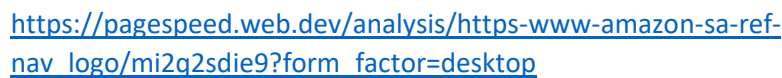In the pictures, the facade of the site is illustrated by most of the things of young people

Q3.1: 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 Answer:

The time it takes to load pages

3.0S

No visitors are not bored

Q3.2: Can information be found easily?

The Answer: Yes, it was easy. I wanted to search for information on how to communicate with the site, and it was easy, and I got it at the end of the page via a link on the home page.

Here it is shown at the end of the image when the Let us help you option

Q3.3: Is there a search button available for visitors?

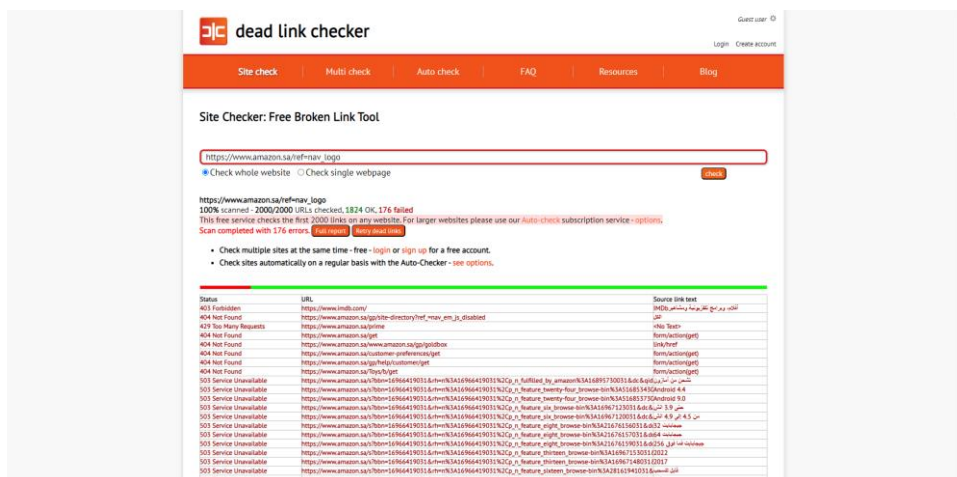The Answer: Yes, there is a search button on the site

As shown in the picture at the top of the page

Q3.4: Are all the links working? There are tools available online to check a

website's links.

The Answer: No, not all links work. A test was conducted through the dead link checker site, and 176 links were discovered that did not work out of the 2000 links that were verified.
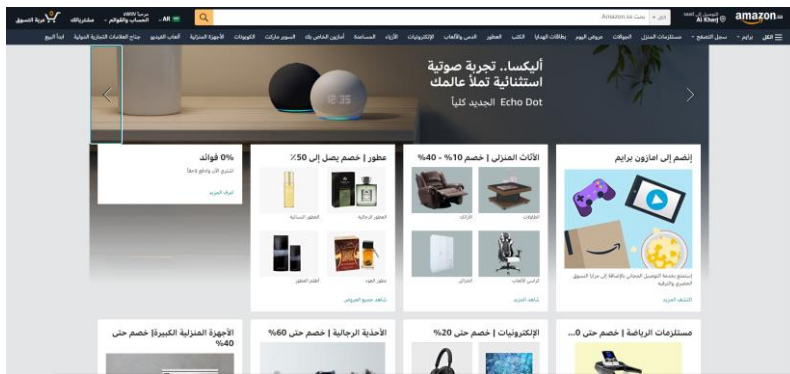

I didn't know how to load the page, but I thought of uploading the image to prove the experiment
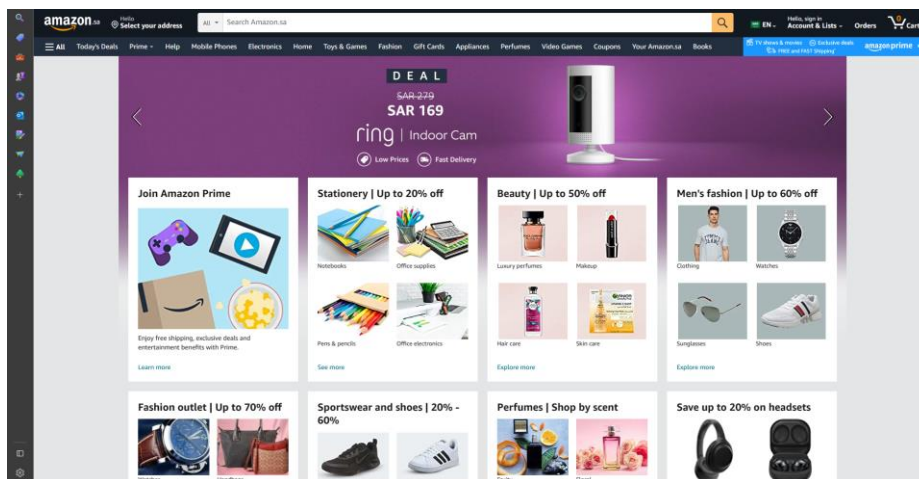

Q3.5: Does the website work in different browsers? Check all the widely used

browsers.

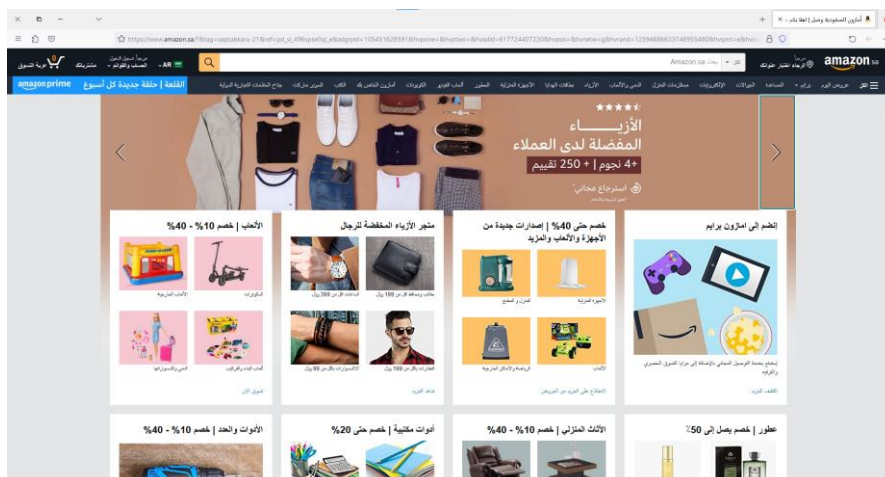The Answer: Yes, it works on different browsers

This is the first web and it is from Google

2This is the second web and it's from Microsoft

3This is the third web and it's from Firefox

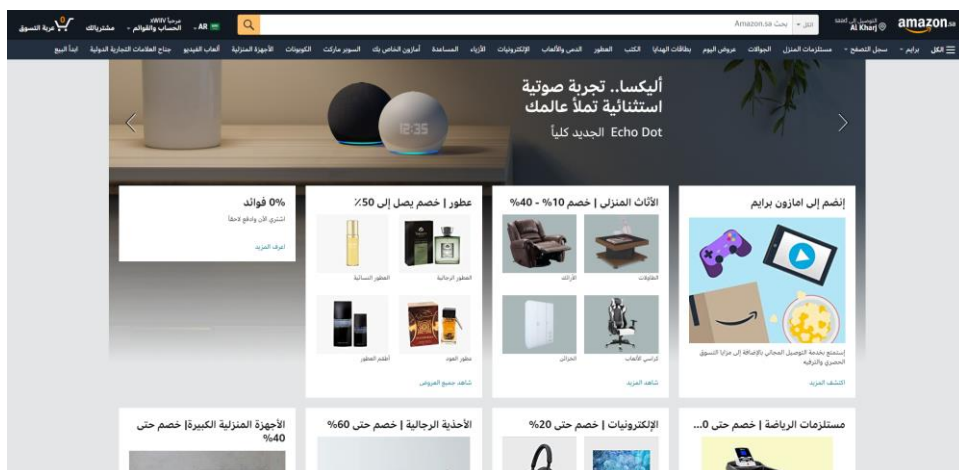Q3.5: Does the website work on mobile devices?

The Answer: Yes, it works on mobile devices

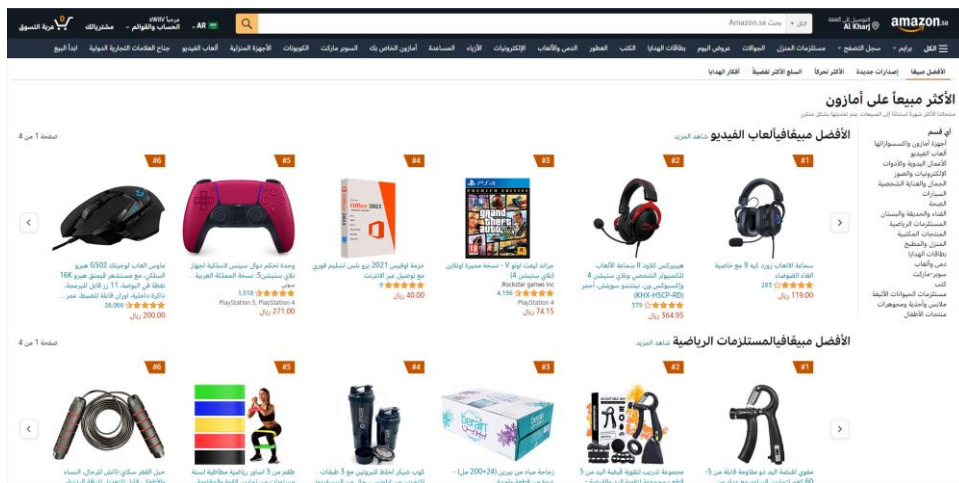Q4.1: Are the fonts that have been chosen easy to read?

The Answer: Yes, the lines are very easy and clear

This example in the picture shows that the lines are clear in the interface of the site
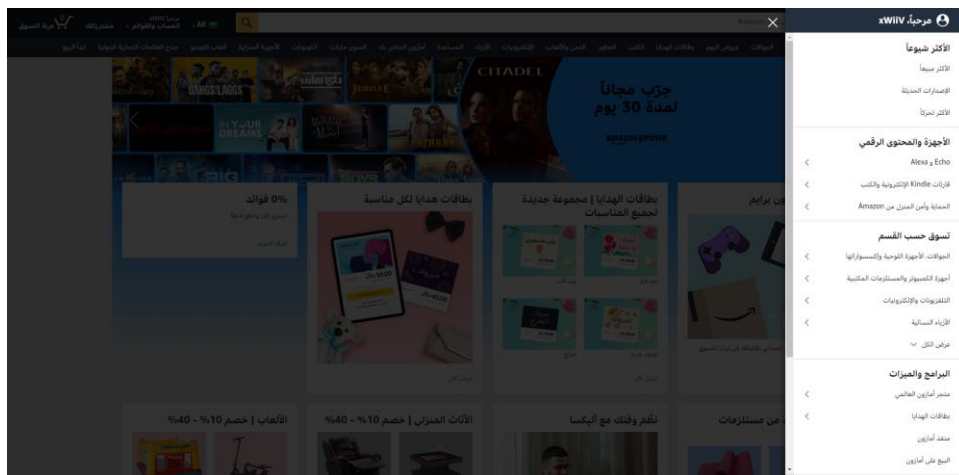
Q4.2: Is there considerable contrast between the font color in the background color?

The Answer: Yes, it is very clear and consistent
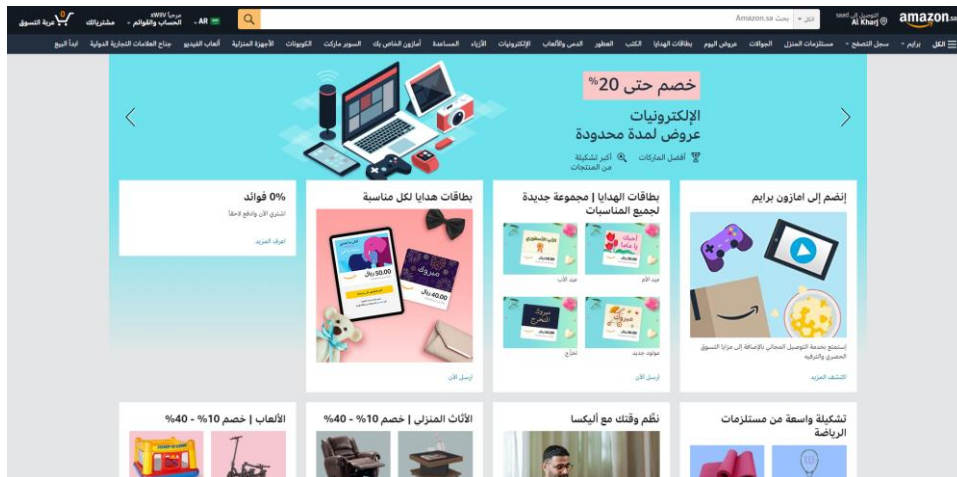

Q4.3: Is the text an appropriate size?

The Answer: Yes, it is appropriate, and the headlines are of a very appropriate size

Q4.4• Does the website work on mobile devices?

The Answer: Yes it is useful so far people are accessing this site up to this point and many requests are being submitted in one day

And in the picture, it shows that the site is still offering products for sale

Q5:. write conclusion and at least three recommendations

In the end, I strongly recommend everyone around me to use the Amazon site, and in case I need to order something, the first thing that comes to mind is the Amazon site, because they have everything a person needs

1- Optimize site speed: Amazon should prioritize optimizing the speed of its website to ensure a seamless and efficient user experience, which can lead to increased engagement and sales.

2- Improve search functionality: Enhancing the search functionality of the website, including more advanced filters and accurate product recommendations, can help customers find what they are looking for quickly and easily.

3- Focus on personalization: Leveraging customer data to provide personalized product recommendations, content, and promotions can increase customer loyalty and satisfaction, ultimately leading to increased sales and revenue.