

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



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

search about

Amazon site

N	Student Name	Student Number
1	Ziyad AL-Tinyan	442051599
2		

Supervised by : D. M. Mohamed Asiri
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Search in Software Engineering
Homework 1 (10 marks)

Prepare a search by following these steps:

1. Choose an existing website.
2. You may work alone or with a team of no more than three people from the same section.
3. Submit your answers directly to the blackboard, there is no need to seek an approval or wait for approval for your selected website. Slack is not required for this homework.
4. This homework is due by May 17.
5. Answer the following questions **and support your answers** by:
 - Giving examples or
 - Explaining your answer and what it depends on.

1. Introduction (3 points)

- Define the purpose of the website.
- Explain its services.
- What is the domain address?

1 • Define the purpose of the website.

Amazon transformed the world into an e-commerce platform, making it easier to search for products and buy online. Provides warranty and warranty services on products. In addition, the services of direct video delivery services and services that provide additional services in the Amazon Cloud Services.

• Explain its services.

1- E-commerce: Amazon provides an e-commerce platform for users around the world, where they can search for products and purchase online easily and safely.

2- Shipping and delivery services: Amazon provides shipping and delivery services for purchased products, as the products are delivered to the user's address quickly and safely.

3- Secure payment services: Amazon offers secure payment services, where users can pay online using credit or debit cards or PayPal.

4- Product guarantee: Amazon guarantees the quality of the products that are purchased, as it offers a guarantee on products and a refund if the item is not as described or damaged.

5- Cloud storage services: Amazon provides cloud storage services, where users can store and access their files from anywhere in the world.

6- Live streaming services: Amazon provides live video and music streaming services, where users can watch movies and series and listen to music online.

• **What is the domain address?**

The Amazon domain is e-commerce and related services, including shipping and delivery services, secure payment, product warranty, cloud storage services, and live streaming.

2. Strategy (3 points)

- What is the category of the business, and is this obvious on the website?
- Is the design accomplishing the purpose of the website?
- Who is the target audience and how does the design take this into consideration?

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

Amazon's business category is E-Commerce and Related Services. This is very evident on the official Amazon website, where the products available for purchase are displayed, shipping and delivery options, secure payment and product guarantee are provided, in addition to cloud storage and live streaming services.

• **Is the design accomplishing the purpose of the website?**

Yes, Design for Amazon fulfills the purpose of the site very well. The simple and clear design helps users to easily find the products they are looking for, and allows them to purchase with ease and ease. Cloud storage and live streaming services also enhance Amazon's position as a company that provides diverse and comprehensive services to customers.

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

Amazon's target audience is all users who shop online, including individuals and businesses. The design takes into account this audience by providing an easy and seamless shopping experience to the users, while designing a simple and clear interface and organizing their products appropriately. The design also relies on modern technologies such as cloud storage and live broadcasting to meet customer needs and provide them with comprehensive services.

3. Usability (6 points)

- 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.
- Can information be found easily?
- Is there a search button available for visitors?
- Are all the links working? There are tools available online to check a website's links.
- Does the website work in different browsers? Check all the widely used browsers.
- Does the website work on mobile devices?

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.

Amazon load time depends on several factors, including the user's Internet connection speed and the size of the page being loaded. In general, Amazon works quickly and effectively to improve the performance of its site and provide a comfortable and smooth user experience. Therefore, visitors usually feel satisfied and satisfied with their Amazon shopping experience without feeling bored or frustrated.

• **Can information be found easily?**

Yes, you can easily find out about the site with a number of supplies, but there is a process of ease of use with the ease of searching and the speed of finding it

• **Is there a search button available for visitors?**

Yes, there is a visitor search button on Amazon where users can search for the products they want to buy. This button can be accessed by going to the Amazon website and clicking on the search box at the top of the homepage.

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

No, there may be some links on Amazon that are not working due to various reasons such as expiration or changing the linked page. Users should check the validity of links before clicking on them.

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

Yes, the Amazon website can be accessed from other websites such as Chrome, Firefox, Safari and Internet Explorer.

• **Does the website work on mobile devices?**

Yes, the Amazon website works on mobile devices such as smartphones and tablets. The Amazon Mobile Shopping app is also available on the App Store for iOS and Android devices.

4. Content and Readability (4 points)

- Are the fonts that have been chosen easy to read?
- Is there considerable contrast between the font color in the background color?
- Is the text an appropriate size?
- Is the content concise yet still useful?

• **Are the fonts that have been chosen easy to read?**

There are plenty of people postings in Font Size which are overall easy to read and useful

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

In Amazon, the contrast of the font in the background is constantly changing according to the design and advertising campaigns, but now it is appropriate

• **Is the text an appropriate size?**

The text size is appropriate in Amazon and satisfactory to all people, for this reason there is no complaint in the text size

• **Is the content concise yet still useful?**

Amazon content is very useful and very practical. They have all the consumer stuff and guaranteed devices, and they find many other useful products

5. write conclusion and at least three recommendations. (4 points)

In conclusion, we touched on our topic, this answer to some common questions for the Amazon site, and there are many useful things, but in general, the Amazon site is known to everyone that it is a good and useful site, but it does not mean that there are no defects, but a large site like Amazon often has its positives that outweigh its negatives, and these are some Recommendations:

1- Improving customer service: Amazon must improve customer service by increasing the number of call centers and improving the quality of service provided.

2- Developing mobile applications: Amazon must develop mobile applications to facilitate the shopping and purchasing process for customers.

3- Increase the availability of products: Amazon must increase the number of products available in its inventory to meet the needs of all customers.

4- Reducing costs: Amazon must reduce costs to attract more customers and maintain its position as the largest supplier of goods in the world.

5- Improve shipping and delivery: Amazon should improve shipping and delivery service to meet customer needs and provide satisfactory service.