

## Search About amazon

N	Student Name	Student Number
1	Fahad Khalid Alhumaid	442050494

Supervised by : Mohammed Asiri

Year: 2023

# Introduction to amazon

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n', resembling a smile.

## **Amazon website:**

An online retailer that offers a vast selection of products, from books and electronics to clothing and household items.

## **What is the purpose of the website?**

**The purpose of the Amazon website is** to provide a vast online marketplace where customers can browse and purchase a wide range of products and services. Originally founded as an online bookseller, Amazon has since expanded to offer millions of products, including electronics, clothing, furniture, groceries, and more.

## **Amazon's website serves several purposes:**

**Amazon's website serves several purposes, including:**

- **Online shopping:** Customers can easily search for products, compare prices, read reviews, and purchase items online.
- **Marketplace for sellers:** Amazon provides a platform for third-party sellers to list and sell their products, allowing them to reach a larger customer base.
- **Amazon Prime:** This is a subscription-based service that provides customers with free two-day shipping, access to streaming of movies and TV shows, and other benefits.
- **Digital content:** Amazon also sells digital content, such as e-books, music, and movies, through its website.

## The category of Amazon's business:

The category of Amazon's business is primarily **e-commerce**, although the company also operates in other industries such as **cloud computing**, **digital streaming**, and **artificial intelligence**.

### Is this obvious on the website?

**Yes**, the **e-commerce** aspect of Amazon's business is quite obvious on the website. The homepage prominently displays a search bar and product categories such as "Electronics", "Books", "Fashion", and more. Customers can easily navigate the site to search for products, read reviews, compare prices, and make purchases. Additionally, as shown below..

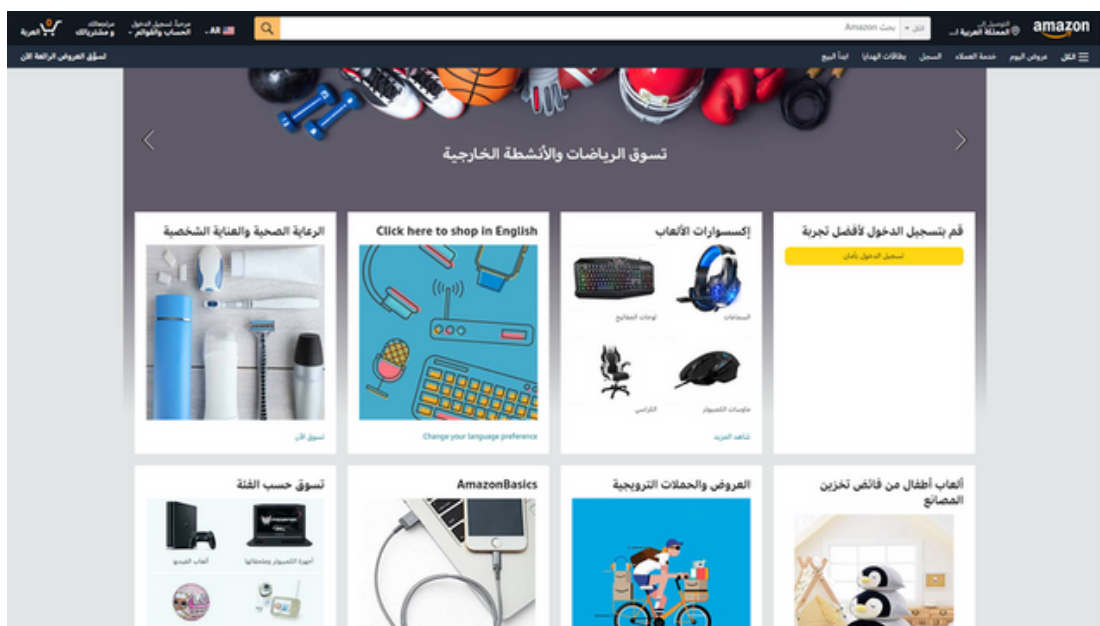


Figure 1-13

While other aspects of Amazon's business such as **cloud computing** and **digital streaming** are less visible on the website

## Website Design:

Amazon website is designed to make it easy for customers to search for products, read reviews, compare prices, and make purchases, and it is constantly evolving to meet the changing needs of customers, As shown as in the Figure 1-3.

## Target Audience:

Amazon's target audience includes anyone who wants to purchase products online. However, the company has a strong focus on customer satisfaction, and the design and functionality of the website reflects this commitment by providing a user-friendly experience that caters to the needs of different customer segments.

**The website is designed to appeal to a wide range of customers, including:**

- **Consumers:** Amazon's website is tailored towards individual consumers who want to shop for a variety of products online. This includes people who are looking for books, electronics, clothing, household items, and more.
- **Small business owners:** Amazon also caters to small business owners who are looking for a platform to sell their products online.
- **Corporate customers:** Amazon Business is a program designed for corporate customers that provides exclusive pricing, payment solutions, and other benefits.
- **Developers:** Amazon Web Services (AWS) is a cloud computing platform that caters to developers and businesses that require computing power, storage, and other resources.

Overall, Amazon's target audience is very diverse, and the website is designed to cater to the needs of various customer segments.

## Website Speed Test:

We used Pingdom Website Speed Test: This tool allows you to test your website's performance from different locations around the world and provides a detailed report on your page's load time and performance. You can access it for free at <https://tools.pingdom.com/> ,And the **result** is as shown as in the Figure 2-13.

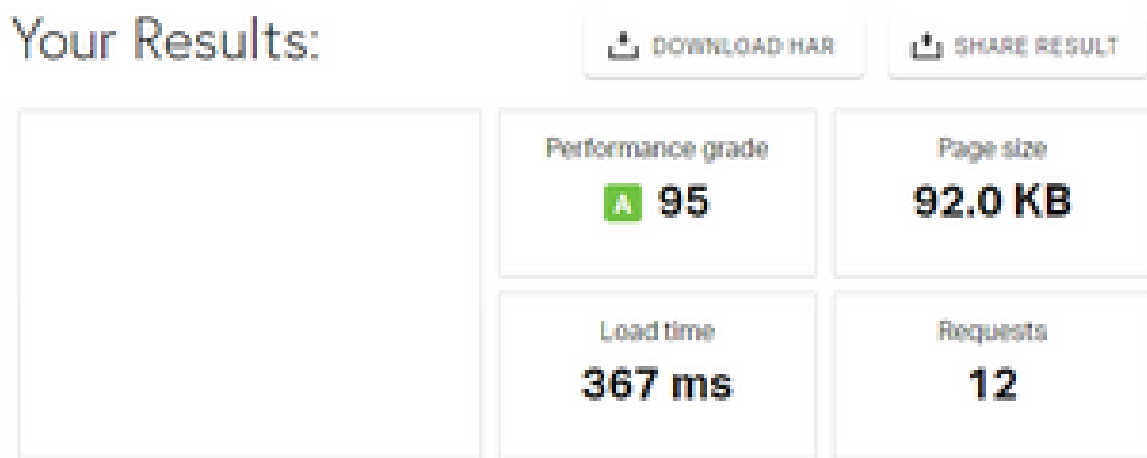


Figure 2-13

### Will the visitors get bored waiting?

This is something that depends on the Network state and person him self to determine if it bored or not , but my personal opinion is that **the answer is NO.**

Here is a short clip showing the waiting time..



[https://www.youtube.com/watch?v=6rjU21NSj20&ab\\_channel=FahadKing](https://www.youtube.com/watch?v=6rjU21NSj20&ab_channel=FahadKing)

## Search Process:

Search



Is there a search button available for visitors?

Yes, as shown in the Figure 3-13.



Figure 3-13

Can information be found easily?

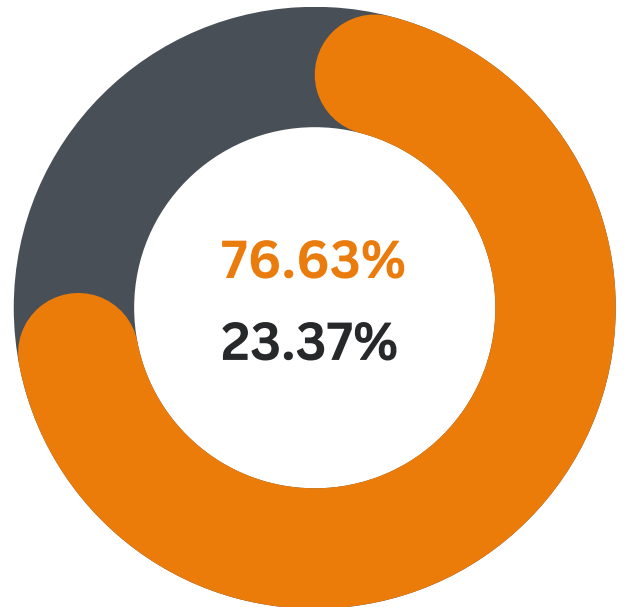
Yes, Amazon is designed to make it easy for users to find the information they need. The website has a powerful search engine that allows users to search for products, brands, categories, and specific keywords. In addition, the site is organized into categories and subcategories that help users navigate to the products they are looking for.

Website link:  <https://www.>

The domain address for Amazon website is:  
[www.amazon.com](https://www.amazon.com/)

### Are all the links working?

As shown in the figure 4-13, The ([www.deadlinkchecker.com](https://www.deadlinkchecker.com/)) found from a 2000 link there is **1433 links** is **Ok** and the rest of **467 Links** has an **Error** or **Fail**, So the answer is **NO**.



<https://www.amazon.com/>

100% scanned - 2000/2000 URLs checked, 1433 OK, 567 failed

[Site check](#) | [Multi check](#) | [Auto check](#) | [FAQ](#) | [Resources](#) | [Blog](#)

### Site Checker: Free Broken Link Tool

☒ Check whole website ☐ Check single webpage check

<https://www.amazon.com/>  
100% scanned - 2000/2000 URLs checked, 1433 OK, 567 failed  
This free service checks the first 2000 links on any website. For larger websites please use our [Auto-check](#) subscription service - [options](#).  
Scan completed with 567 errors. [Full report](#) [Entry dead links](#)

- Check multiple sites at the same time - free - [login](#) or [sign up](#) for a free account.
- Check sites automatically on a regular basis with the Auto-Checker - [see options](#).

Status	URL	Source link text
403 Forbidden	<a href="https://www.imdb.com/">https://www.imdb.com/</a>	IMDbMovies, TV & Celebrities
403 Forbidden	<a href="https://s1.amazonaws.com/prod-widgerSource/in-shop/pub/images/aman_favicon_bk.png">https://s1.amazonaws.com/prod-widgerSource/in-shop/pub/images/aman_favicon_bk.png</a>	img/src
404 Not Found	<a href="https://ignite.amazon.com/?ref=nav_cs_bestellers">https://ignite.amazon.com/?ref=nav_cs_bestellers</a>	Amazon IgniteSell your originalDigital Ex
429 Too Many Requests	<a href="https://www.amazon.com/gp/site-directory?ref=nav_cs_disabled">https://www.amazon.com/gp/site-directory?ref=nav_cs_disabled</a>	All
429 Too Many Requests	<a href="https://www.amazon.com/gp/new-releases?ref=nav_cs_newreleases">https://www.amazon.com/gp/new-releases?ref=nav_cs_newreleases</a>	New Releases
503 Service Unavailable	<a href="https://www.amazon.com/dp/B088QJ4QQ?ref=dm_us_or_cs_Sh_AIR231_TSTD-Motion?_encoding=UTF8&amp;pd_rd_w=ccp7VA-No+Text">https://www.amazon.com/dp/B088QJ4QQ?ref=dm_us_or_cs_Sh_AIR231_TSTD-Motion?_encoding=UTF8&amp;pd_rd_w=ccp7VA-No+Text</a>	Best Sellers
503 Service Unavailable	<a href="https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A104660%2C%3A10450Dresses+under+\$50">https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A104660%2C%3A10450Dresses+under+\$50</a>	Dresses under \$50
503 Service Unavailable	<a href="https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A10466Swim+under+\$30">https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A10466Swim+under+\$30</a>	Swim under \$30
503 Service Unavailable	<a href="https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A679337011%2C%3A679Sandals+under+\$40">https://www.amazon.com/s?prime-wardrobe&amp;bbn=14807110011&amp;rh=%%3A7147440011%2C%3A679337011%2C%3A679Sandals+under+\$40</a>	Sandals under \$40

Figure 4-13

## Does the website work in different browsers?

Amazon website work on most popular Browsers like Google Chrome(Figure 6-13), Microsoft Edge(Figure 5-13), Opera(Figure 7-13) and Firefox.

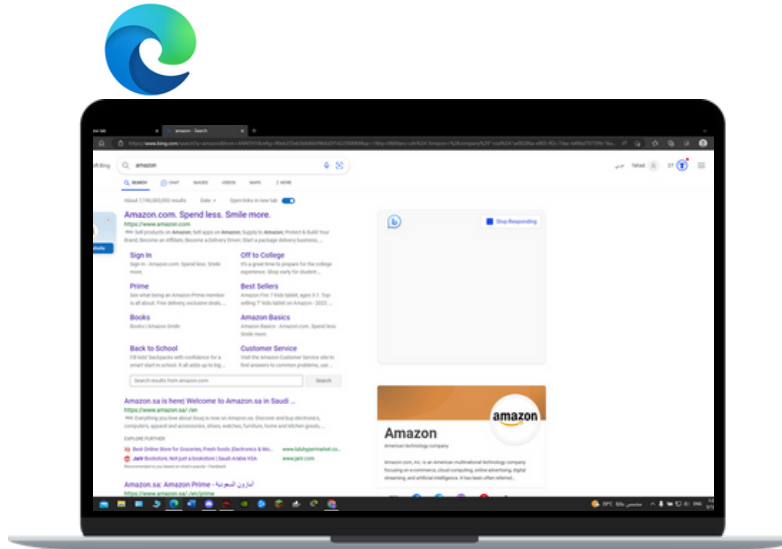


Figure 5-13

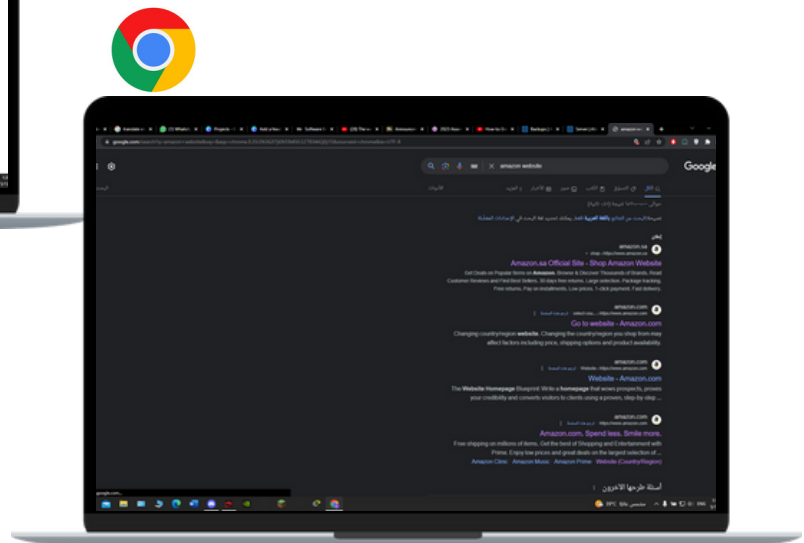


Figure 6-13

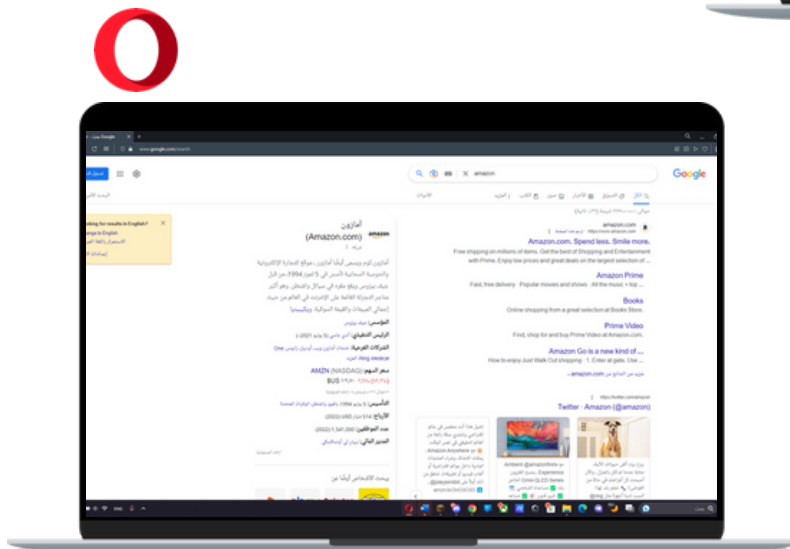
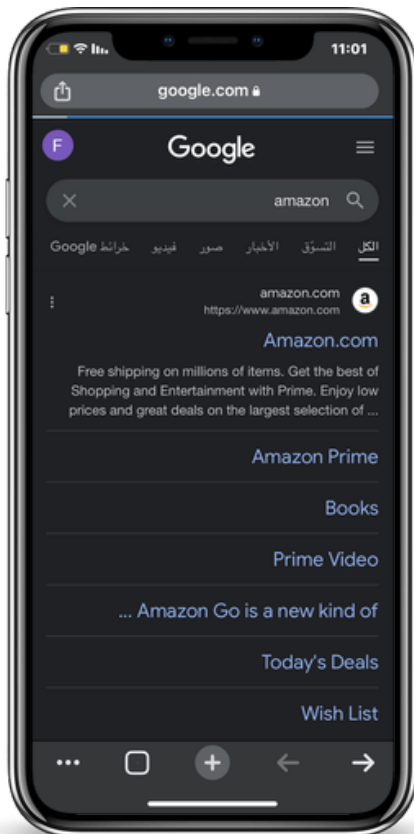


Figure 7-13

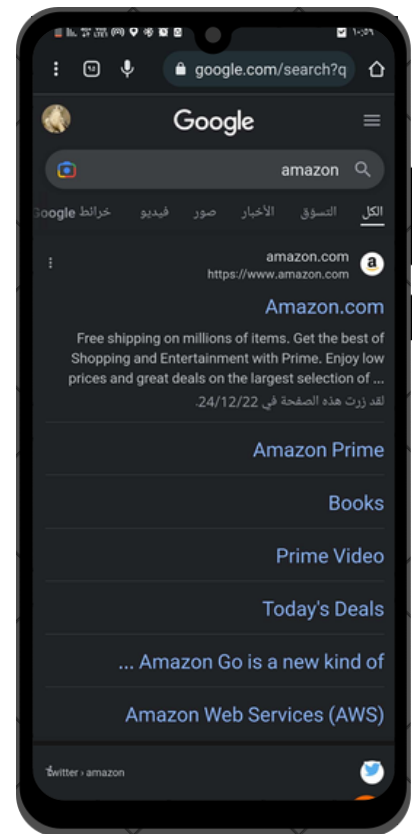


## Does the website work on mobile devices?

**Yes,** Here we will find some examples below for Iphone device (Figure 8-13) and Android device(Figure 9-13) ..



**Figure 8-13**



**Figure 9-13**

## Content and Readability:

Content and the ability to read are two important factors in any site that aspires to success, and to measure this, we must answer some questions to see if the Amazon site achieves these two factors or not.



### So we should look at the fonts are they easy to read?

In my opinion, I think Amazon has done a good job in chosen fonts and of course they are easy to read. But I did not find anything special in the fonts to make me dazzled by them, but the answer remains the same.

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

According to what I saw on the Amazon site, I found that it is good and there is no considerable contrast between the font color in the background color.

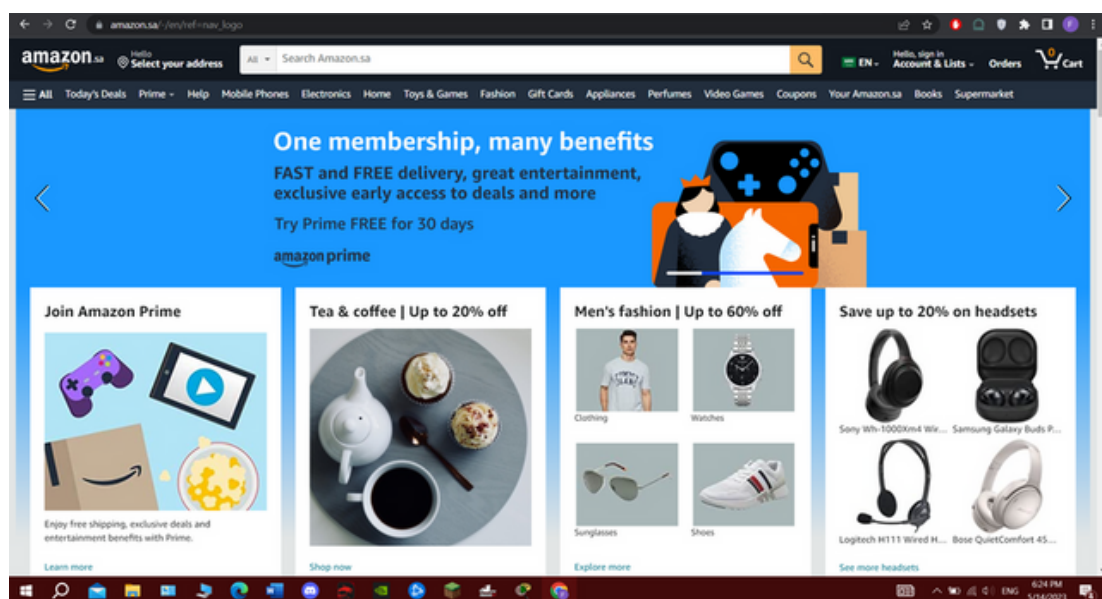


Figure 10-13

## Is the text an appropriate size?

The appropriate size of text on a website can vary depending on the website's design and purpose, as well as the target audience. It is also important to consider the user's device and screen size when selecting the appropriate text size.

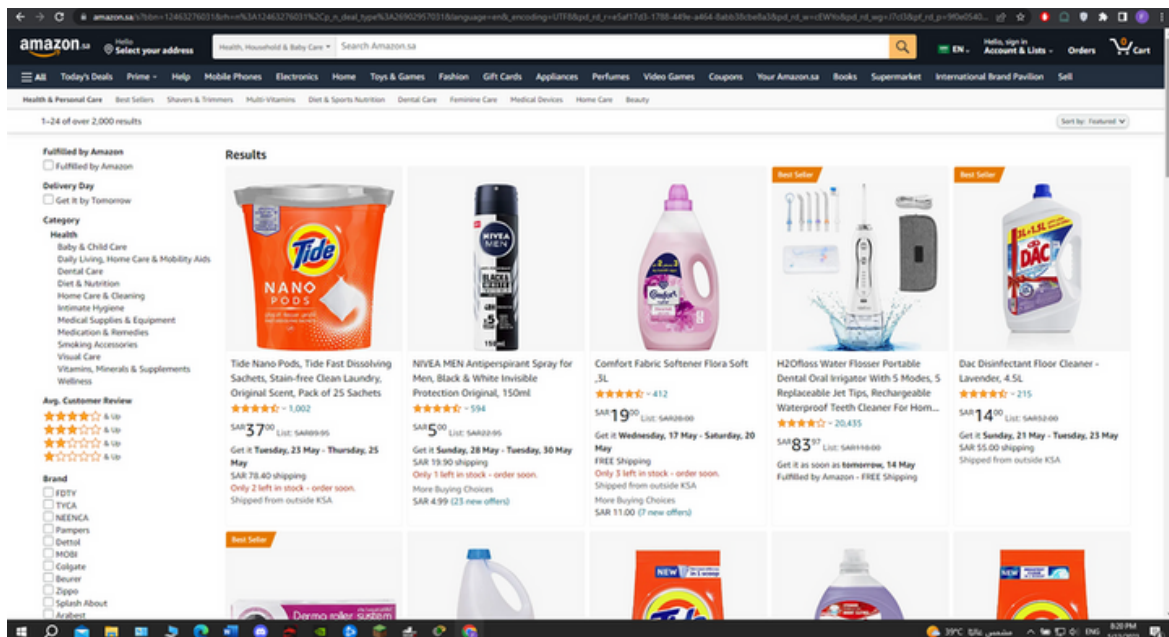


Figure 11-13

If we look at the box, we will notice that the size of the texts different from one text to another and also depends on the importance as shown in the Figure 11-13, as the price of the products comes in a larger size compared to the bar above because the prices of the products are what matter to the consumer. That is why I say that the answer to this question depends on the consumers, as each person has a specific interest, whether it is interest or attraction to prices, product thumbnails, etc.

## Is the content concise yet still useful?

it is important for website content to be both concise and useful in order to effectively communicate the website's purpose and engage users. So After what I saw, my answer would be yes.

## Improvements and Recommendations:

There is no perfect thing, so everyone who has a site or application should pay attention to user recommendations, and therefore we have some recommendations that may develop the Amazon website.

- One of the recommendations that I have noticed and would like if they improve it, Is the boxes surrounding each product thumbnail as shown in Figure 12-13.

I think it could be made better instead of the primitive shape, As a giant company like Amazon must pay attention to these small details.

Top picks for you

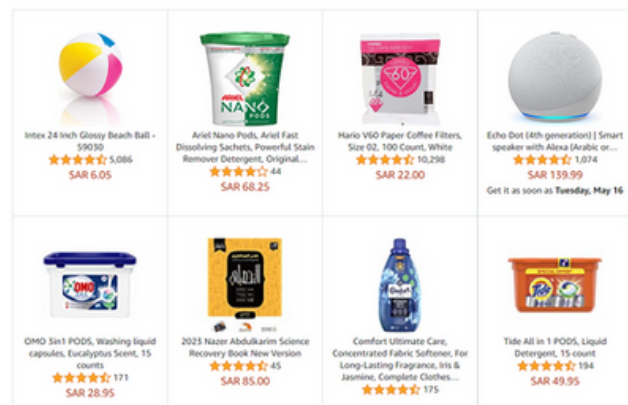


Figure 12-13

- Also, a **second recommendation**, which is when I go to the stage of choosing the brand or the category, I find a problem, which is when I choose one option, the page is reloaded as in the Clip below, and the correct thing to do is to select more than one option, and then click the apply button after that reload the page.



<https://youtu.be/aPBHLmLMt7I>

- A recommendation regarding the search for products, as shown in the video clip below or the Figure 13-13, that the search process is inaccurate, and the closest example is my search for an internal laptop fan, and the result of the search was a large percentage of it an external fan, and this makes it difficult for the user to search for products



<https://youtu.be/aXlvWldewxY>

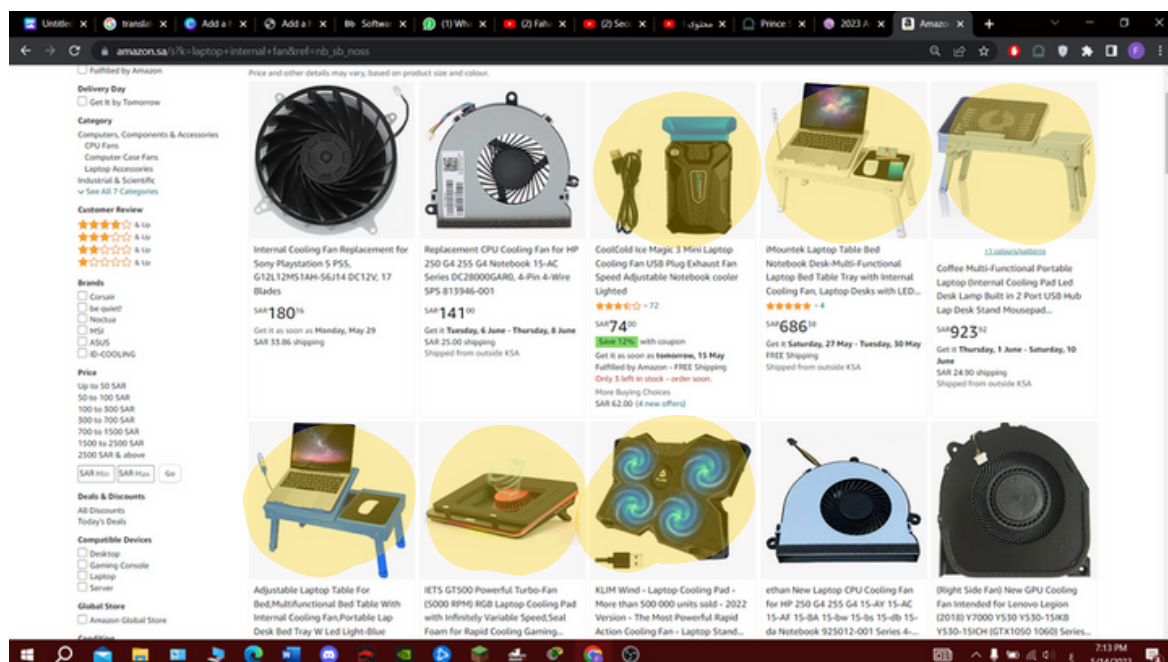


Figure 13-13

In conclusion, Amazon's website is an impressive example of successful e-commerce design and functionality. The website's design and user interface are both visually appealing and easy to use, providing an efficient and engaging online shopping experience. Additionally, Amazon's extensive product listings, personalized recommendations, and convenient checkout process all contribute to the website's popularity and success.

## References:

- This research has been done with the help of artificial intelligence such as chat openai or ChatGPT
- dead link checker website
- <https://www.gorillaroi.com/blog/amazons-target-market/>
- <https://fortune.com/company/amazon-com/>
- <https://tools.pingdom.com/>