A picture containing text, font, screenshot, white

Description automatically generated

Search About

Amazon Store

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**1. Introduction**

• Define the purpose of the website.

Amazon's purpose is to be number one in Earth's most customer-centric company. This means that Amazon is always looking for ways to improve the customer experience, whether it's through new products and services, innovative technology, or better customer service.

• Explain its services.

1. E-commerce: is the world's largest online retailer, selling a wide variety of products
2. Cloud Computing: Amazon Web Services (AWS) is the world's leading cloud computing platform.
3. Digital Content: like books, movies, music, and games.
4. Logistics: that helps it deliver products to customers quickly and efficiently.
5. Advertising: Amazon Advertising, Amazon DSP, and Amazon Marketing Cloud.

• What is the domain address?

amazon.com

**2. Strategy**

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

Amazon is a large online retailer that sells a wide variety of products, including books, electronics, clothing, and home goods.

Yes, Amazon's business category is obvious on its website has a "Categories" page that lists all of the products that Amazon sells. The page is organized by category, making it easy for customers to find the products they are looking for.

• Is the design accomplishing the purpose of the website?

Yes, Amazon's website design is accomplishing the purpose of the website.

* The website is easy to use and navigate.
* The website provides clear information about the company's products, and services.
* The website is visually appealing.
* The website provides a positive user experience.

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

is a diverse group of people from all over the world. The company's products and services are designed to appeal to a wide range of people, including age, gender, and income.

By giving these services, Online shopping, Convenience, Low prices, wide selection of products, and Excellent customer service.

**3. Usability**

• How long does it take for pages to load, and will the visitors get bored waiting?

On Desktop that gives you 92% for Performance and 69% on mobile.

It’s much better than all competitors, I don’t think so.

[Source:
https://gtmetrix.com/reports/www.amazon.com/Rdyxsklf/](https://prnt.sc/i3c9yBuXXKWD)

• Can information be found easily?

You can find information on Amazon by searching for the product you are interested in.

You can also find information on Amazon’s help page.

• Is there a search button available for visitors?

Yes, on the top of every page on the website.

• [Are all the links working?](https://www.drlinkcheck.com/account/subscriptions/1/projects/1/overview)

* Total Links

459

* Links with Issues

2

• Does the website work in different browsers?

Yes, The website is designed to be compatible with the most popular browsers, including Chrome, Mozilla Firefox, Safari, and Edge.

• Does the website work on mobile devices?

Yes, it’s working very well as a website on all mobile devices, and they have an app on both Android and ios all popular phone stores including Appstore, Google play, Samsung store, and AppGallery.

**4. Content and Readability**

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

Yes, fonts designed to be easy to read on computers, tablets, and smartphones. The company uses on website Amazon Ember, Bookerly, and Raleway.

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

Yes, The font color is black, which is a high-contrast color that is easy to read on a white background.

• Is the text an appropriate size?

Yes, The font size is 16 pixels. Customers can adjust the text size on Amazon's website this can be done by clicking on the "Aa" icon in the top right corner.

• Is the content concise yet still useful?

Amazon uses methods to ensure that its content is useful like:

* It makes the website easier to read and understand.
* It can improve the website search engine optimization(algorithms).
* It can help to build trust and credibility with customers.
* It can help to increase sales.

**5. write conclusion and at least three recommendations.**

**Conclusion**:-

Amazon is effective in achieving its goals. The website is easy to use, informative, and helpful. This helps the company to attract new customers, build relationships with existing customers, and increase sales.

**Recommendations**:-

1. Continue to use concise and useful content.
2. Update the website design to reflect the latest trends.
3. Add new features and functionality to the website.