

UX ANALYSIS OF AMAZON APP

Student-level UX Observation

First time user experience.

Is amazon easy to understand by 1st time user?

- The experience using it for the first time can change due to several factors.
- The age of the person getting introduced to amazon. if the age is less than 60 years have been using gadgets and apps it would not be that difficult .
- if the person is between the age of 60-40. for them its fine with less representations of banners and designs soughted way of buying and paying options which means very simple and basic design.
- if the person is between the age of 40 -30 they might not find it very good or good flow of using the app as the placing of buttons are not clear like the Wishlist button . because of this there is problem where the person has to go through all searches again which consumes time and it may irritate the user as well and at the end will leave the app .
- If the person is 30 and below they require a bit of fancy things like logo changes with festive week and and the app should offer more colourful options for shopping and categorizing their choices under one roof the buttons which are present below are rarely used by the young people .

Navigation and Ease of Use.

- Can users easily find search, cart, orders, and categories?
- The user can find the search option exact on home page at top of the page which is easily accessible by the user hence provide a voice box and image box for good search products

- The cart option right present on the home page below with other options as well like wallet there ai for help .as a user prespective but when add something by clicking on add to cart it not not give an option like go cart if this is provided the user can directly move to cart but now the user has to go back and click the below option of cart and then check.
- The oder sections well after visiting to cart option and by clicking on proceed to checkout this helps to fill details for odering the product .all options pf payment are provided for user convince.
- Categories for products or things is also properly done on the top of the home page like pay option in yellow and quick e commerce ,pharmacy. So that the user can manually decide what is to be done or bought .

Is moving between pages smooth?

- In amazon moving pages is not fine but so smother like the other apps myntra and more.but not so problematic as well once you search and item and click to that page and go back to other pages is fine but no smooth and quick.

Product Page Experience

- The page is quite good as the cateorgry of sevril things is present at top and the any offer or sale is going on it is shown with colourful banners . price range products below 199,299 399, 499 is available . which may help user to find things in their budget .
- As amazon has series and shows they even show them on the page so that the user remains updated.

Notifications and Distractions.

- Amazon provides active notifications and tracks the user algorithm of shopping and notifies them. Which is good to keep their user updated.
- Sending too much notifications will not help to attract the user until the notifications are very convincing.

Suggested UX Improvements

- If the user is using it for the first time they should give an option after finishing the log in/sign in process that are you using it for the first time if yes they should help with the guide by showing a small video which includes the steps to explore the app.
- Placements of buttons for navigations are fine but can be more groomed like the ones Myntra has fast and quick no thinking where is what in the app.
- Moving pages can be a bit smoother like a bit innovative which helps the user to get indulged in the app.
- Product page is sought just grooming of buttons placement will help it to be more flexible to use.
- Notifications should be in a particular limit per day so that the user does not get irritated and blocks the notifications.