Amazon – First capture (that would load): May 22nd, 2006

What kept the same (compared to now): The color scheme. A consistent color scheme of orange and blue, with a white background. The account information remained at the top, with a blue banner at the top. Products listed on front page.

What changed: The side bar isn’t there anymore with all the categories. There’s now a search function with all the categories included at the top (not present in 2006). Featured partners isn’t a thing anymore, *especially* Toys-R-Us (rip). It looks like there’s coupons on the side bar in 2006, but now it’s located on the very top, plus stuff inspired by browsing habits.

Amazon – Second capture: May 22nd, 2010

What kept the same: Color scheme, but I assume you must be consistent after being on the internet for a decent amount of time. There’s a search function now, including the department search! Also, list of items more consistent to the formatting of current Amazon now (big boxes, categories, links to a search term page). The text items in the header, especially the text above the blue are closer to their current positions now.

What changed: There’s no wish list drop down menu now in the header, and there’s no “shop all departments” bar on the left anymore. Also, there’s still a considerable amount of text now, compared to now.

Amazon – Third capture: May 22nd, 2014

What kept the same: The white. Also, the more minimalist styling, with the banner and the side bar being almost void of content, with no side bar there!

What changed: Whoa, this site has no color in it. It’s super white, and I accessed a header with just one item, with their Amazon Prime streaming site ad the only thing on the front page, with some items on the side.