

Online product shopping websites :

Case Study of Amazon :

About Amazon

- Amazon Inc is an American international e-commerce company.
- It was started by Jeffrey P. Bezos in the year 1994.
- Named after the Amazon River: a place that is “exotic and different”
- It is a world’s largest online retailer
- When many .com companies were not able to survive during the 90’s, Amazon managed to survive and is successful now.
- The structure of website will definitely make you to buy.
- Buying suggestions based on your search.
-

Meaning in their new logo.



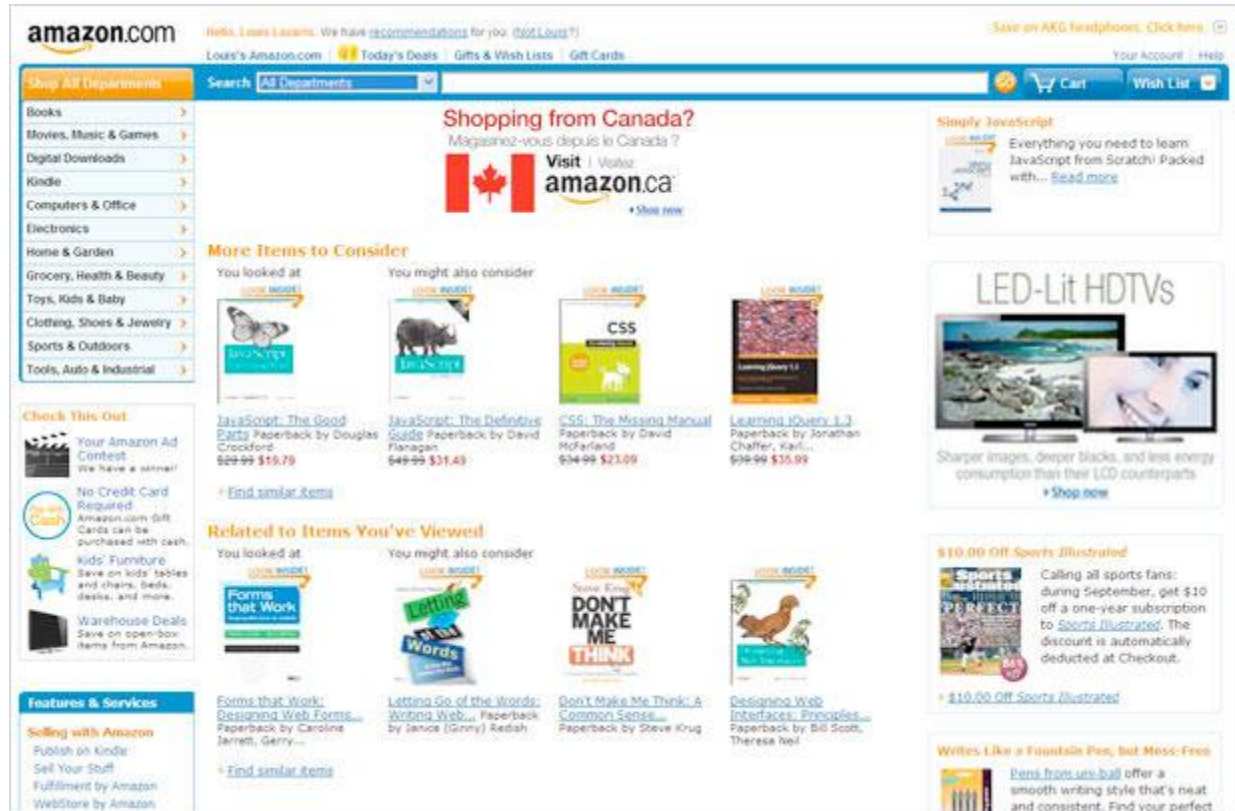
The smile that goes from A to Z tells that the company is willing to deliver any product, anywhere in the world.

Features of Amazon Web Design

1. TWO-FOLD PURPOSE MADE CLEAR

The Amazon shopping experience begins, of course, on the home page, where the user is visually notified of the website’s two-fold purpose:

PRODUCT SEARCH AND ONLINE PURCHASING



When you scan the Amazon home page (screenshot above), the navigation section in the upper-left, and the search/shopping cart controls near the top.

- The user is able to quickly find and purchase products
- The seller is able to quickly process online purchases and make a profit

2. Keep TRACK of CURRENT USER CONTENT

- Once they have established the website's product search and online shopping capabilities, users will most likely want to take advantage of those features right away—starting with search.
- Amazon uses cookies to keep a user logged in, and that user's shopping habits are tracked and stored server-side.

This is a good enhancement, because it dynamically customizes the user's experience based on prior searches, page views, wish-list additions, written reviews and, ultimately, purchases.

3. RELATED ITEMS DISPLAYED

One example of customized content is seen on the home page, which modifies the main content based on how the user (whether logged in or not) has interacted with the product search feature:

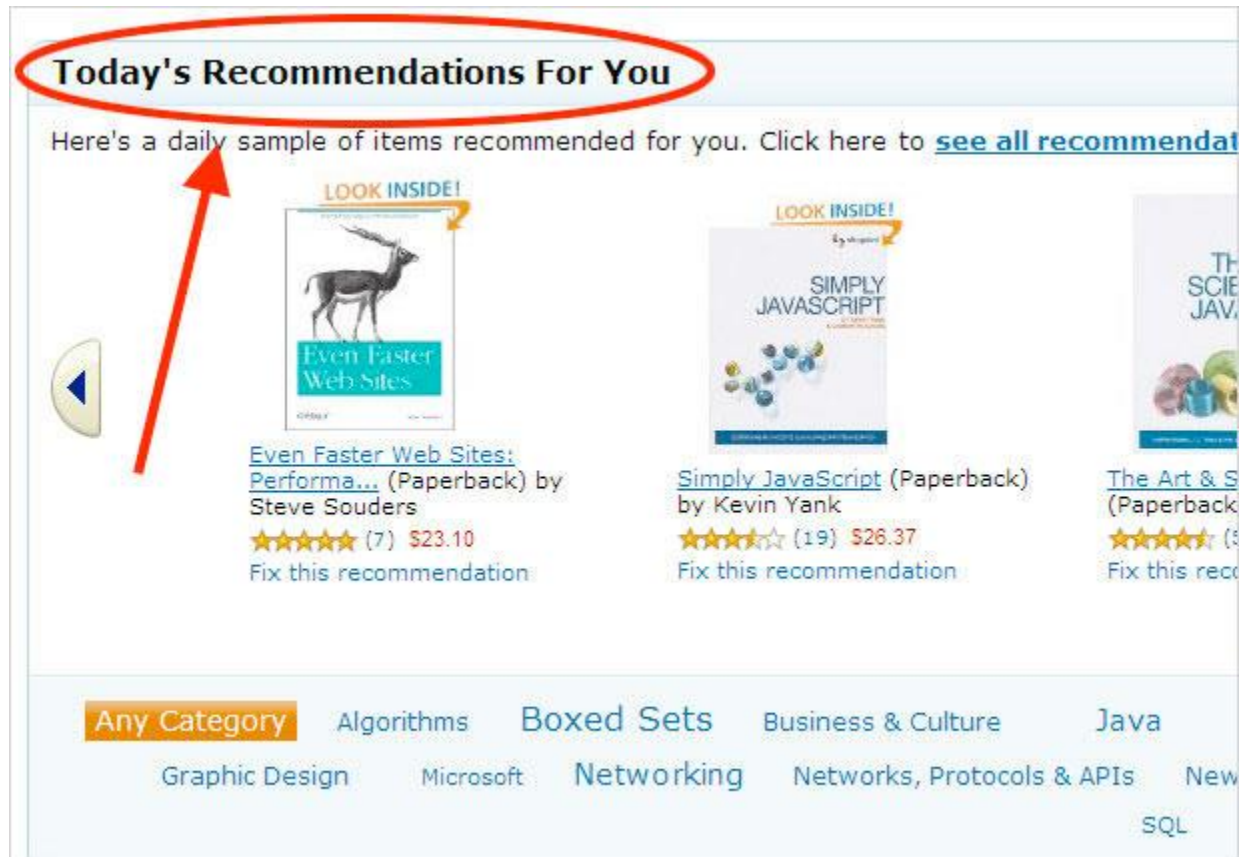


4. Improves Search Engine Optimization

Amazon web store design helps to create a worldwide recognition of your products since it helps to showcase all your items on Google's and Yahoo's natural search results.

5. RECOMMENDED ITEMS BASED ON PRIOR ACTIVITY

This same type of customized content appears on subsequent visits, as long as browser cookies are kept intact:



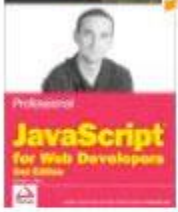
6. Easy checkout and safe billing option

Amazon checkout option is highly beneficial for hassle-free transactions since it enables the customers to use their existing Amazon account to make faster and reliable checkout. Amazon Webstore credit card processing system gives every business the same level of security and safety like credit card processing in Amazon.com site. In addition, you don't need to create a new merchant account or host separate shopping cart software.

7. PRICES COMPARED TO SUGGESTED RETAIL

You looked at

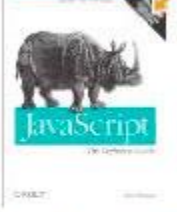
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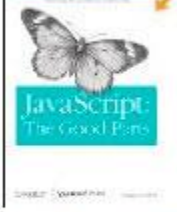
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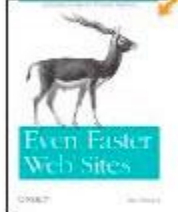


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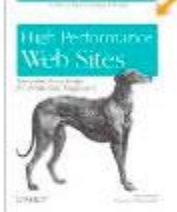
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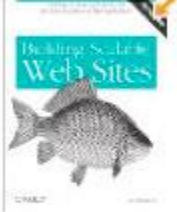
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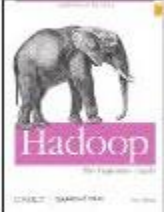
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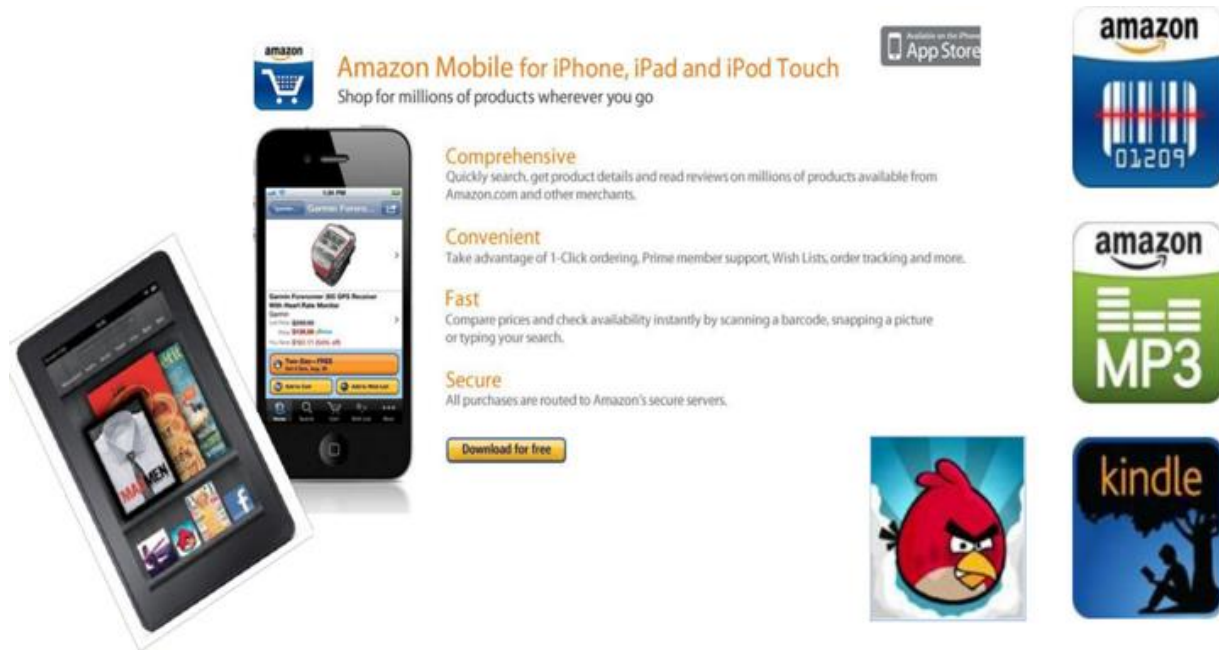


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Each product displayed above has not only the discounted price offered by Amazon, but also the MRSP (manufacturer's suggested retail price, or "list price").

This simple feature, which is instantly understood by the user because of the strike-through text, is seen with virtually every product on Amazon

Amazon : Mobile Application



- Apps for all smart phone operators and tablets
- Fast and convenient good use of bar codes and pictures
- Amazon App store for Android

Drawbacks of Amazon:

- NOT A COMPLETE SOCIAL MEDIA INTEGRATION
Twitter & Facebook Account, but not integrated into the shopping experience
- CLUTTERED WEBSITE
- NO HUMAN CONTACT
- Fraud risk with 3rd party transactions
- Amazon is not everywhere and differs from country to country.

Conclusions

- The shopping experience needs to keep up with new Technologies& Trends.
- The quality of the operations and logistics high standards are within the level of the online user experience making the Amazon brand stronger.