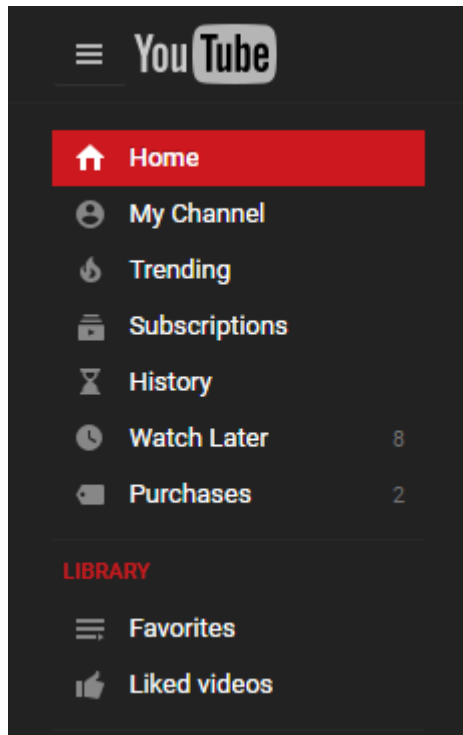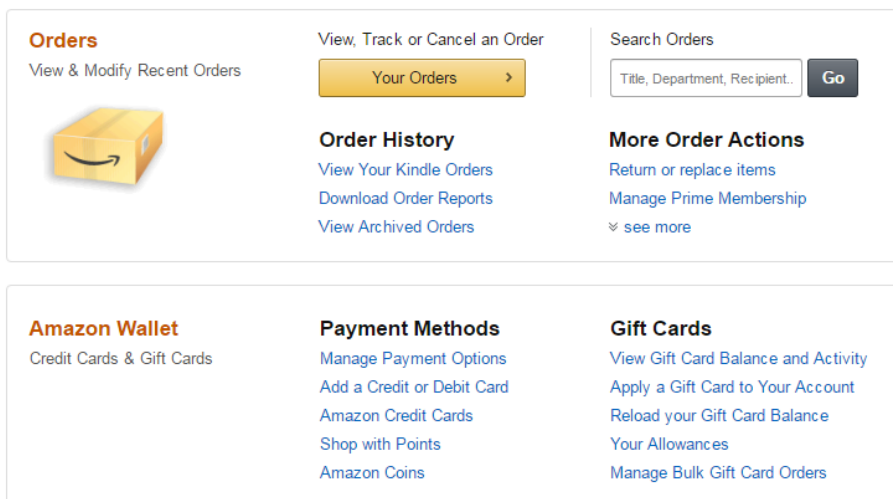Affordance:

Elements are individually styled with icon to as purpose. One could not be easily mistaken as another. Clear labeling along with the icon matching the label allows anyone to navigate easily without being confused.

Chunking:

Amazon designs their sight in such a way that all information you need is located together for easy navigation. The lumping of assets allows for the user to remember where things are and how to get to them easily.
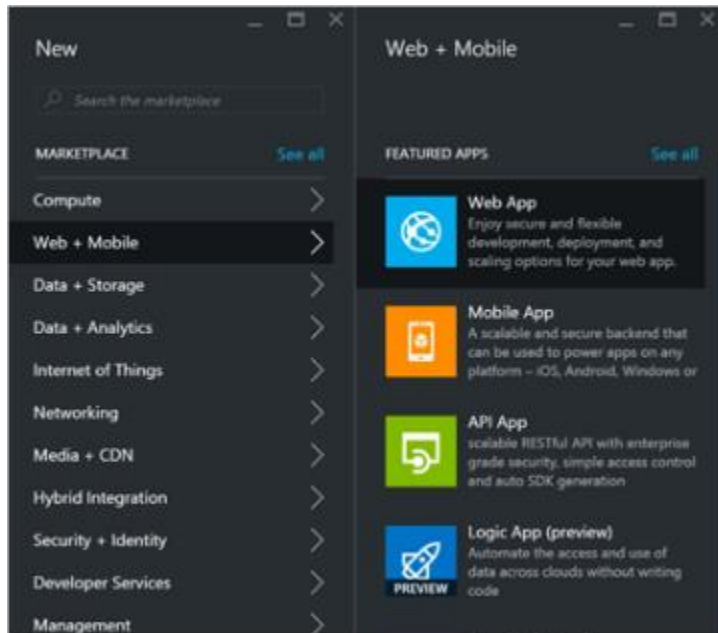
Signal to noise ratio:

Here there is no noise whatsoever. All information is coming direct from a live source or is a listed hard copy and all is connected to the overall theme. What users are looking for is provided directly in the window with no distractions. Entertainment sites can afford very little noise as they are purely content driven the majority of the time.

Hicks Law:

Yahoo provides the most simple navigation you could imagine. There are small icons to move through its sites with no ambiguity. Hovering over the icons will specify what they are but the design is so simple there is no choice left to the user.

Modularity:

Azure is an incredibly complex web service and modularity is essential to its success. There are so many options to each category that without splitting assets into clearly defined spaces the site would be chaos. This splitting allows users to find what they need and things associated with it. This element is so important to complex websites that it can not be ingnored.