User Experience of Amazon Website

Aspects of user experience I like:

1. Home page contains all necessary information and is credible
2. Pages are easy to navigate
3. User opinions are highly valuable
4. Aspect of user reviews is helpful to validate products
5. Payment option and sales are highly secured
6. The basic layout (navigation bar, logout button, account settings) remains same throughout the website
7. Search box and indexing for search items is really good
8. Carousel on the home page is simple and easy to access
9. Other sellers option gives user to choose items with different sellers and it's easily viewable
10. Filters after search are easily accessible and the options for filters are user friendly

Improvements:

1. Accessibility features need to be improved
2. Lot of features are present on the home page which confuses user
3. Burger menu is not required for desktop view as all the options in navigation
4. Too many items in the page and hence it takes lot of time to load and also there are lot of images
5. Even after checking Remember me option, accounts and order page requires password to view the page
6. Difficult to find uncommon items since there are lot of products and unless we know the exact name, user only see the popular and best selling items
7. Lack of clarity on who is the seller
8. When purchasing from 3rd party sellers, it's not clear on whom user is buying from
9. Advertisement is poorly targeted and unnecessary
10. Major focus on home page are on Kindle and other products of amazon