Homework1:"Critical analysis of Amazon Ecommerce Website"

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Amazon is one of the most popular online marketplaces used by both individuals as well as businesses, and the site is available in many different countries and languages. However, there are certain features that need to be refurbished on the website for a flawless user experience.
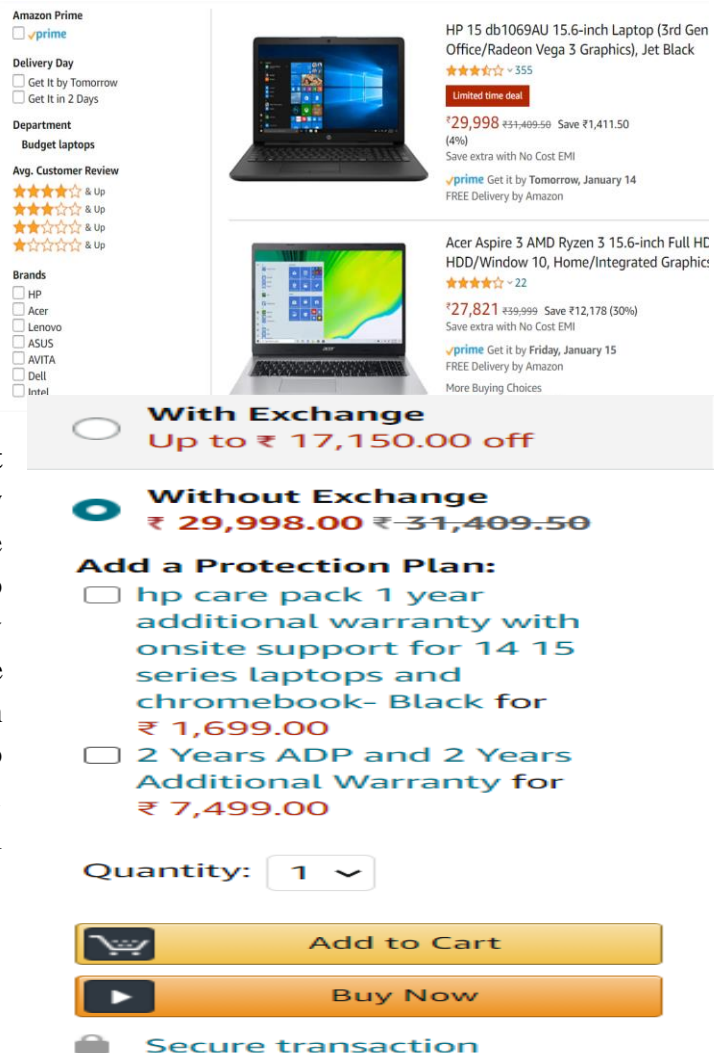
Amazon E-Commerce Website

Amazon.com is a vast Internet-based enterprise that sells books, music, movies, housewares, electronics, toys, and many other goods, either directly or as the middleman between other retailers and Amazon.com's millions of customers. I have been using this application on my Dell Laptop once a fortnight for the last 4 years. It has been a wonderful experience but there are certain changes to be done to make the website user experience flawless. We will first discuss the best attributes of the Amazon E-Commerce Website user interface.
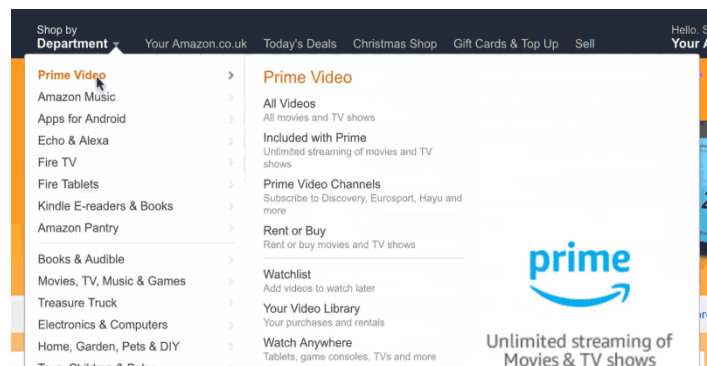
Attractive features:

1. **Simple and readable type and theme.** Amazon has website Clarity which is the most important element of user interface design. Indeed, the whole purpose of user interface design is to enable people to interact with your system by communicating meaning and function. The default home page clearly specifies the various features available. The font is also easily discernable

2. **One-click ordering and smoothly payment gateways.** One-click ordering places your order automatically and lets you skip the shopping cart. Amazon changed the game by introducing the one-click ordering facility. Users want to buy their products in as little time as possible, particularly because they hate clicks. This tab leads them right to the transaction page. Furthermore, Amazon allows you the option of smooth payments by providing top payment gateways. It also allows you to save your card or wallet details for future use. This process saves much of your time in inputting the details all over again.

3. **Easy-to-find products are easy-to-sell products.** The Amazon UI gives users an instant overview of each subcategory with zero delays. It's a flawless fly-out interaction that helps users get a glimpse into the vast number of product categories Amazon has.
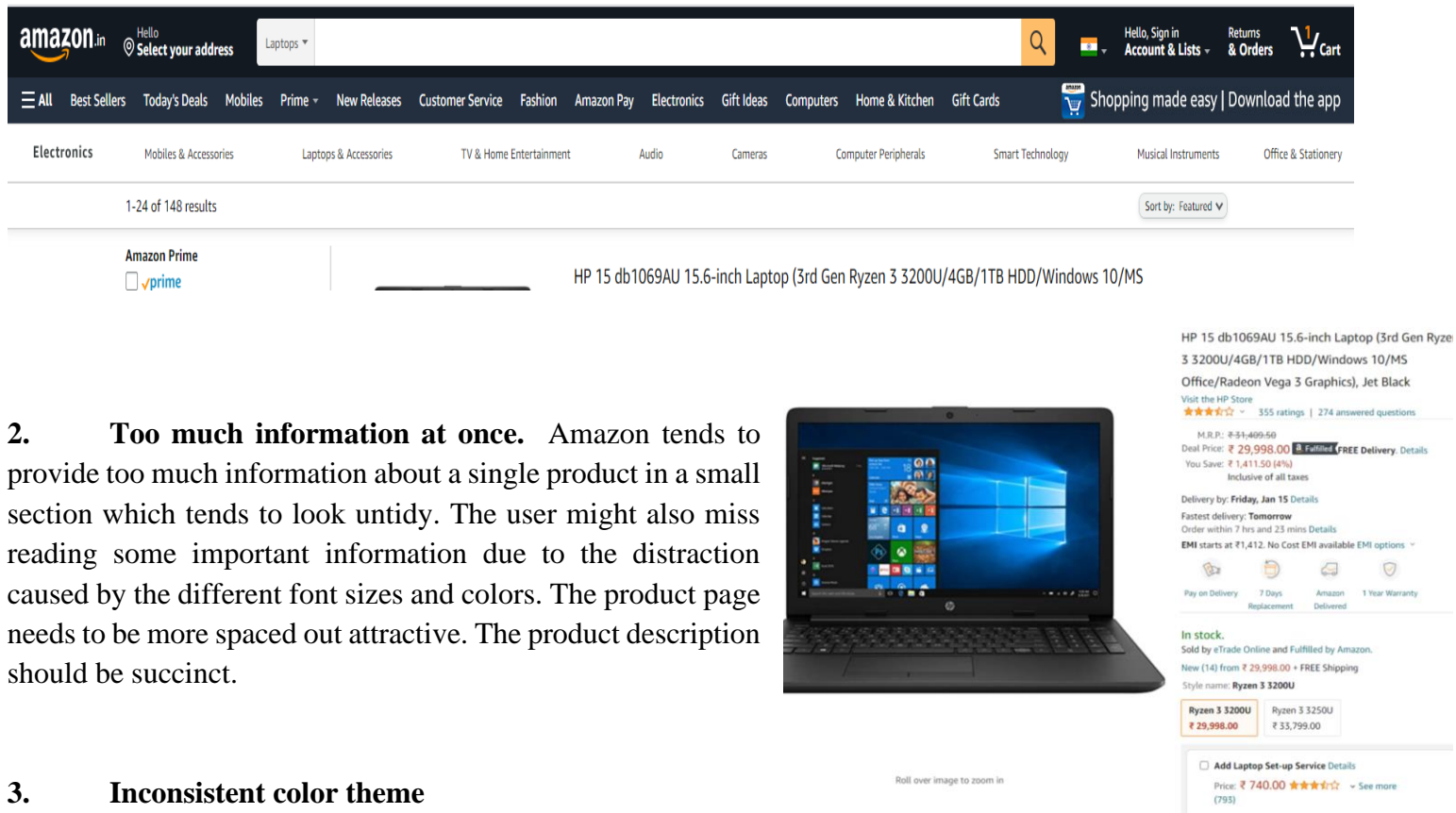
However, there are certain features that need to be revamped in order to make the experience of a user flawless. They are:

1.   **Cluttered UI.** Designers may love their creative mess, but customers don't. Amazon has a cluttered website which can be frustrating to users. When there are too many elements on one page, they are all competing for a user's attention and add effort to the buyer's journey. A customer's journey should be carefully navigated and focused on a single goal conversion. The visitor spends precious minutes searching for what they need until they eventually become overwhelmed and frustrated. They leave without making a purchase, and in most cases, they never come back.

2.   **Too much information at once.** Amazon tends to provide too much information about a single product in a small section which tends to look untidy. The user might also miss reading some important information due to the distraction caused by the different font sizes and colors. The product page needs to be more spaced out attractive. The product description should be succinct.

3.   **Inconsistent color theme**

While color is sometimes thought of as a purely aesthetic choice by some designers, it is, in fact, a key component of the psychological impact of a design on users, and as such, its UX. A well-thought-out out color palette can elevate a design from "good" to "great" while a mediocre or bad color palette can detract from a user's overall experience and even interfere with their ability to use a site or app. Amazon However does not follow a fixed color theme which makes the page look a bit distractive. As the page is full of advertisements about products and schemes, there is no color tone or pattern followed. This needs to be changed in order to make the UI attractive.