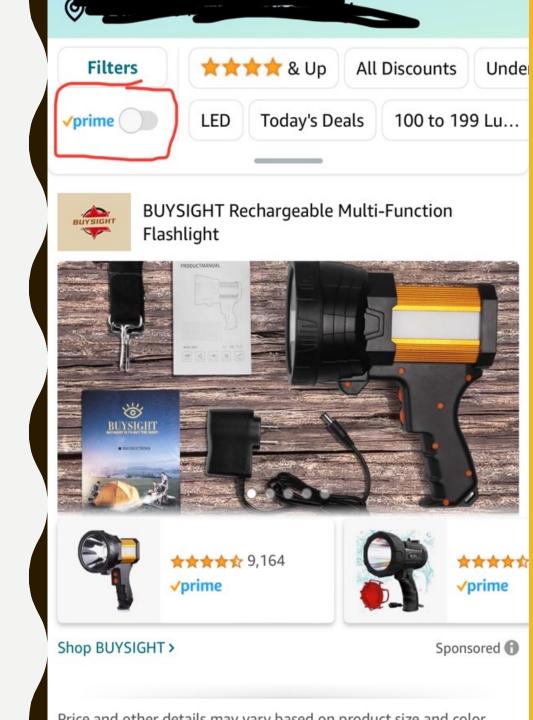
AMAZON GASE STUDY

NIRALI PARIKH

5 Characteristics that Enhance Amazon UX

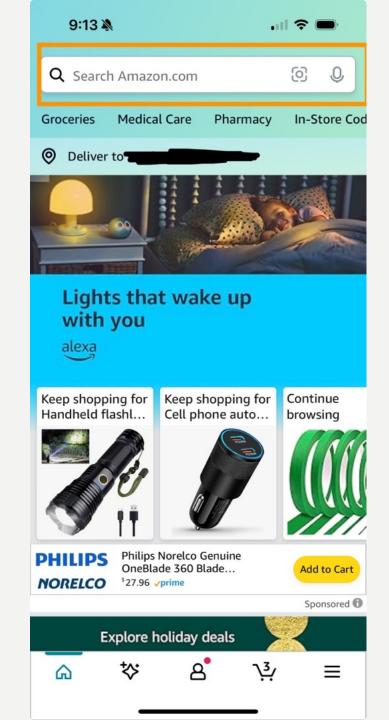
PRIME SWITCH

The "Prime" switch on the search results page makes it easier for prime users to access the feature and membership perks. This makes it more flexible and efficient for the user because it lets them tailor the interface to suit their needs.

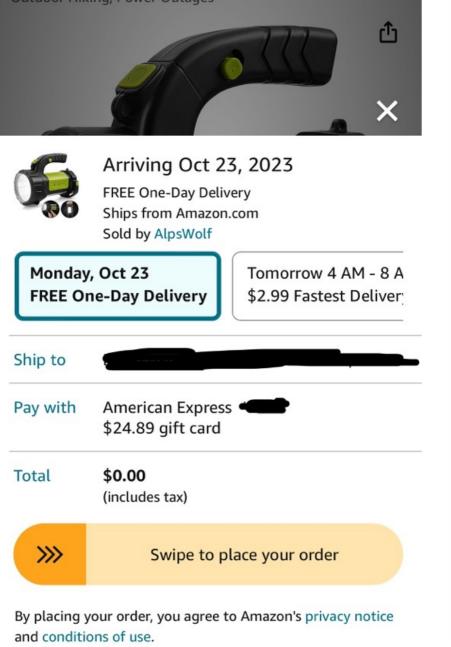


SEARCH BAR

The "Search" bar at the top of the page is placed in a position of the page to make it easily accessible and useful. This also help minimize task perception because the field is separated and reduces the time a user must find the search feature.



Powered, Portable Bright Camping Light for Emergency, Outdoor Hiking, Power Outages



Apply \$5 coupon Coupon: Shop items > | Terms FREE delivery Tomorrow, October 23 Or FREE delivery **Overnight 4 AM - 8 AM** on qualifying orders over \$25. Order within 2 hrs 45 mins O Deliver to In Stock Qty: 1 🗸 Add to Cart **Buy Now** Payment Secure transaction Ships from Amazon Sold by AlpsWolf Eligible for Return, Refund or Returns Replacement within 30 days of receipt Gift-wrap available. Save with Used - Like New

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BUY NOW

The "Buy Now" feature uses saved payment information and user's addresses to give the user a faster checkout experience especially if they only need to purchase one item.

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Lo	Login with Amazon								
Re	Register for a free Business account								
Sv	Switch Accounts								
Yo	our Addresses		>						
М	anage saved IDs		>						
м	Manage your Profiles								
1-	1-Click settings								
М	Manage Prime Membership								
Ar		>							

Add a new address

Add a new pickup location

Personal Addresses

Q Search for address
Default: amazon
United States

Phone number: +

1 active subscription

Add delivery instructions

Edit Remove
Default: fresh
Nirali Parikh
United States

SAVING ADDRESSES

>

Being able to save multiple addresses saves the user time and a hassle from having to fill out item recipient information each time. It makes it more efficient during the checkout process and helps with the "Buy Now" feature. Users can also set a default address making it easier for the account holder to easily checkout. This helps eliminate the cognitive load of having to remember someone's address or having to go through so many steps just to checkout.

COUPONS

"Coupons" are on the product page near the product pricing making it easily accessible and helps users save money.

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Get a \$150 Amazon Gift Card instantly with Prime Visa for a limited-time only.						
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Ends in -52% ^{\$} 28 ⁷⁹						
	-) 2 % 20 List Price: \$59.99 1					
√prime Overnight						
Coupon: Apply 5% coupon Shop items > Terms						
Save 5% on 2 select item(s) Terms FREE delivery Overnight 4 AM - 8 AM . Order within 2 hrs 41 mins						
O Deliver to Parth - Plano 75024						
In Stock						
Qty: 1 🗸						
Add to Cart						
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5 Characteristics that Deteriorate Amazon UX

SORT BY

"Sort by" feature is hidden under filters when it's usually on the top bar of the search results page. This makes the discoverability of the "sort by" feature difficult for users to find, access, and use to sort by price, relevance, etc.

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Sort		Price: Low to	9 High	Price: H	ligh to l	_ow
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Sort Fea Avg	by tured	ner Review			ligh to l	Low

REVIEWS

The easy access to the reviews section of a product can be a pain point to users because it is displayed as a number of reviews rather than a clear and concise header. If a user doesn't know what that number means, then they might not click it and just keep scrolling down until they get to the "reviews" section. This would be wasting the users time if their main goal is to look at the reviews of a product.

Q Search Amazon.com 6 \leftarrow ,O, Visit the EverBrite Store EverBrite 30-Pack Mini Flashlight Set, Aluminum LED Handheld Torches with Lanyard, Assorted Colors, 90 Batteries Included for Party Favors, Night Reading, Camping, Power Outage, Gift to Halloween in Handheld Flashlights by EverBrite Amazon's Choice 0 • > 0 0 0 0 0 3K+ bought in past month ^ Color: 30-pack multicolor ARCERERAR ARCA Ξ

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CONTACTING SELLER

Not being able to chat with the seller of a product makes it hard for users to ask questions and get more information about a product before buying it. This doesn't fulfill the UX aspect of bridging the gap because it doesn't help users get answers to their questions easily.

CREDIT CARD POINTS USAGE

Another pain point is that there is no clear information on the feature of users being able to use credit card points towards purchases. It's a hidden feature which makes it harder to access and make use of.

USER PROFILE LOCK

A pain point leaning towards user's privacy could be that there is no sort of profile lock such as a password on a user profile. This makes user's information and purchases vulnerable to other uses who are using the same account.

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amazon	4° Q
Hello, Parth	8
Your Orders	Buy Again
Your Account	Your Lists
Your Orders	See all
Delivered October 14	Delivered October 13
Who's channing?	-
Who's shopping?	View
Add profile	Remove profile