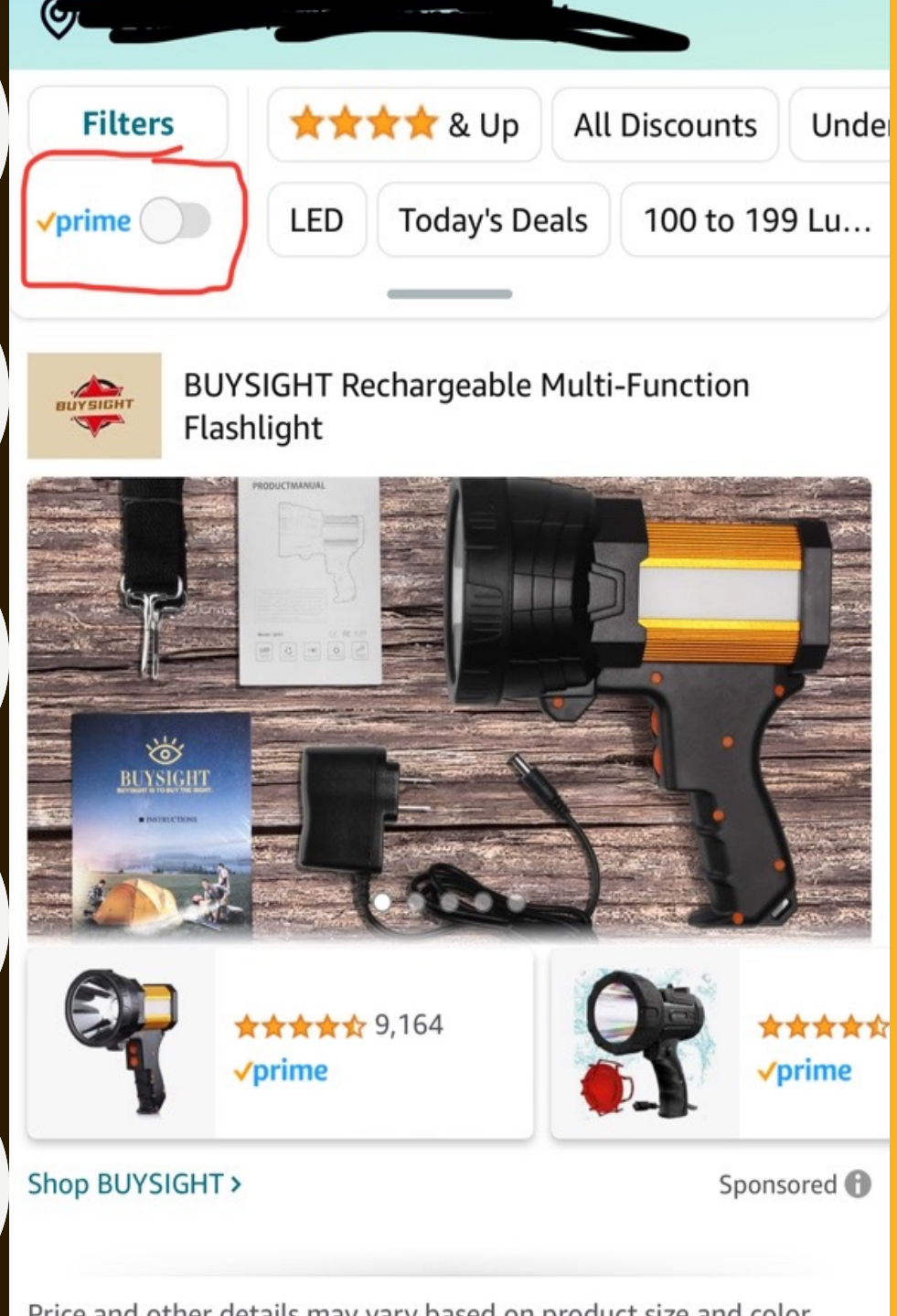# AMAZON CASE STUDY

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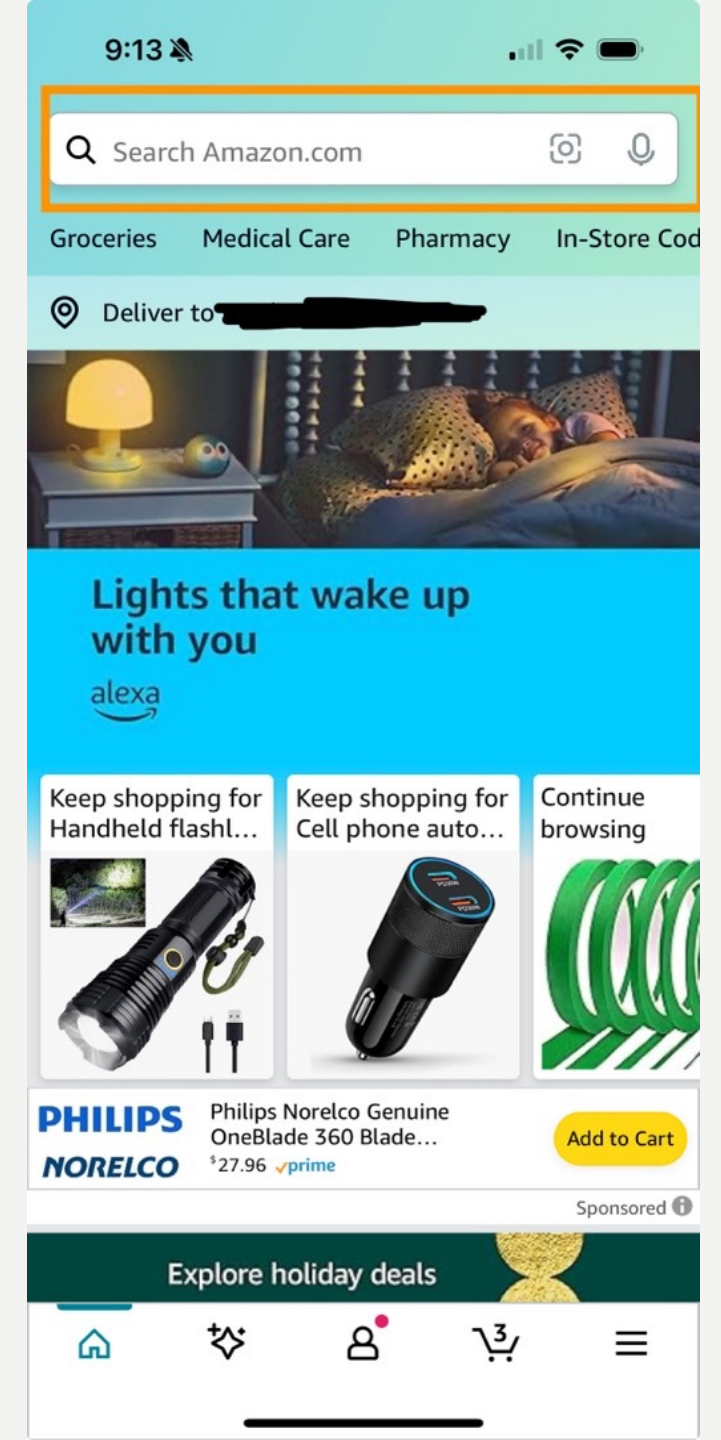
Powered, Portable Bright Camping Light for Emergency, Outdoor Hiking, Power Outages

Arriving Oct 23, 2023
FREE One-Day Delivery
Ships from Amazon.com
Sold by AlpsWolf

Monday, Oct 23
FREE One-Day Delivery

Tomorrow 4 AM - 8 A
$2.99 Fastest Delivery

Ship to ▬▬▬▬▬▬▬▬▬▬

Pay with   American Express ▬▬
$24.89 gift card

Total   **$0.00**
(includes tax)

≫≫   Swipe to place your order

By placing your order, you agree to Amazon's privacy notice and conditions of use.

FREE Returns

Coupon: ☐ Apply $5 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**

⊚ Deliver to ▬▬▬▬▬▬▬

In Stock

Qty: 1 ⌄

Add to Cart

Buy Now

Payment   Secure transaction
Ships from   Amazon
Sold by   AlpsWolf
Returns   Eligible for Return, Refund or Replacement within 30 days of receipt

Gift-wrap available.

Save with Used - Like New

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.

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.
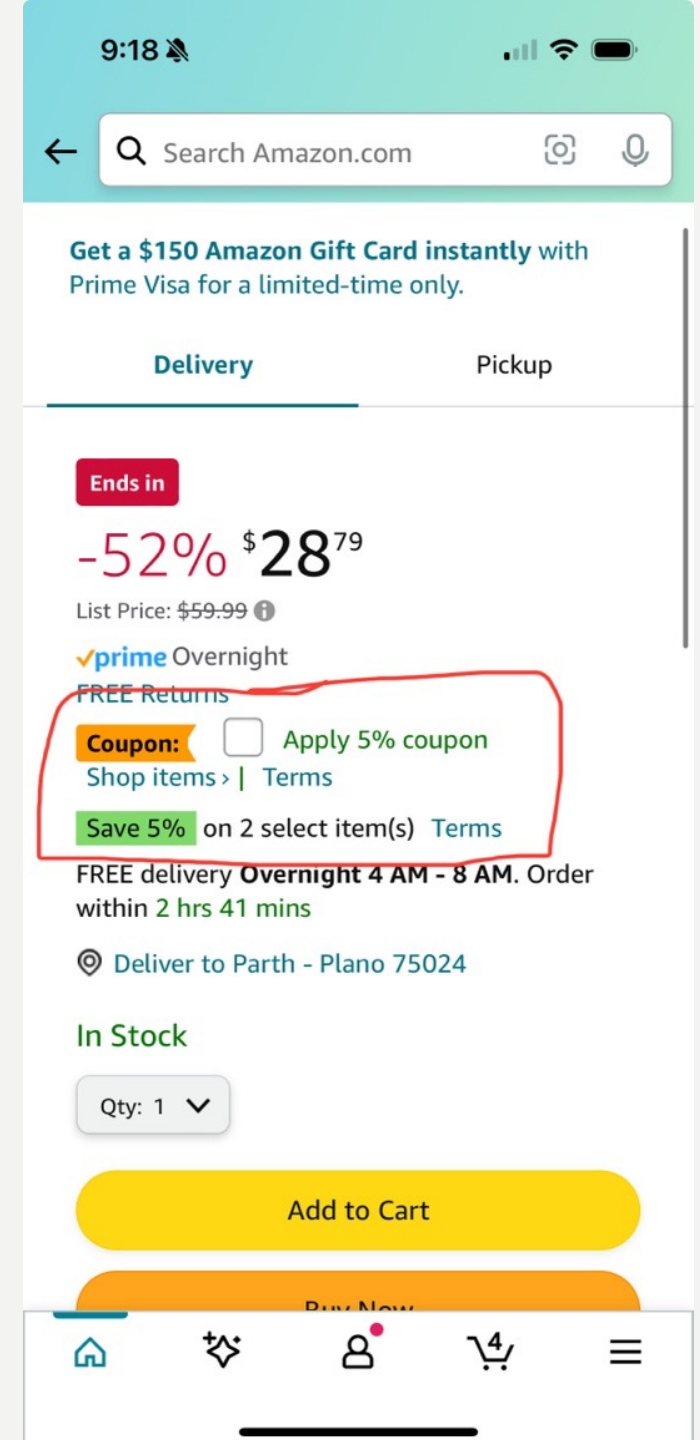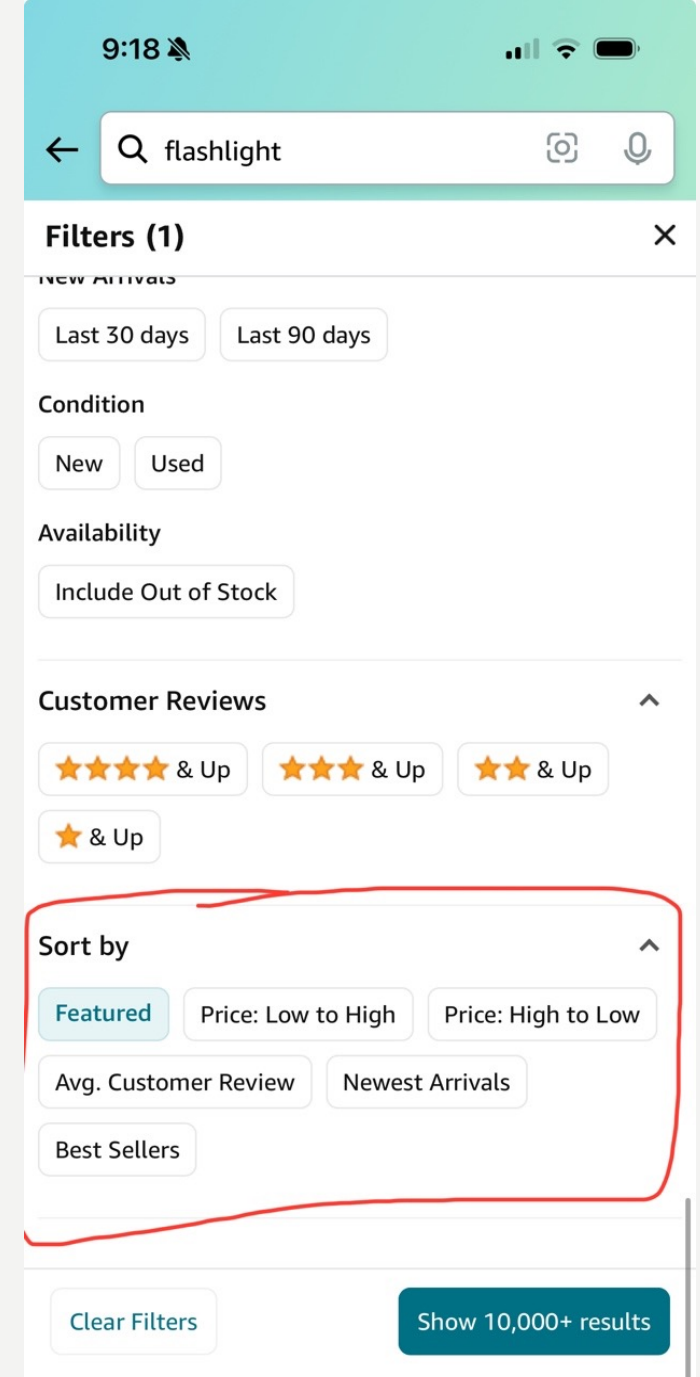
5 Characteristics that Deteriorate Amazon UX

# 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.

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.
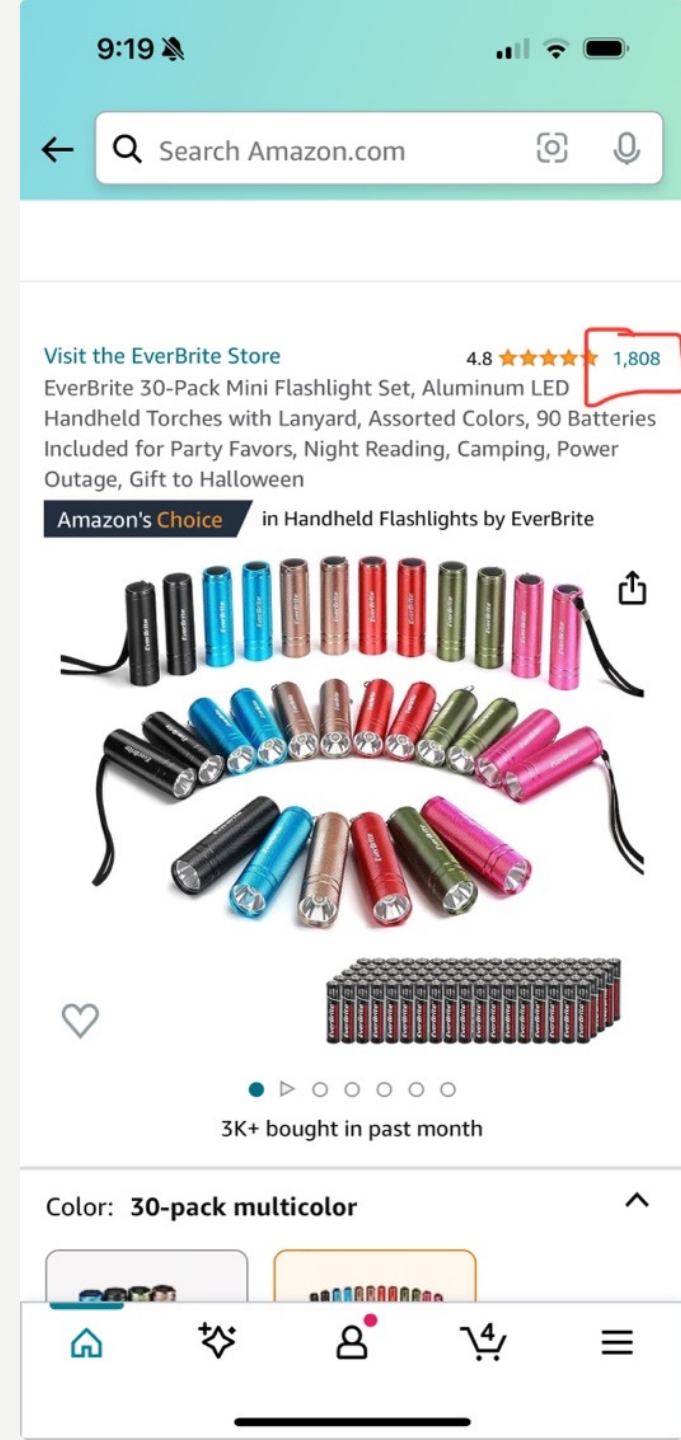
CONTACTING SELLER

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.