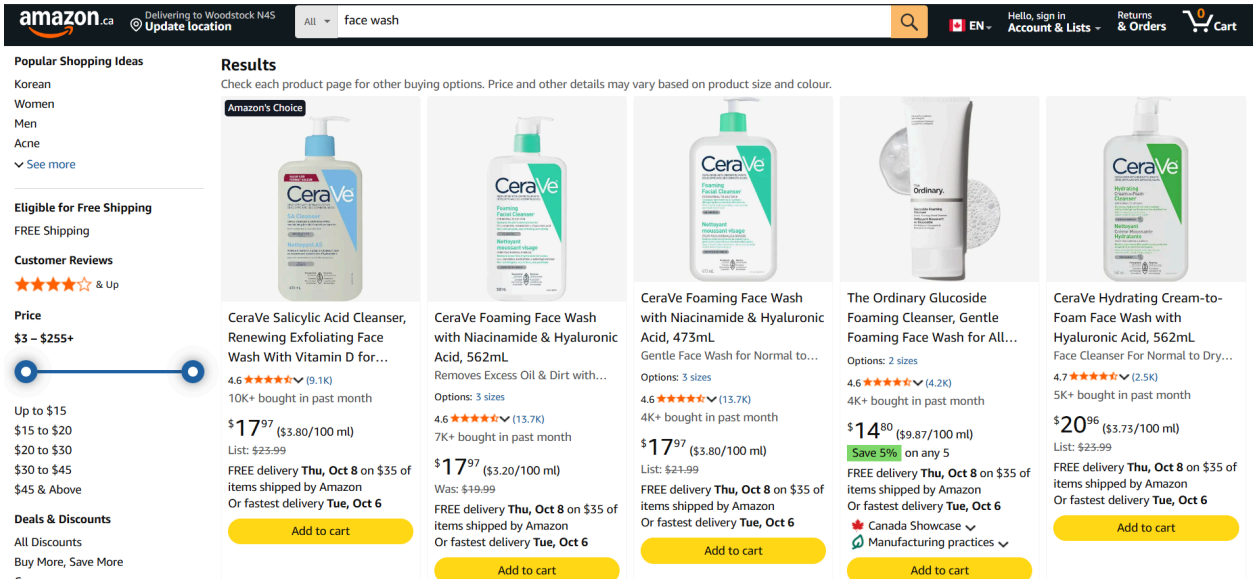
Amazon UI Case Study

Gestalt Principles Demonstrated

The most prominent gestalt principle seen in Amazon's website design is proximity. When you search for a product on Amazon, it returns a collection of small white boxes that contain information about products relating to your search. All the boxes are separated by small amounts of whitespace and are arranged in a consistent grid.



Another principle seen in Amazon's website design is similarity. Again using the example of search results, we see that all the product boxes contain the same information about the products using a consistent style. There are only slight differences in the heights of the product boxes due to the difference in text amount or image sizes between product listings. However things like the typography and colours remain consistent.

Bad User Interface Features

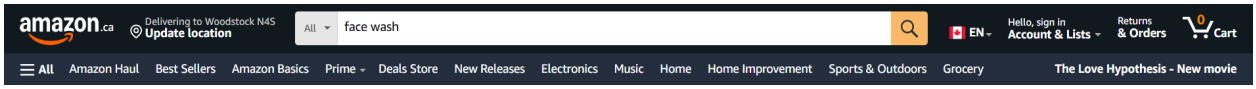
The product listings on Amazon contain a lot of information. For some users this may be overwhelming or confusing. It could also be used maliciously by sellers to try and conceal information or otherwise deceive buyers. Having simple features like limits on description or title lengths, limits on tags, or requiring a consistent or minimum font size across all product listings on Amazon.



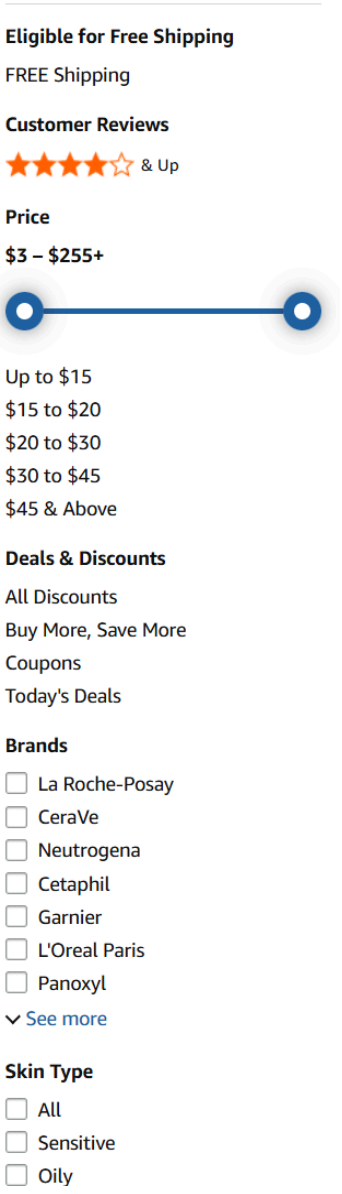
Sponsored products can also find their way onto the top levels of search results without Amazon users knowledge. It can be difficult to tell the difference between a sponsored product and a non-sponsored product on search results. Sponsored products *are* labelled as such, but it can be difficult to spot as Amazon often uses really small or misleading text on the label mentioning it's sponsored.

Good User Experience Features

Amazon's search functionality is probably one of the best features of their site. It's immediately obvious where users are meant to search for products, powered by an intelligent search algorithm that's both fast and accurate, and bundled with other important functionality like your account, cart, and orders. It makes it easy for users to find what they want and jump between different parts of the site without having to return to the homepage.



Building on Amazon's search functionality is another good UX feature which is filters and sorting. Amazon allows users to narrow their search to find the exact product they need or want. Some basic filtering options like price, brand and rating exist for all products. But they also have custom filters depending on the product you're searching for. For example, for my search for "face wash" some filters that came up include: Skin type, benefits, scent, "free from", product form, and more. This saves users time by not having to manually search through a very large number of products.



Another positive UX feature is the large amount of information available on each individual product page. When a user clicks on their chosen product, they will find product photos, prices and price history, reviews, shipping information, seller information and a lengthy description all in one area. Having all this information available prevents users from having to search for it elsewhere on a different site.

Finally, Amazon maintains a relatively consistent layout across their website. Things like the search bar, cart, lists, orders and account remain in the same place when moving between different parts of the website. This makes Amazon easy to "learn" as users do not have to adjust to a completely different UI for every page across the site.