

Company Web Page Evaluation Sheet

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Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

Name of Company: Amazon

Industry/General Description of Company: Amazon is a multinational technology company focusing on e-commerce, cloud computing, digital streaming, and artificial intelligence. Its mainly known for the ecommerce website.

URL: <https://www.amazon.com/>

How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site) I knew about the Amazon because I use on daily basis to order the product from the amazon and came to knew about this company through my friend.

Date site was last updated (if available): The last time, I went to the site was on March 2, 2025

Count of prior accesses (if available): Not applicable

Please highlight the number associated with each question in the table below based on your website experience.

Access time to load first page?	Very Slow	1	2	3	4	5	Very Fast
How complex is the site?	Very Simple	1	2	3	4	5	Very Complex
Information available on the site?	Very Little	1	2	3	4	5	Huge Amount
Use of graphics?	None	1	2	3	4	5	Very Extensive
Aesthetic appeal?	None	1	2	3	4	5	Excellent
Overall effectiveness?	Very Poor	1	2	3	4	5	Excellent

Is there an explicit mission statement? Yes or No? Yes

If so, provide a summary of it. If not, state what you believe the purpose of the site is.

Customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. We strive to be Earth's most customer-centric company, Earth's best employer, and Earth's safest place to work.

Who is the target audience? Target Audience for the Amazon is the people who want to do online shopping, Marketplace for the vendors to sell there good and services and also provides the AWS services for the Businesses and even gaming online streaming service like luna.

Can you purchase products from this site? Yes

If so, what is the product type? They sell almost everything consumer want to buy for example foods, electronics, hardware, Web services and even ebooks.

Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply.

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify) Credit card, Gift card	Other? (please specify) Credit Card, Gift Card

Does the site convey a positive or useful message for the company?

The website does a great job of giving off a positive message about Amazon. It shows that Amazon is a reliable and convenient place to shop for almost anything. The homepage is filled with different deals and promotions, which makes it clear that they want customers to feel like they're getting good deals. They also provide the free shipping with two days or one day shipping that encourages user to buy from the amazon and has a great return policy which you can return without any hesitation or questions asked.

Is the site well designed from the point-of-view of clarity, ease of use, speed of access?

Amazon website is easy to use and fast. The layout is simple, so you can quickly find what you need, whether its by using the search bar or looking through the categories. The website is really clear because it shows product details and reviews right on the product page, so you can decide if it's what you want. Navigation is simple, and once you're ready to buy, the checkout process is quick and easy. The site loads fast, and the pages don't take long to open. However, sometimes, during big sales like Prime Day, the site can get a little slow because so many people are shopping at the same time.

Is the site aesthetically pleasing?

Amazon's website isn't super pretty, but it works. It's not really about looking nice t's more about being useful. The colors are mostly white, blue, and orange, and while it's kinda simple, it's not as fancy as some other online stores. The site is mostly focused on functionality rather than looking cool. Some people might think it looks a little plain or even messy, especially with all the ads and product recommendations everywhere. But in the end, it's still easy to use, which is what matters most.

How well does the company use design and layout features?

Amazon's website is very big and has lots of stuff everywhere in the home page and looks very busy. But it's still pretty easy to use due to the search bar they provide in the top bar and also when you click on the product page it shows detail, images, reviews and also similar product incase you do not like that product and you can buy different product rather than going back and finding different product. The search bar at the top helps you find stuff super fast, and the buttons like "Add to Cart" and "Buy Now" are big and easy to see. But there are too many ads sometimes, and it makes the page look messy. It would be better if it wasn't so crowded.

Can the company generate revenues from the site? How?

There are many ways company can generate revenue for example every time seller sell the product the company would take the commission from there, also they have subscription model like Prime which can help the company get the revenue every yearly as well as AWS Service which lot of Business uses to store the information and also s3 bucket for the development.

What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?

Amazon has several security features to keep accounts safe and build trust. They use OTP (One-Time Password), IP detection, and geo-location security to protect users. Amazon also has a transaction management system to help customers track their order history. At the bottom of the page, they provide clear policies about what Amazon is responsible for and what the user is. They also have an easy to use navigation menu with product categories, plus a search bar for finding specific items quickly.

What currency(ies) are accepted? How are they accommodated?

Amazon is a global company, and its setup is different from many other e-commerce sites. For example, if you're in India, only products that can be delivered within India will show up, and prices are listed in Indian Rupees (Rs). Similarly, if you're in the United States, you'll only see products available there, and prices will be in US Dollars (USD). In short, Amazon shows prices and accepts currency based on the country you're shopping from.

General comments. I believe there has been lot of thoughts given behind the amazon and the developers who working behind the scenes and the leaders of the Amazon such as management team are also coming up as different and unique idea.