

LCLM4002_BIRM Digital Skills Task 3**Website Evaluation**

Student Number	2435635	Student Name	Robel Desta
-----------------------	---------	---------------------	-------------

Website Chosen	Amazon Shopping
-----------------------	-----------------

Insert hyperlink to website	https://www.amazon.co.uk/
------------------------------------	---

Evaluation**Respond to each question****Section 1 – Usability****(75 words maximum for each answer)****Question 1a** - How quickly and easily does the website load?

Answer: Amazon's website generally loads very quickly and efficiently.

Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?

Answer:
Amazon's website has a vast number of sub-pages, and it uses a robust navigation system to help users find what they need.

Question 1c - Can a customer make a booking via the webpage?

Answer: While Amazon is primarily an e-commerce site for purchasing products, it does offer services that involve booking, such as booking appointments for services or events.

Question 1d - What improvements could be made to the usability of the website?

Answer:
While Amazon's usability is generally high, potential improvements could focus on further streamlining the checkout process for new users or offering more prominent "quick view" options for certain product types.

Section 2 – Pleasure – Customer Experience**(75 words maximum for each answer)****Question 2a** – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer: The Amazon webpage generally presents a clean and functional, though perhaps not exceptionally aesthetically "pleasant" for everyone, appearance. It prioritizes ease of navigation and product visibility. On a mobile phone, the layout is significantly condensed and optimized for touch interaction, with elements stacked vertically and menus often accessed via a "hamburger" icon. Key differences include reduced white space on mobile, larger tap targets, and a focus on core functionalities.

Question 2b - How does the website use imagery, video and colour?

Answer: Amazon heavily utilizes product imagery, displaying multiple high-resolution photos from various angles. Product videos are increasingly common for demonstrating features. The colour palette is dominated by Amazon's signature blue for calls to action

and branding, alongside a neutral white and grey background to make product visuals pop.

Question 2c – Has the website made use of an online chat tool on the website? How effective is this to enquire about the product or service?

Answer: Yes, Amazon does offer customer service chat functionalities, often accessible through the "Help" or "Contact Us" sections. These tools can be quite effective for quick queries about orders, shipping, or general product information, offering immediate assistance. However, for complex issues, they might sometimes redirect to other support channels.

Question 2d – How effective are the social media links on the website?

Answer: Amazon's social media links are primarily for brand presence and engagement rather than direct product inquiries or customer support on the website itself. They serve to connect users to Amazon's official social channels for updates, promotions, and community interaction, which is moderately effective for building brand loyalty and awareness.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer: Amazon makes its services clear through extensive product listings with detailed descriptions, specifications, images, and customer reviews. The navigation menu and prominent search bar help users find specific products and categories easily. Furthermore, their "Shop by Department" and personalized recommendations actively guide customers to relevant services and products.

Question 3b - How are customer reviews made available? Are these up to date?

Answer: Customer reviews are readily available on each product page, typically below the product description. Amazon displays a star rating summary and allows users to sort reviews by "Most Recent," "Most Helpful," and by rating. While the system encourages recent reviews, the recency of reviews can vary significantly depending on the product's popularity and how recently it was purchased by reviewers.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer:
Amazon presents its service as high quality through vast selection, competitive pricing, reliable delivery (especially with Prime), easy returns, and a user-friendly interface. I would use and recommend Amazon due to its convenience, the sheer variety of products available, and the trust built through years of consistent service and customer protection policies.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

Answer:

Prices are very clear on Amazon; they are displayed prominently next to each product, often with comparisons to original prices or competitor pricing. The prices generally reflect the quality of service by offering a wide range of options from budget-friendly to premium, allowing customers to choose based on their perceived value. The convenience, speed of delivery, and robust customer service often justify the prices, especially for items without significant brand markups.

Section 4 – Searchability

Question 4a - What **three** words would you type into Google to find this type of service?

1. Online shopping

2. E-commerce

3. Buy [special product type] online

Question 4b - When you type these words into google, does the company's website appear in the top ten websites?

Answer:

Yes, when you type in general terms like "online shopping" or "e-commerce marketplace," Amazon's website consistently appears within the top ten search results on Google. Its high domain authority, extensive product catalog, and consistent user engagement contribute to its strong search engine ranking.

Section 5 – Reflection and conclusion

(120 words maximum for each answer)

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: Yes, websites remain highly relevant for modern UK business

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer: Improving z website mobile responsiveness

Reference List

- Hootsuite & we are social (Annual)
- Chaffey, D & Ellis-Chadwick, F. (2019)
- KAPLAN, A. M, Haenlein, M. (2010)
- Tamminen, H., M & Karjaluo, H. (2015)