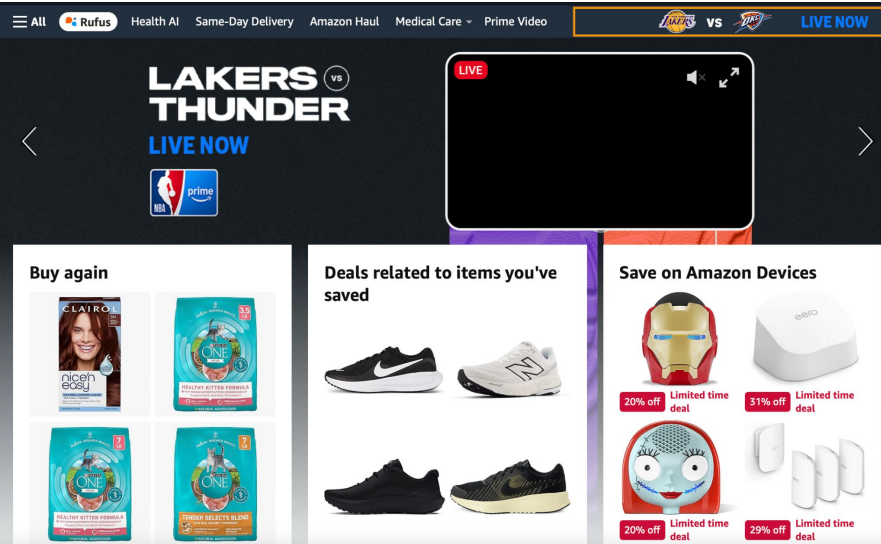


Amazon Usability Report

Tyler Peebles



amazon



Introduction

- Users navigated the Amazon website and performed tasks
- Tasks were used to test the usability and navigation ease of the website
- Participants narrated their decisions aloud
- Testers did not intervene during the testing except to introduce the next task



Internet Usage Data

Participant Backgrounds

- At the time of testing, Participant #1 was a Cinema and Media Arts student (CMA) at Biola University
- Participant #2 was a Pharmacy Technician at Publix



Participant #1

- 🕒 Internet Usage: Everyday, 8-12 hours
- 💻 Websites Used Often: Google Drive, Sheets, Docs
- 🚚 Amazon Website Usage: Once every 2 weeks

Participant #2

- 🕒 Internet Usage: Everyday, 8 hours
- 💻 Websites Used Often: Tiktok, Minecraft
- 🚚 Amazon Website Usage: 3 times a month



Unpacking our results

