



### Call For Entries: *Students-Only* track

This usability report should be used for the **Students Only Entries: Webpage Re-design** track. Students will look at the usability test results on Amazon's *Your Account* page below. Based on users' feedback, students will re-design the webpage (a sketch or mockup) and write a 1-2 page report (double spaced) addressing how the new design enhances the user's experience. Submit the mockups (PDFs), the report, as well as the Cover Sheet through your TryMyUI EDU account.

Questions? Contact [edu@trymyui.com](mailto:edu@trymyui.com)

### Amazon.com (*Your Account*)

Here are some notes on the usability of Amazon's *Your Account* page, based on 3 user tests with regular Amazon users.

The *Your Account* page of Amazon has a simple and aesthetically plain design, consisting of several large, consecutive groupings of links (74 links and 1 button are spread across 7 groupings and 16 sub-groupings). See image below:



Example's Amazon

ON ORDER  
0 items

AMAZON PRIME  
Try Prime  
View benefits

AUDIBLE AUDIOBOOKS  
Try Audible  
Get 2 free audiobooks

## Your Account

### Orders

View & Modify Recent Orders



View, Track or Cancel an Order

Your Orders >

Search Orders

Title, Department, Recipient..

Go

### Order History

- View Your Kindle Orders
- Download Order Reports
- View Archived Orders

### More Order Actions

- Return or replace items
- Manage Prime Membership
- < see more

### Amazon Wallet

Credit Cards & Gift Cards

### Payment Methods

- Manage Payment Options
- Add a Credit or Debit Card
- Amazon Credit Cards
- Shop with Points
- Amazon Coins

### Gift Cards

- View Gift Card Balance and Activity
- Apply a Gift Card to Your Account
- Reload your Gift Card Balance
- Your Allowances
- Manage Bulk Gift Card Orders

### Settings

Password, Prime & E-mail

### Account Settings

Change Account Settings  
E-mail, password, name and mobile phone

Forgot Your Password?  
1-Click Settings

- Manage Prime Membership
- Prime Student Membership
- Amazon Family Child Profiles
- Manage Your Household
- Manage Audible Membership
- Manage 'Shipment Updates via Text'
- Amazon Tax Exemption Program
- Manage Login with Amazon
- Register for a Business Account

### Address Book

- Manage Address Book
- Add New Address

### Message Center

View and manage messages received

### Your Messages

- Important Messages
- Order Related Messages
- Your Account Related Messages
- Other Messages
- Buyer/Seller Messages

### Notification Settings

- E-mail Preferences & Notifications
- Amazon Delivers E-mail Subscriptions
- Product Availability Alerts

### Digital Content

Video, Music & Downloads

### Digital Management

- Manage Your Content and Devices
- Manage Your Digital Subscriptions
- Manage Your Butt Subscriptions
- Your Video Subscriptions
- Your Amazon Music Settings
- Your Video Library
- Your Watchlist
- Your Games and Software Library
- Digital Gifts You Have Received
- Your Apps and Devices
- Amazon Instant Video Settings

### Your Media Library

Digital Music

### Personalization

Participation & Public Content

### Community

- Your Public Profile
- Your Garage
- Your Reviews
- Product Reviews Written by You
- Leave Seller Feedback
- Seller Feedback Submitted by You
- Your social settings

### Personalized Content

- View and Manage Your Browsing History
- Your Advertising Preferences

### Lists

- Baby Registry
- Wedding Registry
- Wish Lists
- Gift Organizer / Friends & Family Gifting

### Recommendations

- Recommended for You
- Improve Your Recommendations

### Need Support?

#### Top Recommended Help

- Manage Shipping Address
- Add a Credit or Debit Card
- Change Email or Password
- View or Redeem Gift Card

#### Your Other Accounts

- Your Seller Account
- Your Trade-In account
- Corporate Customers
- Web Services Account
- Amazon Payments Account
- Sell Your Stuff

Users found the page easy to use. They were able to complete every task in the test, and assigned the interface a high usability score of 95.83 out of 100 in the post-test survey. Nevertheless, the tests demonstrated subtle problems with the layout.

Findability of some elements was low, especially considering the testers were regular Amazon users. One tester said he moves often, so he frequently has to change and update his addresses through the *Your Account* page. Yet, it took him 8 seconds to find the appropriate link.

### **Q: What are the top things you use on this page?**

**User 1:** Tracking my orders (“I like that there’s a button here”), checking on my membership, and changing my account details. User 1 also mentioned later that the Message Center, for checking alerts and messages with sellers, was important to him.

**User 2:** Your Orders, Manage Payment Options, Add Debit Card or Credit Card, Apply a Gift Card to Your Account

**User 3:** Looking at my orders

### **User quotes:**

USER 1

“The stuff that I use most is right at the top here.”

“I don’t really use Amazon Wallet so I have no need for that. However, when I do get gift cards it is nice to view my balance here.”

“I wouldn’t expect to see Digital Content, Personalization, but...if I did use Amazon books or music, then it makes sense to have that here.”

“I don’t really use Digital Content here, I don’t really use this Community / Lists / Personalized content stuff here.”

“Personalization, Community, Lists, and so on and so forth, that’s a little bit fringe but of course if it has to do with you specifically, then obviously there’s a reason to have that there...Your Reviews would also be something I would expect to see here on Your Account.”

“I like to look at my Wish List as well...” At this point User 1 clicked see more in the Orders section. “I forgot where I keep that. Where is my Wish List?” He then noticed the Lists dropdown on the top navigation bar, but added “perhaps having my Wish List here as well would be nice.”

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After scrolling to the bottom of the page, User 1 realized that there is a Wish List link in the Personalization section. "I access that quite a bit, it's interesting that it's all the way at the bottom."

"Not a big deal but having a bold Contact us/Get help button on the Your Accounts page right hand side would be a nice addition."

"This bar up top doesn't get much love, but I really enjoy it for quick information such as my Prime membership, items on order...gift card balances...and just knowing it's me, knowing I'm not on the wrong account – it shows my name and it show my picture."

USER 2

"I think the one thing that could be better is, just list out a menu with the most commonly used items, like your orders, gift cards, and changing your credit card; seeing those first would be useful. Other than that I think it's pretty easy to use and access as is."

"I just think that there's way too many options here which I don't have any use for. It could be a bit simpler to see."

USER 3

Responding to a question about what else is important for her on this page: "Having easy access to contact customer service if I need it, in case there's a problem with my account. That's right here: Message Center." After glancing through the Message Center options, she realized that it wasn't: "Actually, no, I don't see that...Oh! Right here: Need Support?"

"Honestly I don't know what there is here that I don't like. I like that it's very detailed, it has a lot of options, and it's broken up in these boxes...it helps me compartmentalize what I need to get to."

### **Here's a look at specific tasks users completed on this page.**

**"How can you change the password to your account?"**

**Time taken:**

User 1 0:03

User 2 0:06

User 3 0:04

Average 4.33 seconds

User 3 expected the task to be very simple but did not find the right option immediately, scanning through the Settings options two full times before seeing it.

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**“How would you change your shipping address for future orders?”**

**Time taken:**

User 1 0:08

User 2 0:08

User 3 0:07

Average 7.67 seconds

User 1 said finding this “wasn’t super clear within the account settings,” adding that he didn’t know “whether Manage Address changes billing or shipping addresses.”

User 3 scanned through Orders, Amazon Wallet, and Settings before she found the correct option.

**“You were recently given an Amazon gift card. How can you add the value to your account?”**

**Time taken:**

User 1 0:03

User 2 0:02

User 3 0:02

Average 2.33 seconds

All of the users did this very easily without any problems or delays.