

Focus On Web Design

Amazon: [Amazon.com. Spend less. Smile more.](https://www.amazon.com)

eBay: [Electronics, Cars, Fashion, Collectibles & More | eBay](https://www.ebay.com)

Amazon

Repetition

This website has repetition of their logo, the color layout, and same fonts. The Amazon logo is always neatly displayed in the exact same location on every page. Amazon's color scheme is orange and white, these are their signature colors.

Contrast

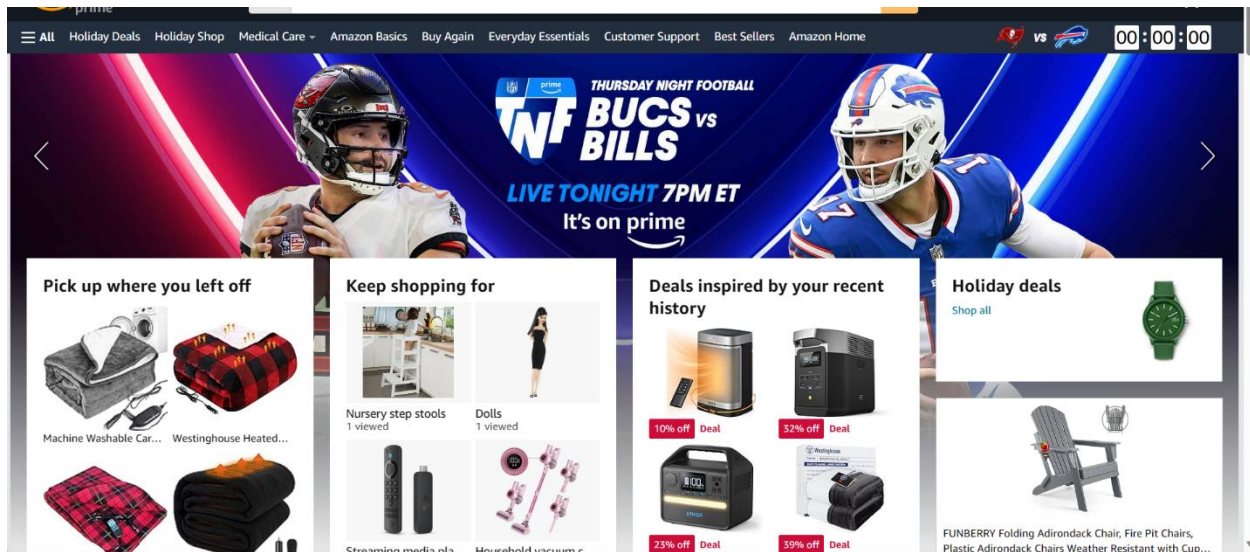
For Amazon I would say they use contrast to highlight the most important elements of the website and their apps for a mobile layout. The prices of products are displayed in a bold font and larger than the rest of the text on a page. Product images are also displayed with a white background to make it stand out more.

Alignment

Amazon's alignment is concise and organized. One thing I noticed is their product listings are aligned in a grid format. When you click on a product, the description of the item is aligned on the right side and the product image on the left. On the far right there is a bubble section where you can purchase the item.

Proximity

The proximity of Amazon is they group related content together. For example, product listings grouped by category and the products that are related to each other are displayed in the "Customers Who Viewed This Item Also Viewed" Section. This makes it easier for customers to find similar interests.



eBay

Repetition

Although primarily an auction website, eBay has repetitive colors, logos, and fonts. Like Amazon, eBay's logo is always displayed in the upper right no matter what page you go to. When you click on a sub-category you can scroll down and see countless items, the same way as Amazon. eBay uses a blue and yellow color scheme as their signature style.

Contrast

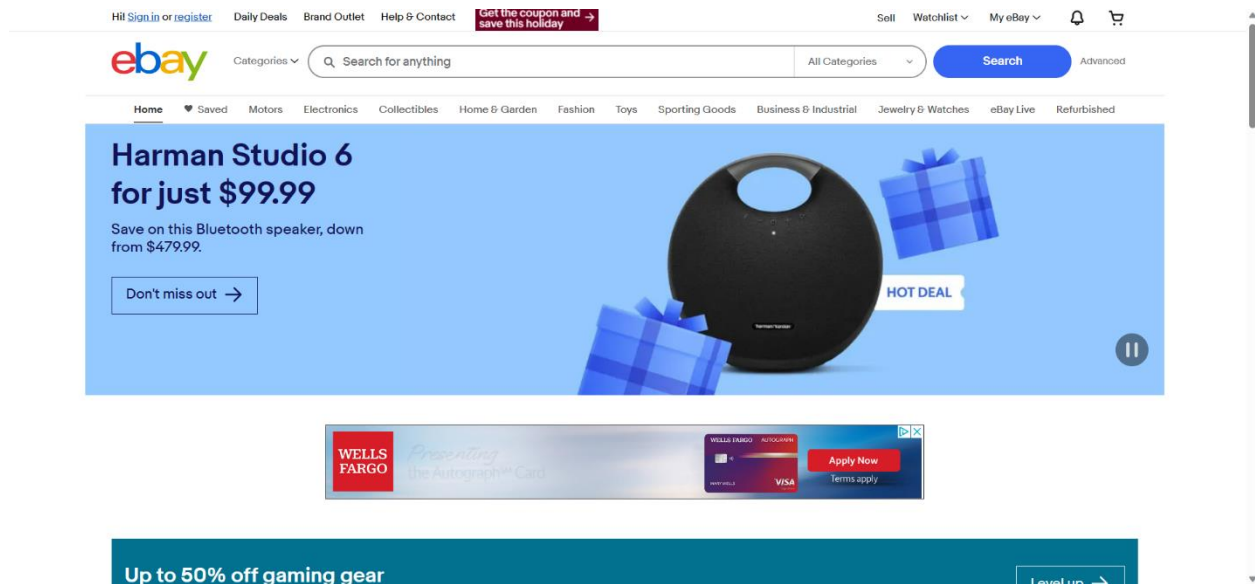
It seems to be that eBay uses a contrast that matches the different types of seasons. If you click on a fall category, they use orange and red colors to indicate the fall season. eBay also uses large headings to promote products.

Alignment

eBay's alignment is designed to be simple. It's easy to navigate with the large and clear links, the search bar is easy to find as well. I think eBay tends to favor the middle alignment most. The layout between eBay and Amazon is practically identical.

Proximity

eBay hits the nail on the head with reoccurring continuation and similarity of their content. eBay groups similar content together specifically on the homepage. A white background is also effectively used because it makes the website not look super cluttered and overwhelming.



Web Design Practices: How would I improve these sites?

Amazon: First, I would change Amazon's filters when it comes to the search bar. It just gives you a bunch of categories to choose from instead of a customized filtered experience. If I want a red blanket that is \$50 or less, I think it should be easier to be able to check that off. The second change would be, make the checkout process easier when it comes to changing address and payment methods. The webpage seems very condensed with text and when multiple people are using the account, it's easy to not see change payment method or change address. Third, I would make details of a products description more transparent on mobile because I should not have to scroll that far just to see if everything my product comes with.

eBay: As for eBay I would absolutely change the website to be mobile friendly. It is very frustrating to browse on my phone and I have noticed pricing to be inaccurate until you click on the product, then it changes. Secondly, I would change returning to the homepage easier. You are supposed to click the eBay logo and I didn't realize that at first. It's blank in the upper right corner and not exactly easy to navigate back to the beginning. Lastly, I feel like eBay at times can be sketchy. There should be a more in-depth background on companies or people that are selling there, the rating system is also bugged because a lot of bots will leave a 5-star rating, very misleading.

