Amazon iPhone App

Amazon iPhone App Supports:

- Searching and buying Amazon products
- Viewing your cart, and purchasing items within it
- Managing your account
- The “Amazon Remembers” feature
Overall Interface

- Not cluttered
- Tabs at the bottom for navigation
  - Large and easy to click
- Clear hierarchy, and clear division into categories
  - Welcome,
    Recommendations, and Sign In/Sign Out
Searching and Buying
Searching and Buying
Searching and Buying

Results for "fiddler..."

1. Fiddler on the Roof (2-Disc Collector's Edition)
   by Topol (DVD)
   $24.99
   54 New & Used from $13.73

2. Fiddler on the Roof
   by Brian Coburn (DVD)
   $11.99
   56 New & Used from $4.59

3. Fiddler on the Roof
   (Special Edition)
   by Topol (DVD)
   29 New & Used from $6.00
Searching and Buying

Fiddler on the Roof (2-Disc Collector's Edition)
by Topol (DVD)
$26.98 $24.99

Compare 54 New & Used Offers
From $13.73

Customer Reviews (208)
5 star: (184)
4 star: (16)
3 star: (3)
2 star: (2)
Searching and Buying

Fiddler on the Roof (2-Disc Collector's Edition)
by Topol (DVD)
$26.98 $24.99

Average Customer Review
Customer Reviews (203) ⭐⭐⭐⭐⭐
5 star: (184)
4 star: (16)
3 star: (3)
2 star: (2)
1 star: (3)

One of the best movie musicals ever
Based on the stories of Sholom Aleichem,
the movie version of Fiddler on the Roof fe...
Published 7/29/2000 by Megan S.

⭐⭐⭐⭐⭐
The best of musicals - movie & DVD rev...
The Film:
Searching and Buying
Searching and Buying

- Very streamlined
- Buttons are very large, easy to click, there is a minimal and concise amount of information on the screen
- Buttons differ in size based on frequency of usage (presumably)
Viewing your cart

Good:

- You see a list of all the items in your cart that changed price
- “Red” here makes sense, to draw attention to the price change
Bad:

- You need to click the item and go to another screen to see the actual price changes.
- While using red is good, it is probably overused here – it should be used just to emphasize the price change.
Amazon Remembers

- Standard iPhone interface for taking a picture
- Gets sent to Amazon, which then determines the corresponding Amazon product
Amazon Remembers

You asked us to remember:

- Photo taken: Nov 9
  Successfully sent to Amazon.com.
  We're also searching for a similar product and will notify you if we find one.

- Photo taken: Oct 22
  Similar product found:
  **Classic Coke, 12 oz. can** (CCR1000) Category: Miscellaneous Beverage...

- Photo taken: Aug 7
  Similar product found:
  **Tropicana 100% Orange Juice - 24/10 oz. bottles**

- Photo taken: Aug 5
  Similar product found:
  **Tropicana 100% Orange Juice - 24/10 oz. bottles**

- Photo taken: Nov 9
  Successfully sent to Amazon.com.
  We're also searching for a similar product and will notify you if we find one.

- Photo taken: Oct 22
  Similar product found:
  **Classic Coke, 12 oz. can** (CCR1000) Category: Miscellaneous Beverage...

- Photo taken: Aug 7
  Similar product found:
  **Tropicana 100% Orange Juice - 24/10 oz. bottles**

- Photo taken: Aug 5
  Similar product found:
  **Tropicana 100% Orange Juice - 24/10 oz. bottles**

- Photo taken: Nov 9
  Similar product found:
  **Mountain Dew 24 / 24 oz. bottles**
Amazon Remembers

- Good feedback
  - User is clear that his picture was sent
  - Notification when the picture is matched with an Amazon product
- Clicking the product takes you to the product page
  - This is consistent throughout the entire application
The application will remember what tab you were on if you leave and re-enter.

Annoyance: If you leave and re-enter Amazon Remembers (even if not taking a picture) it will take you into the iPhone Camera Interface.
Good user feedback
No scroll bars
Filtering and Ordering results

- Default order of results?
- No way to change sort order
- Can filters results by category
Searching

- Hard to read long titles
- Where is the search button?
Your Account Page

- Very good layout
- Very clear hierarchy
- Nice division into categories
- Speaks the user's language
  - No legal jargon throughout most of these pages
The “Conditions of Use” option brings up a bunch of legalese. Users see a bunch of text zoomed out, and have to individually zoom in and scroll to read any of it.
Overall

- Very good interface overall
- Supports its main task very well
  - Allows people to purchase and find products while using their iPhone
- Internally consistent and consistent with the interface of other iPhone applications
- Could use some small improvements