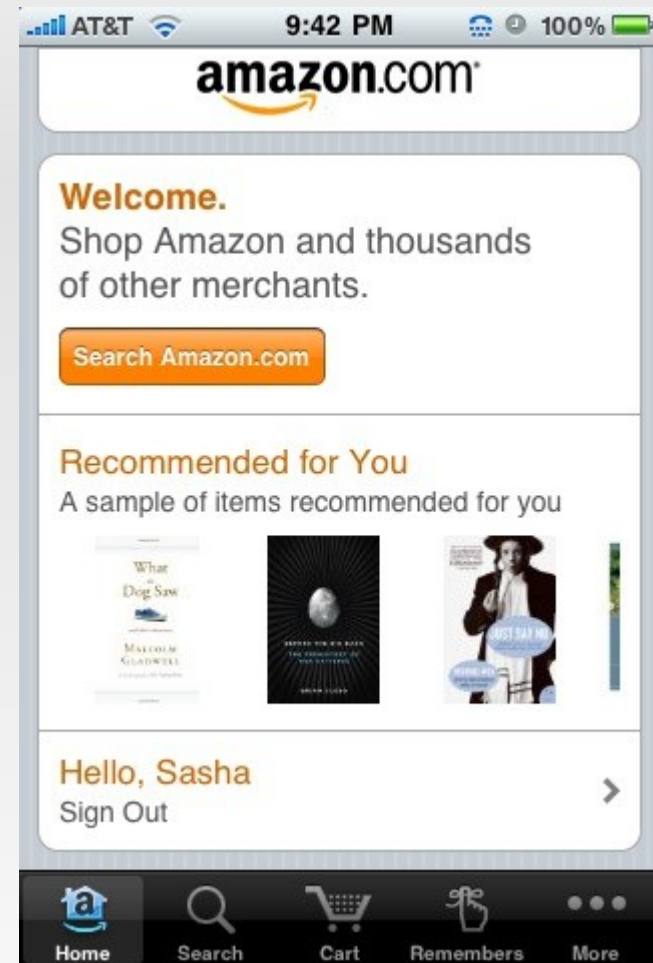


Amazon iPhone App

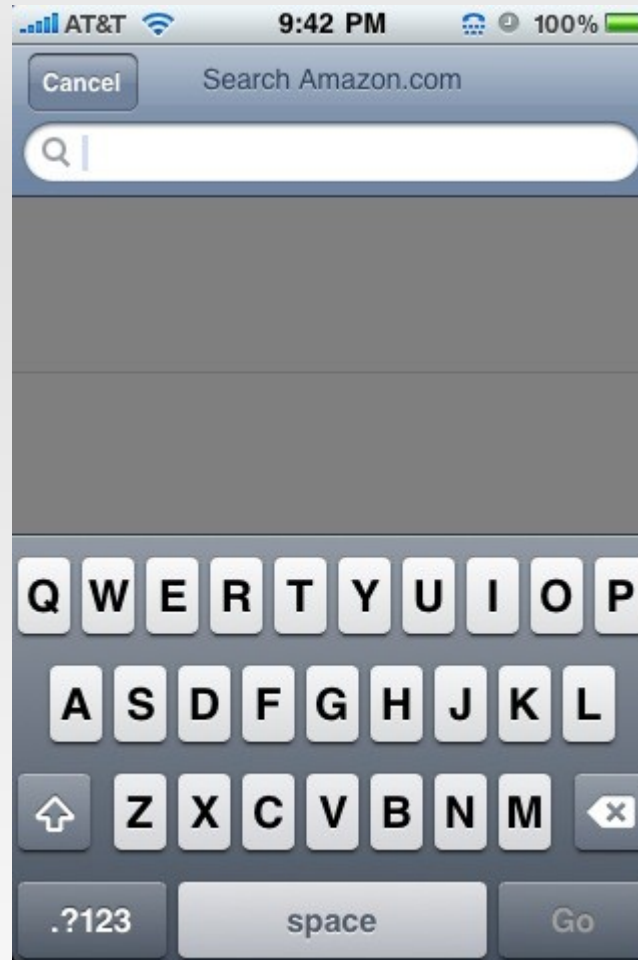
- Amazon iPhone App Supports:
 - Searching and buying Amazon products
 - Viewing your cart, and purchasing items within it
 - Managing your account
 - The “Amazon Remembers” feature

Overall Interface

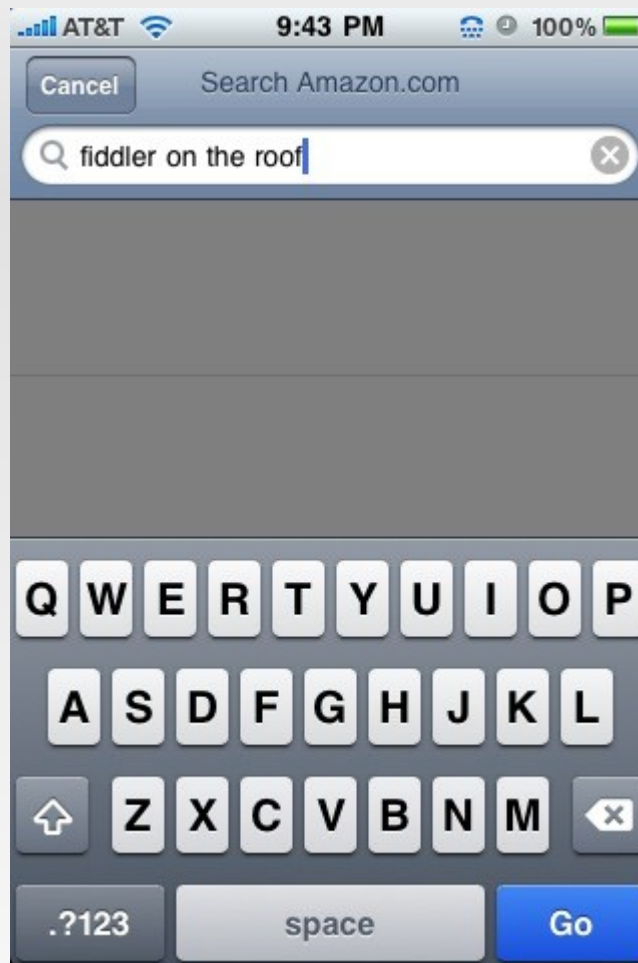
- Not cluttered
- Tabs at the bottom for navigation
 - Large and easy to click
- Clear hierarchy, and clear division into categories
 - Welcome, Recommendations, and Sign In/Sign Out



Searching and Buying



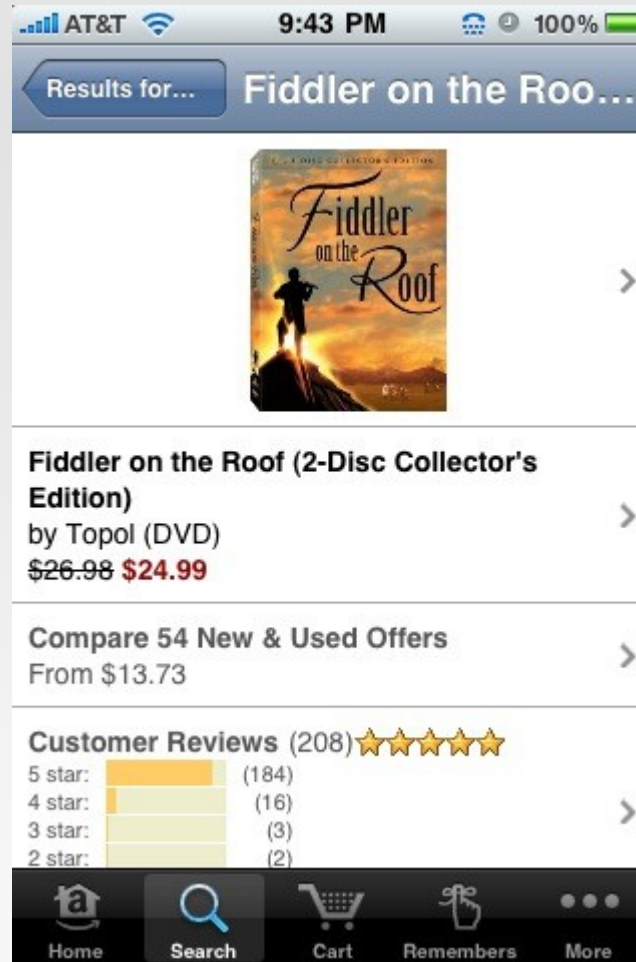
Searching and Buying



Searching and Buying



Searching and Buying



Searching and Buying



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)



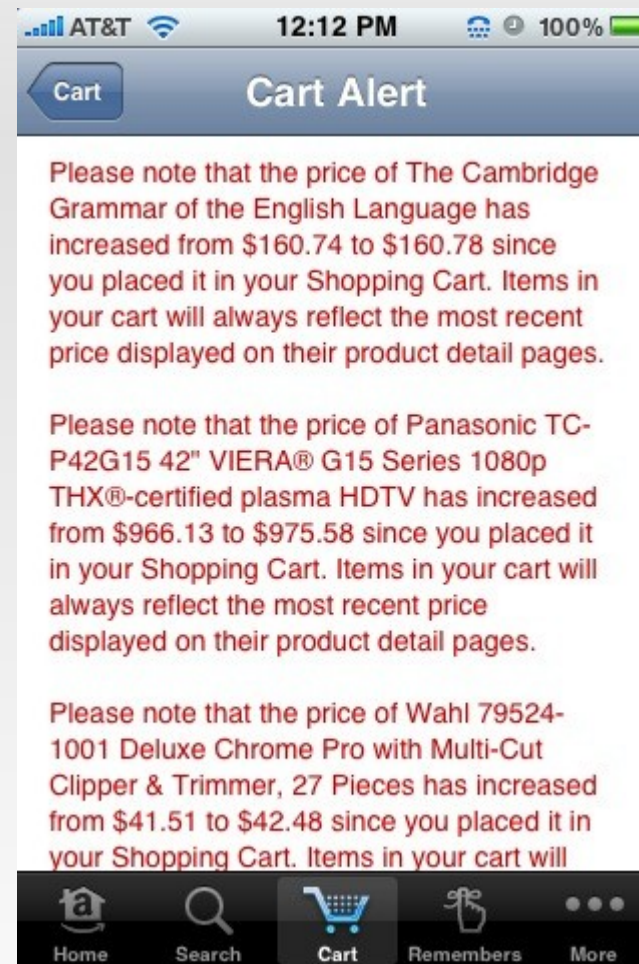
View Cart

- 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



View Cart

- 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

AT&T 3G 3:30 PM 83%

Edit Amazon Remembers

You asked us to remember:

Image loading
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.

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

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


Photo taken: Aug 5
Similar product found:


Home Search Cart Remembers More

AT&T 3G 3:30 PM 83%

Edit 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:


Home Search Cart Remembers More

AT&T 9:39 PM 100%

Edit Amazon Remembers

You asked us to remember:


Photo taken: Nov 9
Similar product found:
Mountain Dew 24 / 24 oz. bottles


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


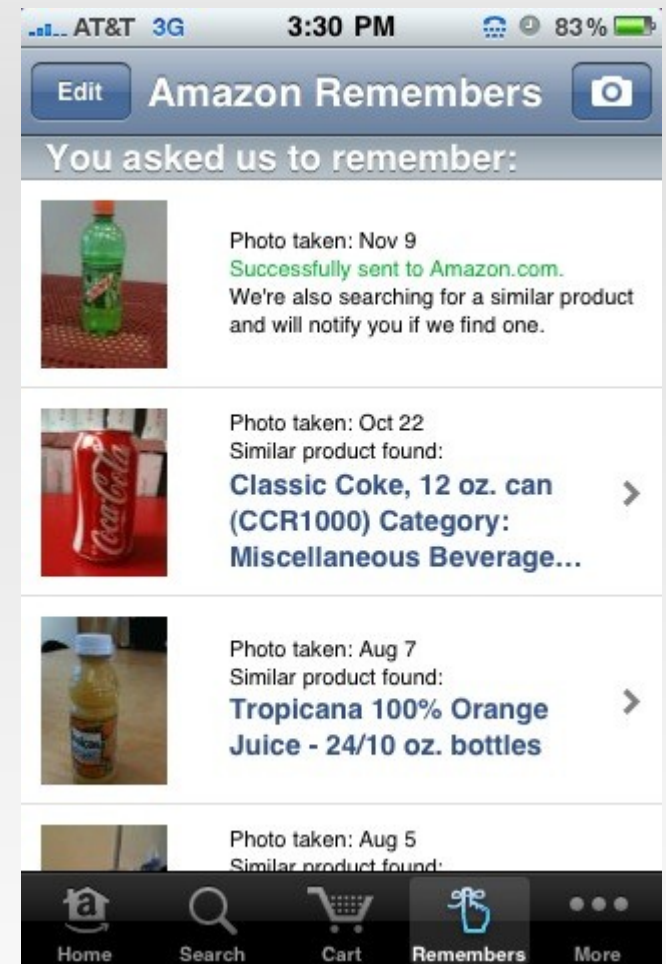

Photo taken: Aug 7
Similar product found:
Tropicana 100% Orange Juice - 24/10 oz. bottles

Photo taken: Aug 5
Similar product found:

Home Search Cart Remembers More

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

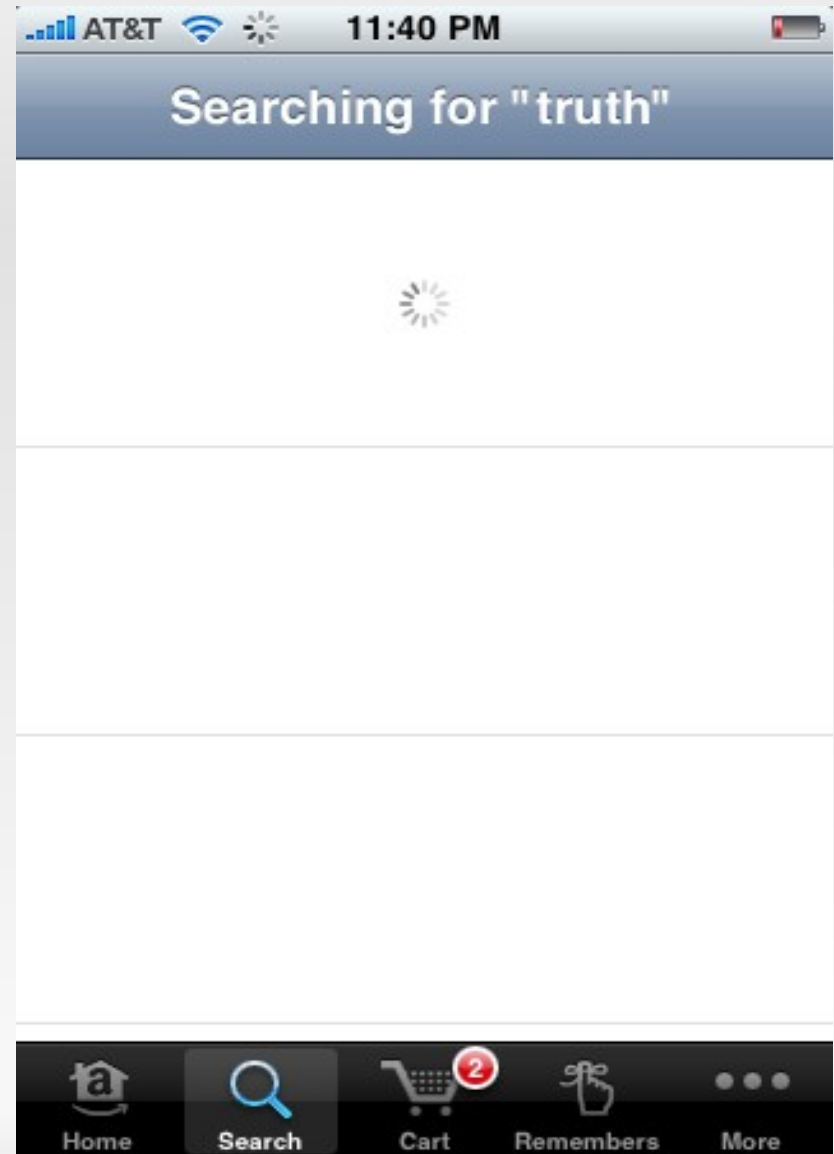
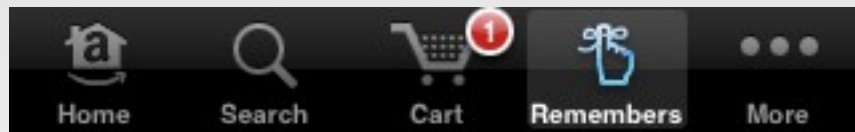


Amazon Remembers

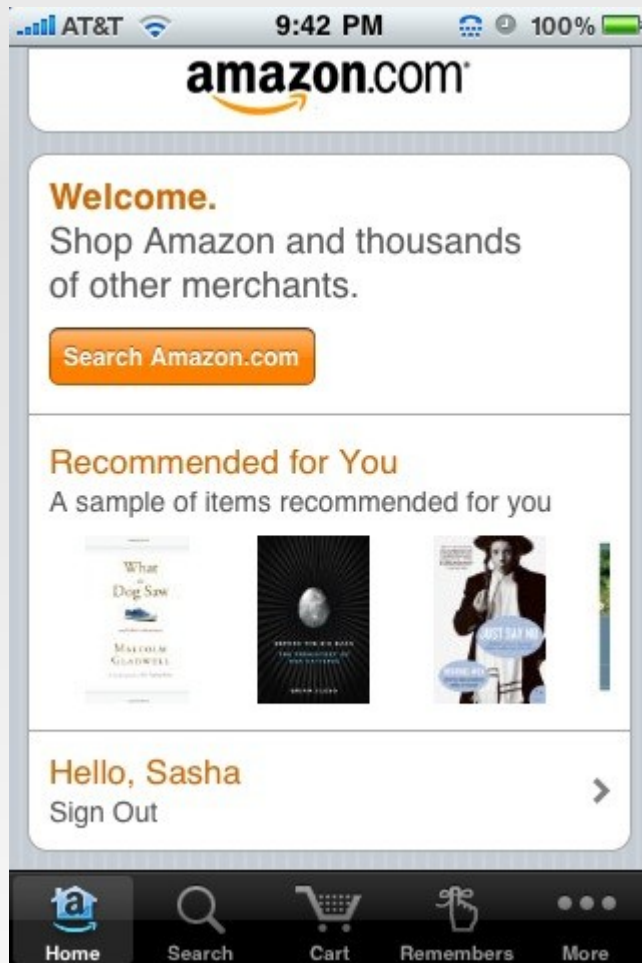
- The application will remember what tab you were on if you leave and re-enter
- Annoyance: If you leave and reenter Amazon Remembers (even if not taking a picture) it will take you into the iPhone Camera Interface



Good user feedback



No scroll bars



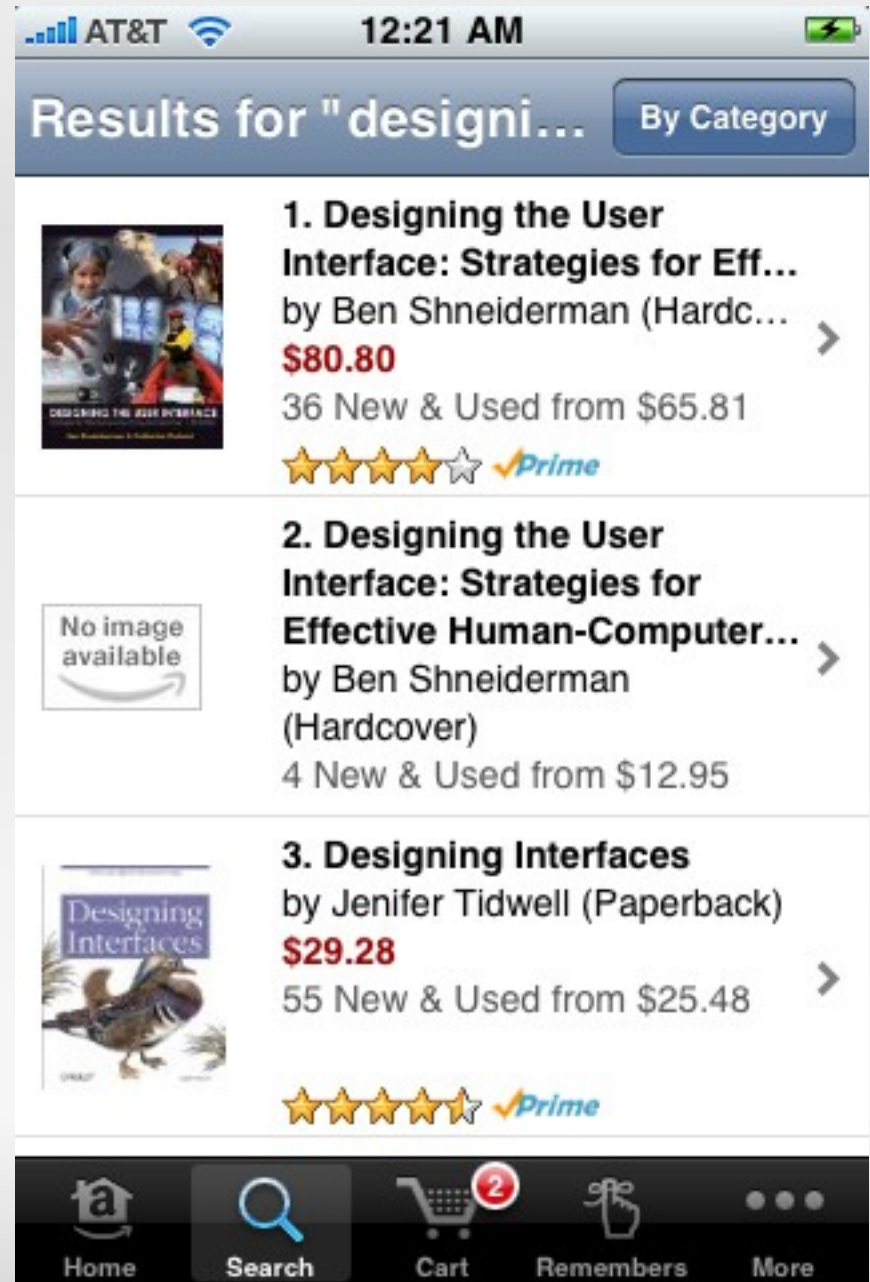
Filtering and Ordering results

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



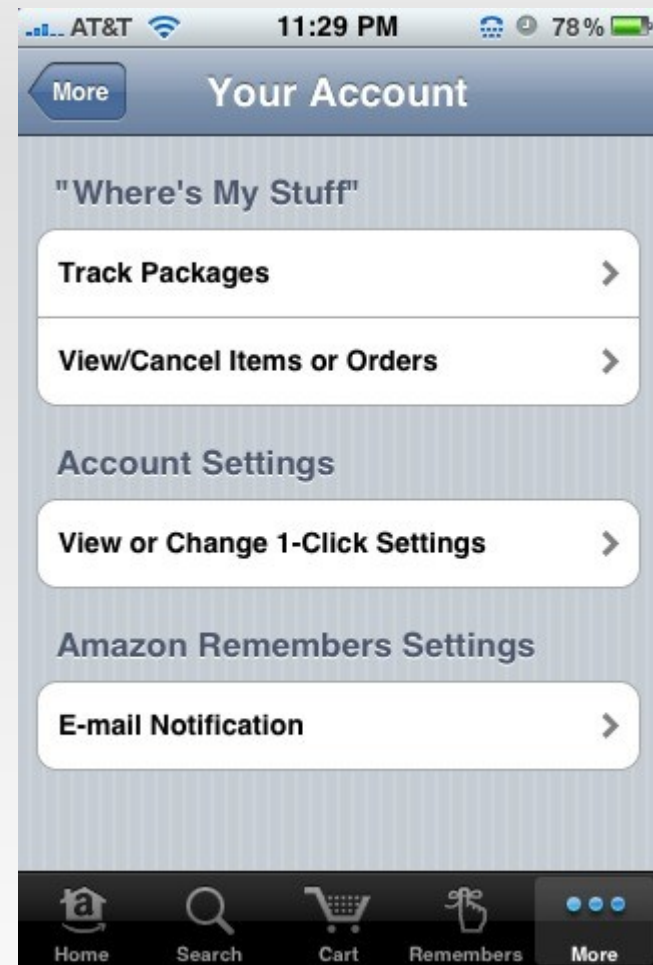
Searching

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



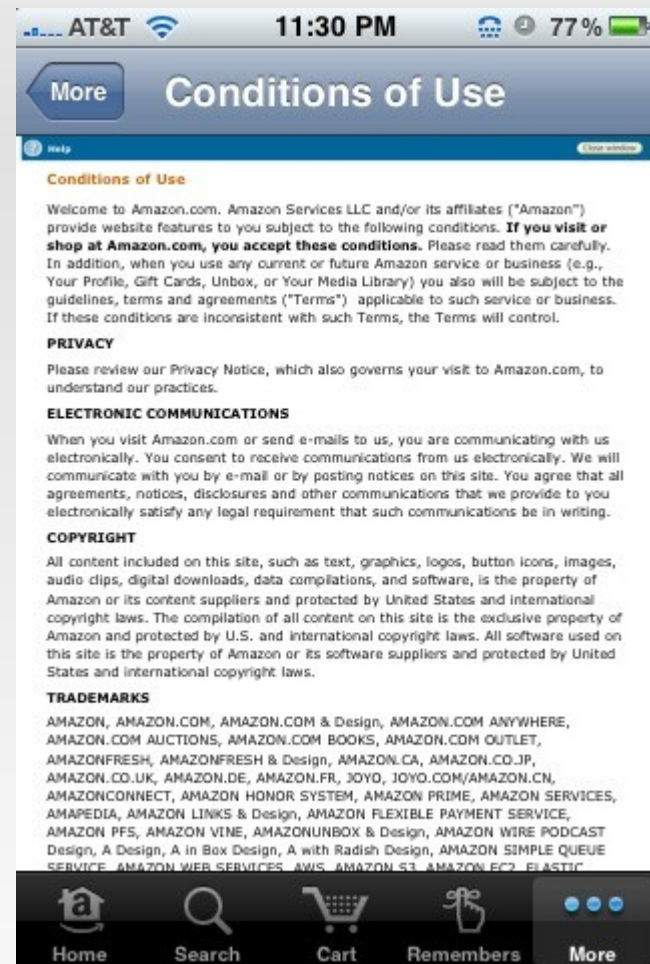
Your Account Page

- Very good layout
- Very clear hierarchy
- Nice division into categories
- Speaks the user's language
 - No legal jargon throughout most of these pages



Your Account Page

- 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