The Amazon website uses one page template to sell all products, from cereal to books to gadgets. However, study participants bring different attitudes and behaviors to their shopping experiences. Amazon could better serve these users by matching its user interface to their behaviors.

### When shopping online, one size website doesn’t fit all

The three modes can be defined by time of online interactions should make tactics easier.

#### The three modes can be defined by time

1. **When short on time, many participants enter mission-oriented mode to make familiar and recurring purchases**

   With a list in hand, participants get in and get their purchases done. Tactics used when on a mission:
   - **check favorite brands for new items or deals**
   - **look for color and size variations**
   - **look for photos of product in context of use**

2. **When participants take time to research and compare products, some express satisfaction in informed decisions**

   Participants talk, choosing the best style and finding sales with successful shopping:
   - **look for photos of product in context of use**
   - **check favorite brands for new items or deals**
   - **filter options (e.g. for best price or delivery time)**

3. **When time allows, most participants browse familiar sites, on which they linger to take in positive experiences**

   Some participants follow favorite brands as a way to treat themselves and build loyalties:
   - **check favorite brands for new items or deals**
   - **look for photos of product in context of use**

### How other businesses address some of these tactics

**Comparison:** Google, Prodigy

Facebook, Twitter

Filtering: Facebook, Twitter

Favorable backlash on site that differentiates by categories, but participants tell each other how they are not disappointed in a magazine. You have to be careful about reviews. Don’t use a site over the price

#### User interface: Potentially care

When participants make comments, they’re inclined to express their opinions about the site and baldly indicate which sites they think are better. Amazon uses color and size variations, and the site is well-organized. Participants say they are happy with their purchases and are satisfied with the product and the service. Amazon is showing a strong presence in the market.

#### Tactics used when on a mission

- search a single site for a single product
- filter options (e.g. for best price or delivery time)

#### Tactics used when researching

- search multiple sites for a single product
- read user and professional reviews
- note notes of case searches
- look for accommodations and contact information

#### Tactics used when browsing

- look to or watch product previews
- look for color and size variations
- look for photos of product in context of use
- check favorite brands for new items or deals

### Removing the pressure to buy allows several participants to enjoy shopping

Many found that Amazon's one-page template was easier to use than the traditional approach. Some felt that Amazon's one-page template made it easier to find what they were looking for. Amazon's one-page template also made it easier to find deals and comparisons. Amazon's one-page template was also easier to use on mobile devices.

### The Amazon website uses one page template to sell all products, from cereal to books to gadgets.

The Amazon website uses a single page template to sell all products, from cereal to books to gadgets. However, study participants bring different attitudes and behaviors to their shopping experiences. Amazon could better serve these users by matching its user interface to their behaviors.