

COMPARATIVE
ANALYSIS



APPLE
AMAZON

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Well-known brand image, reliable, great customer service	Product images are large on each page, so it requires a lot of scrolling to see product details	Well-known brand image, reliable, great customer service	A lot of main navigation categories, likely prone to decision fatigue
Clear main navigation	In "Learn More" sections, need to scroll through a bunch of cool graphics before seeing more information	Prominent search bar	Confused on which navigation is main, maybe "All"?
Clean and minimalist design	All call-to-actions that aren't "Buy" are defaulted w/ no button border or fill, only use color contrast	Multiple robust systems in place to navigate to product	Left column navigation with too many options
Products speak for themselves with vibrant colors	Goes to "All the essentials. And then some." page w/ suggested products after adding to bag, before being able to review bag	Lots of filtering options	Lots of suggestions/recommendations on homepage
Color palette is neutral with white, black, and shades of grey, red and blue for contrast	During checkout process, order summary defaults hidden, can unhide	"Frequently bought together", option to add multiple to cart with click of one button	Lots of ratings & reviews
Typography is simple and easy to read	No customer reviews	"More items to explore" on product page	After "Add to Cart", brings to screen w/ sponsored/related products and other exploratory sections before proceeding to cart or checkout
Local navigation has icons and labeling	Need to go through a whole selection process before getting support through phone call	"Compare with similar items" feature w/ Customer Rating, Price, & Brand	Information overload
Under each main navigation category, there's a "Compare All Models" feature for the local navigation category options	No chatbot or live chat online	They clearly label "Best Seller" and "Amazon's Choice" under each product search	
After clicking on a main navigation category, new screen with all options w/ call to action "Buy" buttons → Compare section i.e. "Find the right iPad for you."		Videos of product featured from different sources on product page	
On product page, provides overview, "Why Product?", and tech specs sections		Customer Q & A's section that can be searched through	
Search bar stretches out when clicked-on to span the width of the screen		Customer images, ratings, and reviews	
Feature accessories on product pages w/ call-to-action to go to accessories page		Saved items pop-up under cart when viewing cart	
Feature "Learn more" options for each section		Has information for Shipping and Payment auto-saved, so fast checkout process	
Filter options can be hidden		Options to Place Your Order in 2 places on same screen	
Sort by newest arrival or price		When on cart page, can "Delete", "Save for later", or "Compare with similar items"	
Inline navigation for "Chat now"		Pop-up with other items in side-by-side columns, easy call-to-action buttons under each option	
Suggested products on bag page			
FAQ for "Questions About Buying" at bottom of view bag page w/ dropdown			