

Target VS Amazon: A UX/UI Comparison

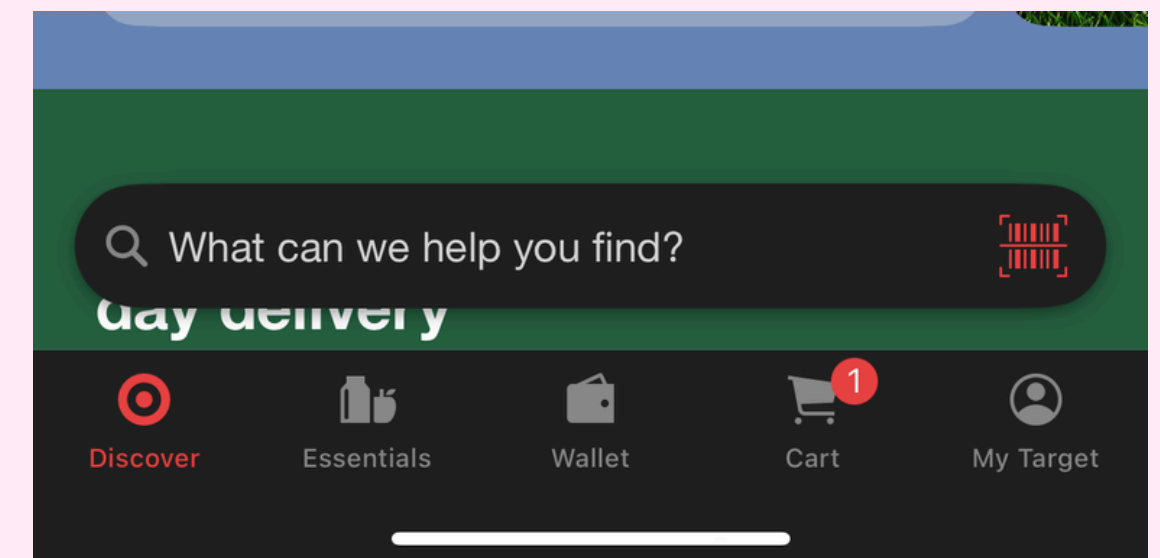
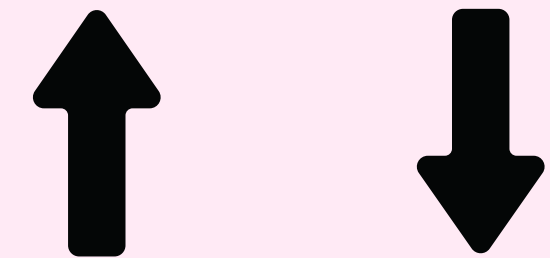
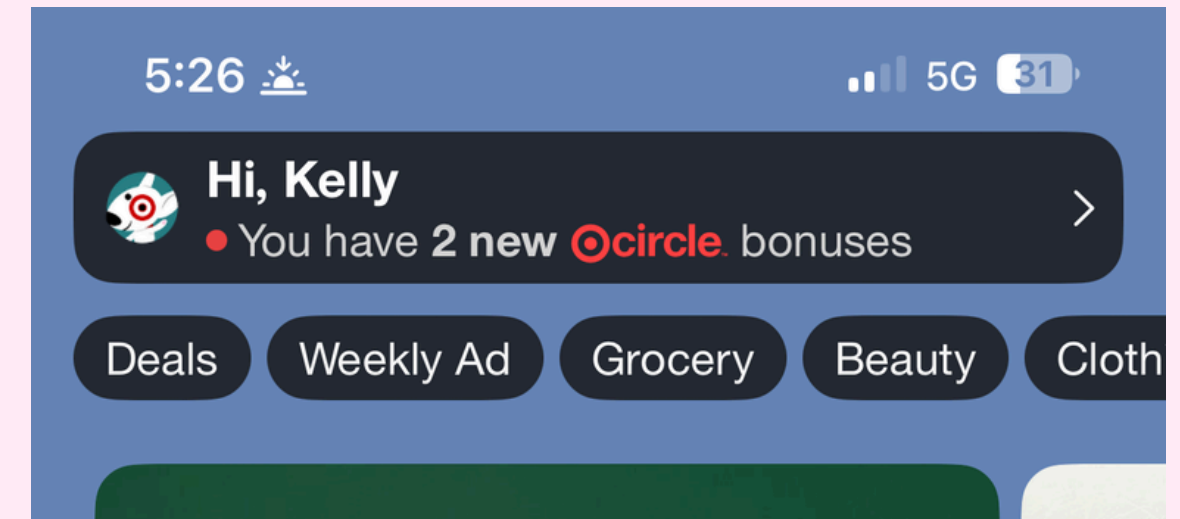
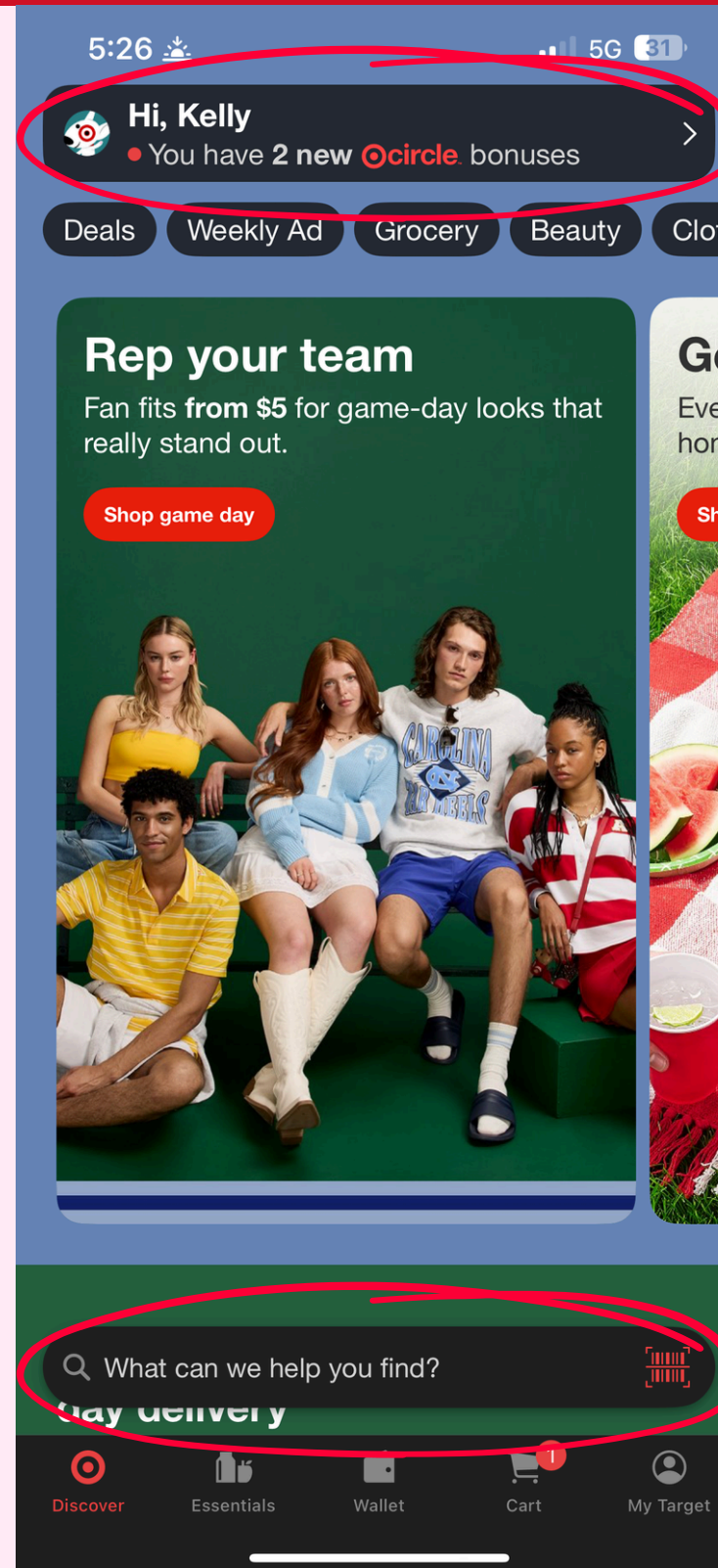


Introduction

I choose to analyze and compare the UX/UI experience for both Amazon and Target's mobile apps. these are two brands/companies I frequent often. Through my usage of the app I have discovered both pros and cons of the apps. through a series of Feel/Needs statements I will examine what works and what doesn't for these app.

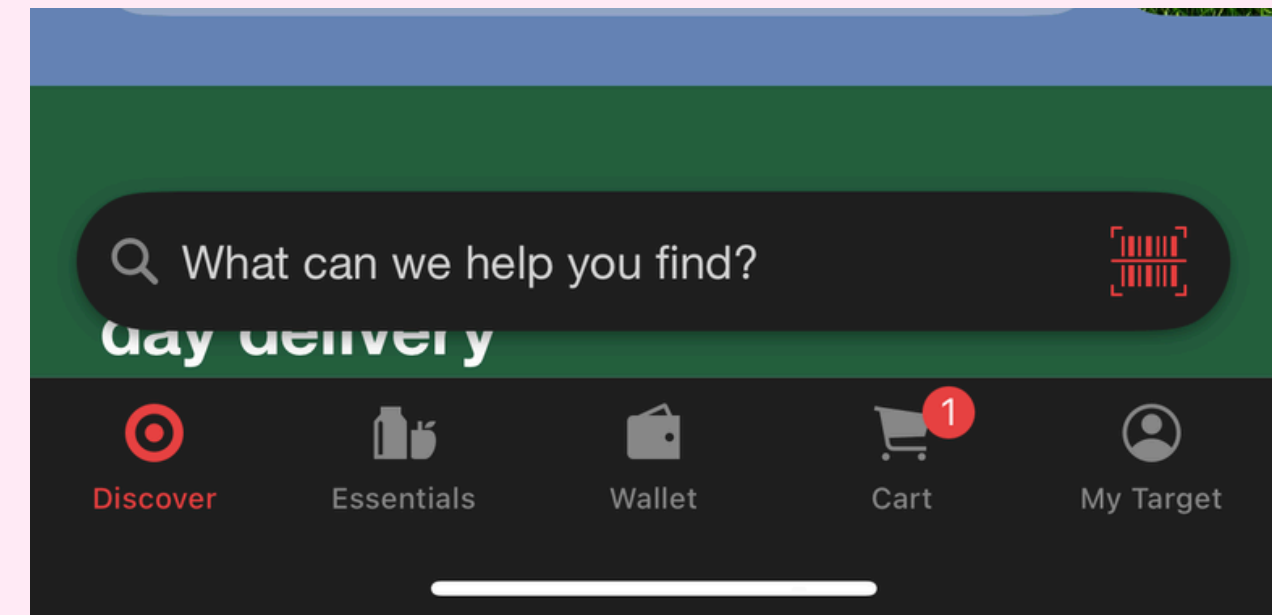
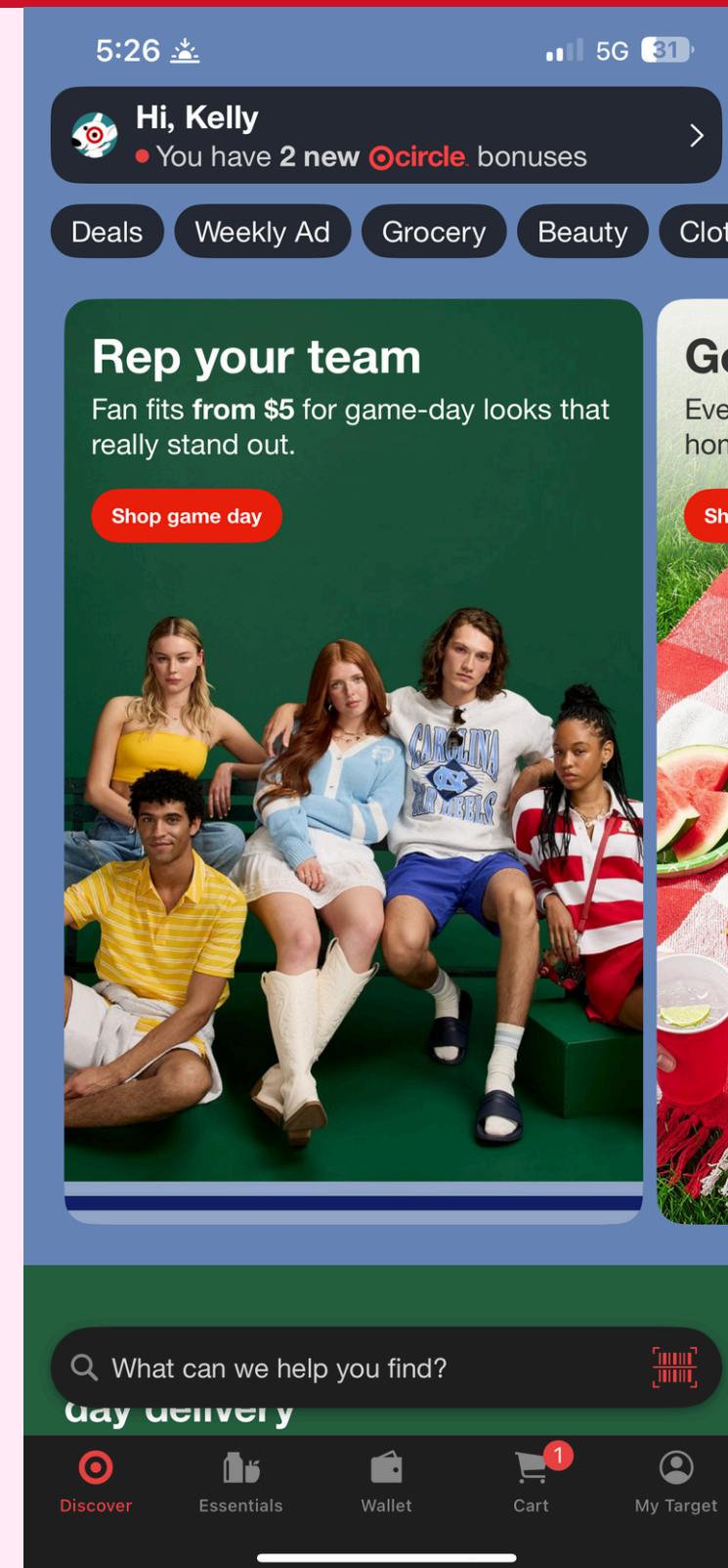
Target's Navigation

Target's navigation of its app makes me feel **frustrated** and **troubled** as my needs for **efficiency** and **competence** are not being met as the app has the search bar at the bottom of the homepage of the app as opposed to the top of the page like most sites. this doesn't allow me to navigate the site as easily as I would like.



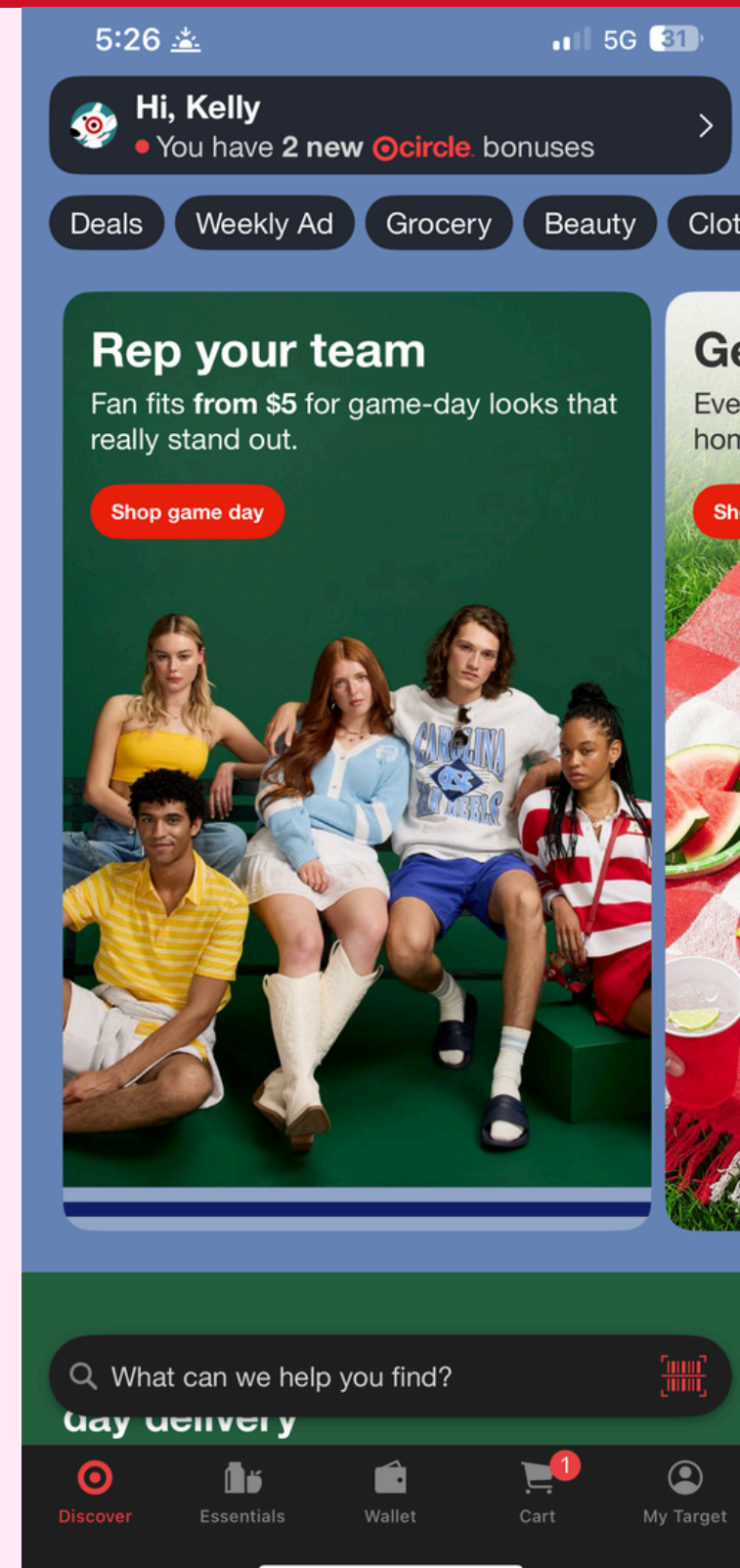
Target's Ease of Use

Target's ease of use when it comes to its app makes me feel **frustrated** and **troubled** as my needs for **efficiency** and **competence** are not being met. As stated before, the search bar is not in its usual understood spot which leads to frustration and majority of the time, out of habit, I hit the rewards banner as opposed to what I am looking for - the search bar in order to begin shopping.



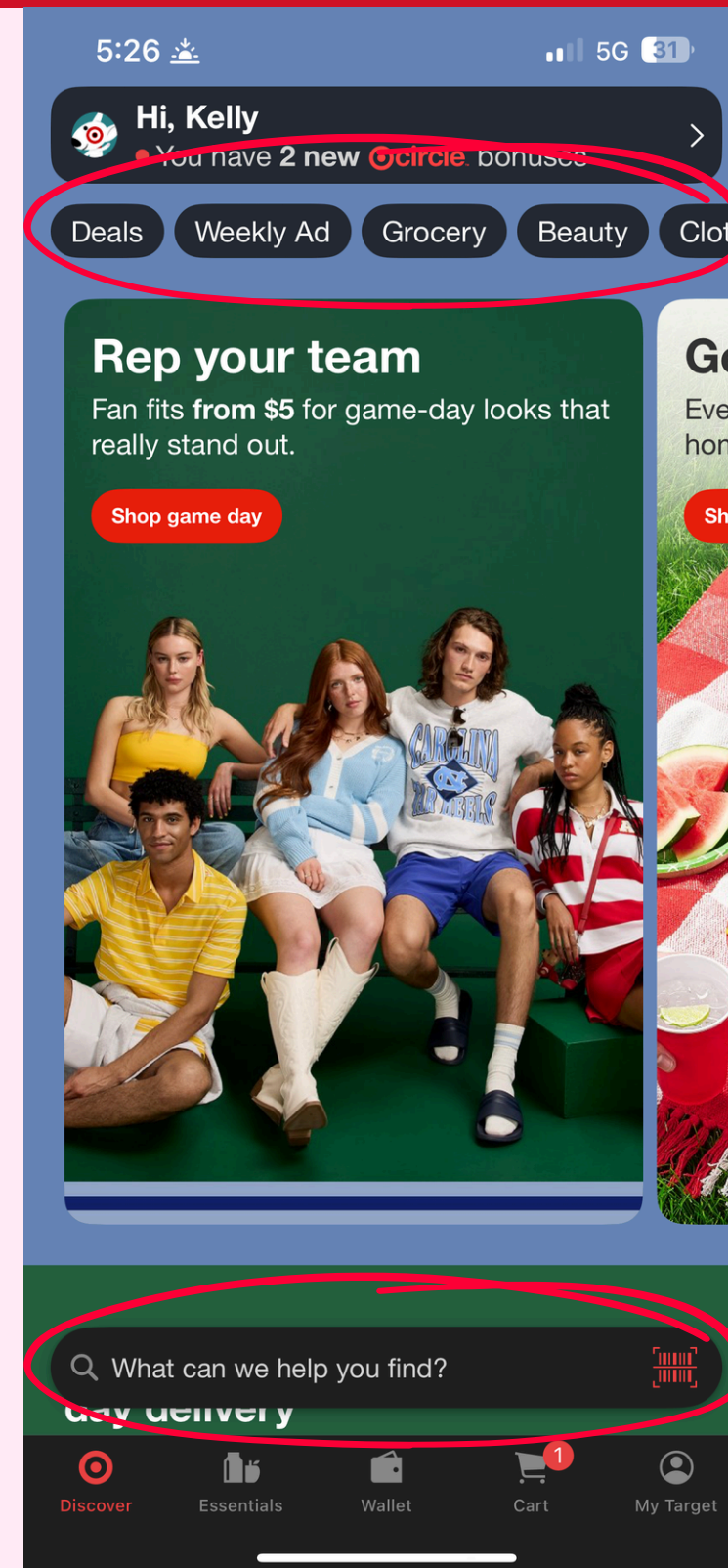
Target's Readability

Target's readability of its app makes me feel **satisfied** and **content** as my needs for **understanding** and **competence** are being met. The app itself makes it very easy to read what is offered on the site. The recent deals and sales are on the front of the page. Along with the categories offered from the store.

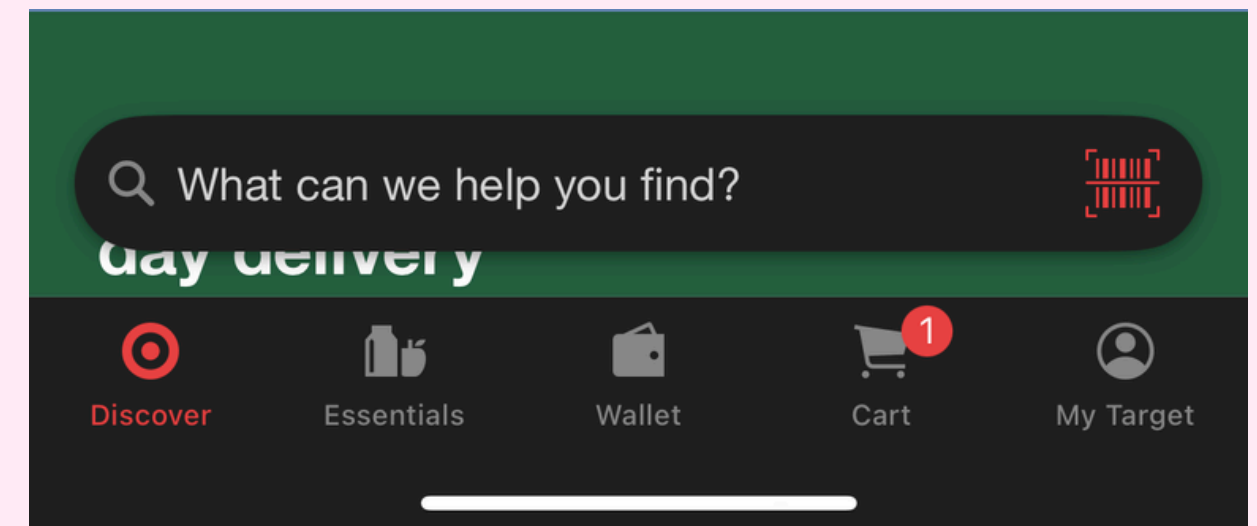
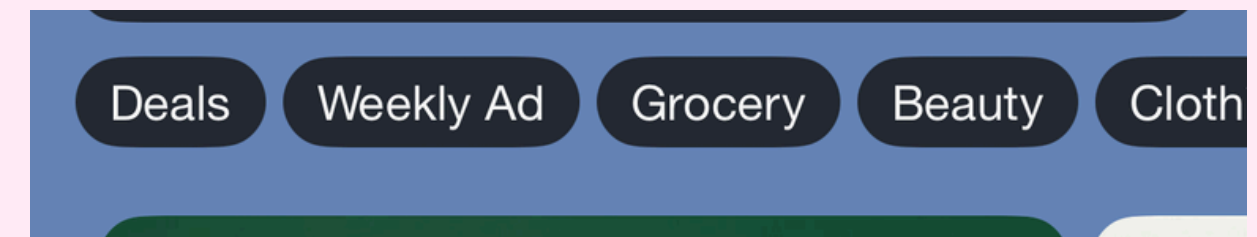


Target's Confusing Design

Target's design of its app makes me feel **confused** and **annoyed** as my needs for and **competence** are not being met as the app has a confusing overall design at first glance, I would recommend that they move the search bar to the top and make the categories in a side bar rather than a scroll across bar as it can look limiting to the average consumer



Categories



Search Bar

Target's Imagery

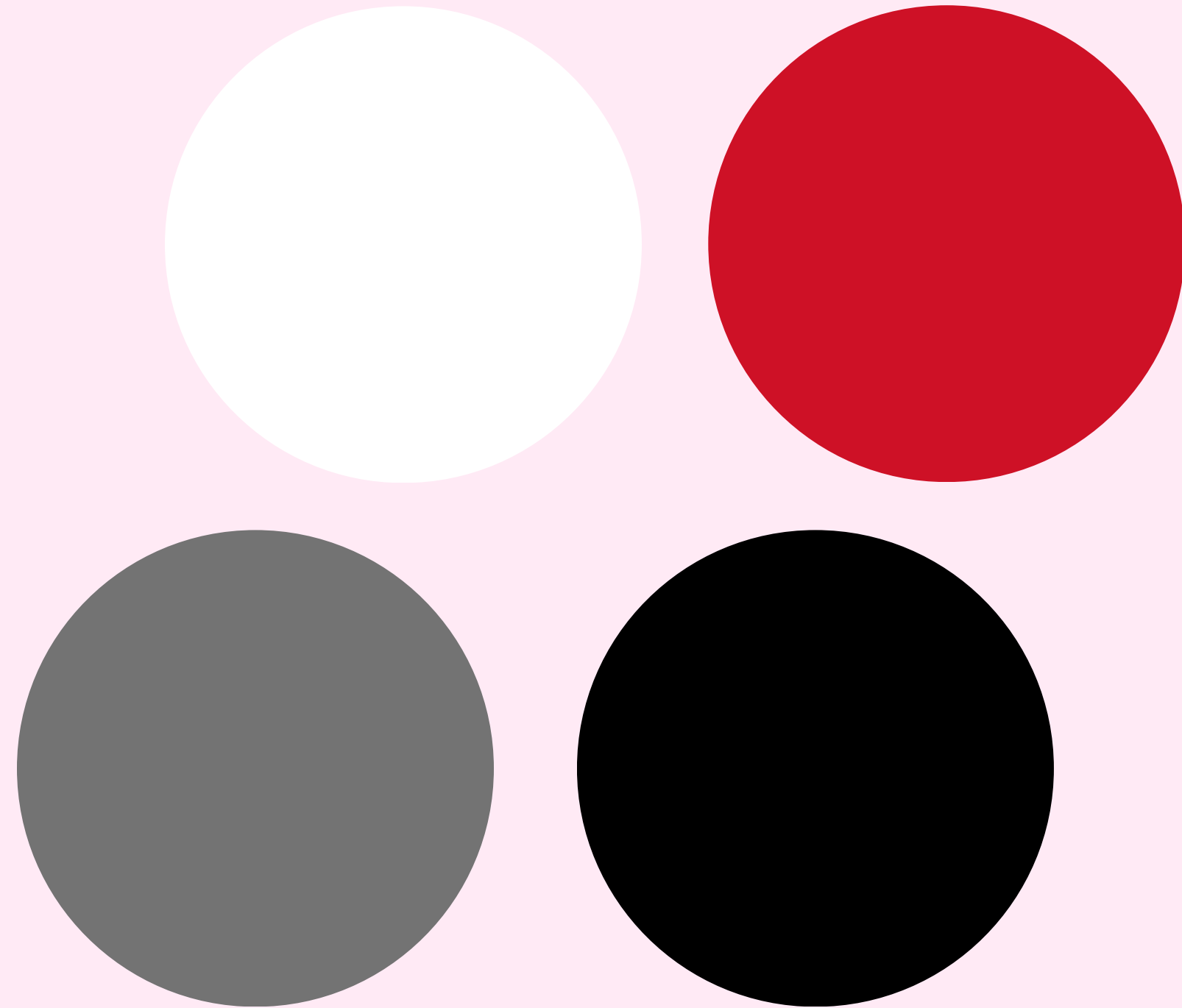
Target's Imagery on its app makes me feel **content** and **peaceful** as my needs for **beauty** and **communication** are met as the app has the clear and curated Images on the app that clearly show products and allow for the users to zoom In and out to see more details on the product. the Images themselves seem relatively untouched and Include the stores target audience



This is an image taken from Target's app , with models wearing the store's clothing with a variety of people

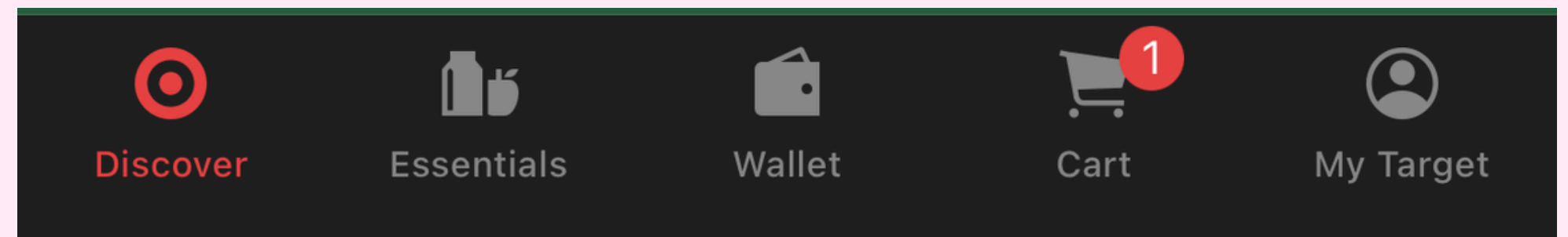
Target's Colors

Target's colors of its app makes me feel content as my need for trust are being met as the app has the same familiar branding I've come to understand connect to the brand over my time as a customer. this allows me to trust that my online experince will align similarly to my In person experience.



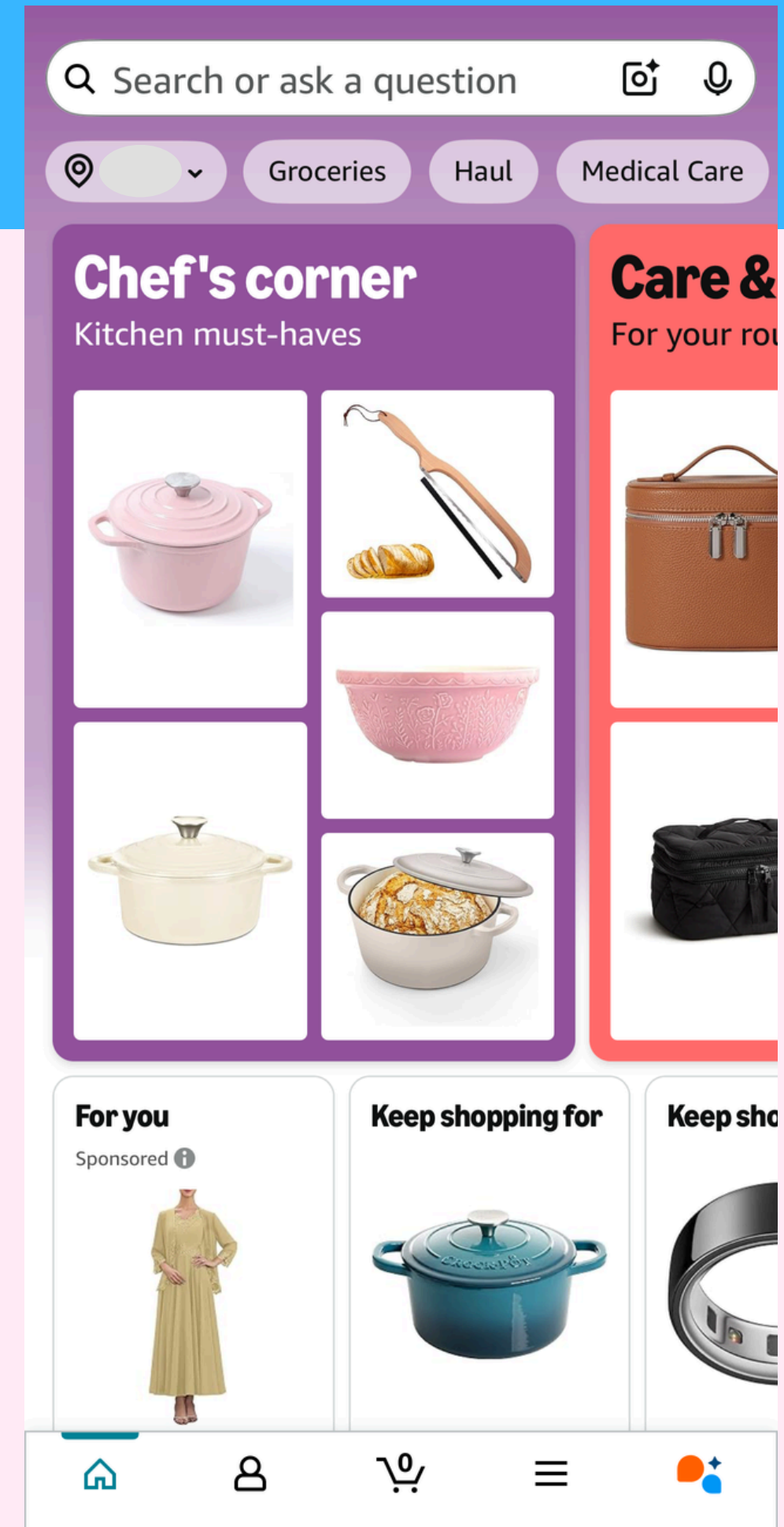
Target's Buttons

Target's buttons on its app makes me feel **relived** and **capable** as my needs for **efficiency** and **competence** are being met. The buttons are clearly listed correctly for Its function along with a clear Icon to further direct me towards the action or feature I am looking for.



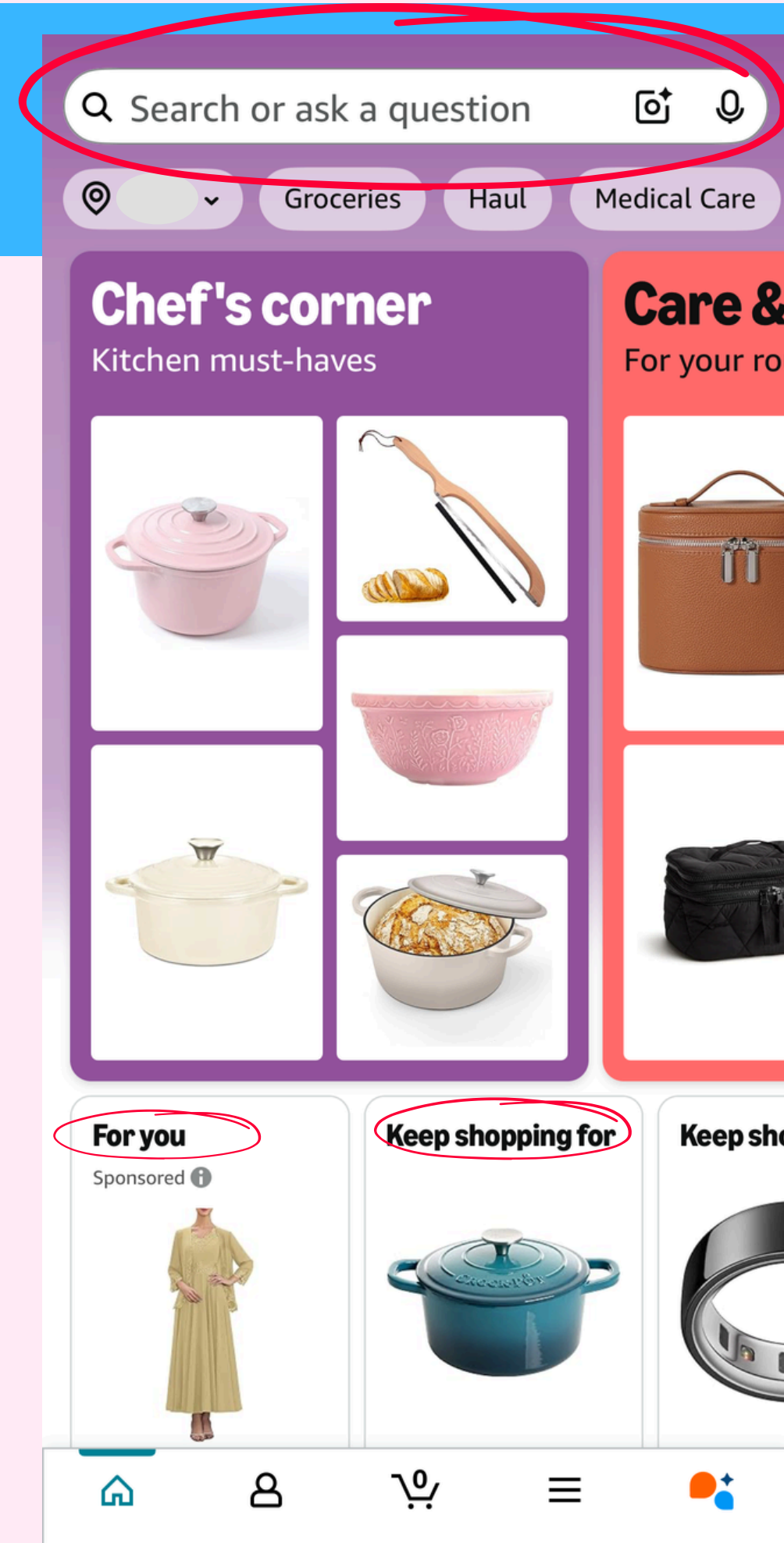
Amazon's Navigation

Amazon's navigation on its app makes me feel **calm** and **happy** as my needs for **efficiency** and **competence** are being met. the navigation of this app as compared to Target's Is much easier In my opinion, while they still have similar design features the navigation Itself feels easier



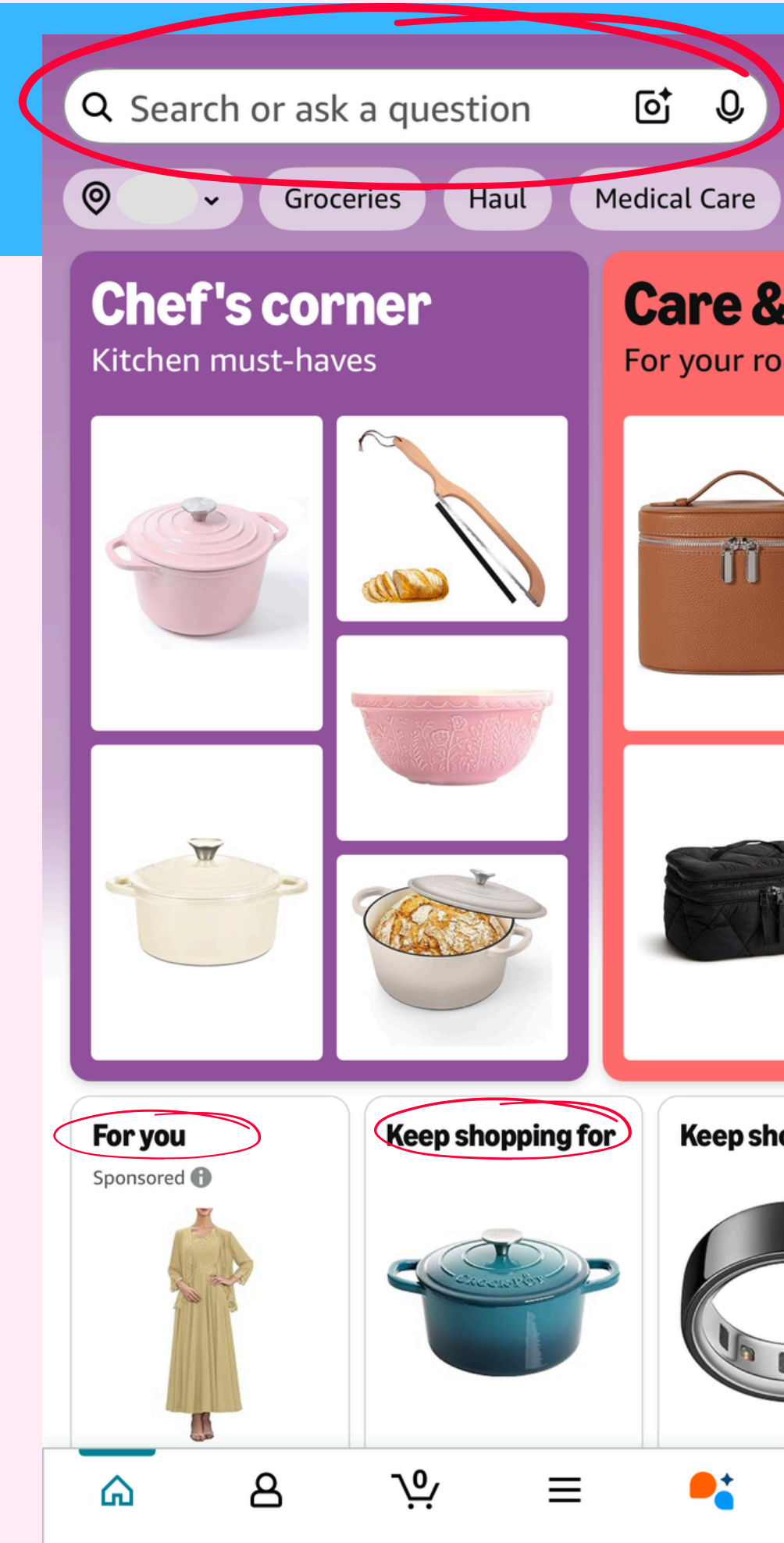
Amazon's Ease of Use

Amazon's ease of use on its app makes me feel **content** and **capable** as my needs for **clarity** and **ease** are being met. the ease of use when It comes to this app Is much better when compared to target as previously stated befroe the search bar should be at the top for easiest access to begin the shopping experience. It also has quick widgets to rerurn to previously viewed products as well as recommendations.



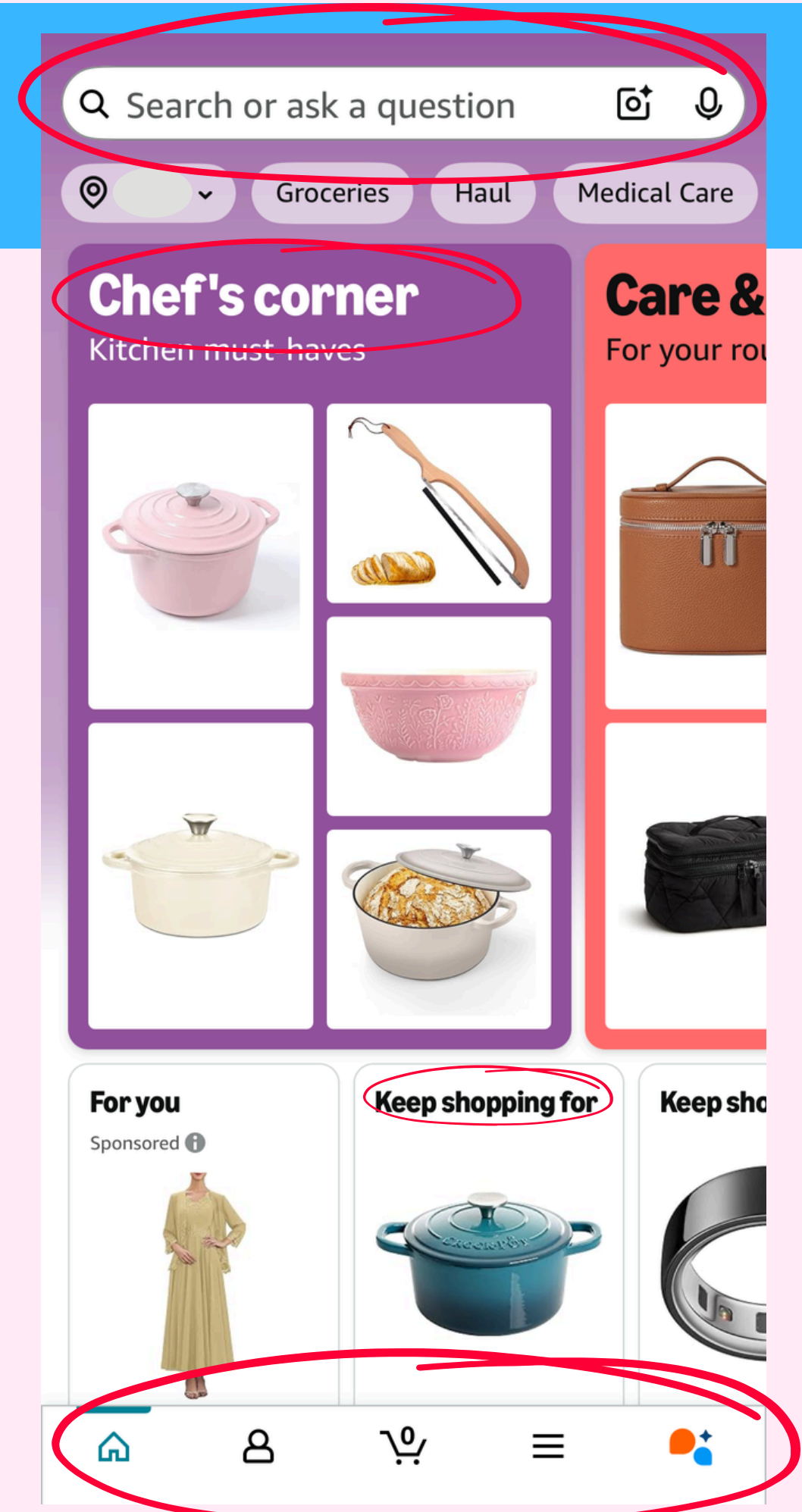
Amazon's Readability

Amazon's readability on its app makes me feel **content** and **capable** as my needs for **clarity** and **ease** are being met. the app is very readable and has clear categories and headings which adds into the overall app's navigation



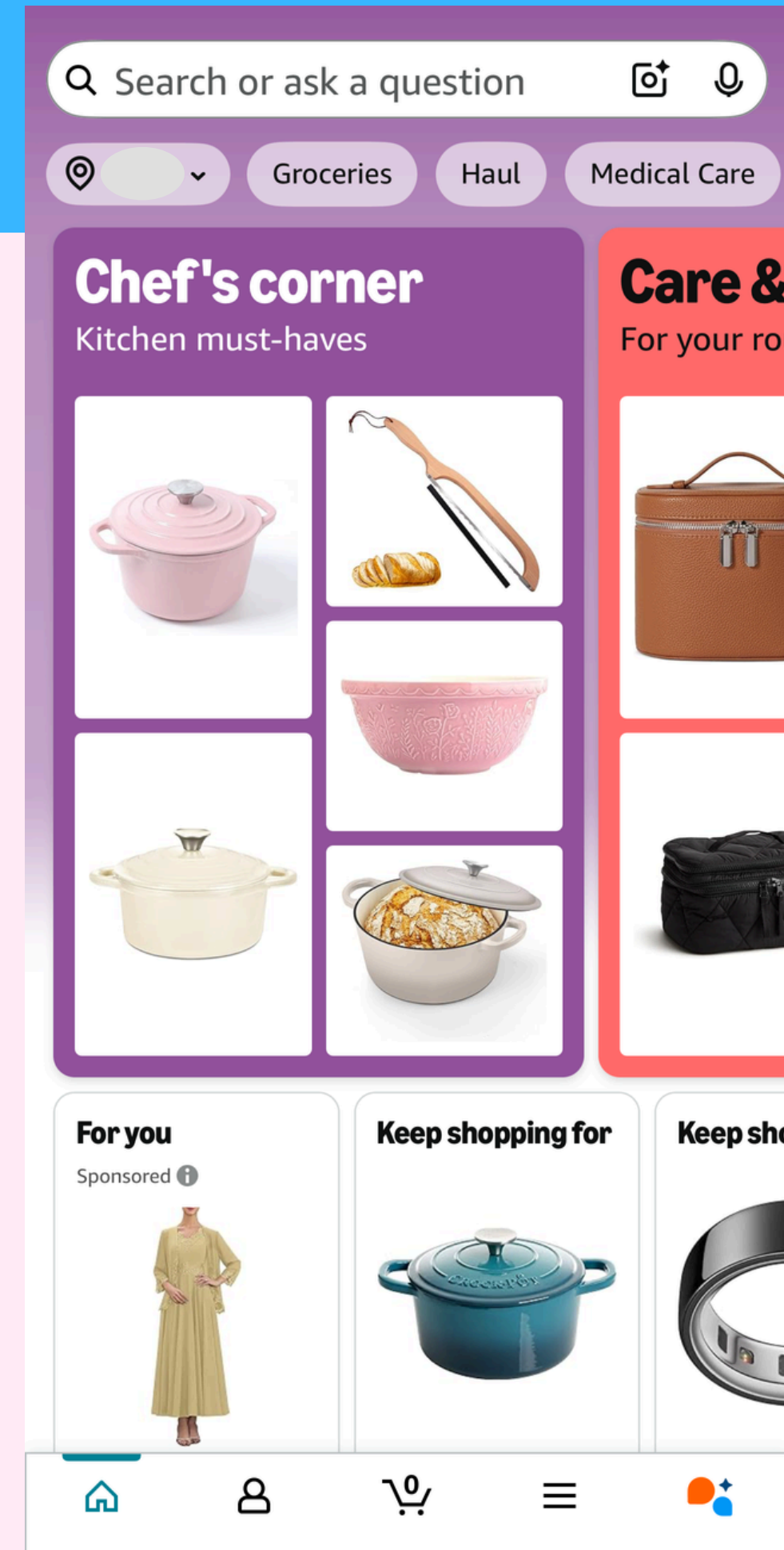
Amazon's Intuitive Design

Amazon's design on its app makes me feel calm and stimulated as my needs for **clarity** and **information** are being met. the app's design is overall very intuitive and I feel it can be accredited to the search bar being at the top of the page and the clear titles for the tiles with its correlating images. The bottom bar also has icons to provide context to each feature.



Amazon's Colors

Amazon's colors on its app makes me feel **excited** and **confused** as my needs for **recognition** and **clarity** are being not fully met. While this app differs from target and doesn't use its brand's color palette Inside its app, the ever-changing is something that can be exciting. My confusion is more so a question of wondering If they do this to make each experience more personable since there is no in-person experience for shopping through Amazon.



Amazon's Buttons

Amazon's button on its app makes me feel **Indifferent** as my needs for **clarity** and **ease** are being not fully met. The bottom bar only has Icons as compared to targets bottom bar where It Is paired with Icon and headings for the bottom bar. I feel Indifferent towards this as I feel I personally understand the Icons meaning but I fear It may cause confusion to users of the app that arent as digitally savvy.

