

# Shopping on Amazon.Com

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## Introduction – What is Amazon?

- Founded in 1994 by Jeff Bezos.
- Started as a bookstore, then went to media (DVDs, CDs) and software, then to just about everything.
- Largest Internet based company in US (headquarters in Seattle)
  - Has 5 customer service centers in the US
  - Has 42 Fulfillment and warehousing centers in the US
    - Closest to us are in Texas, Indiana, and Wisconsin (KS center is closing)
- Has its own electronic products (Kindles, Fire TV, Fire Phone)
- Includes Amazon Marketplace (lets customers sell their products alongside new items)
- Other services include Audible (audio books) and AWS (online storage)

## How You Can Use Amazon

- Product research (information, pricing, reviews)
- Product purchase

## Navigating Amazon

- You can visit and navigate amazon without signing into an account.
  - When you click an Amazon feature that needs an account, you are taken to the login screen.
  - On that same screen, you can start the creation of a new account
- **The Main Screen**
  - Top bar
    - Amazon Logo – always takes you home
    - Search box
    - Sign-In
    - Try Prime
    - Wish List
    - Shopping Cart
  - Sub Bar
    - Departments – let you browse categories
    - Fire & Kindle – let you view their devices and manage ones you have
  - On the Features window
    - Products being promoted (vendors pay amazon for this space)
    - Contact information in footer
    - Other Amazon parts (companies) in footer
- **Looking for a Product**
  - **Browsing** Departments (full store), Today's Deals
    - Example: **Camera, Photo, Video / Canon**
    - Left Sidebar filters
    - Sort By dropdown
    - Image view vs. Grid View

- Searching
  - Use top-bar search box
  - Select Department (or all)
  - Use keywords, the more the better for being specific
  - Use minus (-) to omit words
  - Use quotes for phrases
  - Use parenthesis for “or” searches
  - Drop-down suggestions (of other searches)
  - Example 1: **canon powershot sx700**
  - Example 2: **star wars (millennium, millennium) falcon lego –case -bag**
- Search Results Page
  - Just like with browsing
    - Left Sidebar filters
    - Sort By dropdown
    - Image view vs. Grid view
- Product Page
  - Viewing pictures
    - Choose a thumbnail
    - Roll over picture to magnify
    - Click to open expanded view
  - At Top
    - Reviews
    - Answered Questions
    - Price
    - Delivery time
    - Product info
  - Right Column
    - Quantity wanted
    - Add to Cart button
    - Add to Wishlist
    - One-Click Ordering
  - Down the page (not with all products)
    - Frequently bought together
    - Customers who also bought this item bought
    - What other customers do...
    - Special offers and promotions
    - Sponsored products related to this item
    - Technical details
    - Comparison to similar items
    - Product Details
    - Product Description
    - Product ads from other sites
    - Customer Q&A
    - Customer Reviews

## Setting Up A Free Account

- **Why setup an account?**
  - To purchase
  - To create wishlists
- **Setting Up an Account**
  - Can get to this from lots of places
  - Click SIGN-IN / New Customer / Start Here
    - Fill in information
    - Account instantly created
  - Choose YOUR ACCOUNT from top
    - Takes you to details
      - **Manage payment options**
        - **Add a Credit Card**
        - **Add a Gift Card**
          - Purchase all over locally
          - Can be Amazon or Kindle cards
          - Applied to account and never expire
      - **1-Click Settings**
        - Automatically activated upon first purchase with payment info
        - By passes shopping cart

## Using Wishlists

- As you view a product, click **ADD TO WISHLIST** on right
  - First time must create one
    - Give it a name
    - Choose Privacy
  - After you've created one, button has TWO PARTS
    - Add to Wishlist – just adds to default list
    - Arrow – Let's you choose or create another
- **View and Manage Wishlists**
  - Your Account / Wishlists
    - Use LEFT MENU to manage and view
    - Manage
      - Change privacy
      - Change default
      - Delete a list
    - View
      - As yo view an item, RIGHT column lets you
        - Add to Cart
        - Move to another list
        - Delete
    - Share
      - Can share via Facebook
      - Can use SHARE button at upper right to share via email

## Amazon Prime

- Choose TRY PRIME from top right
- What is it?
  - A membership system
  - Cost is \$99/yr
- What do you get?
  - Free 2-day shipping (on prime eligible products)
  - Discounted 1-day shipping
  - Prime Music (free music streaming on computer and mobile devices)
  - Instant Video (free movie streaming on computer and mobile devices)
  - Kindle Owners Lender Library (must have a kindle, doesn't work with apps)

## The DiscoverSkills Amazon Store

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