AMAZON COMPANY VISUALIZATION – UX TEST

SCENARIO

You are looking to buy some Amazon (AMZN) shares. Before you initiate your investment research method, you decide to observe this Amazon company visualization interface in order to expand your company knowledge.

TASKS

1. Take a couple of minutes to get familiarized with the interface, move back and forth among the dashboard pages, try alternating filters, etc.

2. Try to find the answers to the questions below, using the visualizations provided:
    1. What year did Amazon's valuation surpass the cumulative GDP of Cyprus, Iceland, Macao, and Luxembourg?
    2. How many people are working for Amazon?
    3. How percentage of Amazon's assets are made up by property and equipment (PP&E)?
    4. What sales category accounts for most of Amazon's revenue?
    5. In which state is Amazon's HQ located?
    6. What feeling was least associated with Amazon during 2018 - 2019?

3. Evaluate the experience, answer by highlighting your opinion by color or **bold**.

It was easy to find the answers to the questions above:

(strongly disagree)   (disagree)   (no opinion)   (agree)   (strongly agree)

I understood the information provided by the visualizations:

(strongly disagree)   (disagree)   (no opinion)   (agree)   (strongly agree)

I found the information useful:

(strongly disagree)   (disagree)   (no opinion)   (agree)   (strongly agree)

I enjoyed the look of the interface:

(strongly disagree)   (disagree)   (no opinion)   (agree)   (strongly agree)

4. **Answer the questions below:**

Which graph(s) was the most difficult to understand, how could it (they) be improved?
Answer:

Please provide any additional feedback:
Answer:

THANK YOU