

Information architecture (IA) improvements for (Amazon)

1. **Products category:** Some products on Amazon are categorized ambiguously, making it challenging for users to navigate directly to what they need. Clearer categorization and consistent taxonomy across all product listings would improve IA significantly.
2. **Text Congestion:** Most of the texts in amazon's pages are congested and it's hard for users to read. increasing the whitespace, and using clearer typography will improve readability and user engagement
3. Amazon can improve their IA by using exemplars, which are concrete examples that represent broader categories. For instance, instead of listing all subcategories under "Electronics," featuring popular or representative products like smartphones and laptops as exemplars can help users quickly understand what falls under this category without overwhelming them with options.
4. Implementing multiple classification schemes can enhance Amazon's IA by allowing products to be categorized under different criteria. For example, a laptop could be classified under "Electronics," "Computers," and "Office Supplies," giving users multiple paths to find it based on their context (e.g., browsing for electronics vs. shopping for office equipment).