

# MENU

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<a href="#">Slide 4</a>	'Rufus' + 'Shop by Department' + 'Search' view
<a href="#">Slide 5</a>	Detailed 'Rufus' + 'Shop by Department' + 'Search' view
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<a href="#">Slide 9</a>	Amazon help view
<a href="#">Slide 10</a>	Amazon 'Explore more' view
<a href="#">Slide 11</a>	Amazon "Sports & Outdoors" view

- Detailed views will include descriptions and links for further prototyping
  - **\*Clickable links denoted by arrow emoticon** (←, →, ↑, ↓)\*
    - No arrow = no clickable link

# Featured for You



Eostbe Rattan Wa...



t's Bees Skin Care Stocking Stuffers, e Moisturizer With Aloe and Rice Mil



WinCraft Boston B... \$29.95

Explore More

**Tiny but mighty smart home security**

blink



## Black Friday Week starts soon



Shop early deals

CLICK HERE TO RETURN TO MAIN MENU

To return to homepage →

amazon



← Expanded view



Settings ↓

Expanded view →

Rufus

Deals & Offers

Shop by Department

Account

Orders

Cart



← Help page

# Featured for You

Expanded view ↑



Eostbe Rattan Wa...



t's Bees Skin Care Stocking Stuffers, e Moisturizer With Aloe and Rice Mil



WinCraft Boston B...  
\$29.95

Explore More

← Explore more products

Tiny but mighty smart home security

blink

works with alexa



## Black Friday Week starts soon



Shop early deals

Ads

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# Rufus

What do you need help with today?

How much weight can floating shelves support?

What safety precautions should I take?

\*Insert AI suggestions here\*



## Shop by Department

[Home & Office >](#)

[Health & Wellness >](#)

[Electronics >](#)

[Baby >](#)

[Clothing & Accessories >](#)

[Pet >](#)

[Beauty & Personal Care >](#)

[Tools & Home Improvement >](#)

[Books & Media >](#)

[Sports & Outdoors >](#)

[Toys & Games >](#)

[Automotive & Industrial >](#)

[Groceries >](#)



ghost orange creamsicle pre workout



ghost pre workout



pre workout



hair dryer with diffuser



acne patches for face



the acne set the ordinary



lenovo yoga 7i case



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MENU](#)

# Rufus

What do you need help with today?

How much weight can floating shelves support?

What safety precautions should I take?

\*Insert AI suggestions here\*



Voice search  
functionality



Upload photo  
functionality

Upload photo  
functionality

Voice search  
functionality



ghost orange creamsicle pre workout



ghost pre workout



pre workout



hair dryer with diffuser



acne patches for face



the acne set the ordinary



lenovo yoga 7i case



## Shop by Department ← Expanded view

Home & Office >

Health & Wellness >

Electronics >

Baby >

Clothing & Accessories >

Pet >

Beauty & Personal Care >

Tools & Home Improvement >

Books & Media >

Designed to be a drop-down  
menu upon hovering over “Shop  
by Department” in navigation  
menu

Sports & Outdoors >

Toys & Games >

Automotive & Industrial >

Groceries >

CLICK HERE  
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MENU

# Shop by Department

**Home & Office >**

**Health & Wellness >**

**Electronics >**

**Baby >**

**Clothing & Accessories >**

**Pet >**

**Beauty & Personal Care >**

**Tools & Home Improvement >**

**Books & Media >**

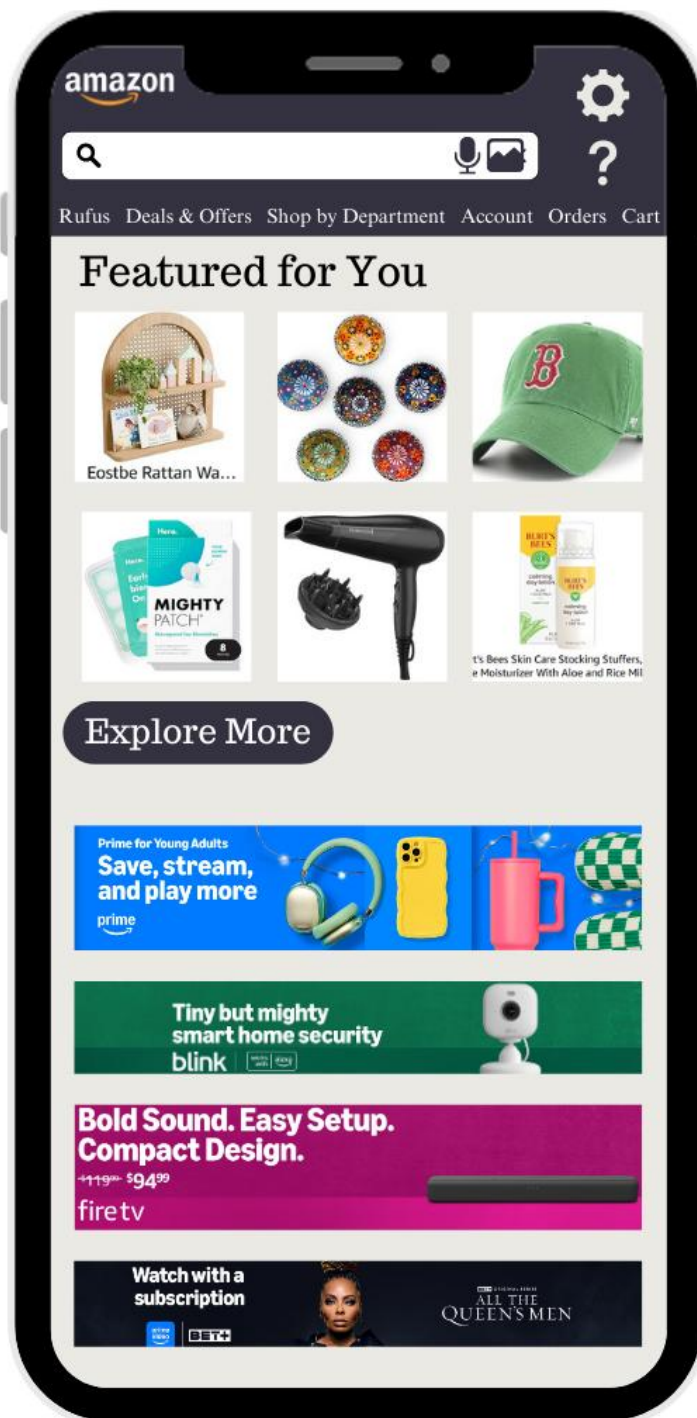
**Sports & Outdoors >** ← [“Sports & Outdoors” Amazon page](#)

**Toys & Games >**

**Automotive & Industrial >**

**Groceries >**

**CLICK HERE  
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TO MAIN  
MENU**



[CLICK HERE TO RETURN TO MAIN MENU](#)



### Your Orders

Track, return, cancel an order, download invoice or buy again



### Login & security

Edit login, name, and mobile number



### Prime

Manage your membership, view benefits, and payment settings



### Your Addresses

Edit, remove or set default address



### Your business account

Sign up for free to save with business-only pricing and receive deliveries during business hours.



### Gift cards

View balance or redeem a card, and purchase a new Gift Card



### Your Payments

View all transactions, manage payment methods and settings



### Your Amazon Family

Manage profiles, sharing, and permissions in one place



### Digital Services and Device

#### Support

Troubleshoot device issues, manage or cancel digital subscriptions



### Archived orders

View and manage your archived orders



### Your Lists

View, modify, and share your lists, or create new ones



### Customer Service

Browse self service options, help articles or contact us



### Your Messages

View or respond to messages

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**\*Screenshot taken from amazon.com\***



Q Type something like, "question about a charge"

All help topics

Take Quick Actions

Where's my stuff

Shipping and Delivery

Returns and Refunds

Managing Your Account

Security & Privacy

Payment, Pricing and Promotions

Devices & Digital Solutions

Amazon Business Accounts

Large Items and Heavy-

Track your package
Track your packages in Your Orders.

Return Items You Ordered
Return your orders using our Online Return Center.

Check status of a refund
Track your return and refunds in Your Orders.

Update Your Password
Update your password in Your account.

Amazon Prime
Get detailed information on all Prime benefits.

End Your Amazon Prime Membership
Cancel your membership easily via this page.

Ads in Prime Video
Prime Video movies and TV shows will include limited advertisements. For further details, click here.

Chat with Amazon Customer Service
Get help with your account, orders, and mo

CLICK HERE TO RETURN TO MAIN MENU

**\*Screenshot taken from amazon.com\***  
**Thanks for shopping Black Friday.**



**Deals on most-loved finds**



**17% off** Limited time deal  
**\$374<sup>00</sup>** List: \$449.99



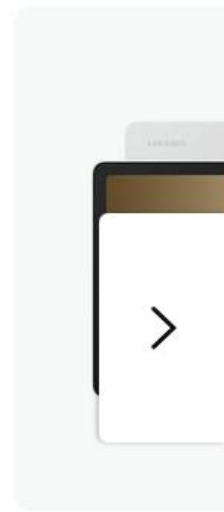
**18% off** Limited time deal  
**\$489<sup>99</sup>** List: \$599.99



**40% off** Limited time deal  
**\$59<sup>99</sup>** List: \$99.99



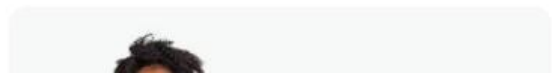
**26% off** Limited time deal  
**\$59<sup>00</sup>** List: \$79.99



**32% off** Limited time deal  
**\$149<sup>00</sup>** List: \$229.99

**Explore The Holiday Shop**

**Deals on holiday favorites**



**CLICK HERE  
TO RETURN  
TO MAIN  
MENU**

Save up to 40% on fitness >

# Game-day gear

Gear up for football season with helmets, cleats & more.

[Shop now](#)



## Shop by category

Hunting

Winter sports

Strength training

Game room

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\*Screenshot taken from amazon.com\*