

Amazon Localization Project

Select a product that is sold, in the same make/model, on 4 different versions of Amazon belonging to 4 different English-speaking countries: USA, UK, Australia, and India:

- <https://www.amazon.com/>
- <https://www.amazon.co.uk/>
- <https://www.amazon.com.au/>
- <https://www.amazon.in/>

For each of the 4, bring up the page that displays the item and gives you the capability to buy it. All these 4 web pages perform an identical function (selling the same product) in the same language, and yet, they are not identical in their design/contents. For each web page, identify 3 unique features that are lacking in the other countries' pages, and briefly explain to the best of your ability what it is about that country/culture that gives rise to those unique features. Hence the format of your response would be:

Item: _____ (possibly include a photo too)

1. USA Amazon page

Unique Feature 1:

Explanation:

Unique Feature 2:

Explanation:

Unique Feature 3:

Explanation:

2. UK Amazon page

Unique Feature 1:

Explanation:

Unique Feature 2:

Explanation:

Unique Feature 3:

Explanation:

3. Australia Amazon page

Unique Feature 1:

Explanation:

Unique Feature 2:

Explanation:

Unique Feature 3:

Explanation:

4. India Amazon page

Unique Feature 1:

Explanation:

Unique Feature 2:

Explanation:

Unique Feature 3:

Explanation: