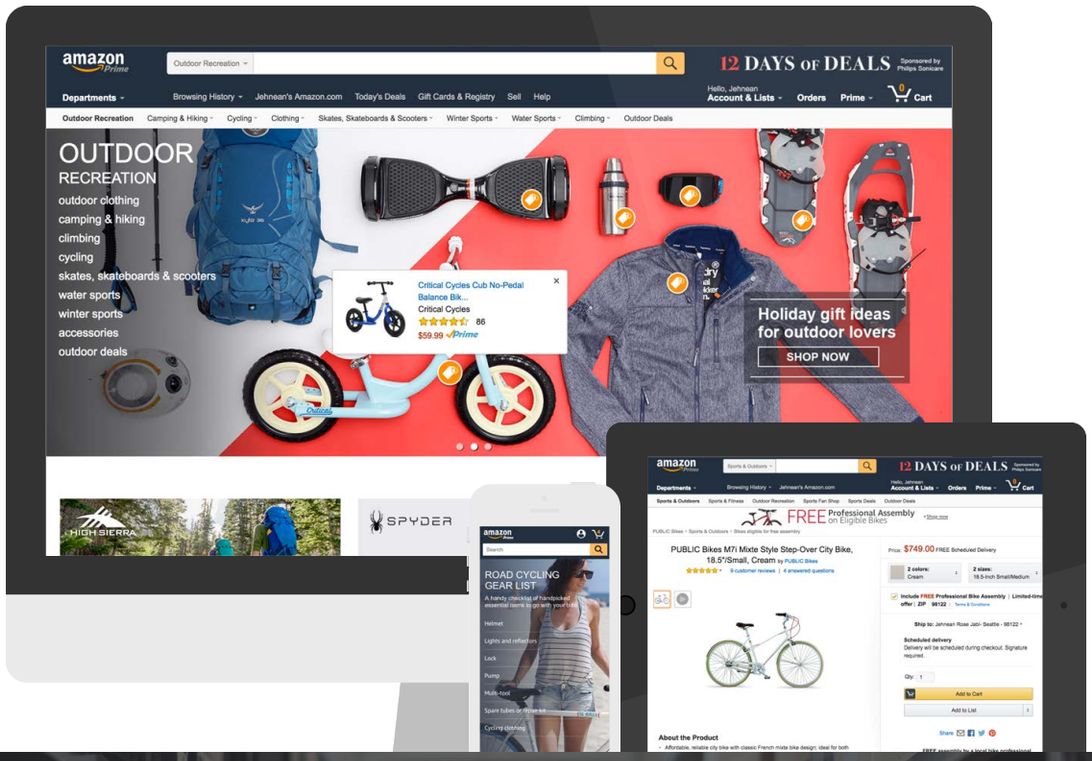
Amazon

MAY 2016 - MAR 2017 | TEAMS: PMS, DEVS, & ME | MY ROLE: FULLTIME SR UX DESIGNER

The job

Amazon.com

As Senior UX Designer on the Vertical Stores team at Amazon, I designed new, opinionated and scalable shopping features for millions of customers, self-service tools for vendors, and worked to solve existing customer shopping challenges across the e-commerce site. For each of these projects, I was the only design resource, while collaborating across teams with multiple managers, developers, and ux researchers to launch these exciting new features.



Challenges

Customers

Vendors

Scalability

Amazon has almost everything, but which products might be right for your needs? Working with PM and Eng, I created product curation tools to help find your match.

Vendors and business teams need powerful self-service tools to implement each of these features across products, while increasing conversion and cart size.

Features need to be authoritative and scalable across categories, to help you be successful, whether you're searching for outdoor gear musical instruments, or furniture.

Research & planning

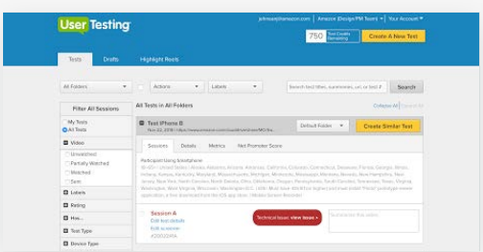
Designing the Amazon way

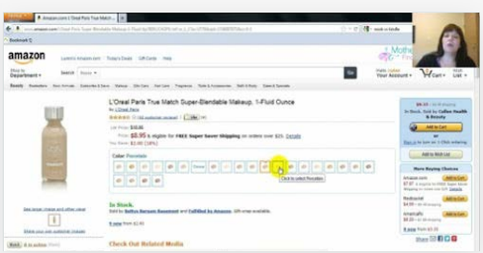
Amazon projects are done a little differently from some I've worked on in the past. All resources, from project proposals (PRFAQs), style requirements (AUI and HIG), and customer research methods and results (USX), are housed internally on the Amazon Wiki. All projects are tested using a form of A/B testing called Web-labs.The best performing features are dialed up, while low performing features go back to design or are abandoned. USX and Web-labs help to determine the top customer frustrations across the Amazon e-commerce website.

Some of the top 10 customer frustration issues on Amazon.com desktop and mobile

ID	Summary
IT-1277	Customers frustrated by insufficient product information
IT-285	Shoppers complain about insufficient information on products of interest
IT-497	Gravitating to product imagery to answer questions about a product
IT-766	Customers struggle to find specific product information in detail page, due to poor information grouping, redundancy, and/or an abundance of low value information they must sift through

If you ever ask who you're designing for at Amazon, the answer is always "everyone". That being said, for each project, I researched the top customer frustrations to support or disprove my theories. I also tested prototypes with UserTesting.com to conduct ethnographic field studies and user interviews. This helped me gather valuable feedback for design implementation and updates.

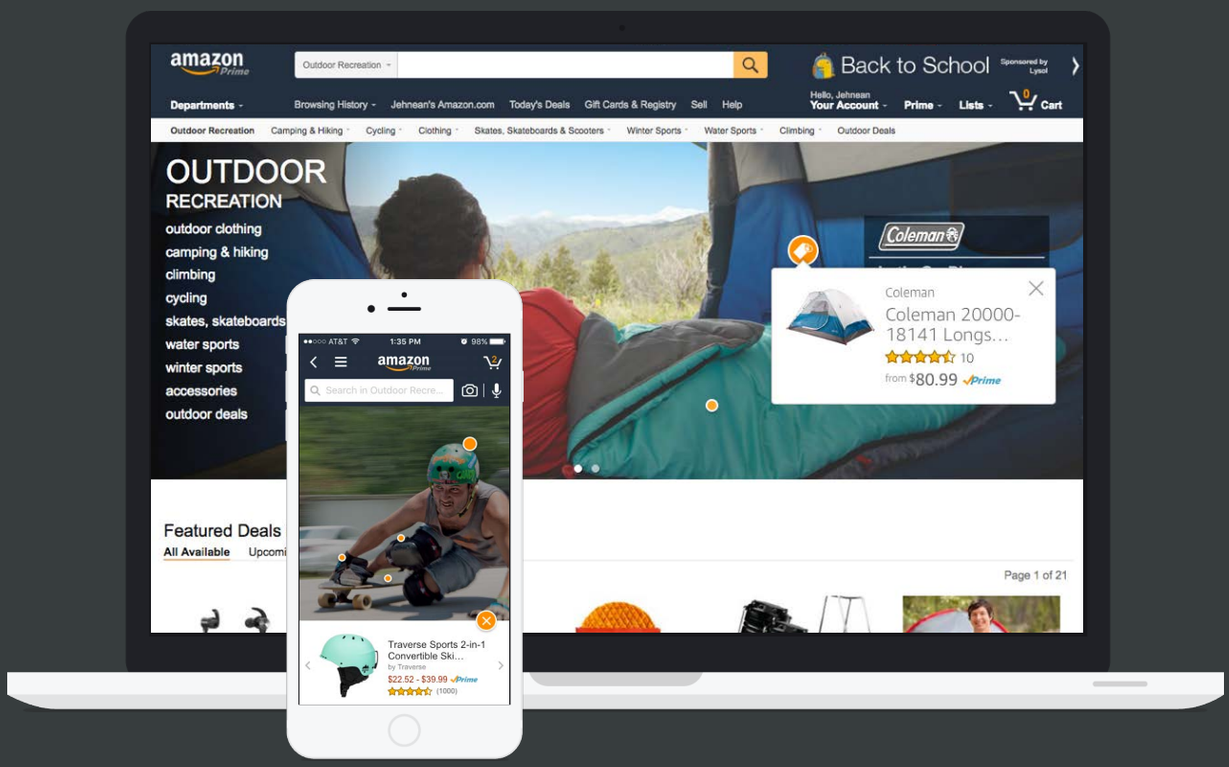


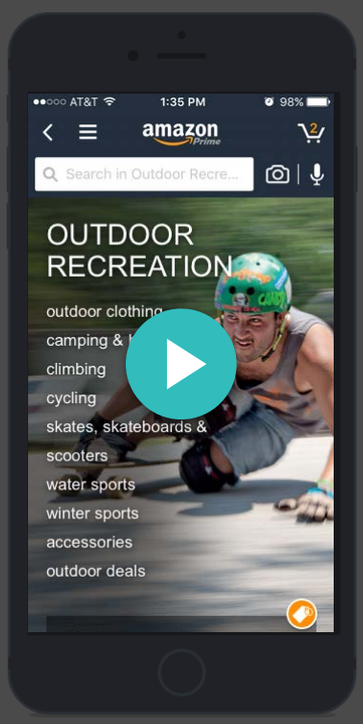


The project

Hero x-ray

So what's that sleeping bag that lady is using in the picture? Wonder no more! Customers indicated they want to be able to shop lifestyle images they see on Amazon's Storefront and Category pages, so I designed an interactive hotspot feature that show the featured products on hover.





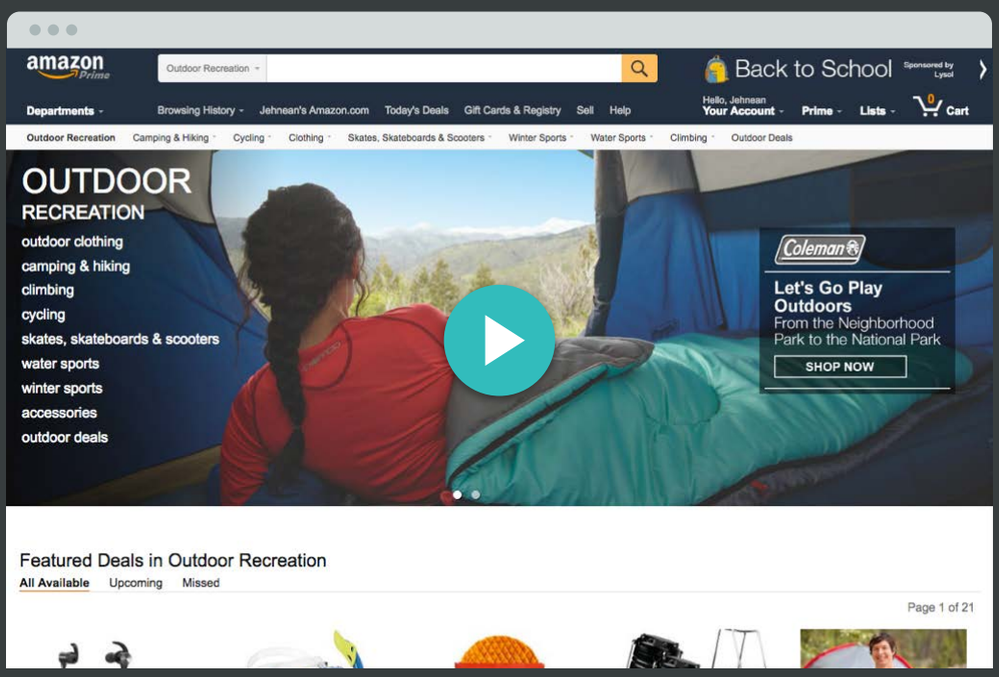
Mobile first

For the mobile approach, I had to get pretty creative about how to handle showing department navigation, hero lifestyle images, hotspots, and products with limited screen real estate. Being able to scroll past, put away, and open up features was key. But don't take my word for it, check it out for your self.

The results

Successful launch

After I finished the designs and prototypes, the developer assigned to Hero x-ray for launch was our summer intern, Ying. She and I rolled up our sleeves and got the development done together before she went back to school. Intended as a proof of concept, Hero x-ray has already increased featured products views and department page revenue by 10%. Hero X-ray has now been rolled out to several departments from Sports and Outdoors to Musical Instruments and Furniture, and many more to come. Most importantly, customers have been expressing their delight in Hero x-ray since launch!



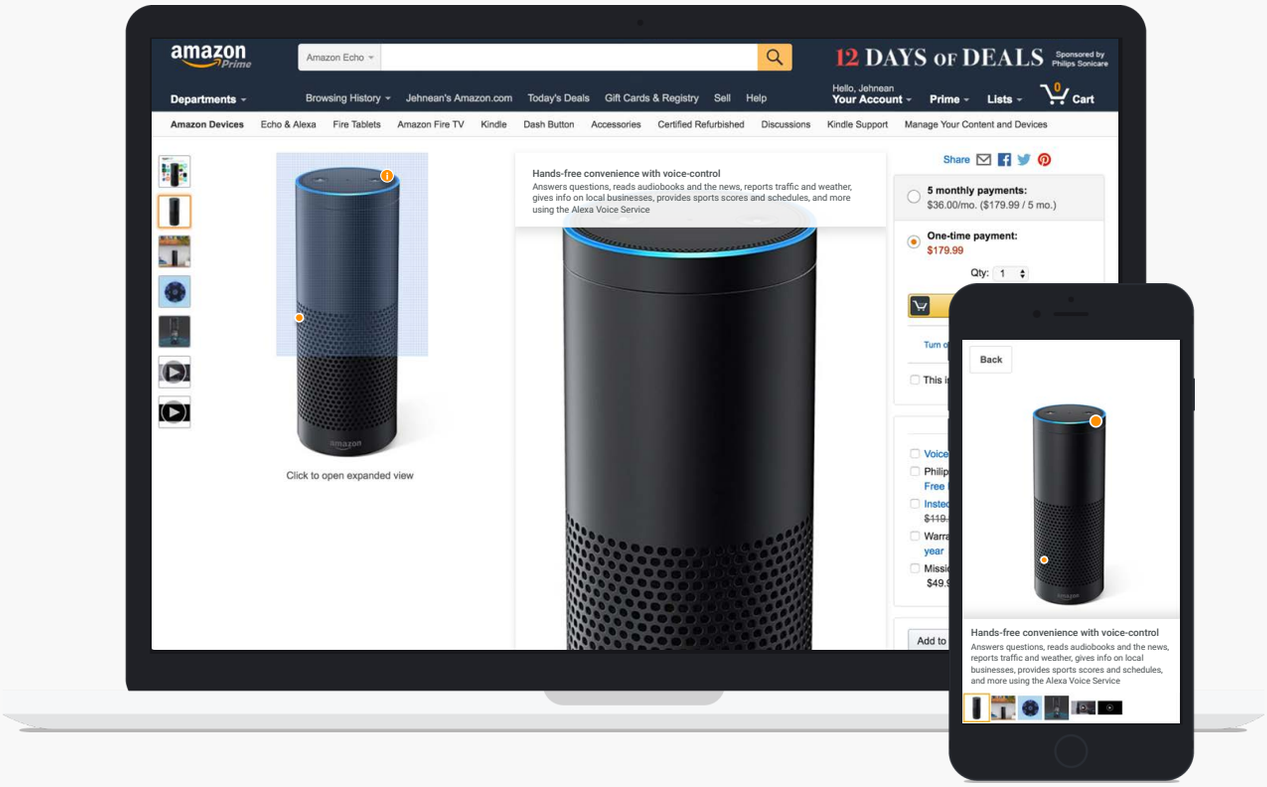
Want to see hero x-ray in the wild?

SEE IT ON AMAZON.COM

The project

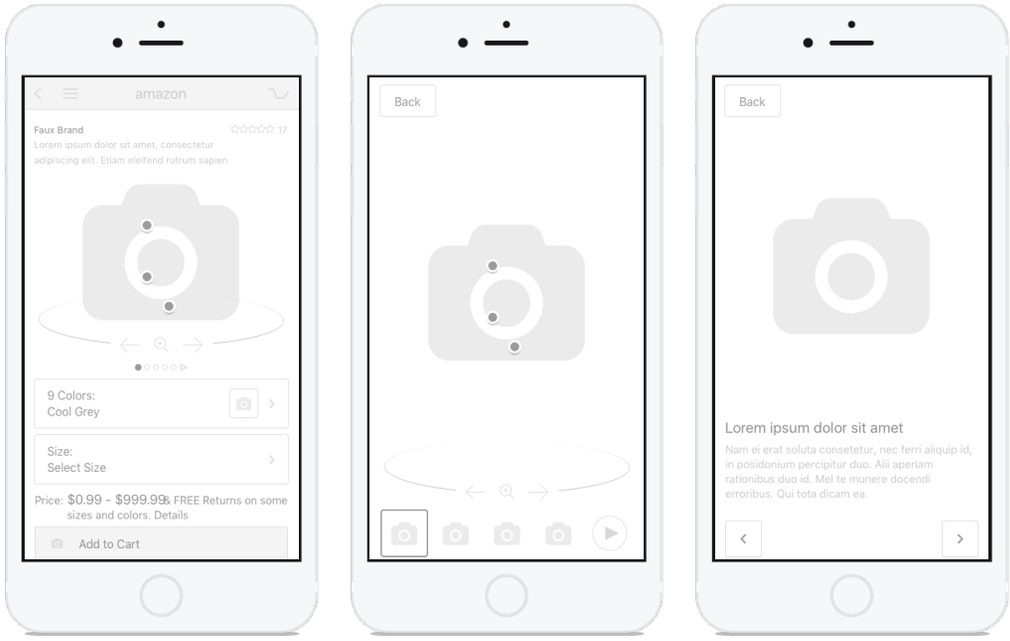
Product x-ray

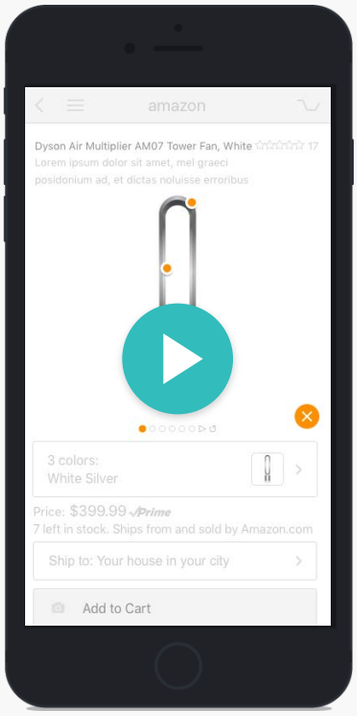
Not to be confused with Hero x-ray, product x-ray provides insights into information about a product on its detail page. The success of Hero x-ray increased internal requests for a similar feature translated across product pages too. User research indicates that Shoppers often gravitate to imagery for detailed product information, even when it is available elsewhere on the page. I wanted to craft an interesting, interactive experience to help customers learn more about a product from the image area, above the fold.



Wireframing

Initially, I tried out some ideas with hotspots and 3D rotations, using a mobile first approach, of course. Unfortunately, the first items we wanted to test didn't have the photos to support 3D, yet.





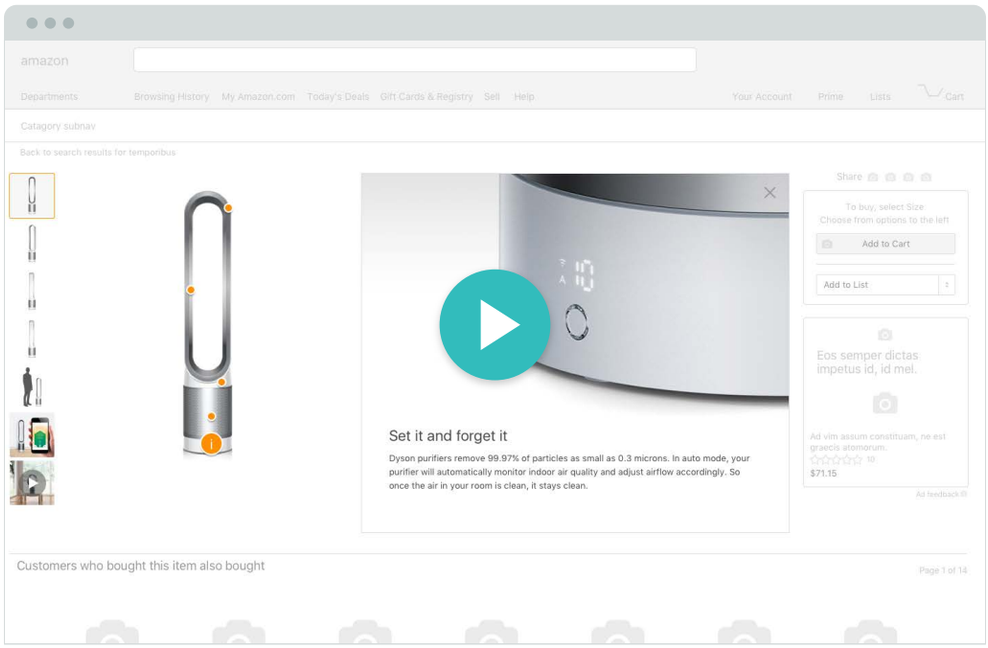
Mobile prototyping

After several meetings and rounds or revisions with all of the teams required to launch Product x-ray it started to take shape. I translated the wireframes into mid and high-fidelity designs and an interactive prototype. With an already cluttered detail page, keeping the experience tidy was a major concern. Using a hinting animation on page load, with an immersive experience to learn more about specific product features, helped make this a discoverable and informative experience.

The results

Desktop design and protoyping

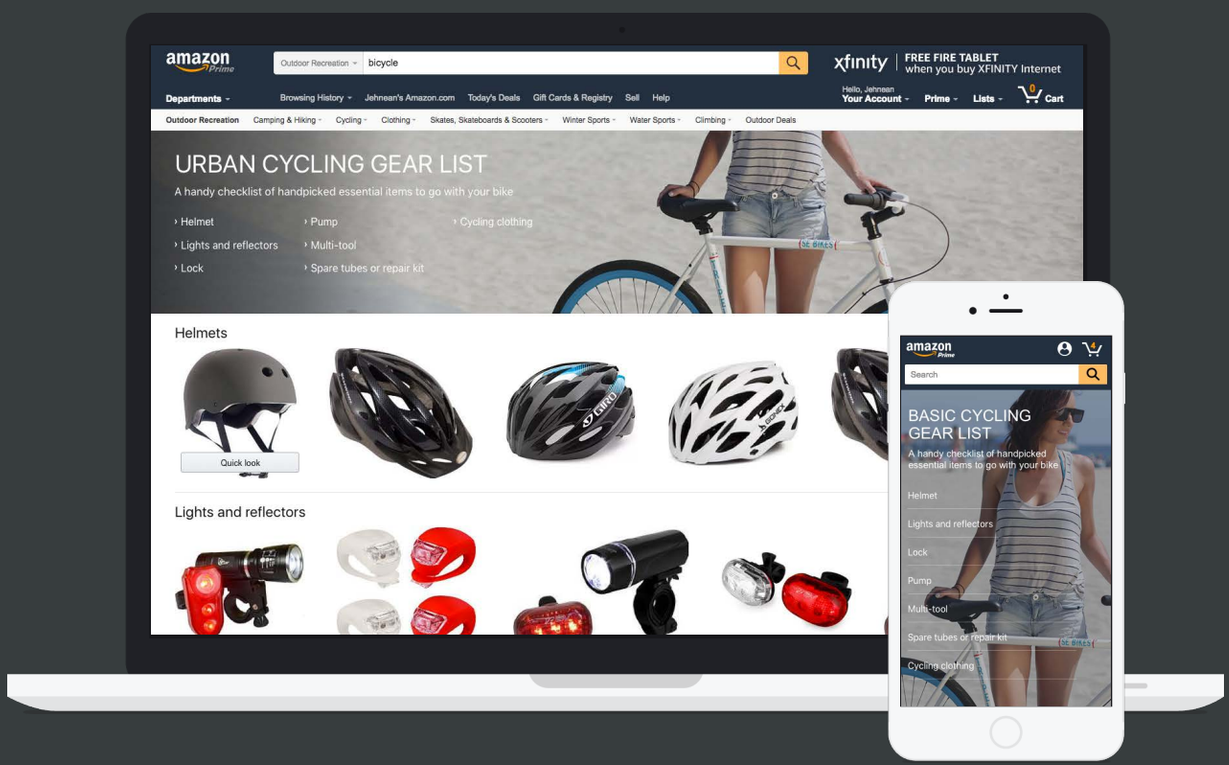
Product x-ray is aimed at solving some of the top customer frustrations for millions of people. The new experience helps people find the information on the page where they actually look for it, and without adding to clutter or cunfusion. It is anticipated to reduce product abandonment to competitor sites, increase conversion by more than 15%, and result in tens of millions of dollars in additional revenue per year once rolled out site wide. Early user testing has indicated that the customer engagement and reviews are even more positive than Hero x-ray.



The project

Checklist

Amazon is a great place to find that specific item you're looking for, but what if you're new to an activity like backpacking, knitting, learning an instrument, or cycling? Instead of searching across the web for items you would need to get started, Checklists, formerly known as Gear Lists, are a scalable and authoritative experience to connect you with the items you'll need all in one place.



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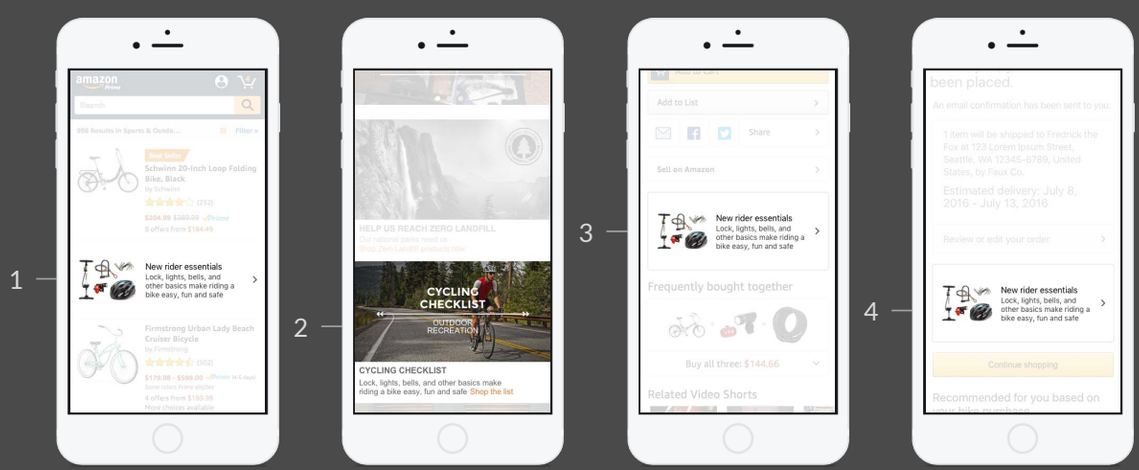
Feature discovery

Helping people find Checklists when it is most relevant is key. For example, if you're looking for a bike or bike accessories on Amazon, where would you look? For sure in Search,[1] maybe on the Outdoors Department[2] page, on a bike product page,[3] or right after you purchase a bike, on the thank you page.[4]

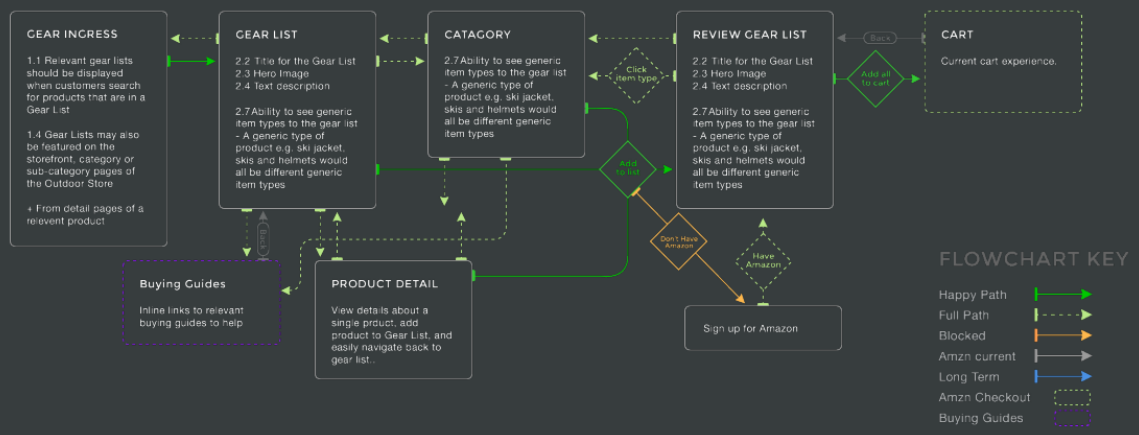


Designing the solutions

Planning for phases

Initially, I recommend a flow, where from a Checklist, it was easy to navigate between the list, product detail pages, Buying Guides, and categories before reviewing your Checklist and proceeding to cart.[1] In order to maintain our roadmap timeline and scope, our initial launch would need to go straight from the product page to the cart.[2]

1



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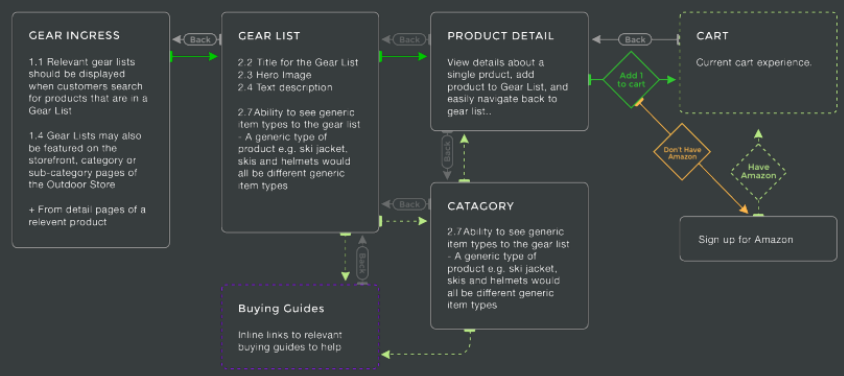


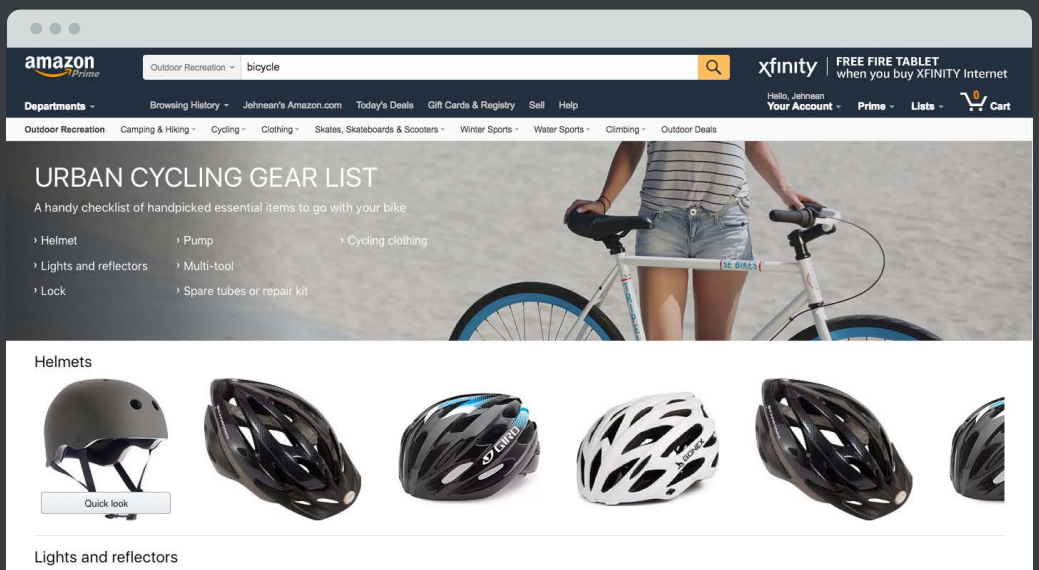
Wireframes

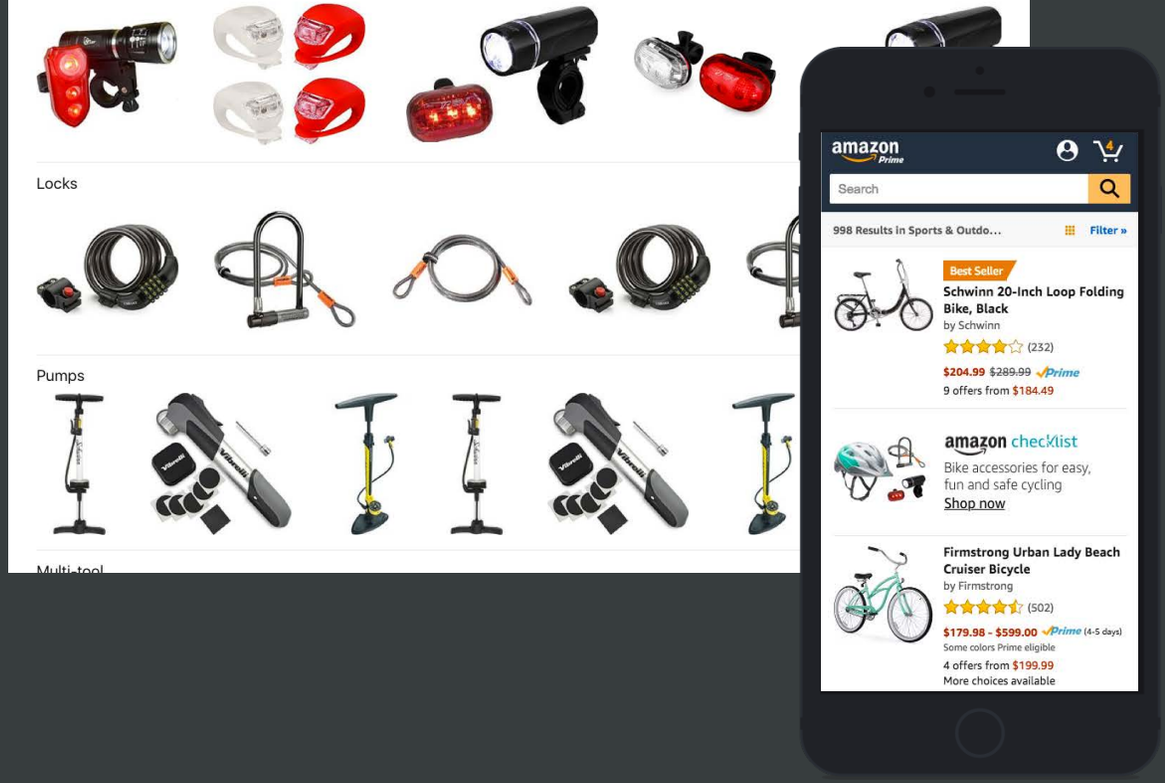
After approval on the user flows, I created corresponding wireframes for Checklists to help communicate across management and development teams.

The results

Checklists are coming

I have successfully wrapped up the design phase for Checklists. By the way, the name switched somewhere in the middle when I confirmed through Google Keywords that most people aren't searching for the term "gear list" for most activities. The Vertical Stores development team is working diligently to launch this feature with full-automation options for item groupings and vendor tools to empower businesses to create their own lists.





The results

Measuring success

Hero x-ray, Product x-ray, and Checklists all promise to be exciting new customer experiences on the Amazon 2016 and 2017 roadmaps for the Vertical Stores team. As the sole designer on each of these projects, it has been an exciting experience working with managers and developers across teams to expand authoritative and scalable experiences for customers and vendors.

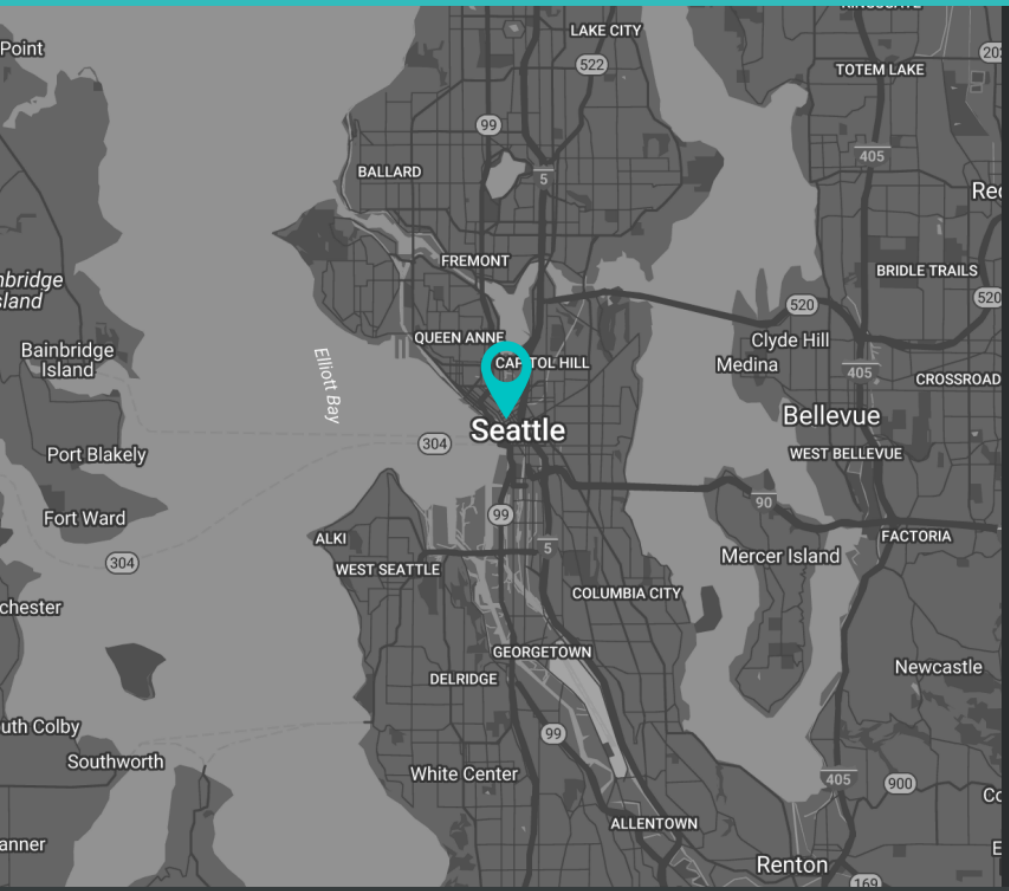
10%
Hero x-ray increase in department conversions

$21.3M+
Product x-ray expected revenue at 0.5% adoption

15%
Checklist expected increase conversion

Visit my team's corner of Amazon.com

AMAZON OUTDOORS



HOW CAN I HELP?

Thanks for checking out my work. I'd love to learn about what you're doing!

CALL & TEXT

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