

Amazon Redesign

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Introduction



Amazon is one of the world's leading e-commerce platforms with more than 2 billion visitors a month. Launched in 1995 and widely recognised as the first major internet based business enterprise.

Amazon offers a wide array of products, encompassing major merchant partnerships as well as independent third party sellers.

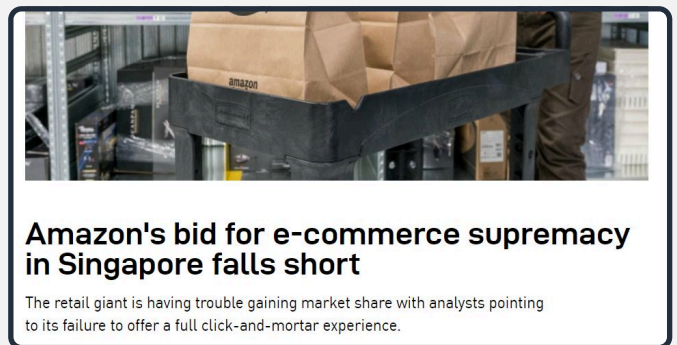
Aside from offering an extensive selection of products that ranges from consumer electronics to groceries, Amazon's online storefronts are also **localised and region specific**. One of the direct consequences of this is the fact that both user and customer experience have the potential to **deviate greatly** depending on the user's geographical location.

Problem

In 2017, **Amazon** launched a highly publicised move into the Singapore market. Despite high initial expectations, Amazon SG has since **fallen short** in their bid to put a dent in the **highly competitive e-commerce market** in Singapore.

Despite having the advantage of being one of the world's most valuable and recognisable brands, **Amazon SG** has failed to set itself apart as the better alternative against giants such as **Shopee** and **Lazada**.

The same trend can also be observed on a **global scale**, where Amazon's domestic subscription base in the United States has **stagnated** in the face of increased competition from foreign platforms offering cheaper products.



One of the many reasons for **Amazon's** recent woes can be attributed to the substandard design and experience of its mobile application, which has in turn driven users to utilise the platform's website instead. Anecdotal evidence regarding these problems can be found in online threads and design forums, with key issues such as **inconsistent design standards, counterintuitive task flows and cluttered interfaces being highlighted**.

Does Amazon have bad UX design?

Questions for seniors

It always astonishes me how bad the experience of ordering something on Amazon is. First, there are so many different buttons around the place, that all look very similar. It is true that generally, the yellow round button is only used for finishing an order. But the whole browsing and checkout experience is very distracting and I have often made mistakes. You would think that Amazon has done fast research about user interfaces and user experience and how to maximize sales, but if I look at their website, I don't get that impression.

Project Goal

This project will attempt to identify critical issues plaguing the user experience of **Amazon's** mobile application in its current state, with the **overarching goal** of alleviating such issues **without compromising Amazon's branding and image**.

Demographics

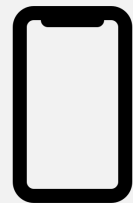
In order to solve this problem within **Amazon**, and to conduct further user research, **Amazon's** user demographics were sourced and analysed.



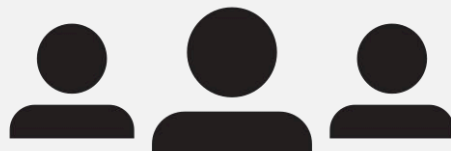
18 to 32
Years Old



Equal split in
Gender



150 Million
Mobile Users



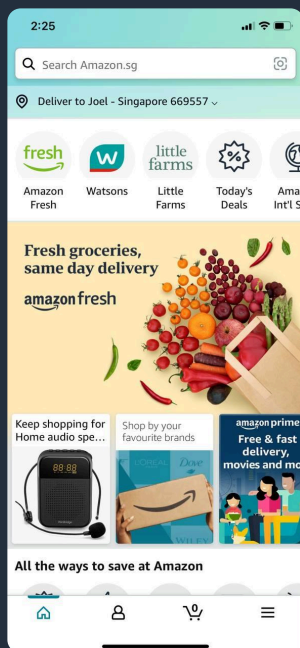
85% of young consumers buy online at least once a week.

Current Design

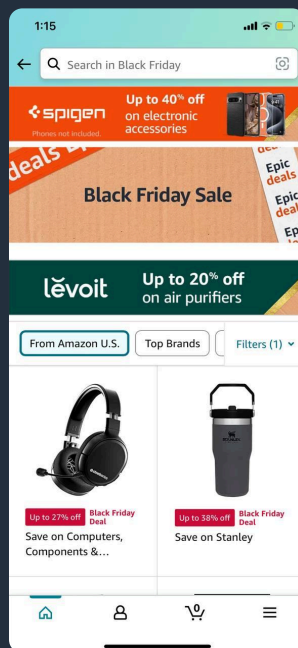
Key pages and sections of **Amazon's** current mobile design were first scrutinized.

Examples

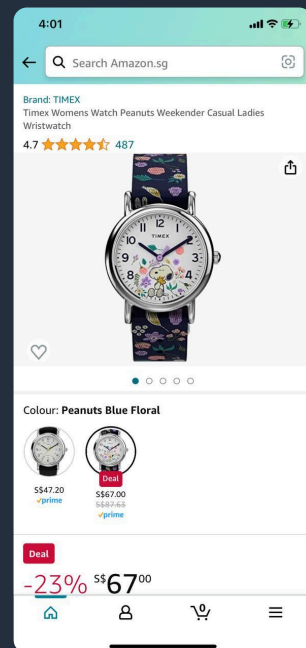
Home



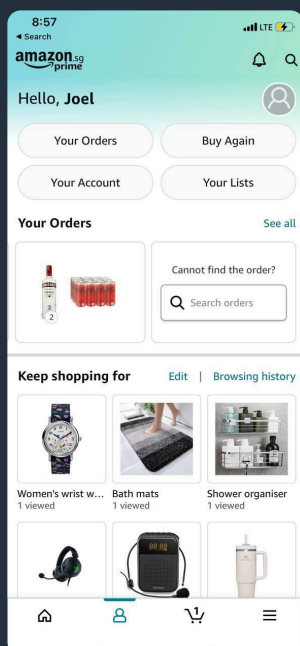
Category



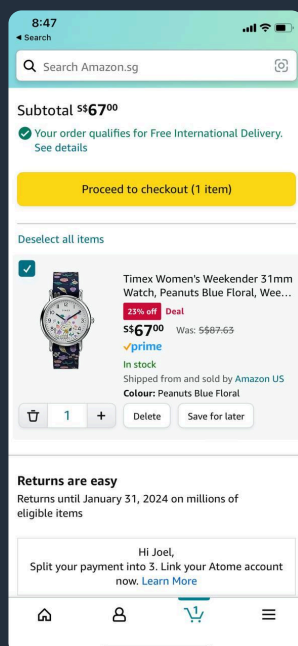
Product



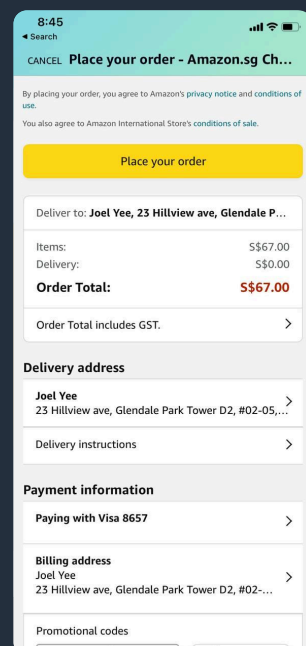
Profile



Cart



Checkout

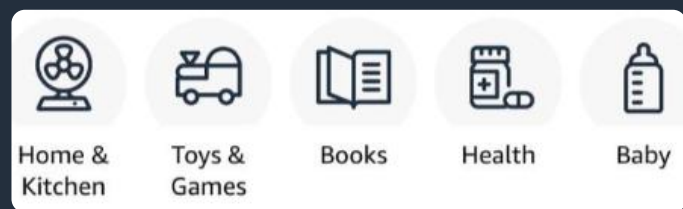
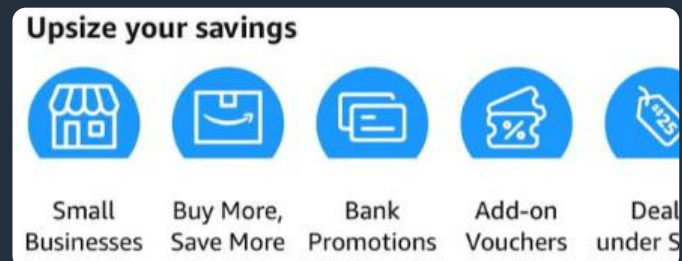
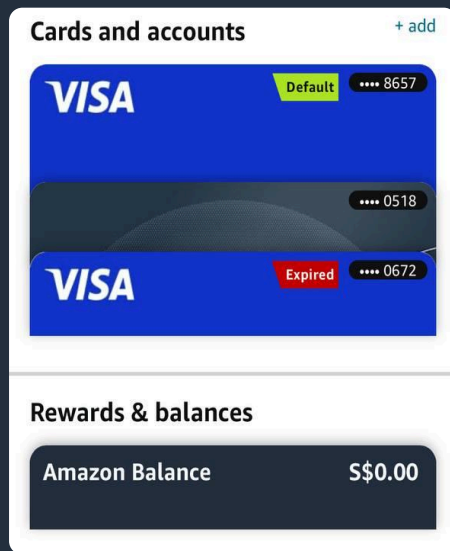


The Good

Positive applications of the **Jakob Nielsen guidelines** were identified and categorised. This ensures that the final product enhancement will retain them.

Match Between System and Real World

The application successfully implements **real world elements** into several key features. Card details are portrayed in the form of a physical credit card, while product categories and user interface buttons are represented with **accurate iconography**.



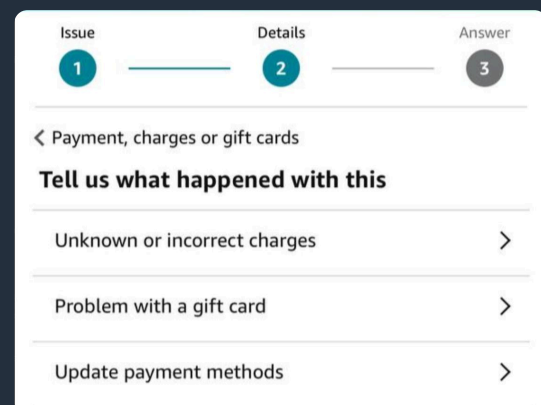
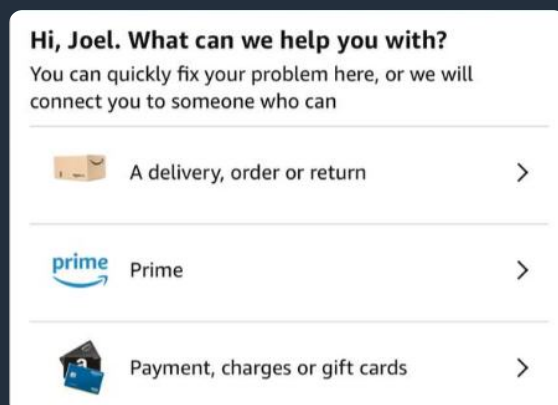
User Control and Freedom

A **back button** is consistently anchored at the top left of the screen during major tasks flow, allowing users to return to their previous state.

Critical actions such as signing out offers an undo option through a confirmation popup.

Help and Documentation

Help and documentation are **detailed** and easy to comprehend. There is a dedicated customer service page that can be accessed through the application's settings. Details about potential issues are displayed in the form of questionnaires that lead the user to an appropriate answer.



Flexibility and Efficiency of Use

The application presents a good level of **flexibility and efficiency**.

For example, rather than manually copying over the details of a product into the search bar, experienced users are able to do so through a simple **touch gesture**, that is **holding down** onto the product image and dragging it to the top of the screen.

Another example allows the user to **swipe left** on a product in a cart to move it to a saved for later list.

Did you know?

Swipe left on an item you saved for later to move it to your cart.

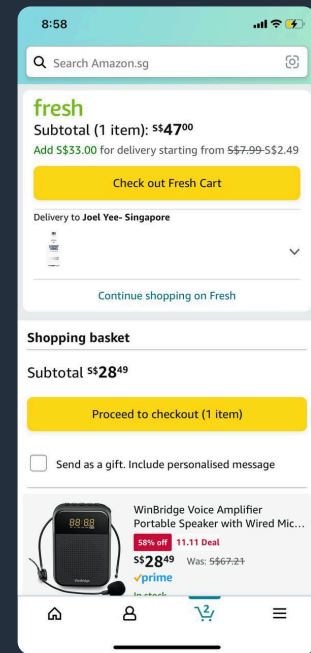
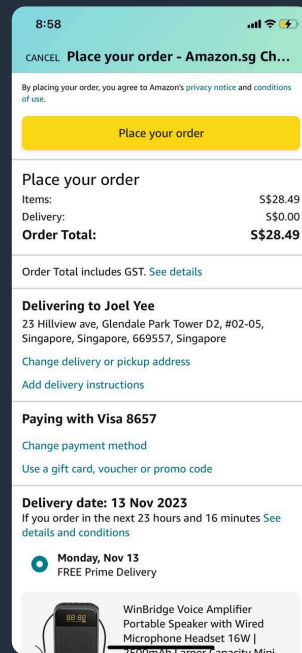
The Bad

Naturally, negative applications and their examples were then collated and analysed to aid in the enchantment process.

Visibility of system status

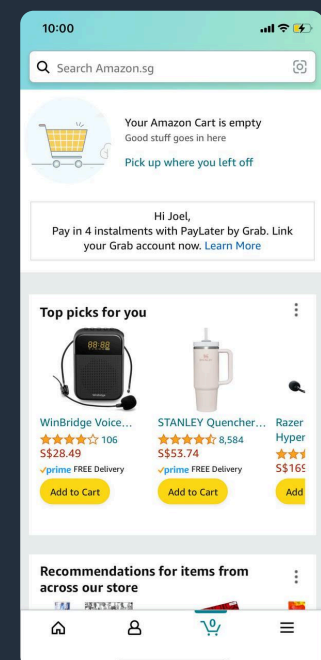
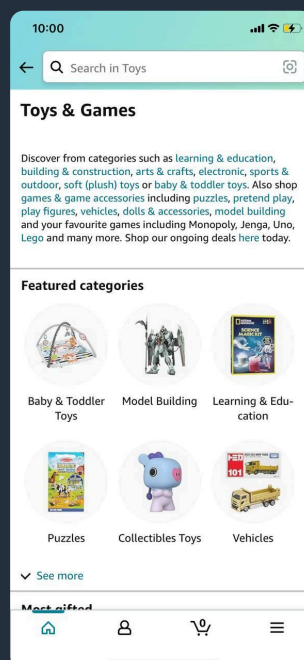
Status of certain key task flows suffer from poor visibility.

For example, the **checkout and payment** process lacks any indication as to what step of the process the user is currently in.



Consistency and Standards

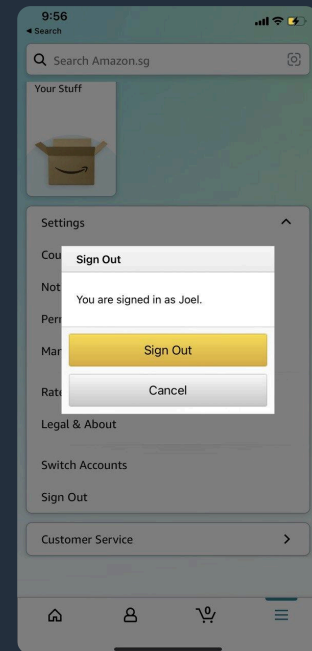
The application suffers from extreme **inconsistencies** when navigating across different pages. While most pages are marked with an appropriate header text, others such as the cart page are indicated through iconography instead.



Visibility of system status

Although the application displays **confirmation dialogue popups**, many of them have **confusing** descriptions and input options.

For example, when a user attempts to sign out of their account, a popup is presented with the text “You are signed in as (Profile Name)”, this might potentially **baffle** users as it is a general statement that can be interpreted in a variety of ways.



Recognition and Recall

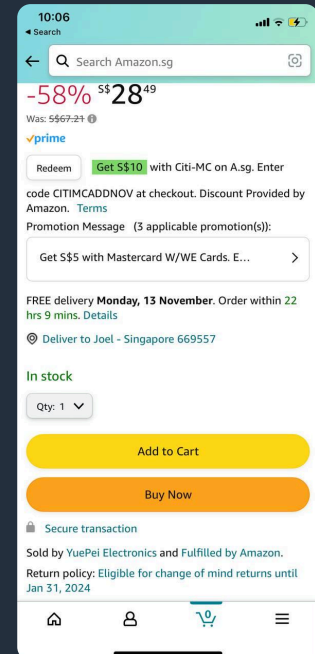
User interface **does not seem to follow any common patterns**, vertical padding between elements seems to be **unstandardised**, the weight and size of fonts lacks a consistent hierarchy and the positioning of UI elements such as buttons and tags are irregular.

These issues ultimately culminate in an overwhelmingly **disorganised** design interface, which **increases cognitive load in recognition and recall**.

Aesthetic and Minimalist Design

Pages are **inherently noisy and filled with unnecessary elements** that do not improve utility but rather hinder readability. For example, the main landing pages are scattered with sponsored advertisements that are presented in an **unconventional and jarring** manner.

Furthermore, product pages are **filled with a tedious amount of technical details** without an option to hide.



Help users recognize, diagnose, and recover from errors

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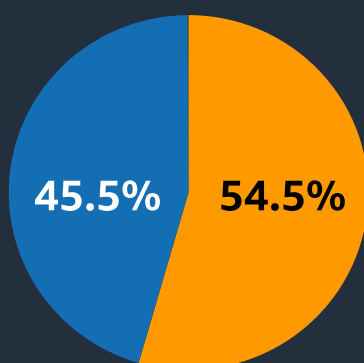
Survey Findings

After a complete heuristic evaluation, a **survey (See Appendix)** was conducted to identify potential user groups, their needs and wants as well as analyse existing pain points and challenges that exist within the current **Amazon** application. These surveys were primarily targeted towards Amazon users.

Majority of respondents use Amazon on a monthly basis

45.5% use Amazon once a month, 36.4% use it once a week or more and 18.2% rarely use it.

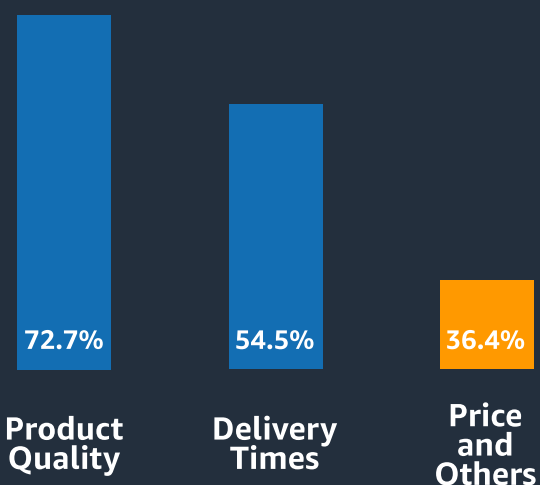
Split between mobile and web users



● Mobile ● Web

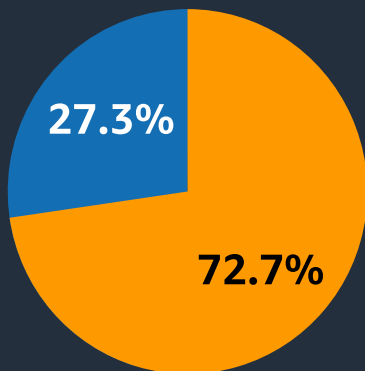
There is almost an equal split between Amazon Mobile and Web users.

Quality and Delivery Time Over Cheap Prices



Majority of respondents priorities Product Quality and Delivery Times.

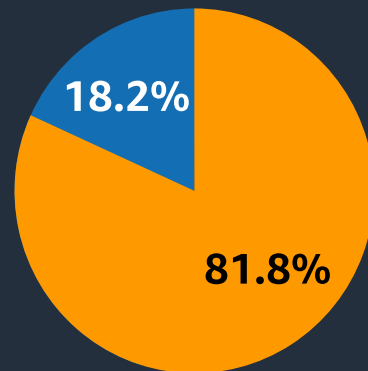
Product Suggestions Are Not Useful



● Useful ● Not Useful

Most respondents find Amazon Product Suggestions to be of no use.

Most found Amazon Mobile difficult to Navigate



● No ● Yes

When asked if they encounter difficulties navigating Amazon Mobile, most replied yes...

Groceries and Electronics Most Popular



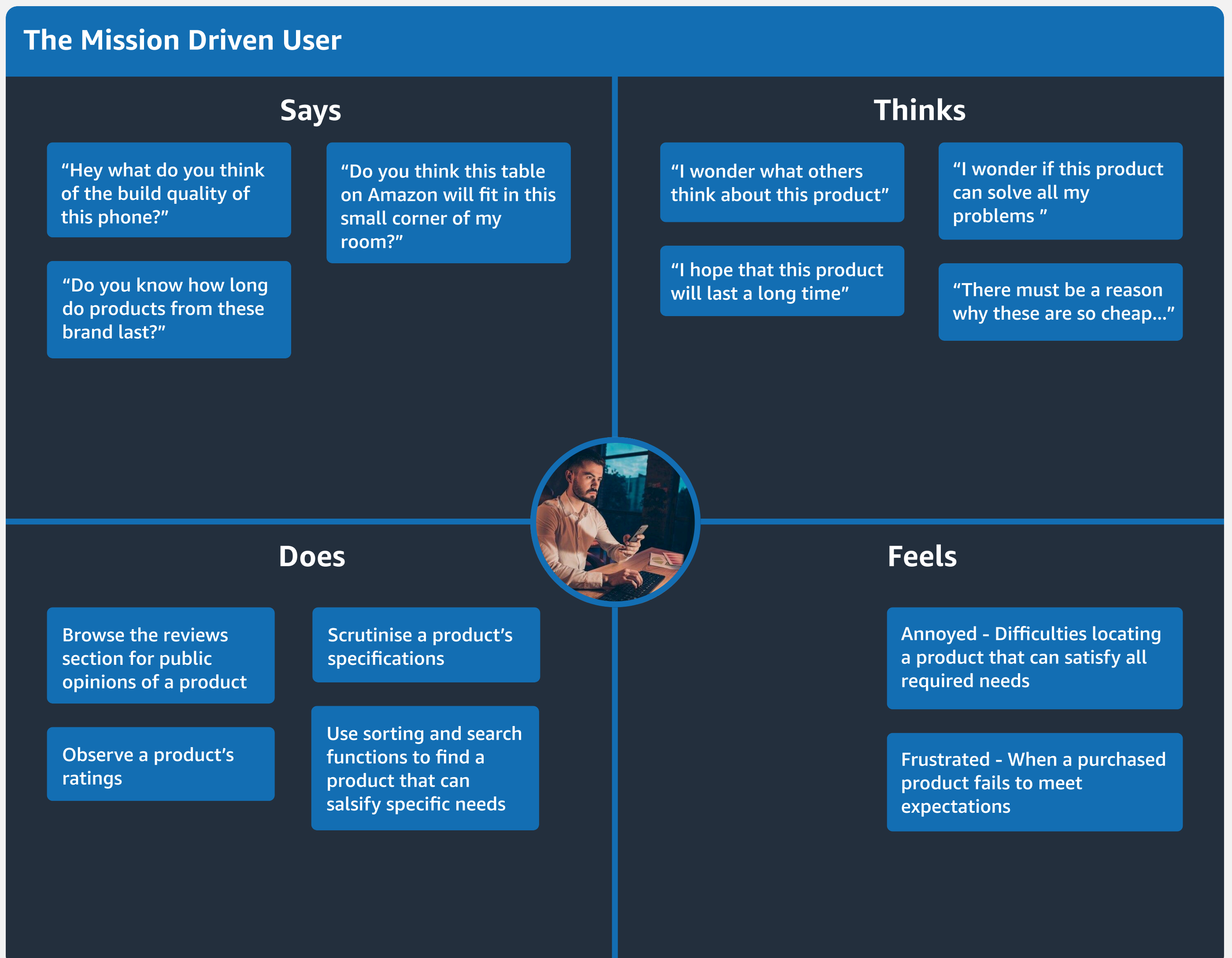
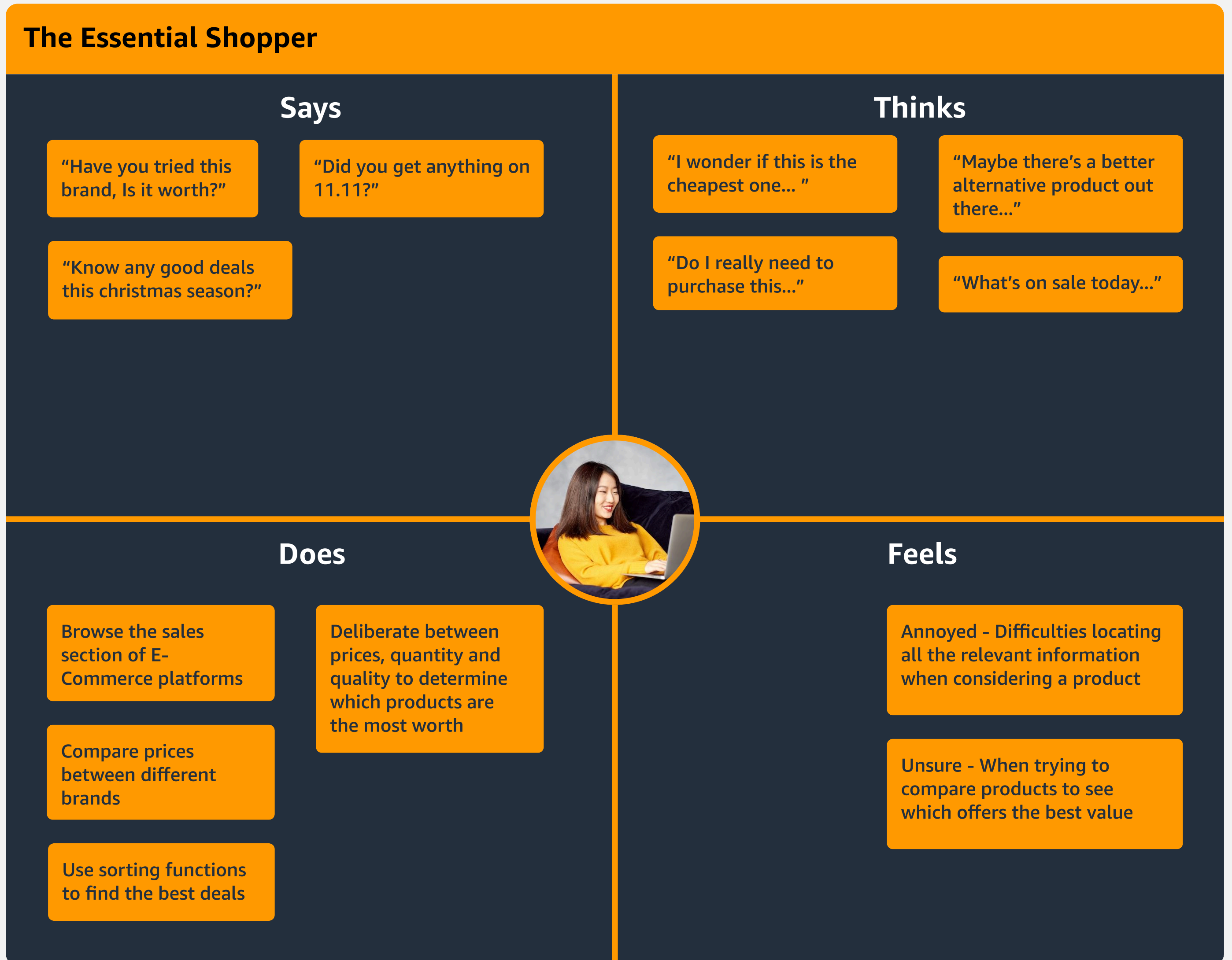
Electronics



Groceries

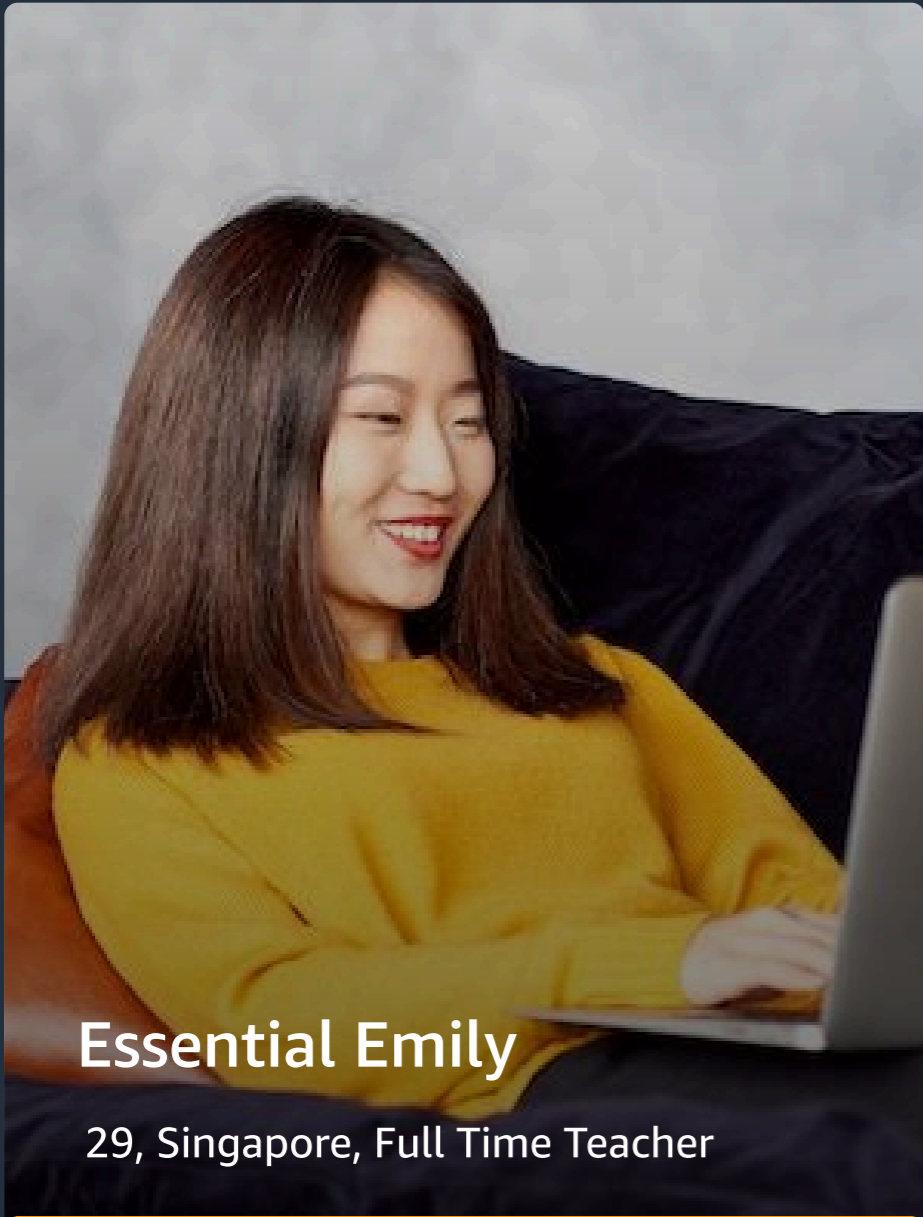
Essential groceries along with Electronics are by far the two most popular product purchased on Amazon

Empathy Maps



Persona

The Essential Shopper



Essential Emily

29, Singapore, Full Time Teacher

“Quick, check out this deal, its ending soon!”

Bio

A full time teacher at a local secondary school, Emily is financially independent with a busy workload. She prefers getting her essential groceries delivered to her house over making physical supermarket trips.

Goals

- Procuring economically worthy purchases
- Getting products ordered consistently

Needs

- Reliable deliveries
- Reasonable deals and prices

Frustrations

- Compromising financial budget due to products with poor value
- Compromising daily needs due to logistic issues

Wants

- Variety of products to choose from
- An efficient process of purchasing products with the best value

The Mission Driven User



Mission Michael

32, Singapore, Data Analyst

“Check out this RGB mouse, its limited edition, just saying...”

Bio

A data analyst with a high degree of financial freedom, Michael is enthusiastic about his many hobbies, some of which are particularly niche and unique.

Goals

- Procuring high quality purchases
- Purchased products working as advertised and expected

Needs

- Reliable information about a product

Frustrations

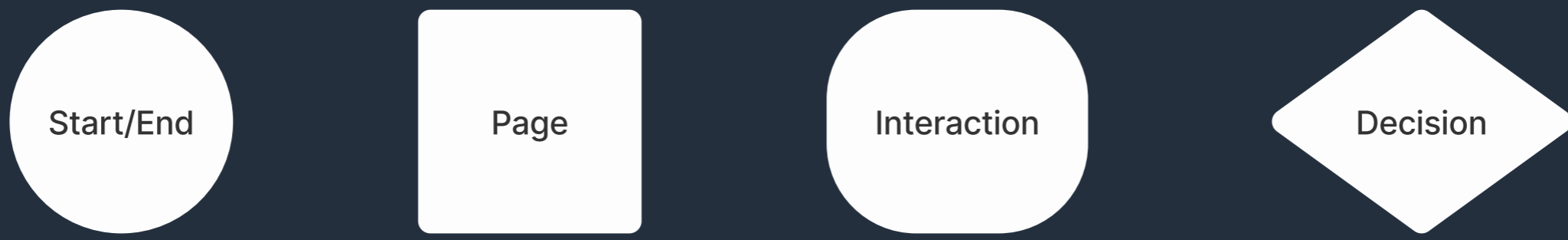
- Lack of information about the quality of a product
- Purchased products not meeting requirements

Wants

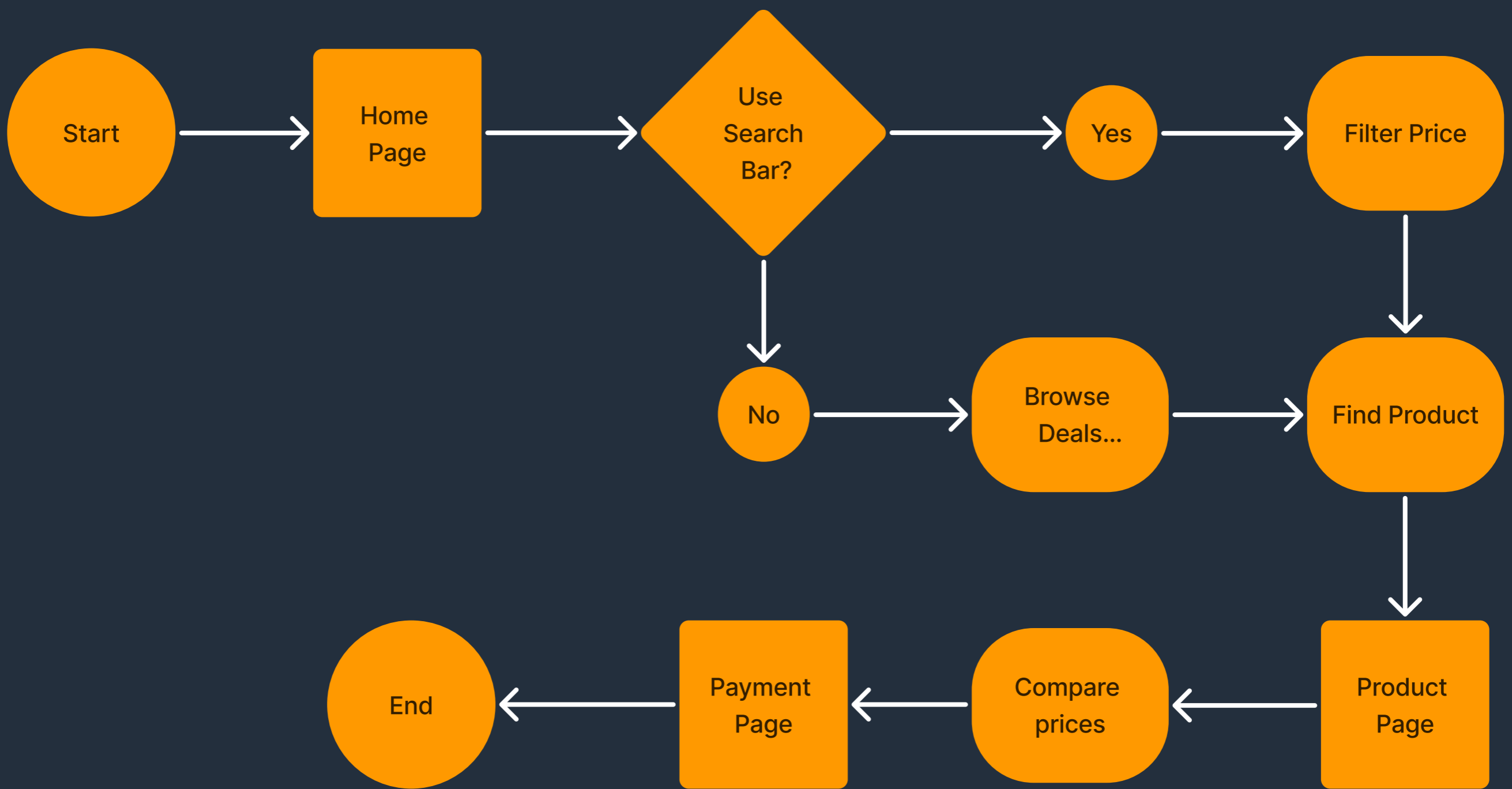
- An efficient way to gauge how a product would work before purchasing

Task Flows

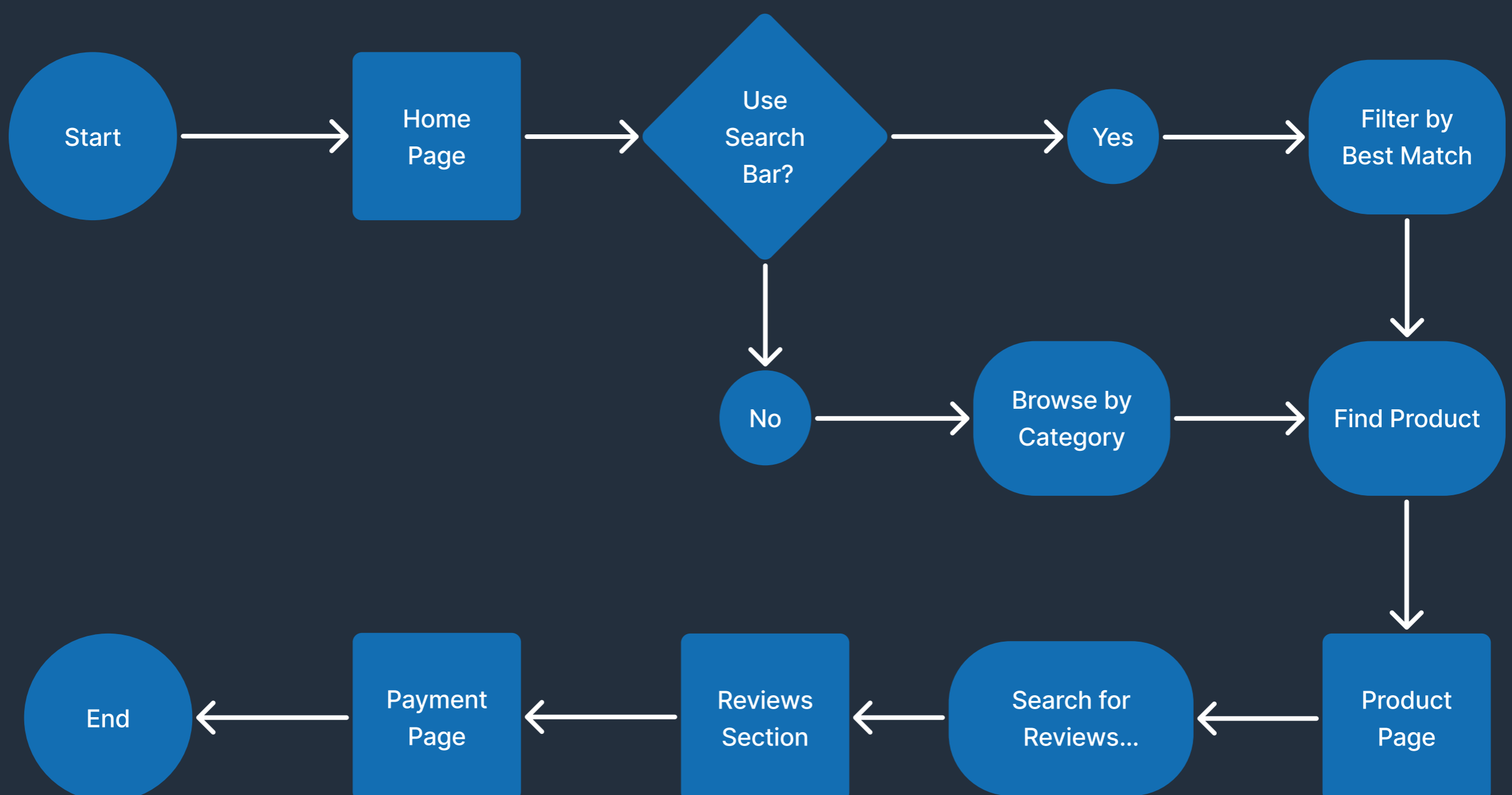
Legend



The Essential Shopper Purchase Flow



The Mission Driven User Purchase Flow

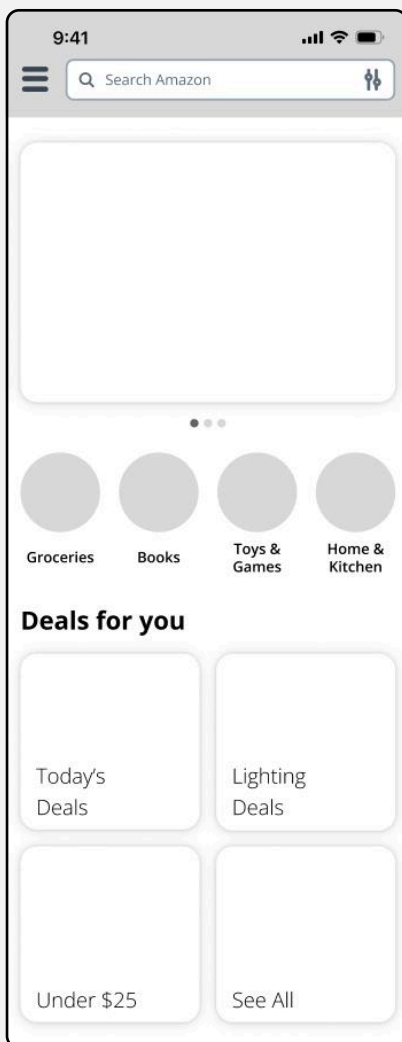


Prototype Goals

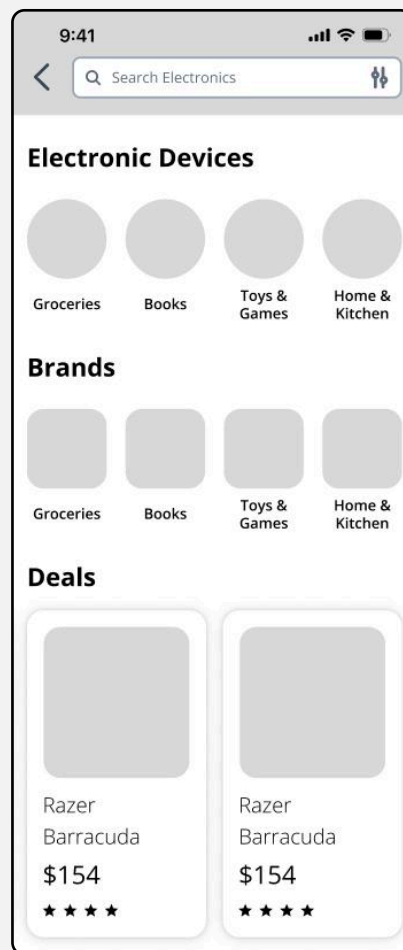
As the main goal of the project is to refine **Amazon** mobile service, selected pages as well as individual sections of the existing mobile application were identified, with the greatest emphasis being placed on content architecture and structure. Furthermore, knowledge from the research conducted on **Amazon** users and competitors were used to supplement the design process.

Wireframe

Home Page



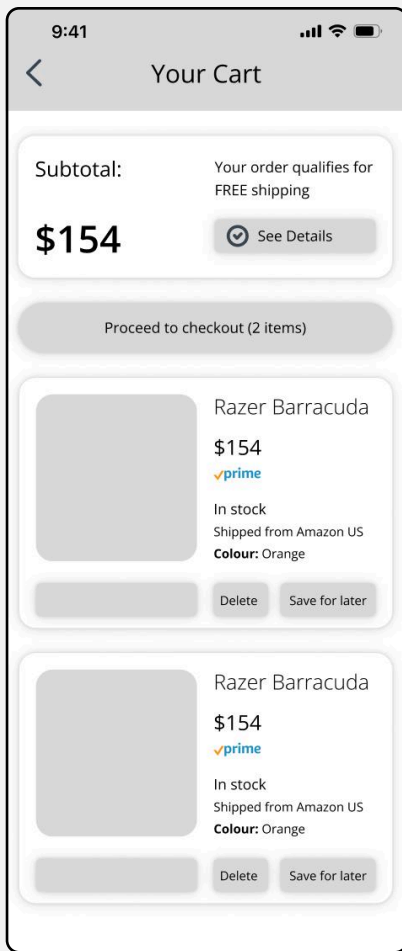
Category Page



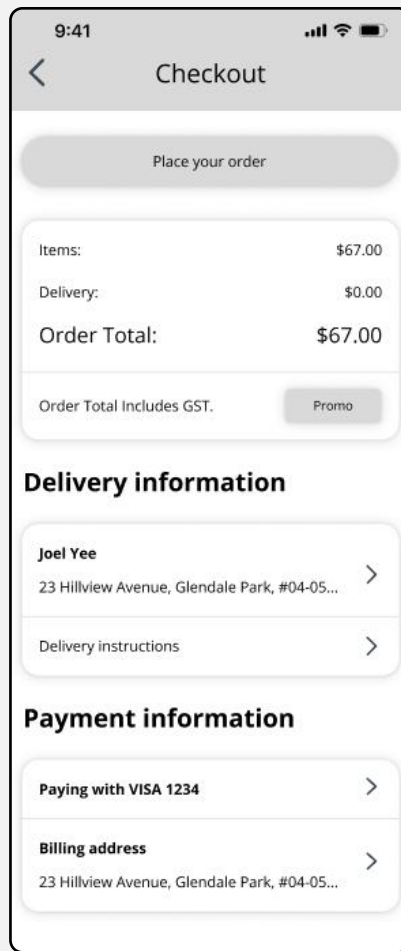
Product Page



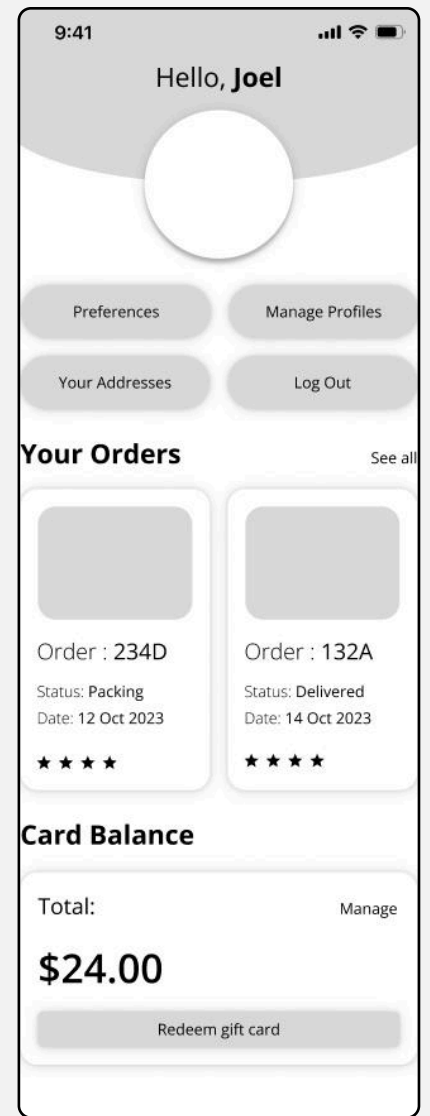
Cart Page



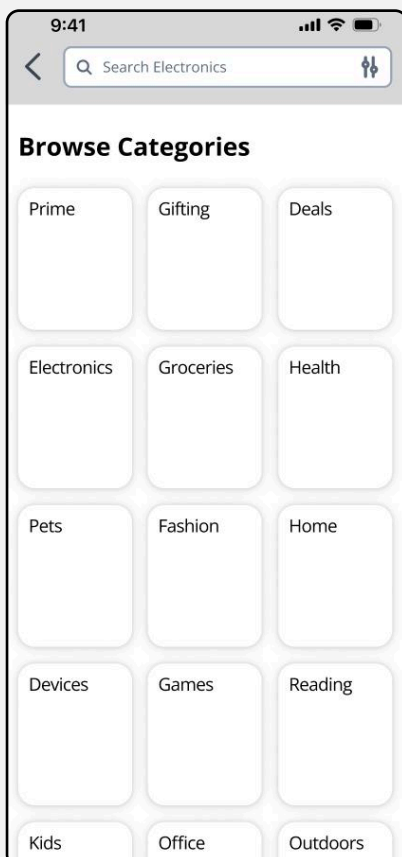
Checkout Page



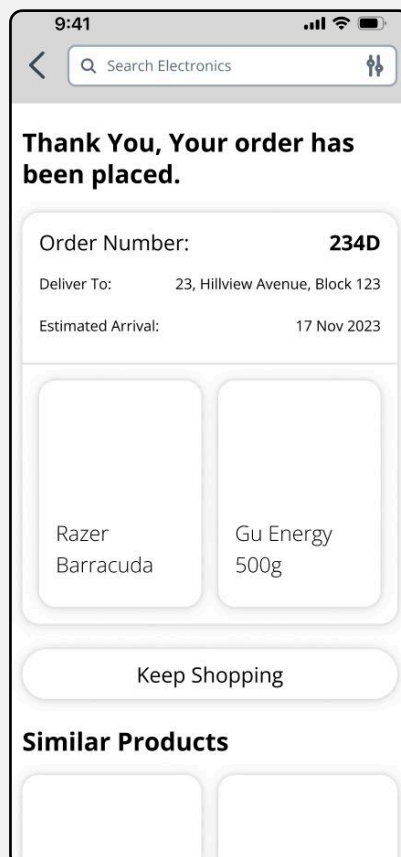
Profile Page



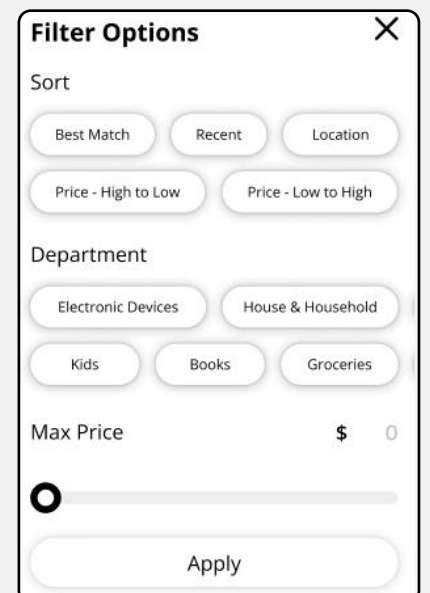
Category Page



Checkout Page




Filter Sheet




Style Guide

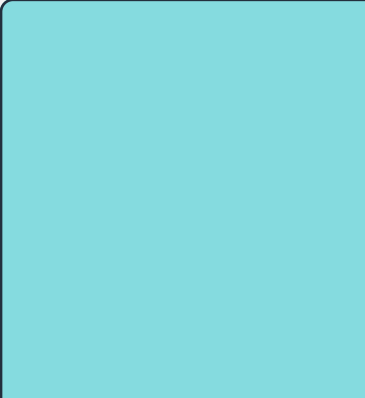
To ensure consistency, the overall style and design of the prototype was heavily inspired by existing elements within the current **Amazon** mobile application. To supplement this, adherence to the global **Amazon branding guidelines** was also ensured.

Brand Colours


	<p>Amazon Orange HEX: #FF9900</p> <p>Iconic orange associated with the Amazon brand and identity, used on Call to Action elements.</p>
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	<p>Amazon Blue HEX: #333E48</p> <p>Iconic blue associated with the Amazon brand and identity.</p>
---	--

UI Colours

	<p>Prime Blue HEX: #333E48</p> <p>Blue associated with the Amazon mobile application. Used with a slight 45 degrees gradient in nav bar</p>
---	--

	HEX: #FED815 Used on secondary Call to Action elements.
---	---

	HEX: #0E846A Used to highlight important selectable text.
---	---

	HEX: #FFFFFF Neutral colour used in backgrounds.
---	--

Typography

Opens Sans	The quick brown fox jumps over the lazy dog
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Weight and Sizes

Opens Sans Bold 24px	Page Titles
Opens Sans Light 20px	Product Names
Opens Sans Regular 20px	Product Prices
Opens Sans Regular 14px	Text

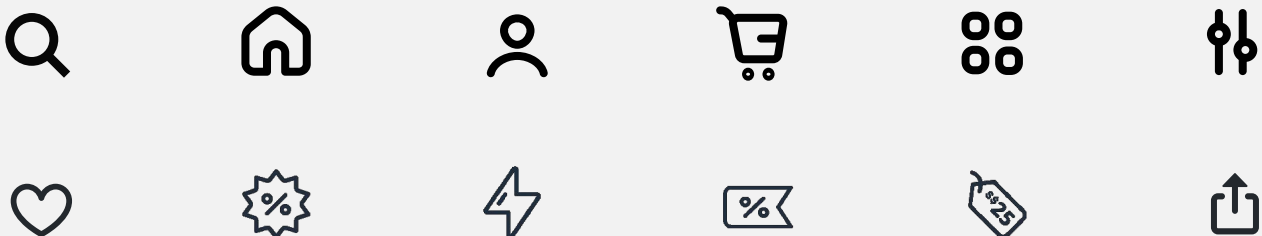
Layout



The layout grid used for the prototype is a traditional four column grid, with spacings adapted from the [Cloudscape Design System](#), the official design system used for all Amazon Web Service products and services.

Column Size: 78px	Row Size: 8px
Gutter: 16px	Margin: 16px

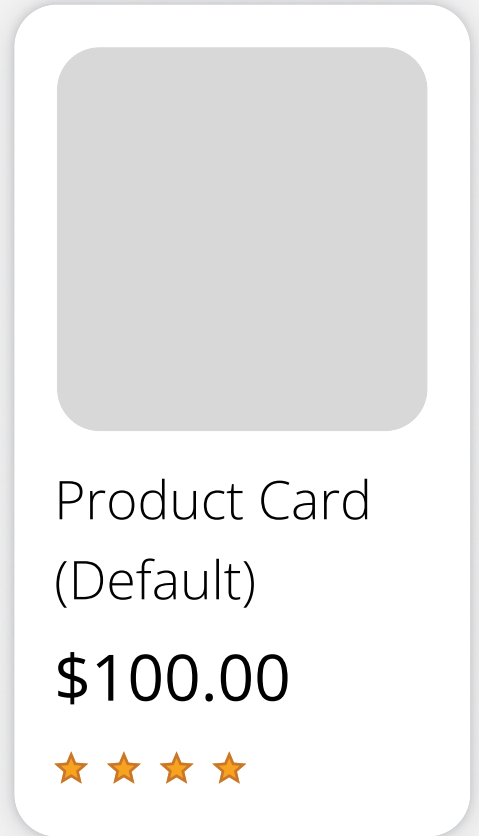
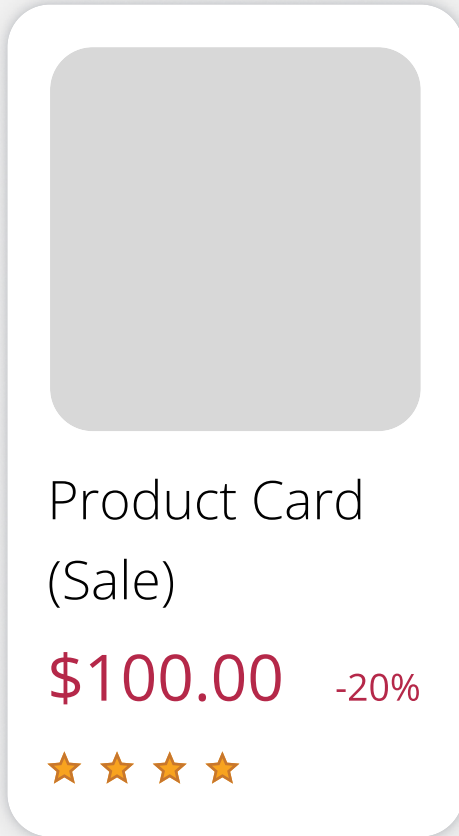
Iconography



To ensure visual harmony, all icons have rounded angles. Icons that are used to represent selectable elements such as those in the nav bar have **two different variations**, this is to serve as a visual indicator of whether the element has been selected by the user.

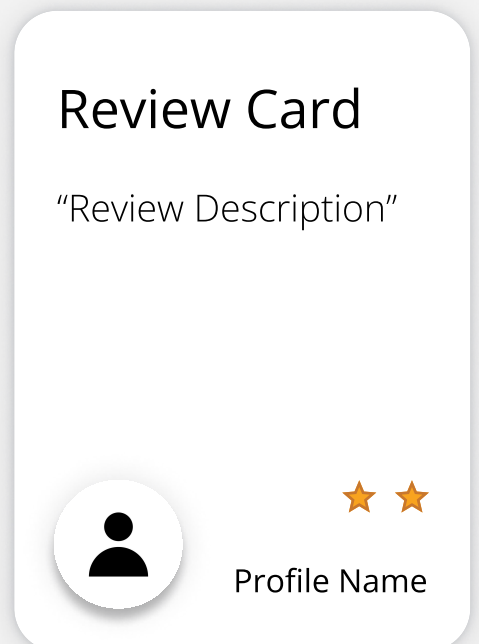
UI Elements

Product and Review Cards



Product Card
(Small)

\$100.00



UI Elements

Input fields and Buttons

Drop Down ▼

Button

- 1 +

Button

Small Button

Containers and text fields

Header

Text Field

Button >

Button >

Drop Down ▼

Drop Down Expanded ▲

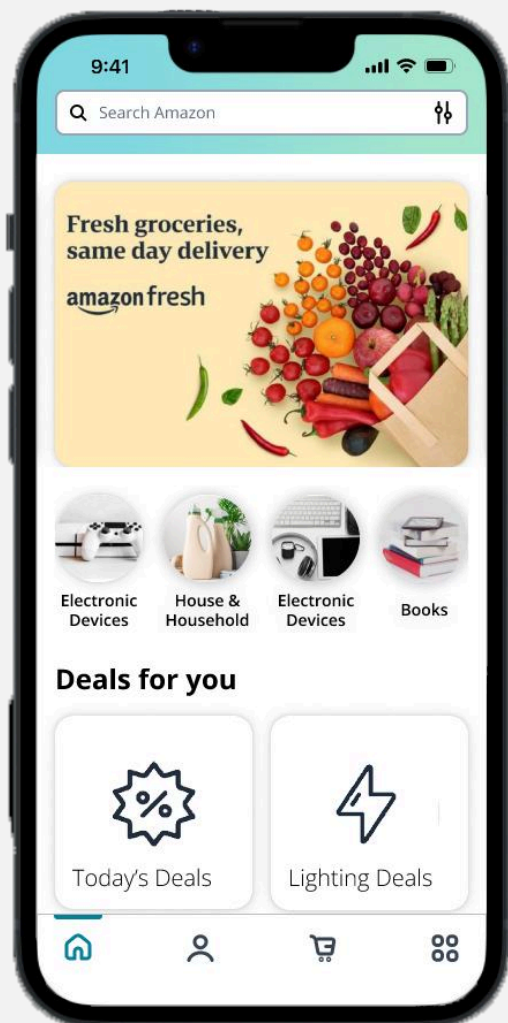
Text

Transitions

In line with the current Amazon app, transitions are sparingly used to enhance continuity and flow.

When moving in a positive direction of a user flow, such as transitioning from the product to payment pages, the move left animation should be used. The move right animation should only be used when the users transitions in the negative direction of a flow. Similarly, overlays should be displayed with a move up animation.

High Fidelity Prototype



[Open Figma Prototype](#)

Main Refinements Made

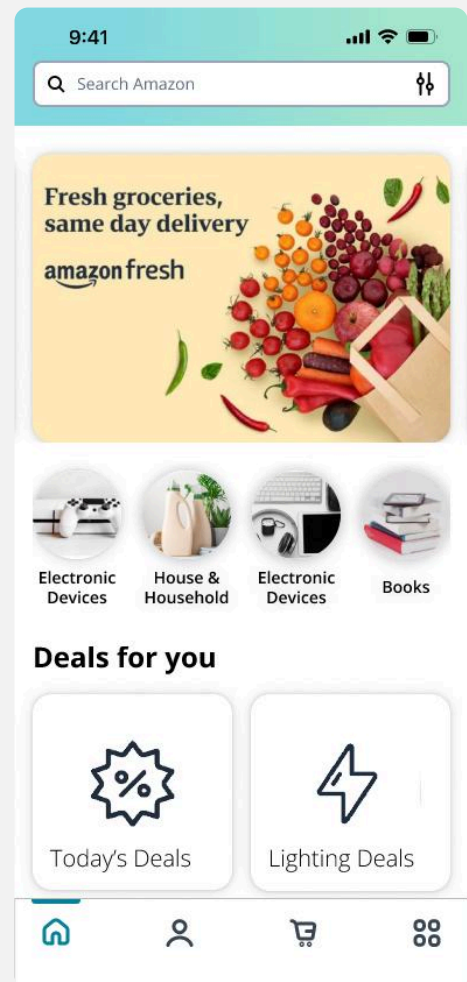
Home Page

Overall less cluttered, the new design now uses consistent container sizes and margins. Irrelevant information was also removed to bring about a cleaner and neater aesthetic.

Before



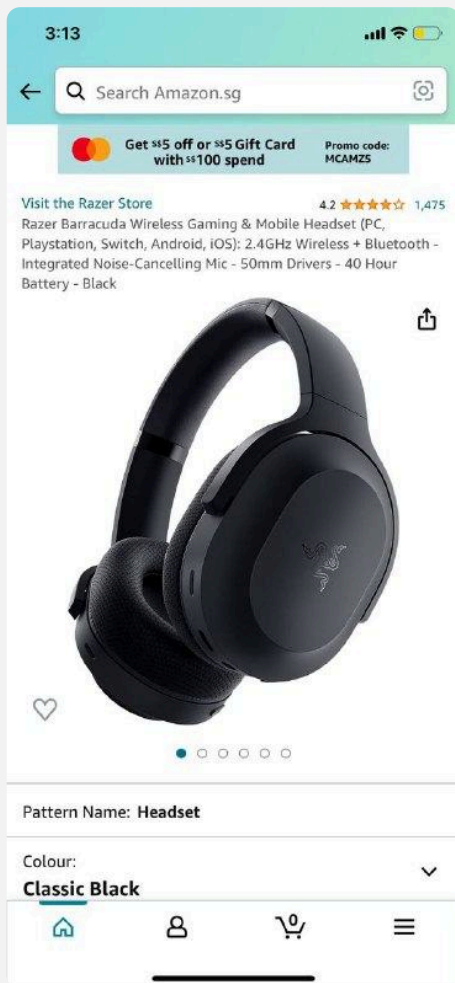
After



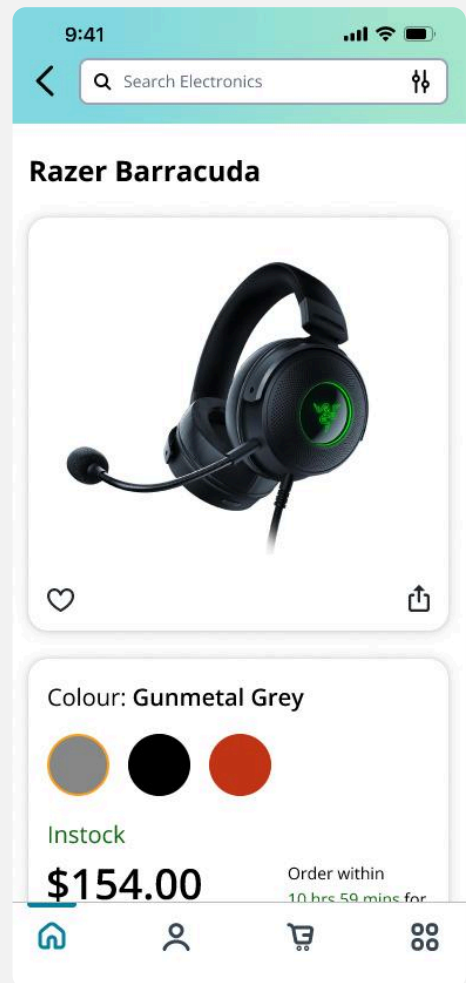
Product Pages

Spacings were standardised, deals sections were refined to appeal to the Essential Shoppers, while a new review preview section was added to help **Mission Driven Users** make decisions faster.

Before



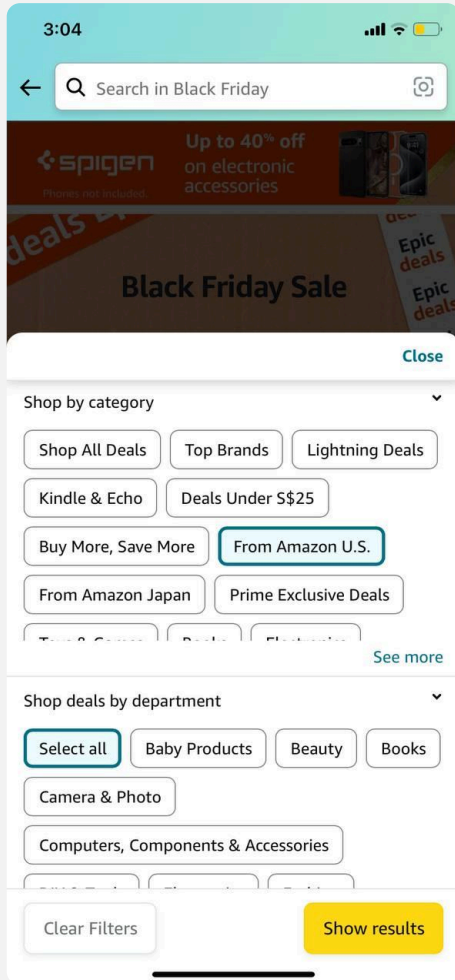
After



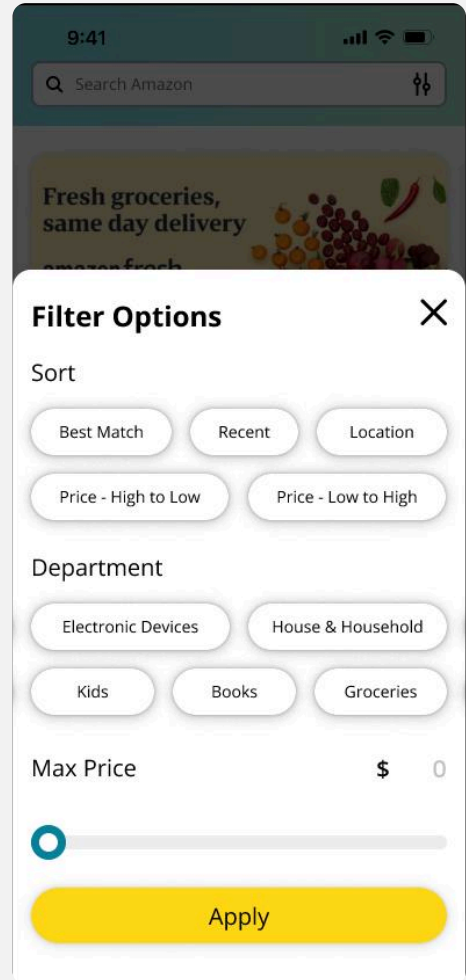
Filter function

An important function for **Essential Shoppers**, the filter function has been simplified, with the addition of a fully customisable price range.

Before



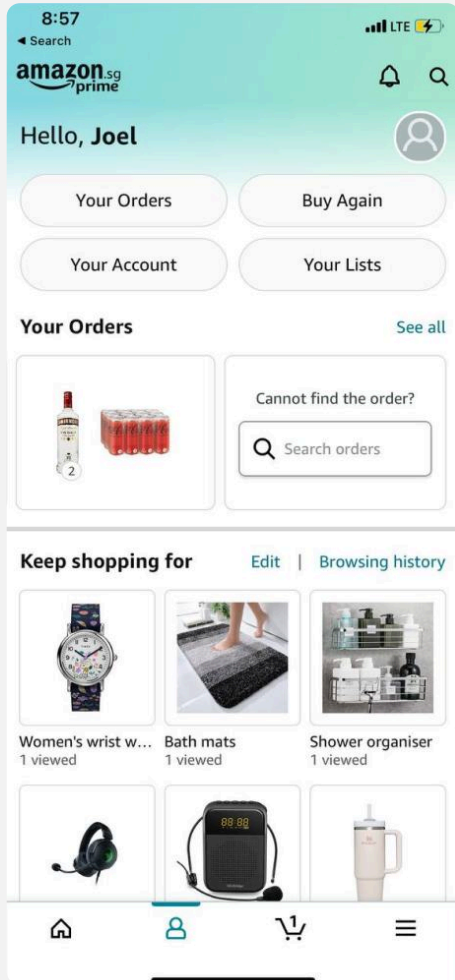
After



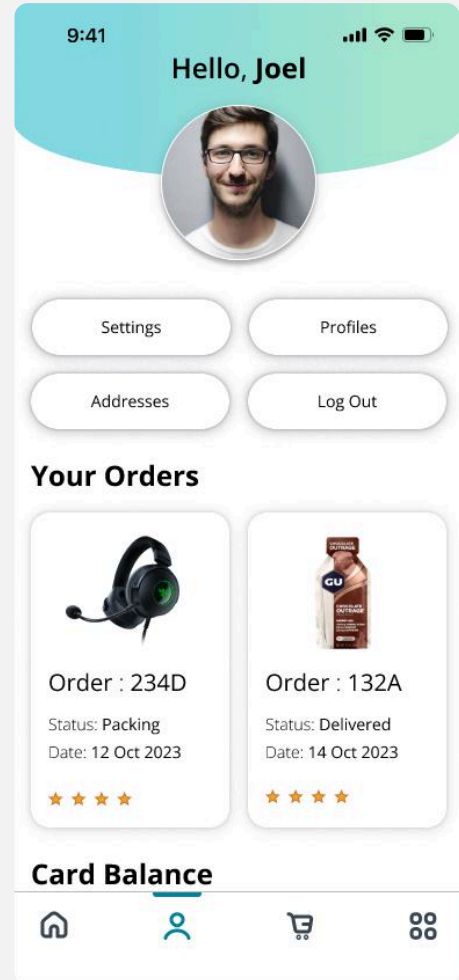
Profile Page

Time conscious users such as the **Essential Shopper** can now reliably view their order status at a glance in the refined profile page.

Before



After





Information at a glance

Product literature and specifications are now hidden behind a drop down menu, significantly decreasing visual clutter while also giving interested parties, such as the **Mission Driver User**, the ability to enquire more about their products. Furthermore similar products, deals and reviews have improved preview screens, exposing both user groups to relevant information at a glance.

About this product ▲



Brand Name:	Razer
Form Factor:	Over Ear
Connective Technology:	2.4 ghz BT
Material:	Plastic
Age Range:	Adult

 Samsung T7 2TB \$152.00 -40% ★★★★	 Razer Barracuda \$154.00 -20% ★★★★
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Reviews

<h4>Great Product</h4> <p>"Product was as advertised, lasted me a long while. Would recommend! "</p> <p>★★★★★ JoelYeet</p>	<h4>Underated...</h4> <p>"Bought this for myself and never look back since! "</p> <p>★★★★ Gamer123</p>
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Similar Products

 Sony WH-CH720N \$200.00	 Apple AirPods \$150
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