

# Amazon Business Bulk Picker Prototype

Live Demo: Available (scroll down)

The screenshot shows a product detail page for Peet's Coffee Major Dickason's Blend, K-Cup. On the left, there is a circular image of the coffee pod with the brand name and flavor. Below it is a link to 'Roll over image to zoom in'. To the right, the product title is 'Peet's Coffee Major Dickason's Blend, K-Cup' with a link to 'Visit the Peet's Coffee Store'. It has a rating of 4.5 stars from 1,836 reviews. The price is listed as 'Business Price ~ ₩58400'. Below the price, the flavor name is 'Major Dickason's' and the size is '22 Count'. There are three options for pack sizes: '16 Count' (₩11.52), '22 Count' (highlighted in orange, showing ₩15.84), and '32 Count' (₩23.04). A dropdown menu for 'Pack size: Various Packs' is open, showing 'Recommended purchase option' with four items: '1000 Pack of 1' (₩15.84), '0 Pack of 6' (₩75.24), 'Select Pack of 8' (₩98.56), and 'Select Pack of 300' (₩2376). To the right, there is a sidebar with a 'Buy new' section showing a quantity of 1000 and a total count of 22000. It includes a 'Save ₩10.44 (4%) Details' button and an 'Add to Cart' button. Other sections include 'In Stock', 'Secure Transaction', 'Recurring Delivery', 'Request a quote from sellers', and an advertisement for a Keurig K-Elite Coffee Maker.

A comprehensive prototype was developed to demonstrate the functionality of the new bulk selector planned for integration into the Detail Page of select products. A key feature of this prototype was an optimizer algorithm designed to analyze user selections and suggest alternative combinations that maintain the desired order quantity while potentially lowering the overall cost due to varying price points across different pack sizes.

User research sessions utilizing this prototype were successfully conducted in the UK and Germany markets. However, due to resource constraints on the development team, full integration of the new component into the 'Details Page Experience' has been put on the back-burner for the time being.

## **Tech Used:**

- JavaScript
- Pug Framework
- jQuery
- Sass CSS pre-processor
- Atomic Design for components structure (atoms, molecules, organisms)
- i18n for software internationalization

## **User Testing**

Tests were performed with customer groups of 15 individuals each, turn by turn from the UK and Germany.

## **User Journey**

- Customer will open the prototype and land on the Gateway (Business Prime Homepage)
- They can scroll down to see Peet's coffee OR Start typing 'coffee' in the search bar and click search
- In the search results page, the customer will scroll to Peet's coffee and select the same
- Customer reaches the detail page of the product, here they can make the selection in the comprehensive new bulk picker OR just add a random bulk quantity in the 'Quantity box' present in the sidebar
- Post entering the value and pressing enter, the 'Optimizer Algorithm' executes and calculates the best possible combination of packs that satisfies the quantity value and is the most cost-effective selection
- Customer can now add the selection to cart and proceed to checkout
- During checkout they need to select a custom delivery date for their convenience and finalize their order

[Visit Live Demo](#)

## Screenshots

Awaiting delivery  
0 orders

Control rogue spend  
Empower buyers and still maintain purchasing control.  
Step buying policies and approval flows

Add groups  
Set up groups to customize permissions and controls to certain people in a single setup.  
Set up groups in business settings

Learn more

Inspired by your shopping trends

Dark Roast - 22 Count (Pack of 6)  
★★★★★ \$ 76.08

Wood-Cased #2 HB Pencils, Yellow, Pre-sharpened, Class Pack, 12 Box Bundle Art Set  
★★★★★ \$ 31.20

Dark Roast - 22 Count (Pack of 6)  
★★★★★ \$ 25.00

Kicko Mini Coloring Book - 12 Pieces o Assorted Activity Sheets - 6 Pages  
★★★★★ \$ 25.00

## Gateway Page /Homepage

All | Search by product name, part number, code, or model

Buy in bulk

Peet's Coffee Dark House Blend Single Cup Coffee for Keurig K-Cup Brewers

Peet's Coffee Cafe Darnings Medium Roast, Single Serve K-Cup Coffee Pods for Keurig K-Cup Brewers

Amazon Brand - Folma Dark Roast Coffee Pods, French Roast, Compatible with Keurig 2.0 K-Cup Brewers

Peet's Coffee Major Dickason's Blend, K-Cup Dark Roast - 22 Count (Pack of 1)

Peet's Coffee Major Dickason's Blend, K-Cup Dark Roast - 32 Count (Pack of 1)

Peet's Coffee Cafe Darnings Single Cup Coffee for Keurig K-Cup Brewers

Peet's Coffee Espresso Capsules Compatible with Nespresso Original Brewers Single Cup Coffee Pods Variety Pack 10 Count (Pack of 8)

## Search Results Page

Business Price **Â£5840<sup>0</sup>**

Flavor name:

**Major Dickason's**

Size: **22 Count**

<b>16 Count</b>
<b>Â£ 11.52</b>
Â£ 0.72 In Stock

<b>22 Count</b>
<b>Â£ 15.84</b>
Â£ 0.72 In Stock

<b>32 Count</b>
<b>Â£ 23.04</b>
Â£ 0.72 In Stock

Pack size: **Pack of 1**

Recommended purchase option

3x Pack of 300   12x Pack of 8   4x Pack of 1  
1000 Total Count

Select

1000

Pack of 1 prime

Â£15.84

22 Count (Â£0.72/ Count)

Select

Pack of 6 prime

Â£75.24

22 Count (Â£0.57/ Count)

Select

Pack of 8 prime

Â£98.56

22 Count (Â£0.56/ Count)

Select

Pack of 300 prime

Â£2376

22 Count (Â£0.36/ Count)

Quantity **1000**

Total Count: 22000

**Â£15840<sup>0</sup>**

Saving Â£10.44 (4%) Details

Arriving in a Single pack

Add to Cart

Secure Transaction

Ships from Amazon

Sold by Multiple Suppliers

Recurring Delivery

**Request a quote from sellers**

Receive offers based on your requirements in as little as 1 day

See all 7 options from  
**Â£20.00+ FREE delivery (New)**



**Keurig K-Elite  
Coffee Maker,  
Single Serve K-**

## Optimizer in Action on the Details Page

<https://prod.d2nlsplfshmv98.amplifyapp.com/detail%3Fasin=B00AR5TYSI.html>

## Checkout to Cart

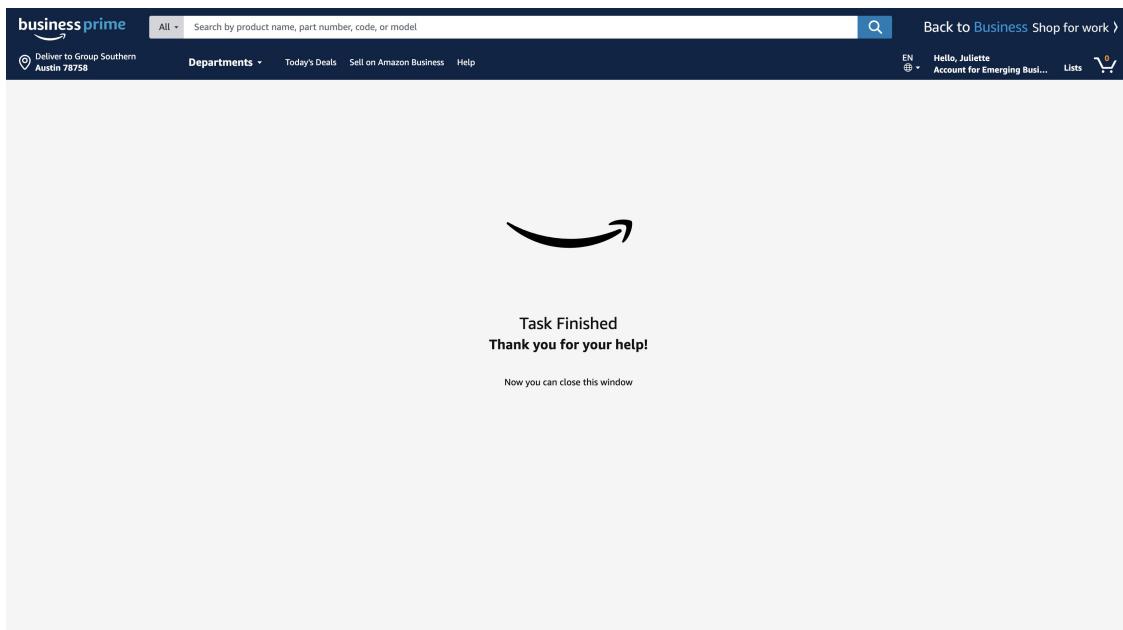
Subtotal (300 items): \$4752  
Proceed to checkout

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## Cart Page

### Date Selection for Shipping



**Order completed**