

# 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.



**Amazon's bid for e-commerce supremacy in Singapore falls short**

The retail giant is having trouble gaining market share with analysts pointing to its failure to offer a full click-and-mortar experience.

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

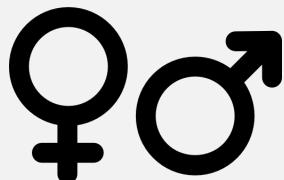
This project will attempt to identify critical issues plaguing the user experience of **Amazon's** mobile application in its current state, with the **overarching goal** of alleviating such issues **without compromising Amazon's branding and image.**

## Demographics

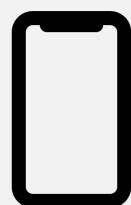
In order to solve this problem within **Amazon**, and to conduct further user research, **Amazon's** user demographics were sourced and analysed.



**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

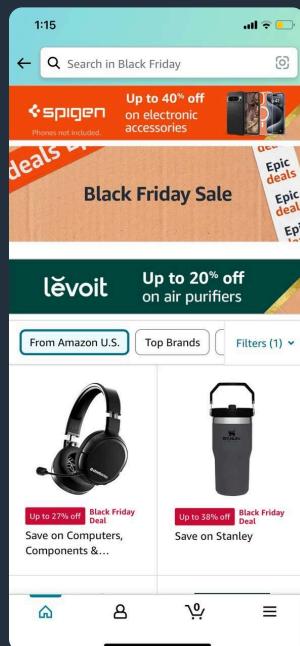
Key pages and sections of Amazon's current mobile design were first scrutinized.

## Examples

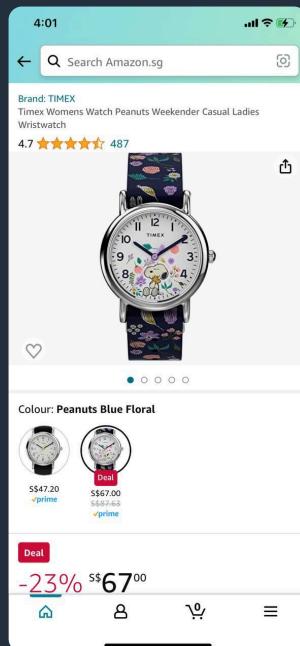
Home



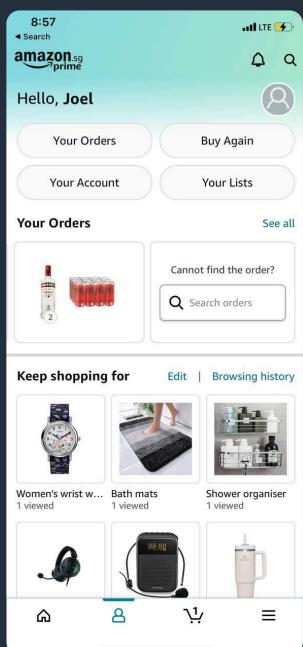
Category



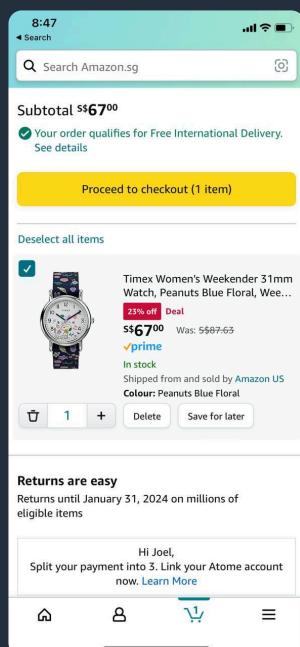
Product



Profile



Cart



Checkout

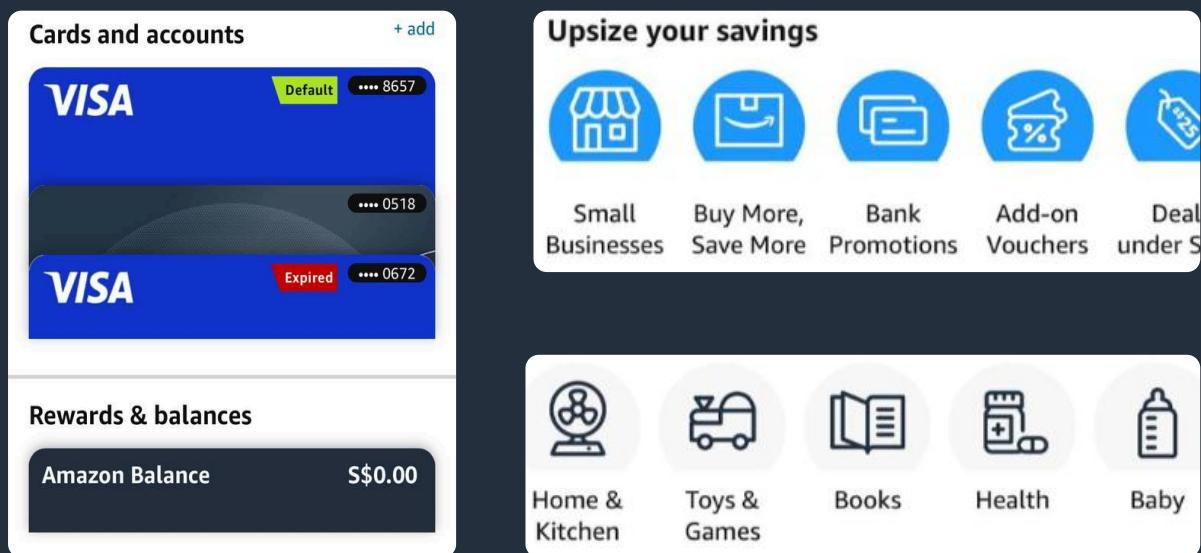


# The Good

Positive applications of the **Jakob Nielson 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.

**Hi, Joel. What can we help you with?**

You can quickly fix your problem here, or we will connect you to someone who can

-  A delivery, order or return >
-  Prime >
-  Payment, charges or gift cards >

Issue	Details	Answer
1	2	3
< Payment, charges or gift cards		
<b>Tell us what happened with this</b>		
Unknown or incorrect charges >		
Problem with a gift card >		
Update payment methods >		

# 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.

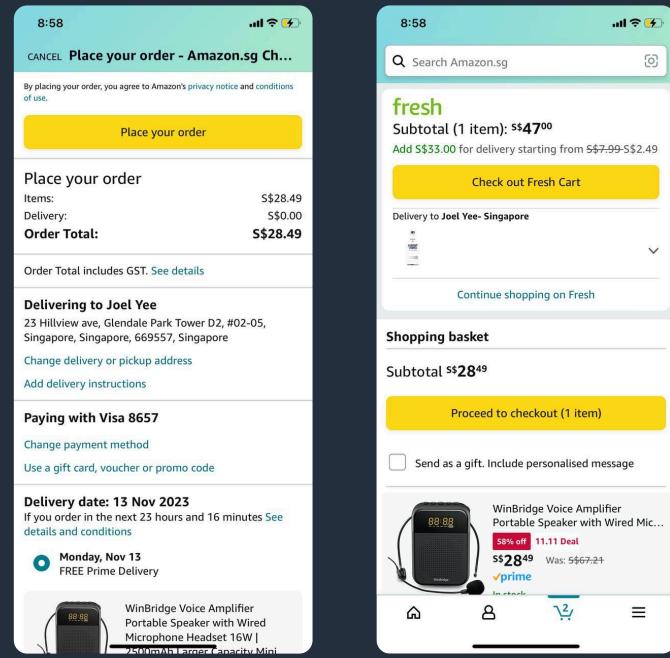
# The Bad

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

# Visibility of system status

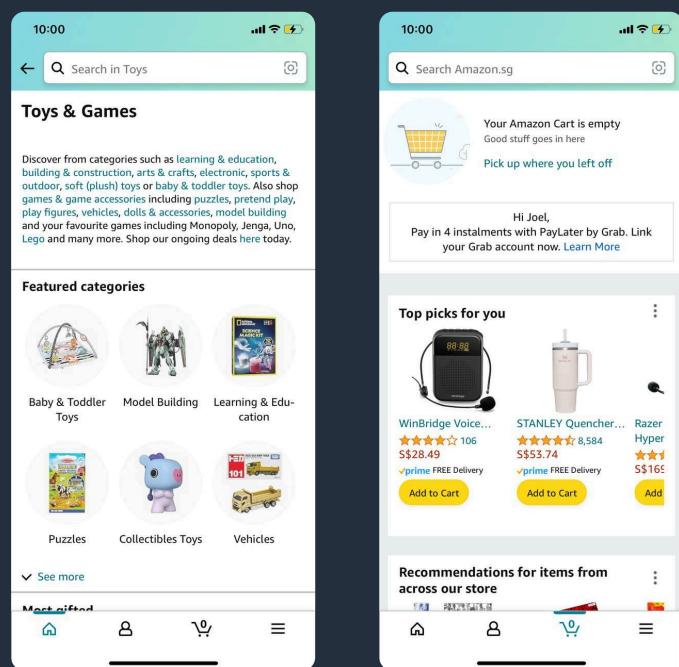
Status of certain key task flows suffer from poor visibility.

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

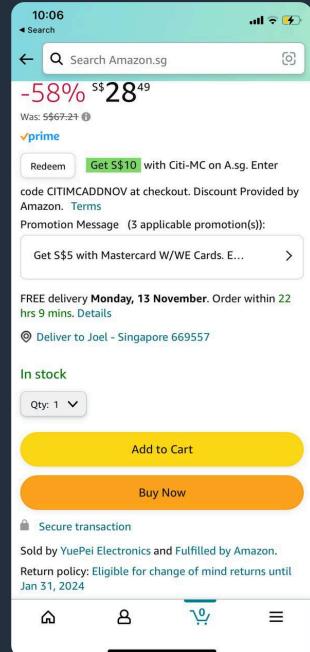
User interface does **not seem to follow any common patterns**, vertical padding between elements seems to be **unstandardised**, the weight and size of fonts lacks a consistent hierarchy and the positioning of UI elements such as buttons and tags are irregular.

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

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**.

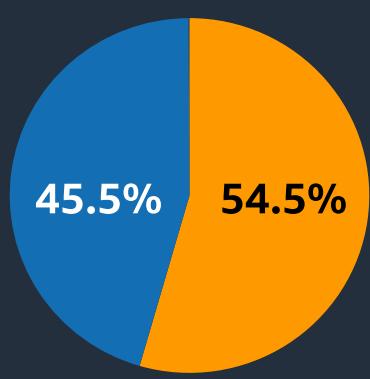
# Survey Findings

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

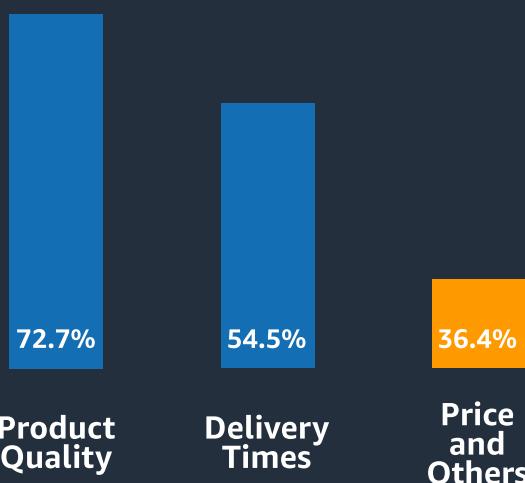
45.5% use Amazon once a month, 36.4% use it once a week or more and 18.2% rarely use it.

### Split between mobile and web users



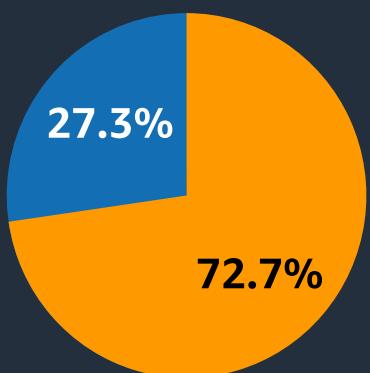
There is almost an equal split between Amazon Mobile and Web users.

### Quality and Delivery Time Over Cheap Prices



Majority of respondents priorities Product Quality and Delivery Times.

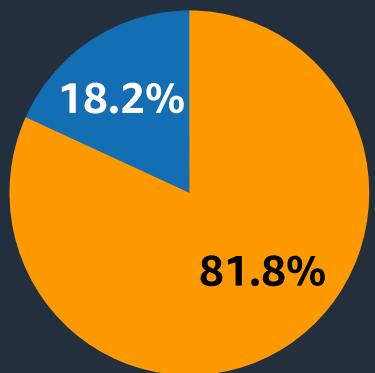
## Product Suggestions Are Not Useful



● 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

## The Essential Shopper

### Says

"Have you tried this brand, Is it worth?"

"Did you get anything on 11.11?"

"Know any good deals this christmas season?"

### Thinks

"I wonder if this is the cheapest one..."

"Maybe there's a better alternative product out there..."

"Do I really need to purchase this..."

"What's on sale today..."

### Does

Browse the sales section of E-Commerce platforms

Deliberate between prices, quantity and quality to determine which products are the most worth

Compare prices between different brands

Use sorting functions to find the best deals

### Feels

Annoyed - Difficulties locating all the relevant information when considering a product

Unsure - When trying to compare products to see which offers the best value

## The Mission Driven User

### Says

"Hey what do you think of the build quality of this phone?"

"Do you think this table on Amazon will fit in this small corner of my room?"

"Do you know how long do products from these brand last?"

### Thinks

"I wonder what others think about this product"

"I wonder if this product can solve all my problems "

"I hope that this product will last a long time"

"There must be a reason why these are so cheap..."

### Does

Browse the reviews section for public opinions of a product

Scrutinise a product's specifications

Observe a product's ratings

Use sorting and search functions to find a product that can satisfy specific needs

### Feels

Annoyed - Difficulties locating a product that can satisfy all required needs

Frustrated - When a purchased product fails to meet expectations

# 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

### Frustrations

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

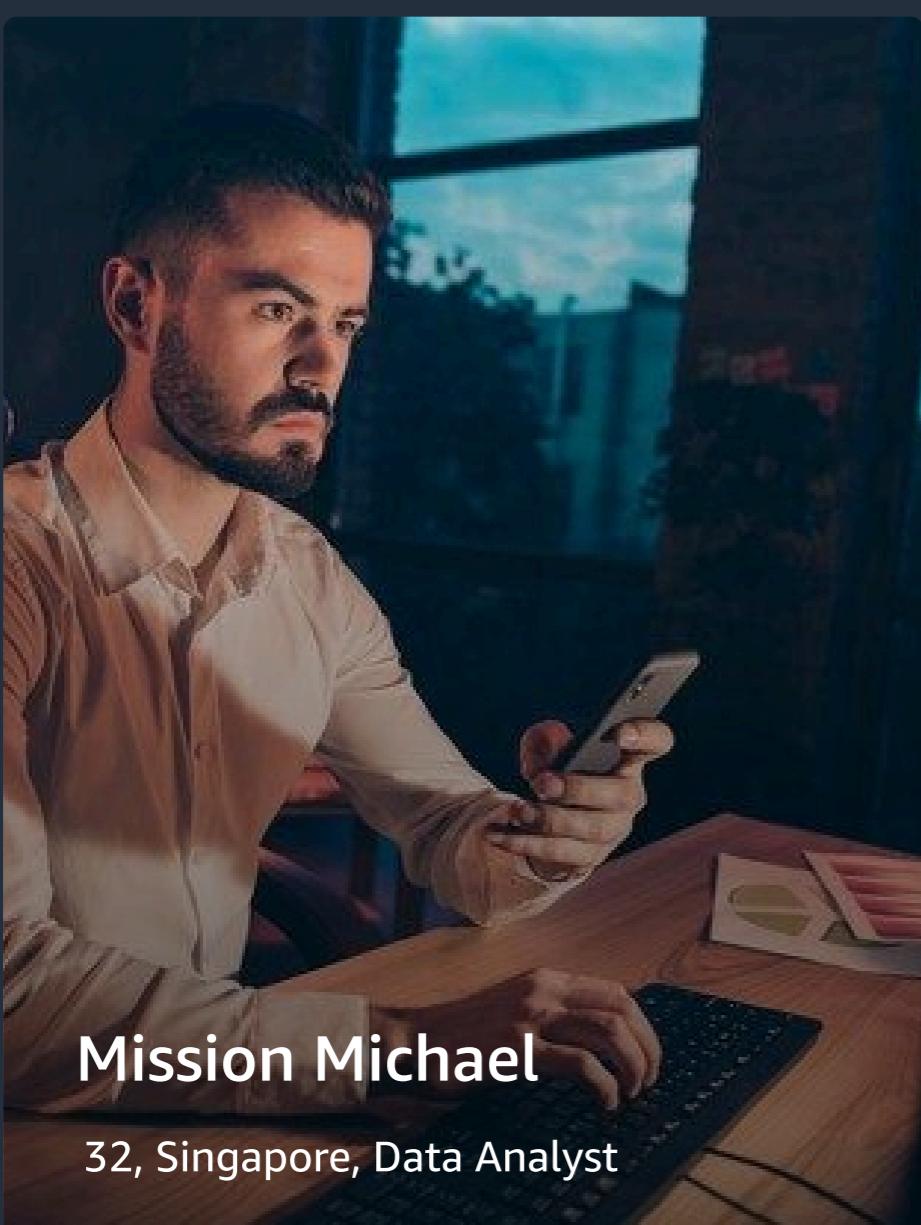
### Needs

- Reliable deliveries
- Reasonable deals and prices

### 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

### Frustrations

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

### Needs

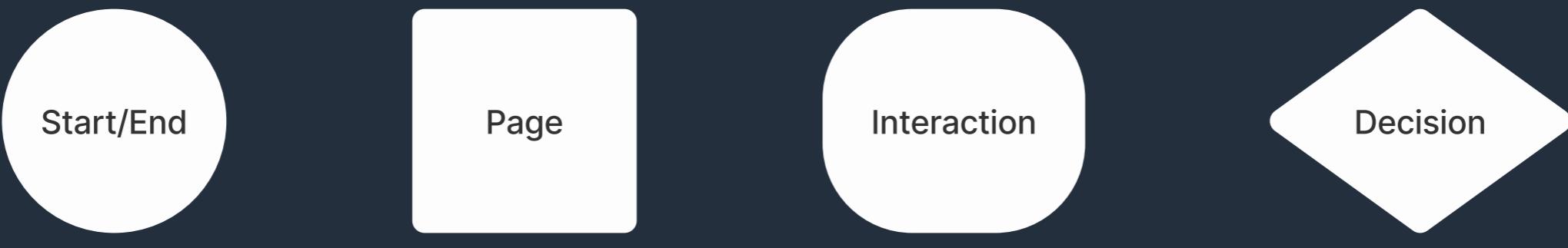
- Reliable information about a product

### Wants

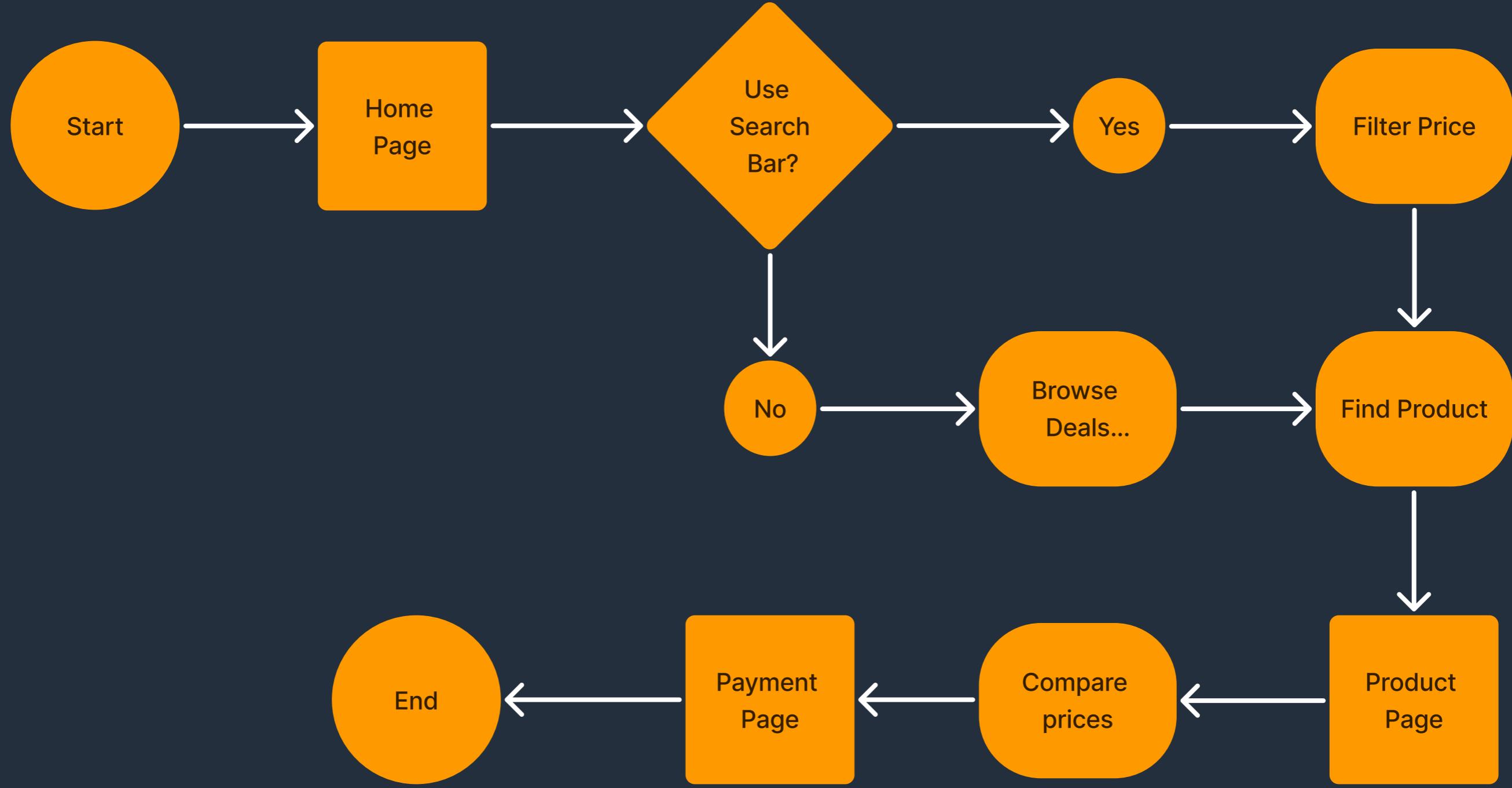
- An efficient way to gauge how a product would work before purchasing

# Task Flows

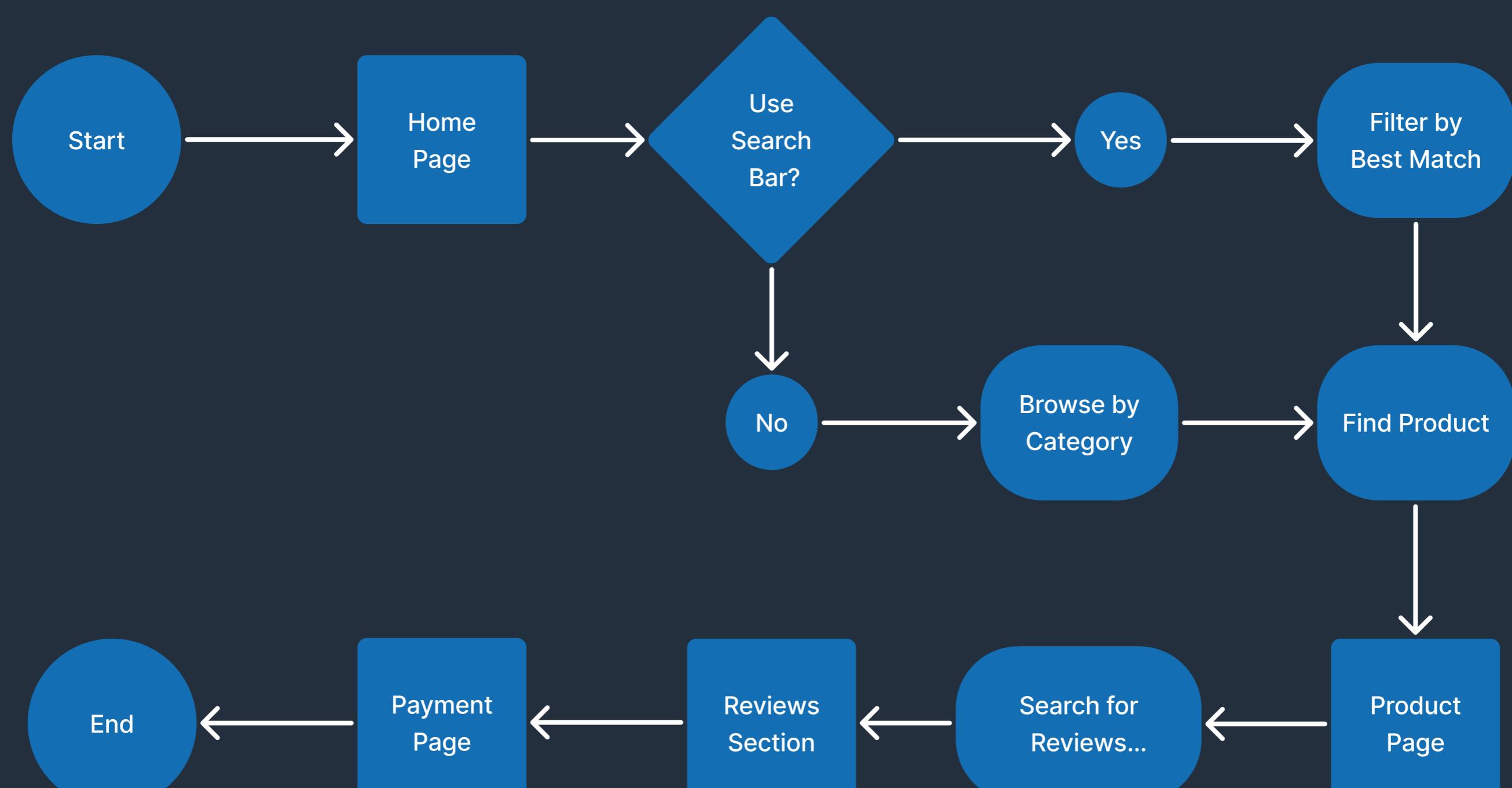
## Legend



## The Essential Shopper Purchase Flow



## The Mission Driven User Purchase Flow

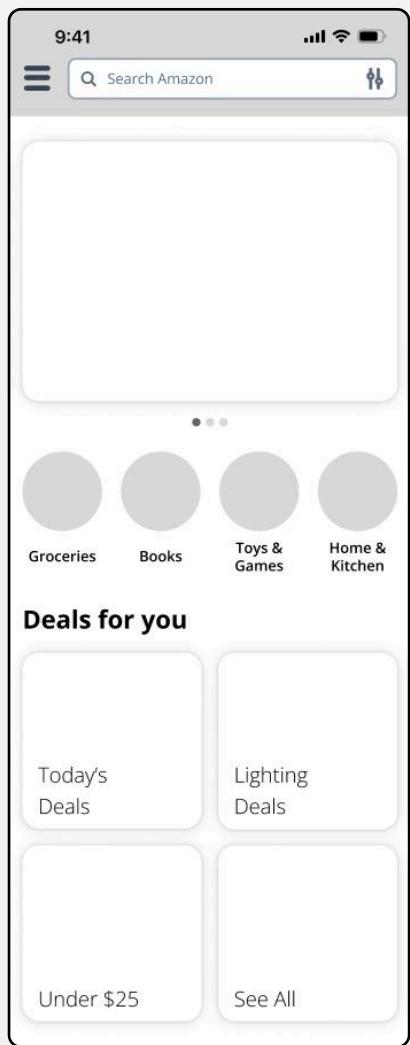


# Prototype Goals

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



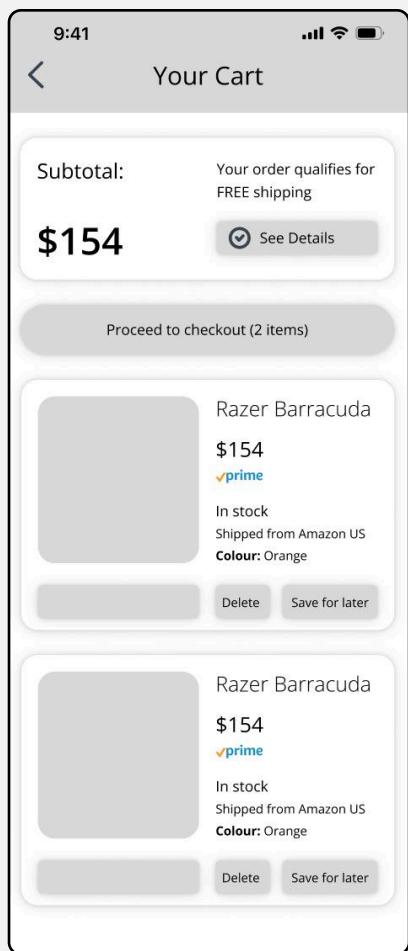
Category Page



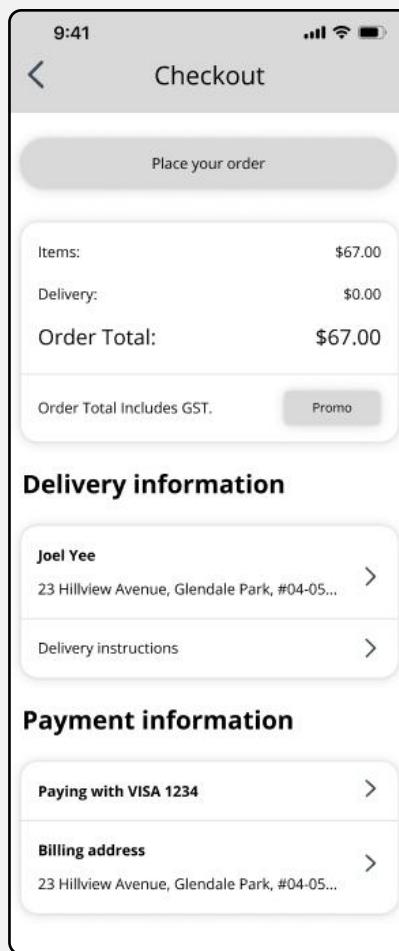
Product Page



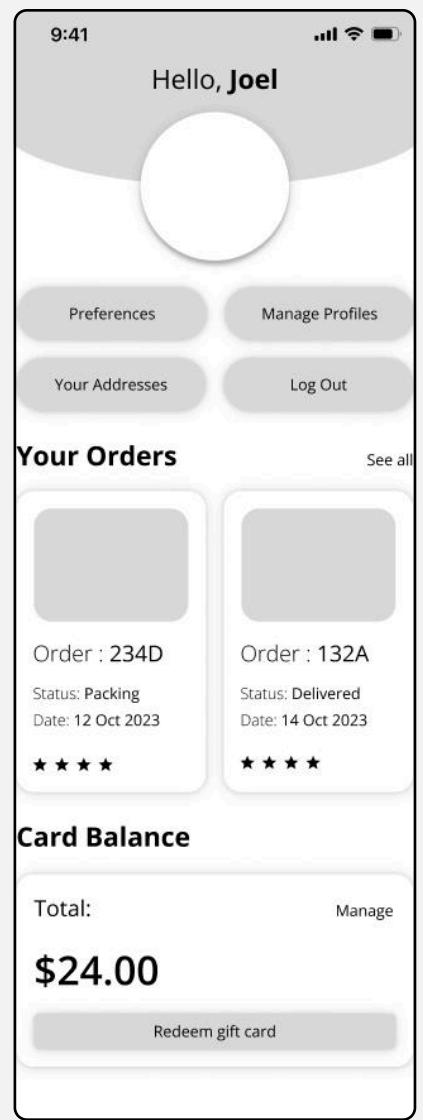
## Cart Page



## Checkout Page



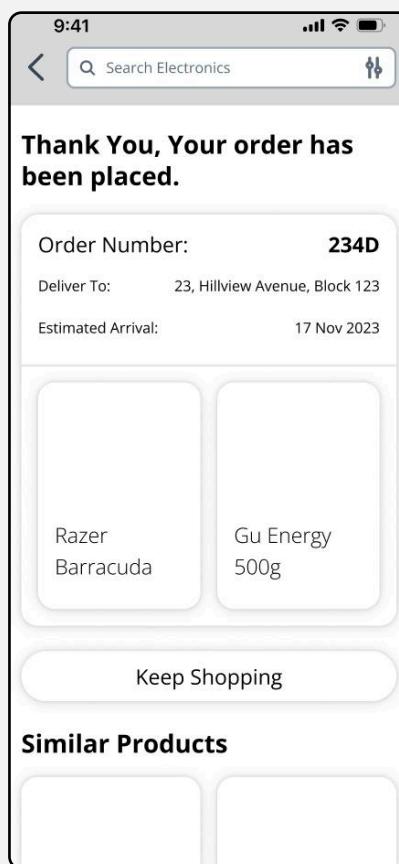
## Profile Page



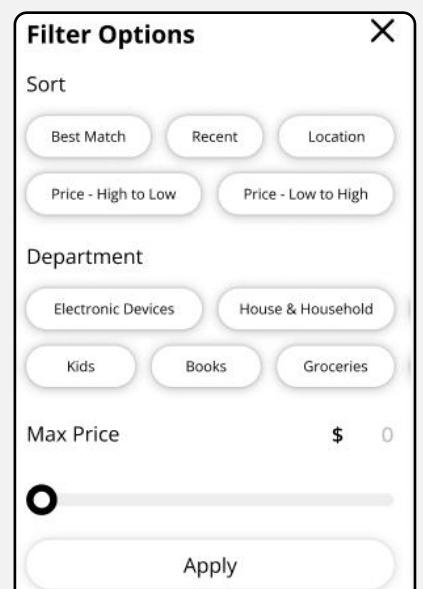
## Category Page



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

	<p><b>Prime Blue</b> HEX: #333E48 Blue associated with the Amazon mobile application. Used with a slight 45 degrees gradient in nav bar</p>
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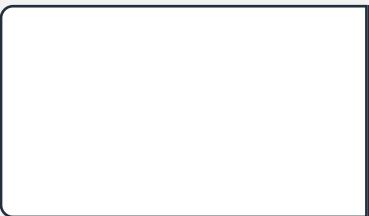
HEX: #FED815

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

## 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

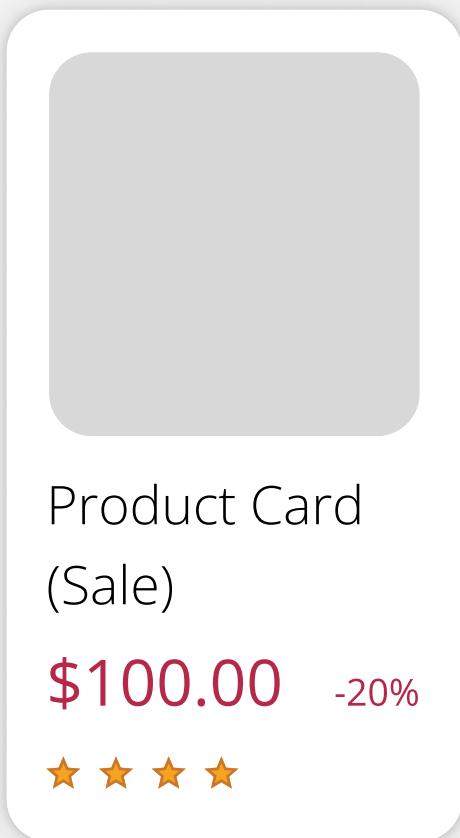
# Iconography



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.

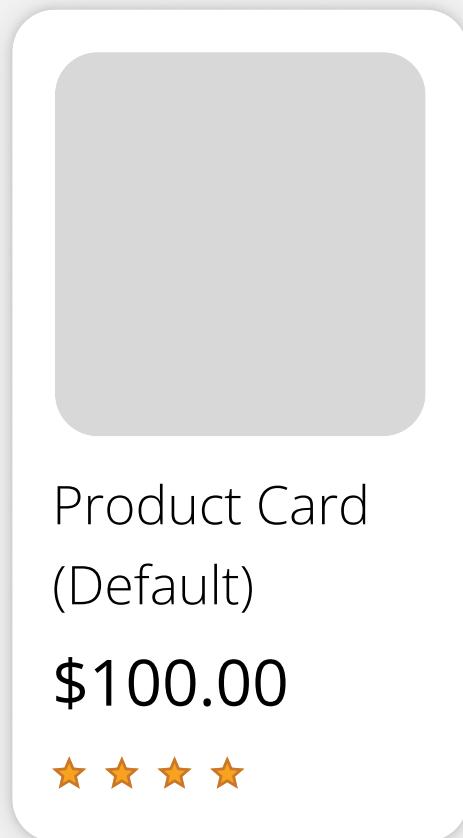
# UI Elements

## Product and Review Cards



Product Card  
(Sale)

\$100.00 -20%



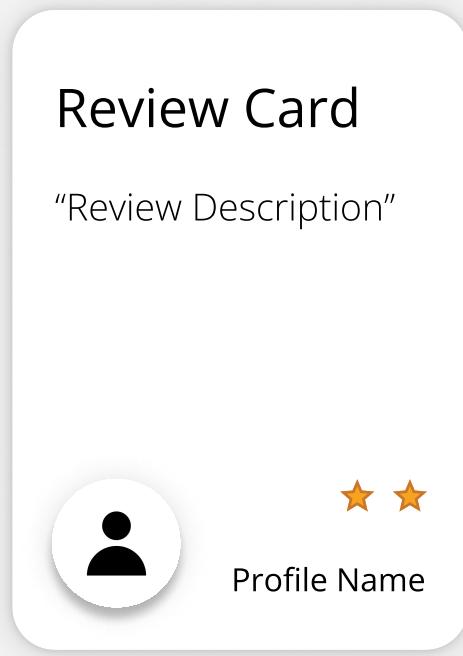
Product Card  
(Default)

\$100.00



Product Card  
(Small)

\$100.00



Review Card

"Review Description"



Profile Name

# UI Elements

## Input fields and Buttons

Search Bar

Drop Down ▼

Button

- 1 +

Button

Small Button

## Containers and text fields

Header

Text Field

Button >

Button >

Drop Down ▽

Drop Down Expanded

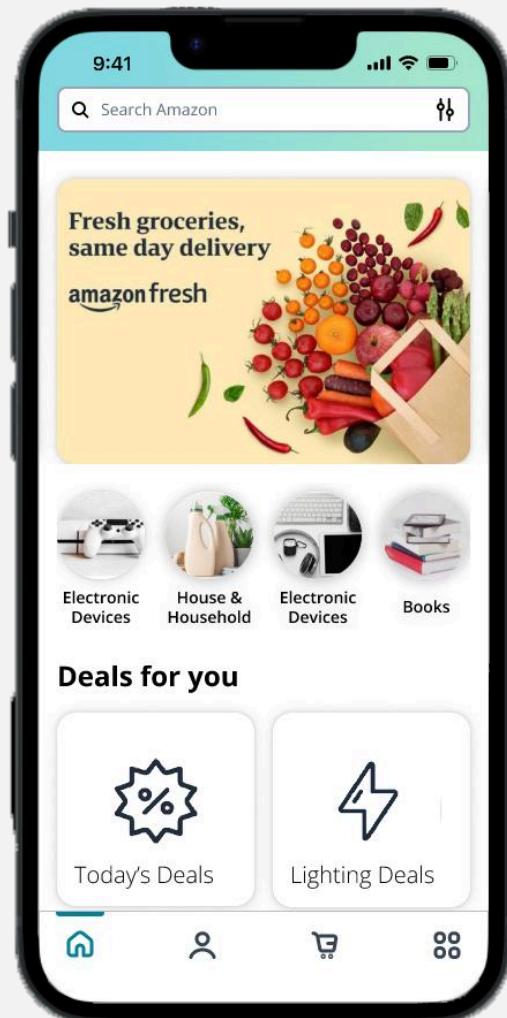
Text

# 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



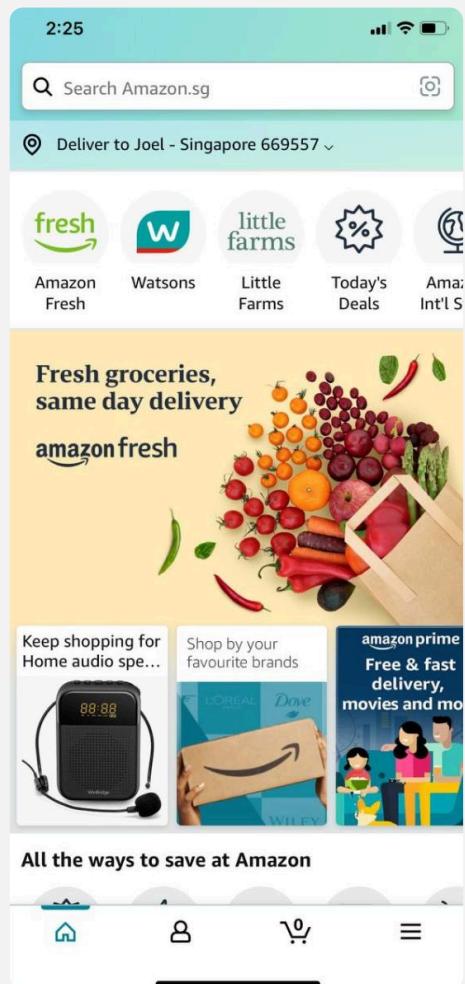
[Open Figma Prototype](#)

# Main Refinements Made

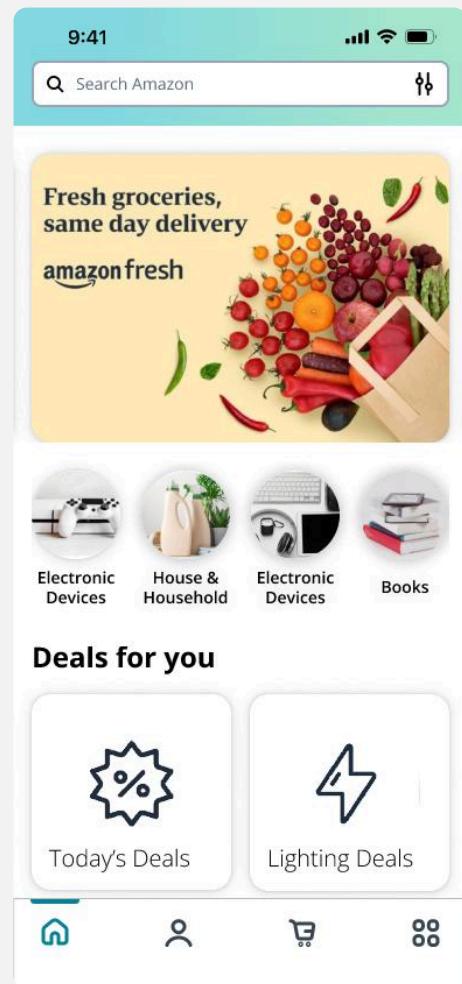
## Home Page

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

Before



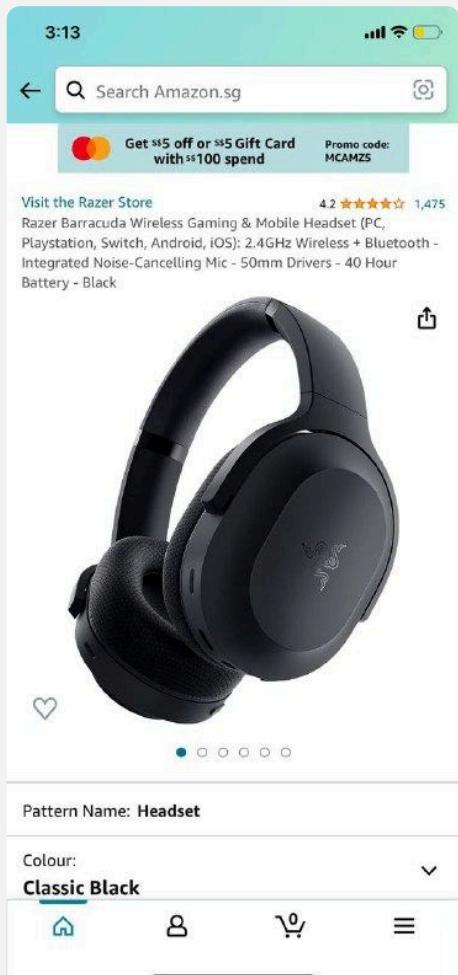
After



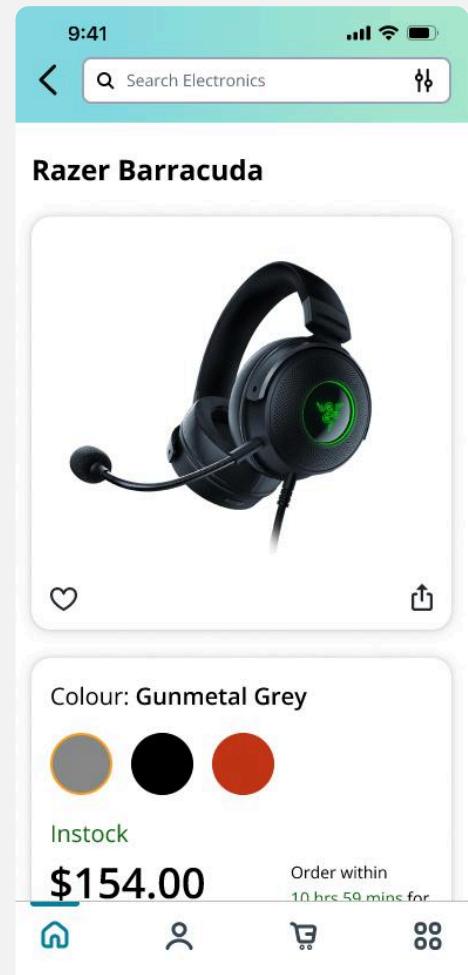
# Product Pages

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



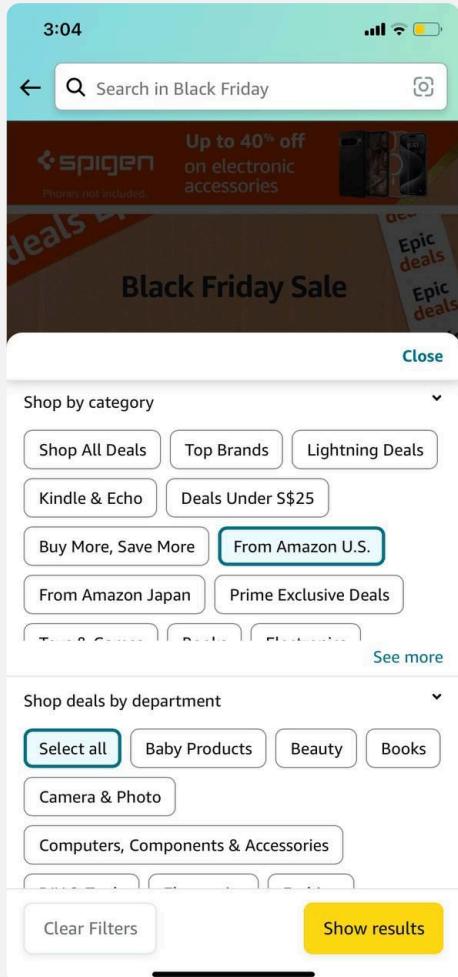
After



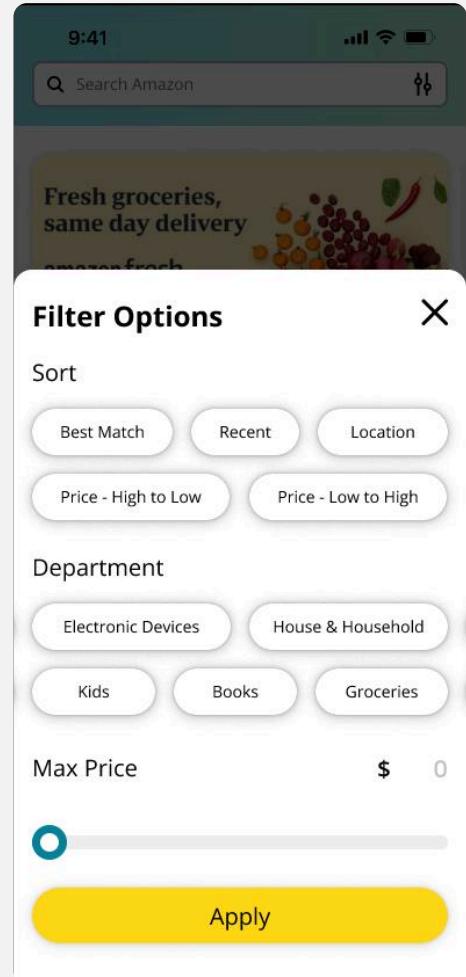
# Filter function

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

Before



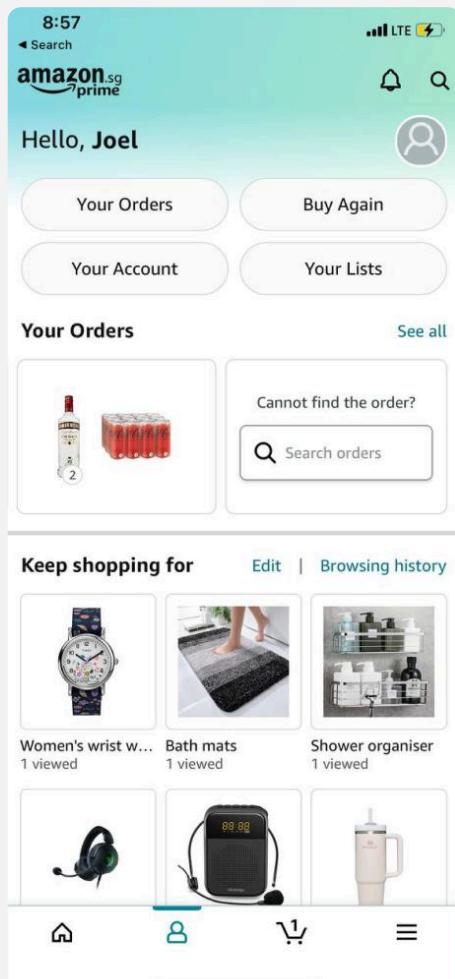
After



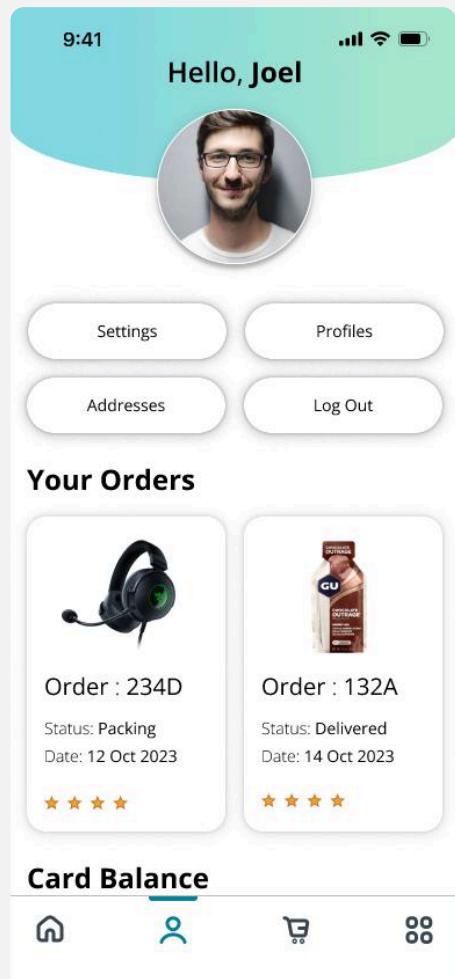
# Profile Page

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%  
★★★★★

## Reviews

Great Product

"Product was as advertised, lasted me a long while. Would recommend! "



★★★★★  
JoelYeet

Underated...

"Bought this for myself and never look back since! "



★★★★★  
Gamer123

## Similar Products



Sony WH-CH720N  
\$200.00



Apple Airpods  
\$150