amazon

Goal

In the last year Twitter has gone through a massive upheaval—the company was sold, executives have left, teams are being laid off, and the stability, and future direction, of the platform is unclear.

This presents an opportunity for other platforms to enter the space, and snatch up Twitter users.

What is the problem we're trying to solve?

In this scenario, our focus is on addressing the ongoing turbulence and unpredictability associated with Twitter. This instability poses a threat to the platform's user base and aims to attract Twitter's user community. To seize this opportunity, our goal is to capitalize on the growing dissatisfaction that mirrors those of Twitter. However, it's crucial to execute these changes in a way that seamlessly integrates with the current user experience of the Amazon App, avoiding any confusion or disturbance.

The task at hand involves striking a delicate balance between incorporating Twitter-like elements and preserving the fundamental functionality and identity of the Amazon app.

Design Sprint

DAY- 1

What are the questions we'll need to answer in this sprint? (10 minutes)

Team generates a list of questions about the problem. What are the first things that come to mind? List them here.

- Can we integrate Social Media Networking features into Amazon. Can it be called Amazon Sphere?
- Can we... incorporate some buying and selling features from social media chats
- Can we... have social component and customer feedback comments??
- Can we... have enroll component and customer feedback comments??
- Can we have Home page for Amazon, which has feed, profile with images and description.
- Can we... have trending stories flashing
- Can we follow channel or artist or pages

Rapid competitive research (20 minutes)

Search similar products looking for similar ideas. Twitter is an obvious starting point, but other apps have similar feature sets.

Home page for Amazon. Includes Stories, Reels feature, Trending feature, Top Recommendations feature, Expansion feature, Like share and save dislike features

Explore the Twitter and Amazon UI (10 minutes)

Spend 10 minutes exploring Twitter functionality. What does it do well, where is there room for improvement.

Twitter could enhance its functionality by incorporating a more dynamic product discovery feature, similar to how Amazon showcases products based on user preferences.

Twitter might explore integrating direct purchasing options within the platform, akin to Amazon's seamless shopping experience.

With a vast array of products, the interface could benefit from streamlining and simplification could enhance user experience.

Despite a powerful search engine, there could be improvements in refining search results to provide more accurate results.

Discussion: Imagine the perfect outcome for this project, what would it do for customers, for businesses, for Amazon? (5 minutes)

List potential good outcomes here.

The best possible outcome... for Customers

has no need to open another app for social media.

can check trending top deals

can view and follow their fav influencers or celebs

The best possible outcome... for Amazon

will take over part of twitter users time and more useful features

The best possible outcome... for businesses

Can promote their products more effectively

Can share top discounts and deals with customers and get more customers.

Better reach and can target customers

Discussion: Imagine this project was a total failure - what could go wrong? Why would customers hate it, why would Amazon remove this feature? (5 minutes)

List potential bad outcomes here.

The worst possible outcome... for Amazon

Amazon could be failure due to decreased sales because of wrong or bad features which could hurt the get trending and can be a total loss?

How might we: Anything that sounds difficult, or feels like an opportunity capture as a how might we. (10 minutes)

Generate how might we.

How Might We:
E.g. How might we incorporate Community that is better answer customers questions about different products?

Incorporate chats with CSC agents in the "Help" option for someone trusted.

How Might We:
E.g. How might we moderate content in the consumer ecosystem?

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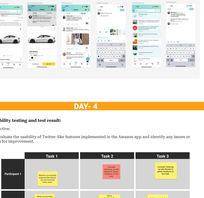
How Might We:
E.g. How might we partner with influencers as a community that feature ref?

DAY- 2

Initial Sketches and Dot voting

Initial Idea Sketch 10 minutes then dot voting for 15 mins



DAY- 3

HiFi Prototype

High fidelity Screens and prototyped my concept using Figma

DAY- 4

Usability testing and test result:

Objectives

To evaluate the usability of Twitter like features implemented in the Amazon app and identify any issues or areas for improvement.

	Task 1	Task 2	Task 3
Participant 1	Seamless navigation, quick completion, no issues encountered.	Efficient navigation, quick completion, no issues encountered.	Seamless navigation, quick completion, no issues encountered.
Participant 2	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.
Participant 3	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.
Participant 4	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.
Participant 5	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.	Smooth navigation, quick completion, no issues encountered.

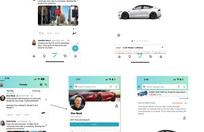
Prioritize Participant feedback :

Prioritizing participant feedback and make those changes

DAY- 5

One of the improvement:

Improvement based on participant feedback



Conclusion

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Mentioning the final outcome regarding design sprint

Upon implementing the proposed modifications, users not only lauded these beneficial but also effortlessly navigated between tweets and product listings. Moreover, the incorporation of Twitter-like enhancements could focus on refining the interface—consider incorporating visual cues and streamlining the user journey. Ensuring seamless integration of instructional or informative content would aid users in grasping the nuances of Twitter-like features without overwhelming them.

The ultimate design objective should prioritize intuitiveness, catering to both seasoned Twitter users and those new to the platform. Ensuring a frictionless integration of Twitter-like features is paramount, enhancing the overall cohesion and usability of the app.

In summary, leveraging insights from usability testing and refining the interface promises significant advancements in the design. This proactive approach ensures that the integration of Twitter-like features in Amazon app are not just user-friendly and intuitive but also aligned with the diverse needs of Amazon users.

Thank You!