



What is Amazon?

- Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.
- For now, let us focus on the e-commerce services provided by Amazon. Amazon is a massive online retailer that has a huge market capitalization.
- Amazon allows for individuals and business to sell and display products for sale online. Amazon Wholesale India, saw its revenues slump by 7 per cent year-on-year (YOY) in FY21 to Rs 3,143 crore. The company further reported a net profit of Rs 43 crore during the same fiscal. This is 132 per cent increase from the last financial year.

Understanding Amazon's e-commerce platform

- Amazon runs a website and a mobile app for as an e-commerce platform. User needs to have an Amazon account for placing an order through this website/app.
- There are various things the user can perform on this platform, Amazon makes it easy for the user to [buy/sell/review items](#).

Understanding the flow for Amazon's checkout experience

Amazon's checkout experience is divided into 5 main parts :



Checkout

A page where the user can cross verify the items added in the cart during the session. Here the user can view the information about it's product, quantity and have the options to delete or save it for later. While this holds, Amazon also promotes "Amazon Pay Later" option and recommends items to the user.



Shipping

After clicking "Proceed" CTA user is navigated to the page where the details about shipping addresses are to be entered. For a first time user/new address the process is quite seamless. User can select from the already added addresses to save time. If home delivery is not available/possible, user can select a pickup point nearby.



Payment

After clicking the "Deliver to this address" CTA the user is navigated to the payments page. As the name suggests, the user is given multiple payment methods to choose from. Here the previously entered details for the product are also visible (only if 1 product is added). "Amazon Pay later" is also promoted on this page. Int nearby.



Place Order

After clicking the "Continue" CTA, user is navigated to a page where the invoice and breakup of the bill is displayed. The amount payable and the percentage the user has saved in this purchase is also shown. All the other details are also visible along with this - the delivery date, the product(s) etc and this is the last chance for the user to not proceed with the order.



Order freeze

After clicking the "Place your order" CTA, user is navigated to the final page where there is a confirmation of whether the payment is successful or not. User receives a confirmation email and message specifying the order ID and delivery details.

Here are some of the screens showing the flow of the checkout experience once the user has added items to the cart.

1. Checkout



The alignment for these is crooked. If free delivery is being promoted, it should be more upfront and easier for the customer. User would swipe for it easily if we show items just over this amount immediately after this.

Due to the selected colours and UI design, this is automatically being neglected. This can be made better by improving the placement, design and content. If the user finds the content relevant and incentivised, it will help retain the attention.

The checkout page should refrain from any type of distractions and just focus on a seamless checkout experience. Everything else will not add any value and create clutter, like from this point onwards.

This is hardly adding any value to the design. The user in most cases would want to complete the checkout faster. Recommended items might be the only way a users attention can be caught.

2. Shipping



This information is shown only if the user is ordering 1 product. View details is overpowering the gift option which is something to get the user excited about.

This lacks visibility. In terms of design it does not align with other components.

These options and offerings completely lack navigability due to the long list of addresses.

The text above directly says "Cancel". This text is not a button and is pretty much useless because of its placing.



3. Payment



This information is shown only when there is 1 product. It does not add any value as such. For a payment page, the payment options should be placed front and centre.

This content takes up a lot of unnecessary space which takes extra scrolls for the user to get to other payment options.

This should ideally be a CTA button right after the card payment method.

4. Place Order



For someone who has already paid through pay balance this information does not hold any value. To incentivise the user to pay through this, exact amount needs to be shown upfront.

This information is of the utmost importance for the user to quickly glance through.

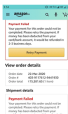
5. Order freeze



Majority of the attention is drawn towards the deals. This page should simply talk about the success or failure in freezing the order and the CTA.

This is the checkout experience for a successful order completion. There can be multiple scenarios during this flow which can derail the process and if not handled properly, can run the customer experience.

Here are some examples of the error messages shown by Amazon when something goes south.



All of these screens do convey the required information but the formatting can be improved for number of reasons. Biggest reason is to reduce anxiety. While using red catches the attention of the user it can also create anxiety and can lead the user to quit/postpone the journey. Instead of this, user can be made aware of the next steps after an error occurs and should be handled till order freeze.

User Persona



Demographics :

Age group : 18-50

Occupation : Student/Working professionals

Shopping mediums :

And other local stores.

Shopping Frequency: More than once in 2 weeks.

Shopping trends :



Motivation :

Variety of products to choose from.
Good deals and usually cheaper than market rates.
Home delivery.
Convenient payment methods.
Returning products easily.

Goals :

Get a good product at reasonable price.
Buy the previously bought items quicker.
Get reviews for products and choose wisely.

Pain points :

Confusing checkout process - Proceeding is a bit hard to find.
Lot of unnecessary and irrelevant deals at the checkout.
Paying through amazon pay balance is a longish process.
Hardly understand if the payment is complete or not.
The placement of buttons is not intuitive.

Here are some low fidelity mockups for the redesign



THANK YOU!