

Rethinking Customization

Arlex Gole - UX Design Intern

Background

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Amazon Custom's vision is to be the largest marketplace for buying and selling of personalized, customized, or configurable products and services.

Research



Prototyping



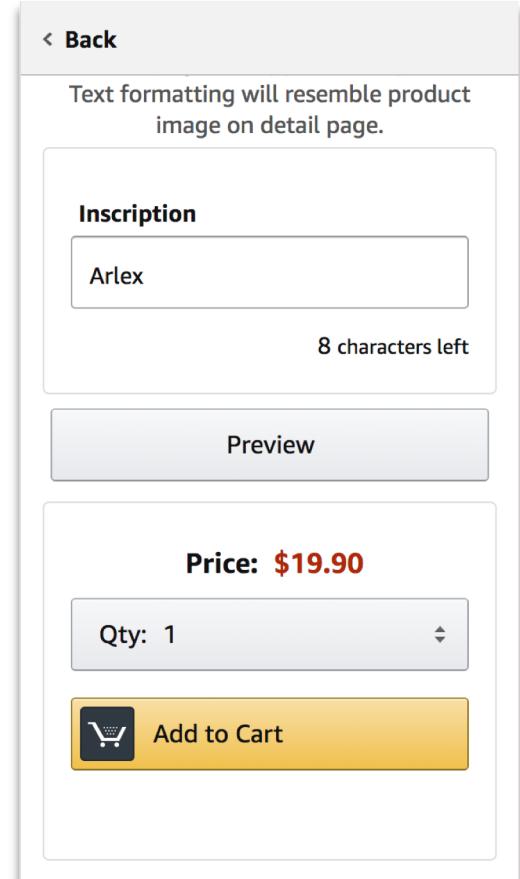
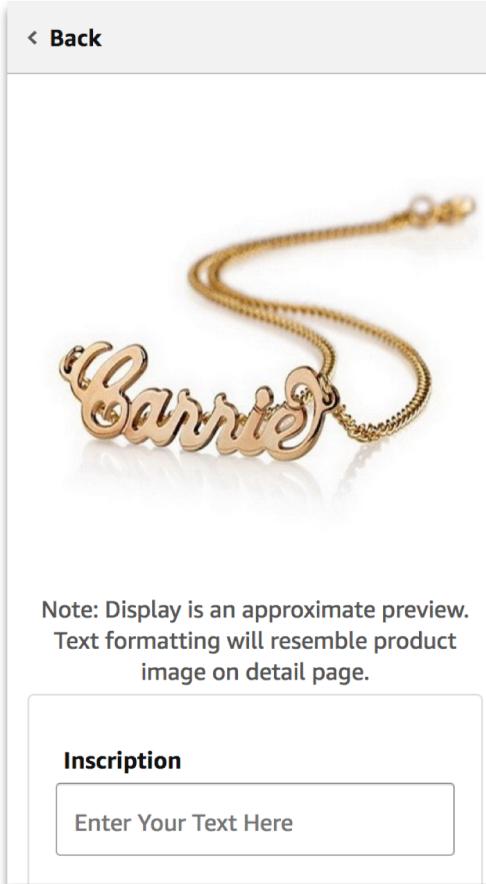
User Testing



Final Deliverables

Current Experience: Text

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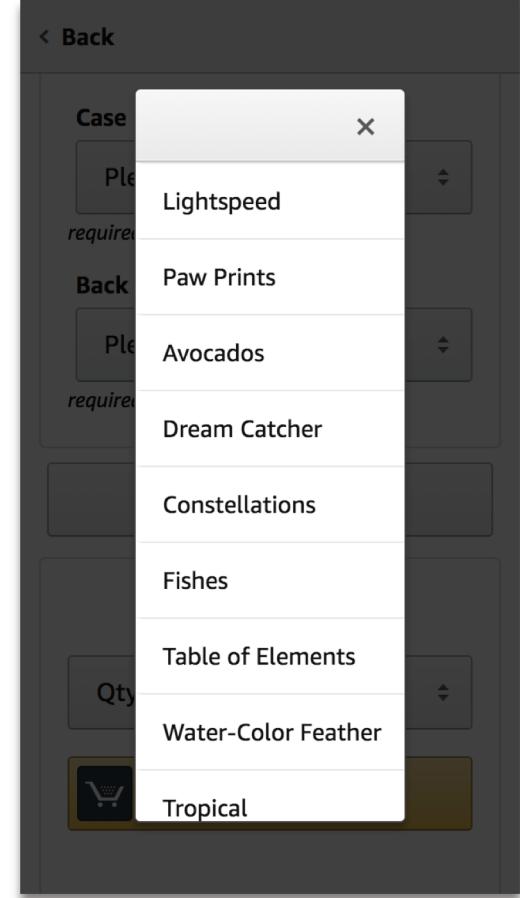
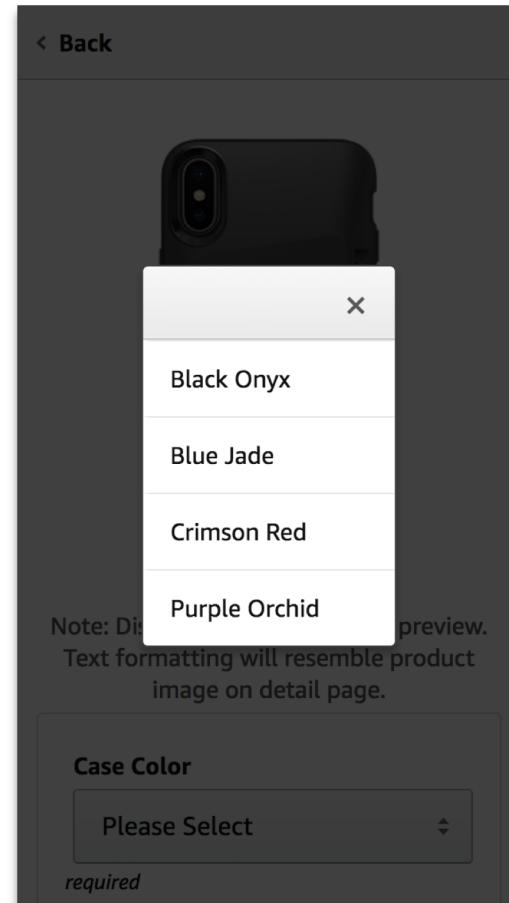
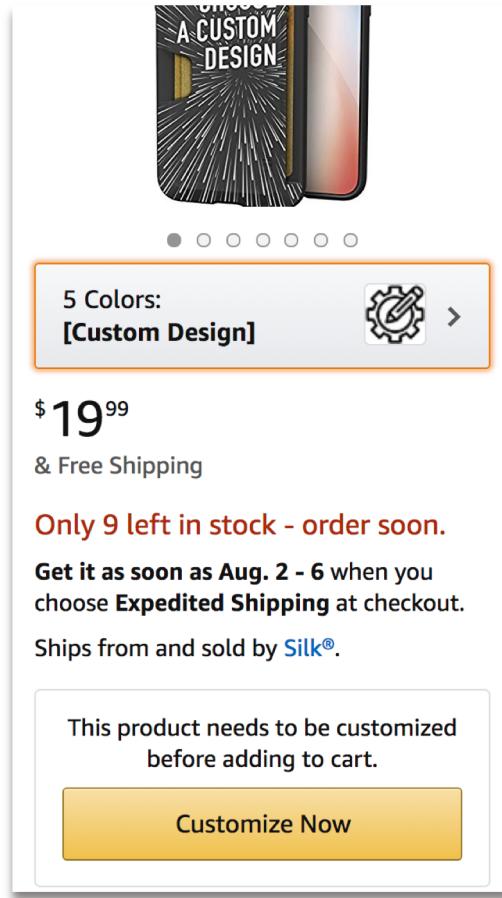
Research

Prototyping

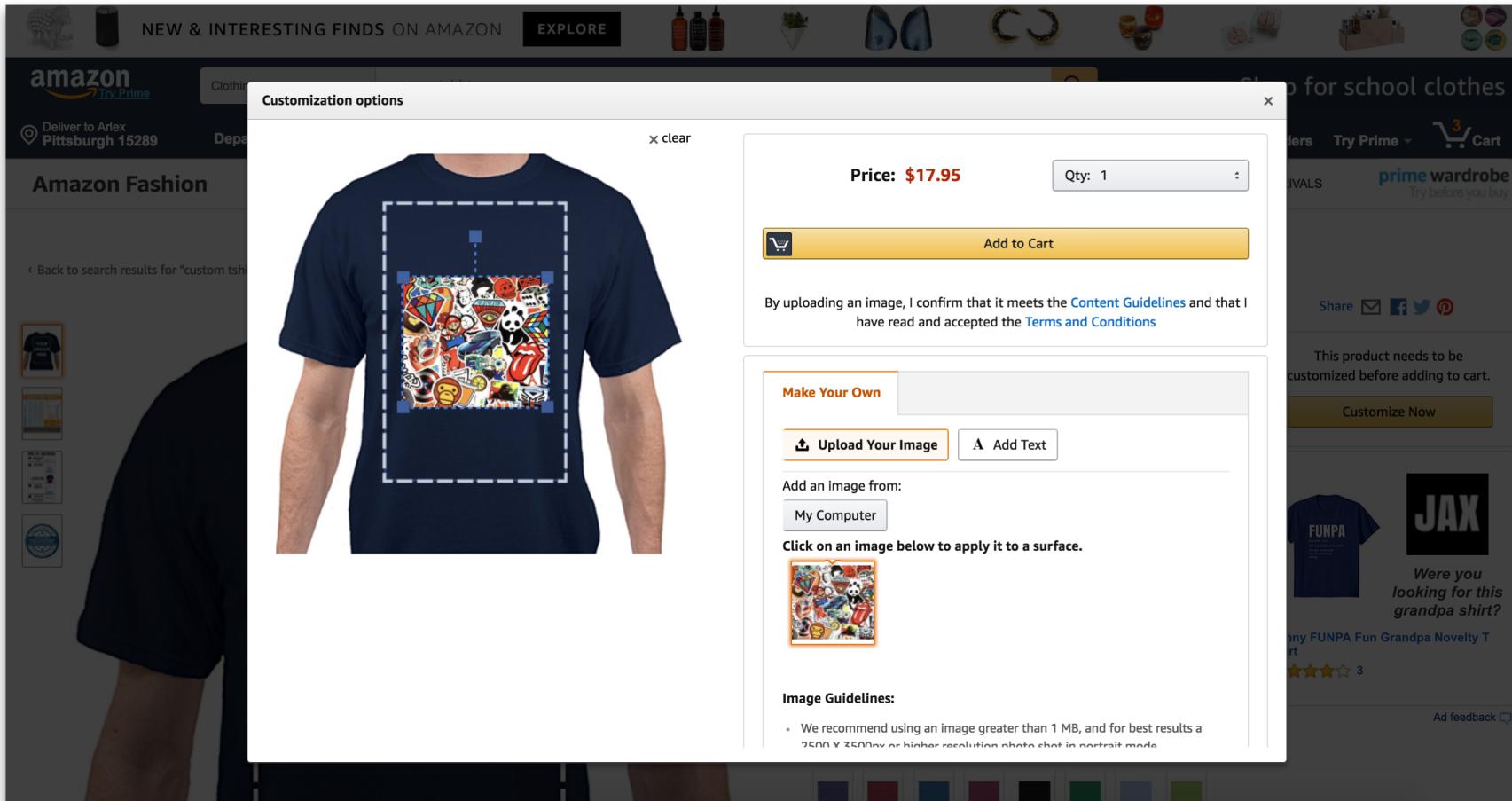
User Testing

Final Deliverables

Current Experience: Options



Current Experience: Image



Research

Prototyping

User Testing

Final Deliverables

Project Goals

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Redesigning the custom experience

- Mobile First (over 70% of traffic to Custom comes from mobile devices)
- User-centered (make the experience intuitive and engaging)
- Support key customer use cases and future capabilities

Research

— Prototyping

— User Testing

— Final Deliverables

Listening

Pain point: Preview Image

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ASIN: B07C2J8212

★★★★★ **Not what you see online.**

By [David Acevedo](#) on May 19, 2018

Size: Large | Color: Heather Athletic Maroon | **Verified Purchase**

The image i used was printed on side ways, but when i was customizing, it was not side ways. The text was way smaller than the sample on amazon. Overall, not satisfied. Kind of disappointing for the price, amount of time it took, and then the results.

ASIN: B00BJLS55G

★★★★★ **Dissatisfied**

By [petiepablo](#) on June 15, 2017

Pattern: Bone | Size: Small | **Verified Purchase**

The second line on the front was smaller than the top line. There is no indication of this in the photos or the description.

Also, the text wasn't all caps on front,which I assumed would be the case because all the photos show it this way. So you need to write your text in ALL CAPS IF YOU WANT ALL CAPS. Finally, the text was not centered on the tag, so it looks poorly made.

[Research](#)

— Prototyping

— User Testing

— Final Deliverables

Previews

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< Back

ARLEX

If you are customizing a list of names or adding a logo please only put "see email" in this customization box, then email us immediately after checkout with your order number and the complete instructions.

Note: Display is an approximate preview. Text formatting will resemble product image on detail page.

Fonts

Arial

ASIN: B007IW07PQ

< Back

Font Reference

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Custom

Arlex

First Letter is Capital Letter, Others are Lowercase

Note: Display is an approximate preview. Text formatting will resemble product image on detail page.

Your Name-Silver Color

Arlex

required 5 characters left

ASIN: B01N9Z29T0

< Back

Surface 1 Surface 2

SILENCER COLOR

Choose silencer color using drop-down option to the right.

Enter tag text by selecting TAG 1 surface and TAG 2 surface below.

Note: Display is an approximate preview. Text formatting will resemble product image on detail page.

Select silencer color

Please Select

ASIN: B00AUK85FW

< Back

Arlex

Note: Display is an approximate preview. Text formatting will resemble product image on detail page.

Name

Arlex

ASIN: B018N36XPG

Research

Prototyping

User Testing

Final Deliverables

Pain point: Image Customization

Question: I have a note 5!! I can do just about any thing on my phone. It says i cant on this site. Why?

Answer: Hello G Baby! I'm sorry for the trouble! The customization tool was created by Amazon and is still in the testing phase. It will work best on a computer rather than a phone or tablet.

By BuildASign SELLER on March 13, 2017

Question: I dont have a computer to customize this. Can i email in a photo and have the seller do it?

Answer: I wish we could but Amazon will not let you checkout without designing it.

By Marvelous Printing and Gift St... SELLER on May 4, 2018

Question: I can't design it on my phone and that's the only place I actually have data can I send you a shirt I made on custom ink and you can make it from the?

[Answer this question](#)

Pain point: Options

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ASIN: B07C2J8212

< Back 35 characters left

Engraved Plate Color
Please Select ▼
required

Holder Style
Wall Mount ▼
required

Holder Color
Please Select ▼
required

Preview

Price: \$9.65

Qty: 1 ▼

< Back Line 2 (Optional)
Enter Your Text Here
35 characters left

Engraved Plate Color
Please Select ▼
required

Holder Style
Wall Mount ▼
required

Holder Color
Please Select ▼
required

Preview

< Back

Holder Color

- X Black with white engraving
- White with black engraving
- Navy Blue with white engraving
- Cream with brown engraving
- Walnut with white engraving
- Silver with black engraving
- Gold with black engraving
- Copper with black engraving

Research

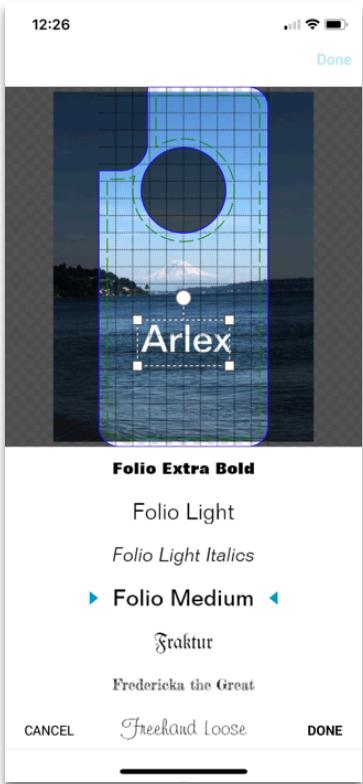
Prototyping

User Testing

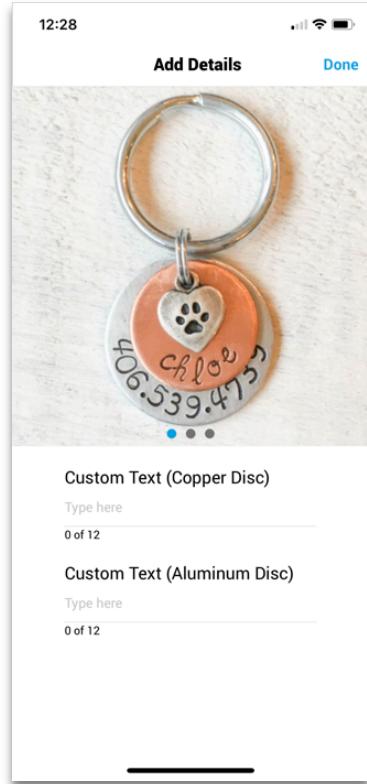
Final Deliverables

Competitive Analysis

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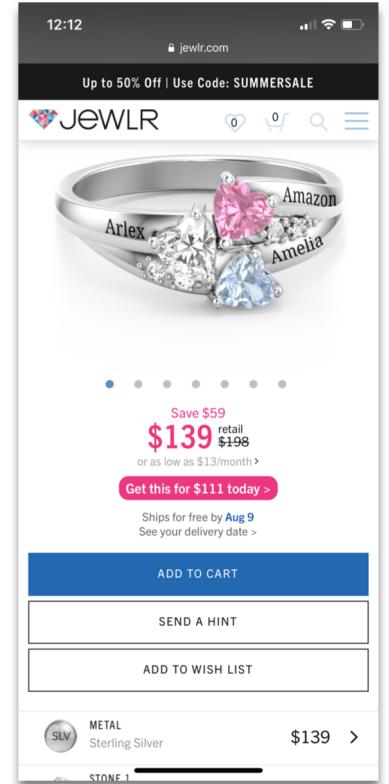
Zaggles



Etsy



CustomInk



Jewlr

Research

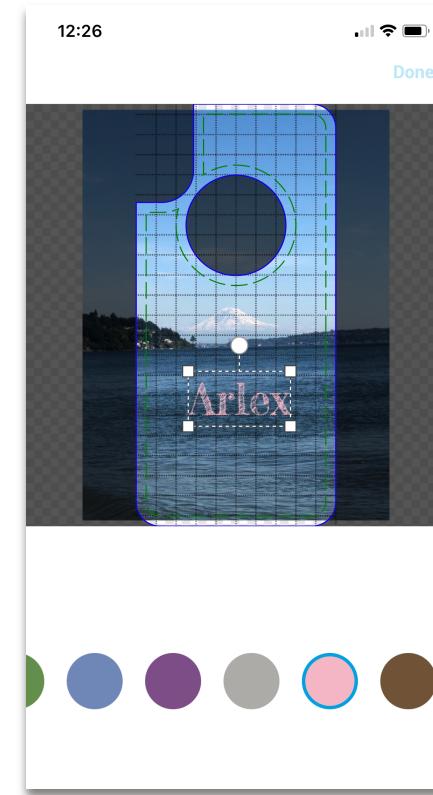
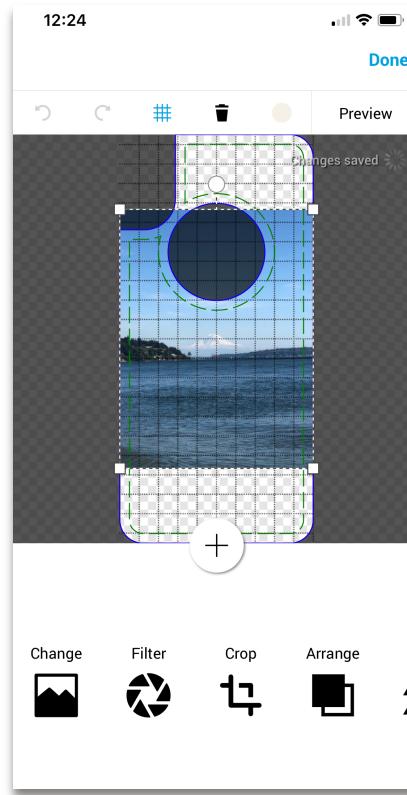
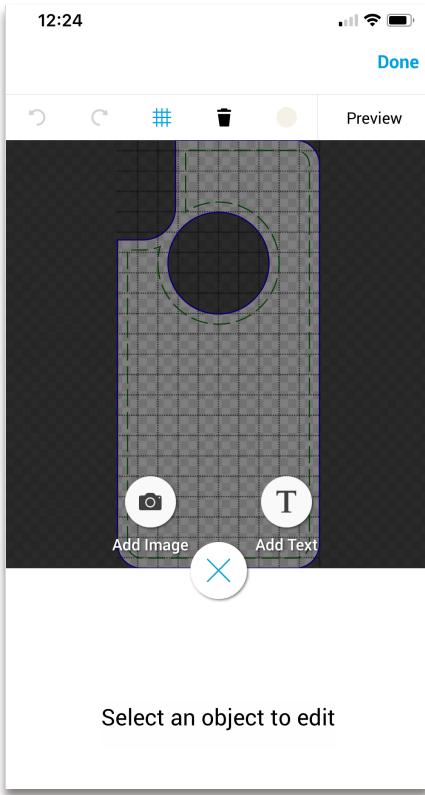
Prototyping

User Testing

Final Deliverables

Competitive Analysis: Zaggle

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Research

Prototyping

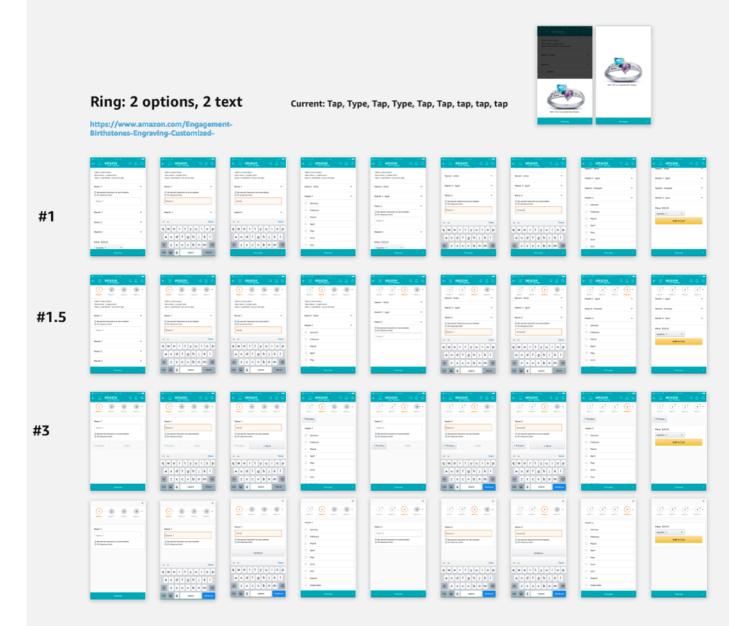
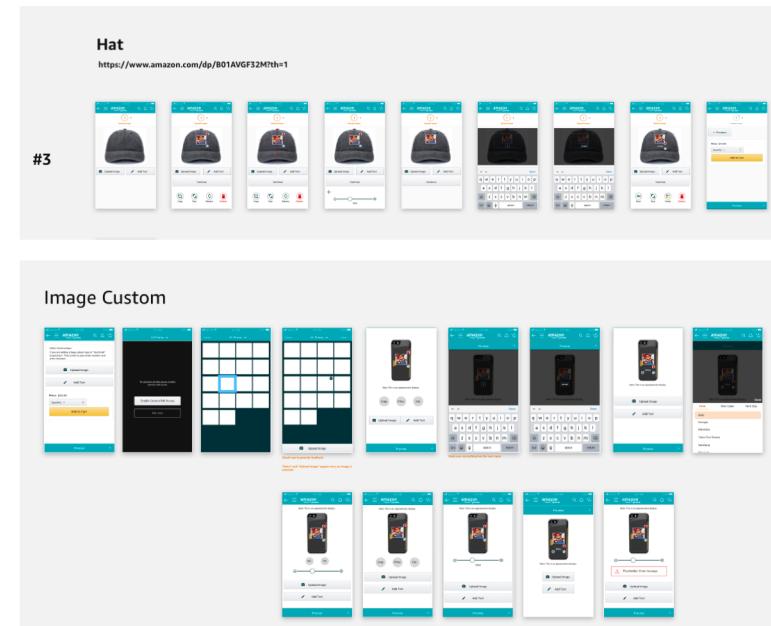
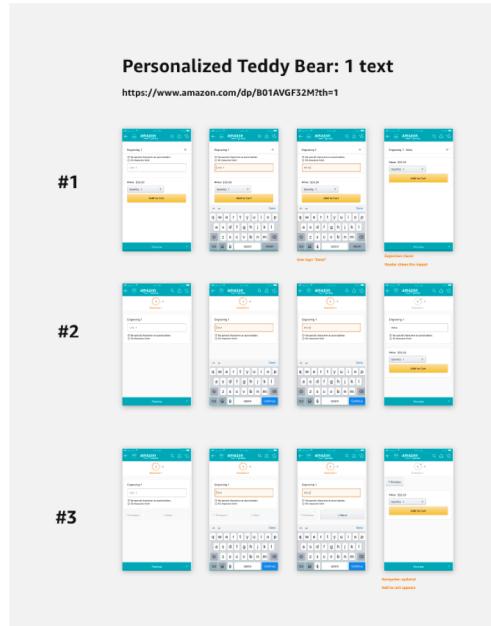
User Testing

Final Deliverables

Early Iterations

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Exploring different ways to tackle the pain points.



Research

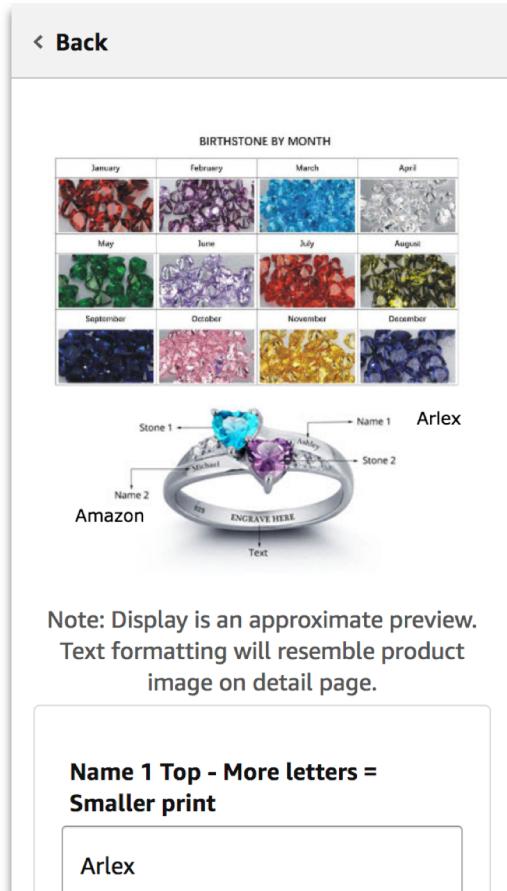
Prototyping

User Testing

Final Deliverables

Preview: Before

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- Preview image has instructions and other information
- Preview image doesn't update accurately
- Preview image is only accessible by scrolling to the top

Research

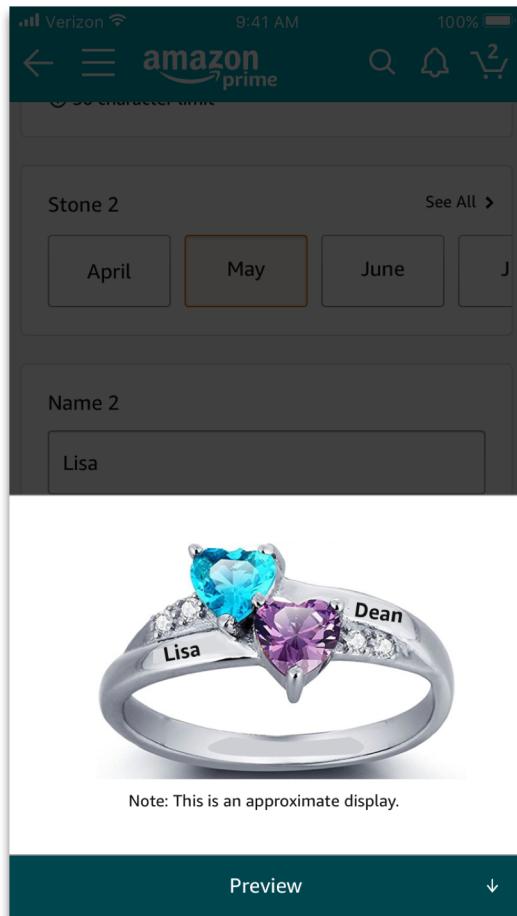
Prototyping

User Testing

Final Deliverables

Preview: After

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- Preview image only shows relevant information
- Preview image is more accurate
- Preview image is accessible through the fixed preview button

Research

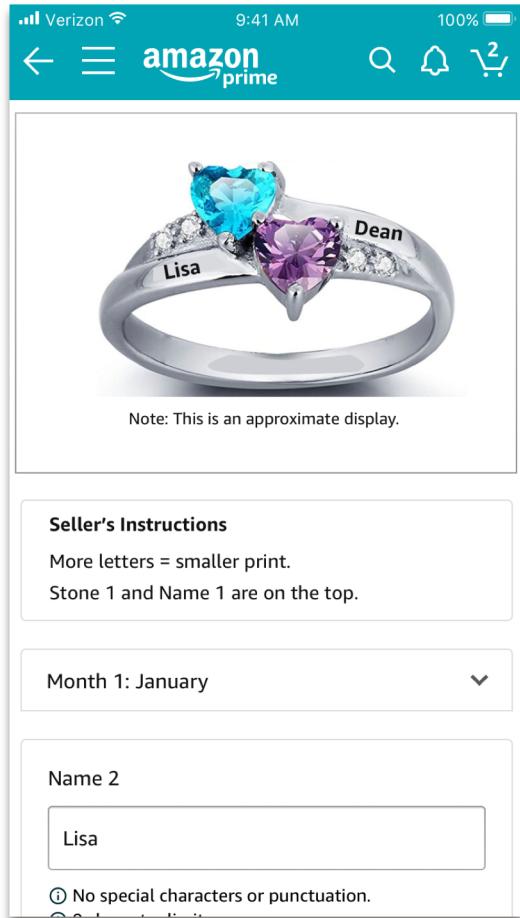
Prototyping

User Testing

Final Deliverables

Preview: Other Iterations

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A mobile phone screen showing a "Preview" screen. It includes "Seller's Instructions" and two sets of input fields for "Name 1" and "Name 2", each associated with a "Month".

Seller's Instructions
More letters = smaller print.
Stone 1 and Name 1 are on the top.

Month 1: January

Name 1
Name 1
 ⓘ No special characters or punctuation.
 ⓘ 9 character limit

Month 2

Name 2
Name 2
 ⓘ No special characters or punctuation.

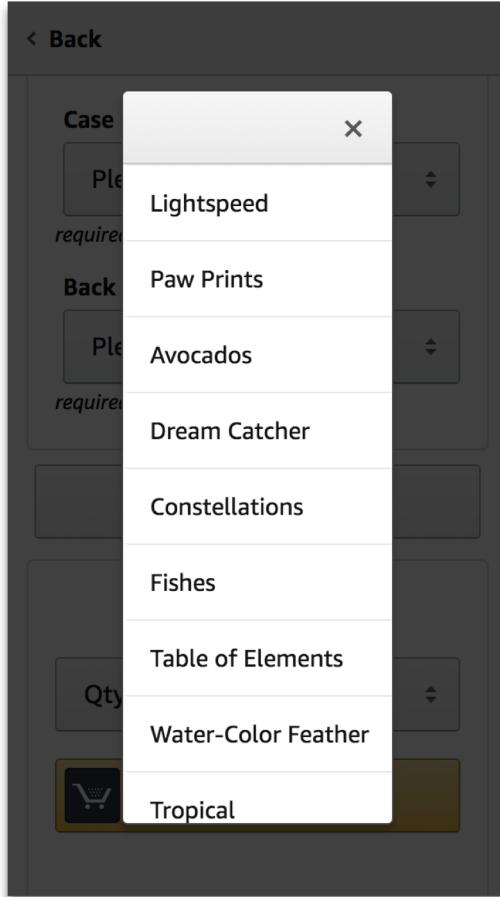
Research

Prototyping

User Testing

Final Deliverables

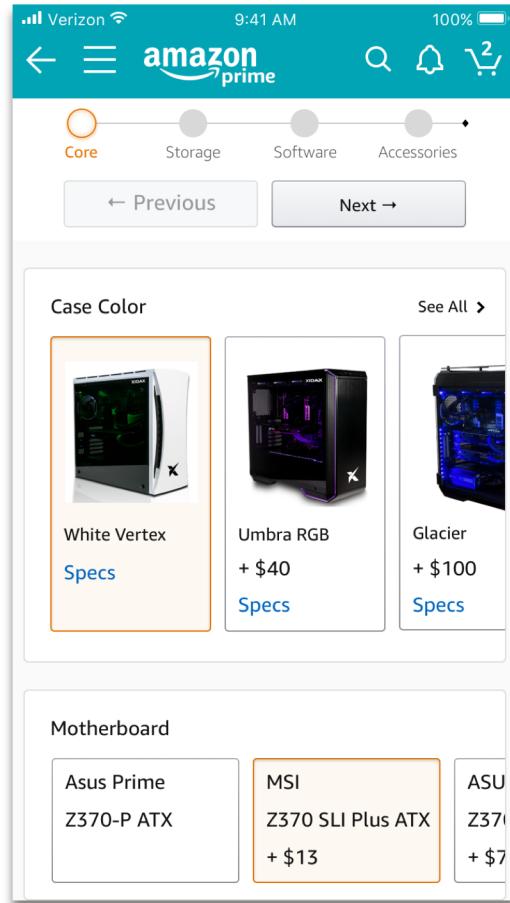
Options: Before



- Only dropdowns
- Have to check preview or detail page to get more information
- Multiple taps to change customization

Options: After

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- Flexible ways of selecting options depending on the circumstance
- Provides necessary information
- Less taps to change customization

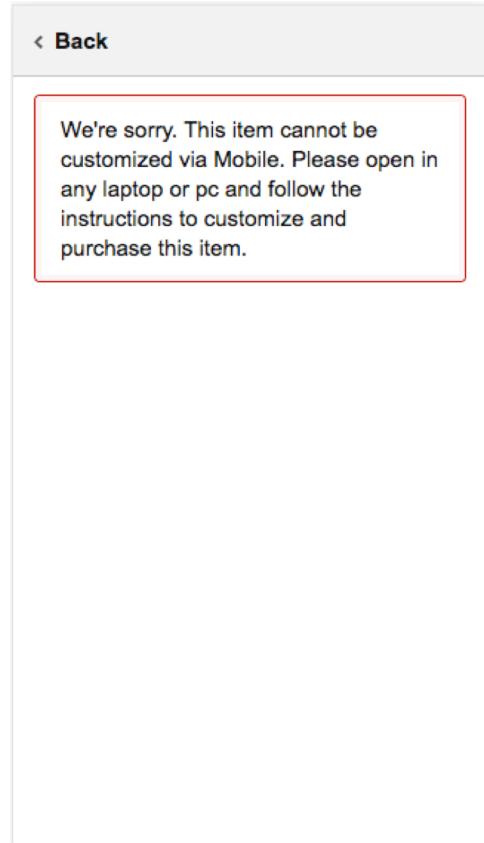
Research

Prototyping

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Final Deliverables

Image Customization: Before



Research

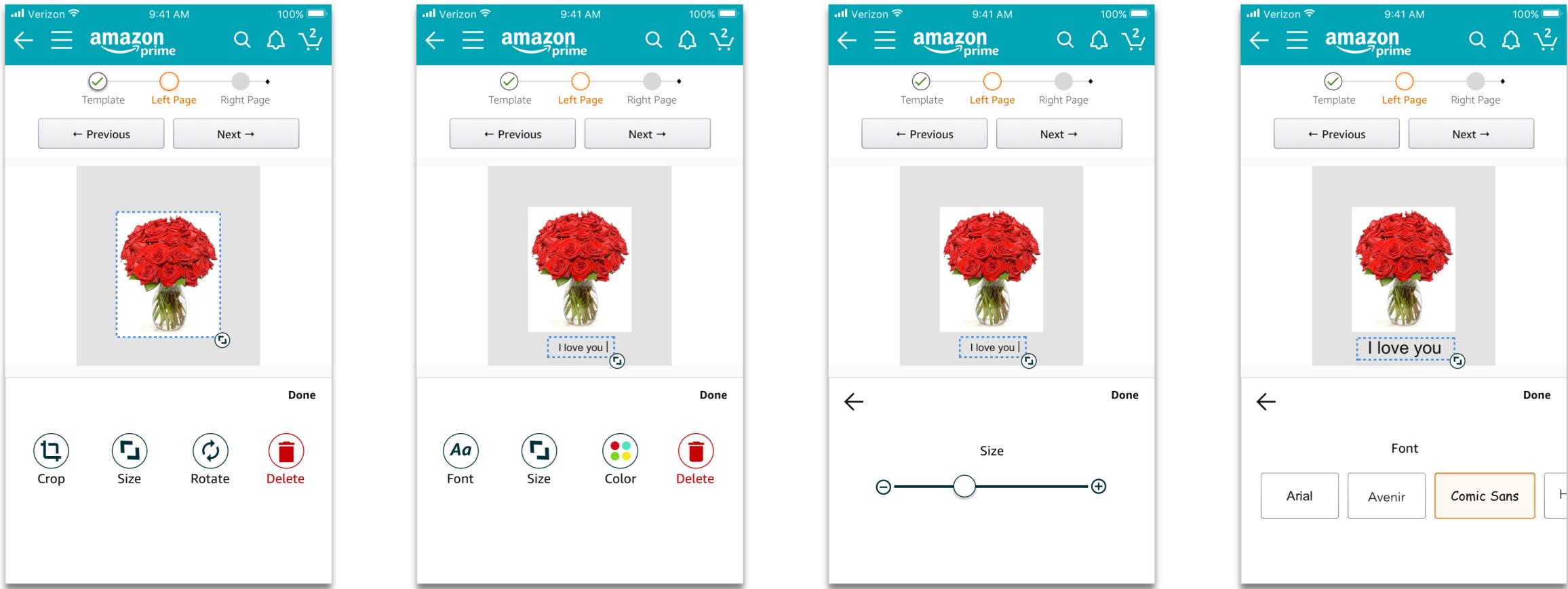
Prototyping

User Testing

Final Deliverables

Image Customization: After

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Research

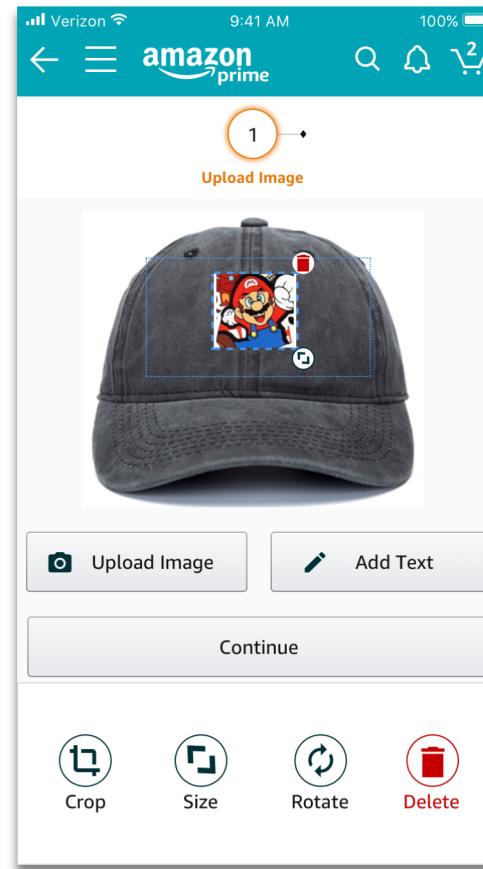
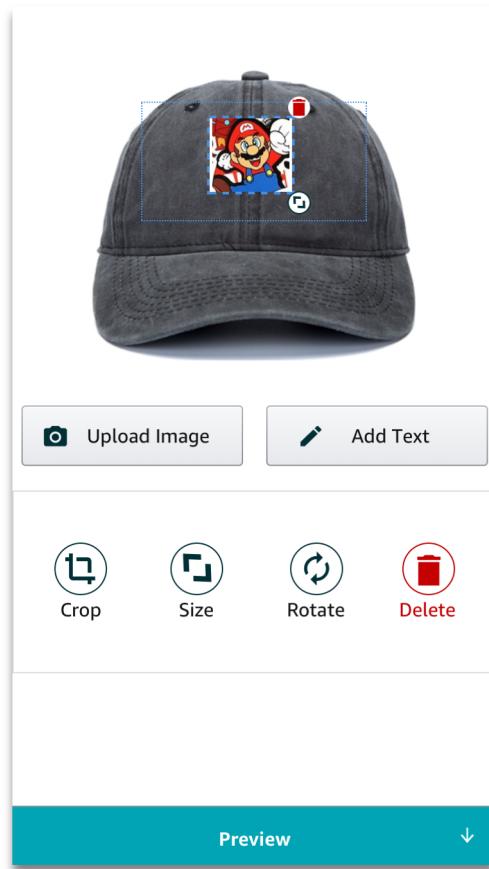
Prototyping

User Testing

Final Deliverables

Image Customization: Other Iterations

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Research

Prototyping

User Testing

Final Deliverables

InVision Prototypes

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#1 Custom ring

(multiple options,
multiple text input)

[Link](#)

#2 Custom PC

(multiple steps,
complex options)

[Link](#)

#3 Custom Card

(multiple steps,
images, and text)

[Link](#)

Research

Prototyping

User Testing

Final Deliverables

User Testing

User Testing: Goals

- Perform task analysis to support user-centered design process
- 3 tasks with the current mobile experience: focused on better understanding the main UX problems
- 3 tasks with the prototypes: focused on validating our design hypothesis and evaluating if the new designs provided a user-friendly experience

Example: Task 2

Task 2: Name Plate	User 3	User 4	User 5	User 6	User 7	
Users will want a more accurate preview image.	Y	Y	Y	Y	Y	5/5
Users will have to scroll a lot to check the preview image.	N	N	Y	N	Y	2/5
Users will have trouble understanding how the preview image works.	N	Y	Y	N	Y	3/5
Users will not have enough information when choosing from dropdown options.	Y	Y	Y	Y	Y	5/5

- Some users mistakenly tapped the blank preview
- Users expected to see the actual color and the style of the name plate on the preview.
 - “I wanted to see the difference between holder styles”
 - “Real benefit of the preview would have been to see the color. I already know what the text looks like”
- Users were not satisfied with the partial preview.
 - “3/5 satisfied with the experience because only a partial preview was shown”
 - “3/5 satisfied with the experience. Would have been better to preview the final output”
 - “This is not a true preview image”

Key Insights

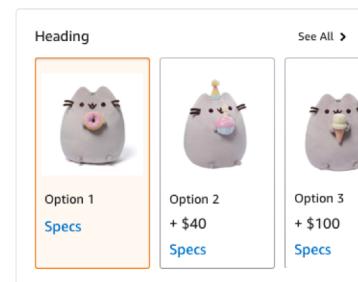
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- Users expect the preview to display the product with all the customizations
- Users have trouble understanding how the preview image works
- Users found the ring prototype easier to complete and found the experience more satisfying (vs. original)
- Area to improve for prototypes include making the preview button more noticeable, simplifying navigation in the progress bar, improving the crop feature, and providing a summary for long customizations.

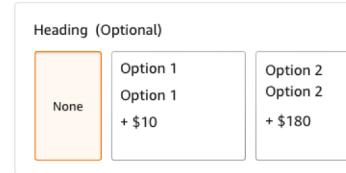
Example: Horizontal Slider

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Horizontal Slider: Images



Horizontal Slider: Text



Horizontal Slider: Color



Research

Prototyping

User Testing

Final Deliverables

Example: Text Input

Text Input

