

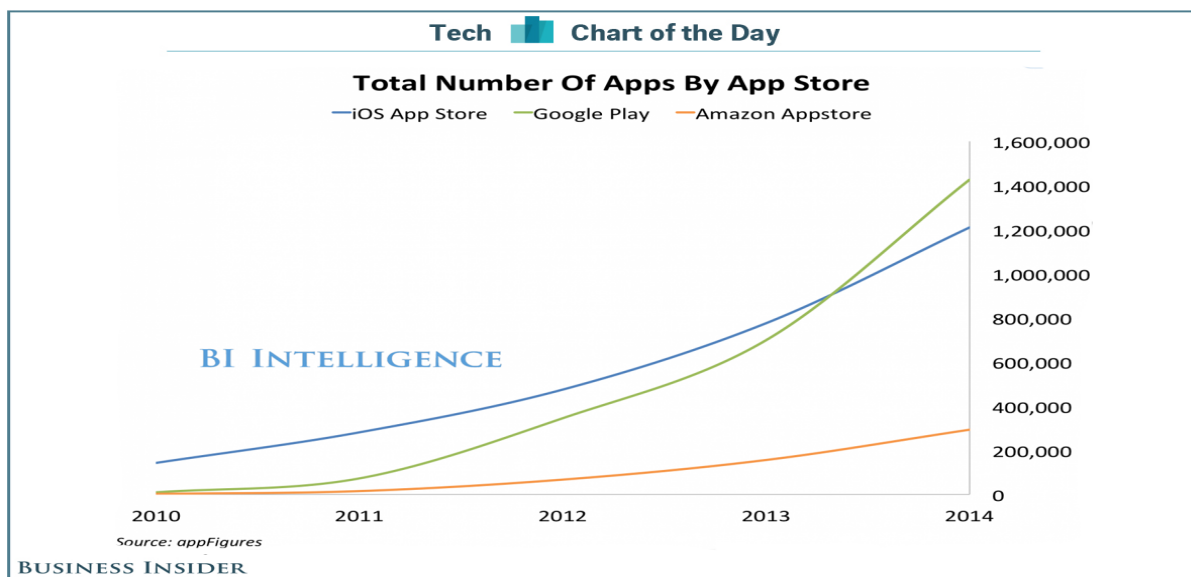
Amazon Appstore Research

This research report analyzes the features of the Amazon app store at a high level and gives recommendations for further study. To assess the success of the app store, the SWOT framework shows how it compares its competitors shown below:

Strengths Amazon ecosystem and integration with many devices	Weaknesses Community not as big of a community as Google and others
Opportunities Can utilize existing and new Amazon customers	Threats Google & Apple primary Samsung & Windows secondary

SWOT Analysis

A common metric amongst app stores are the number of apps in an app store. The trends of the stores until 2014 are shown from Business Insider analysis.



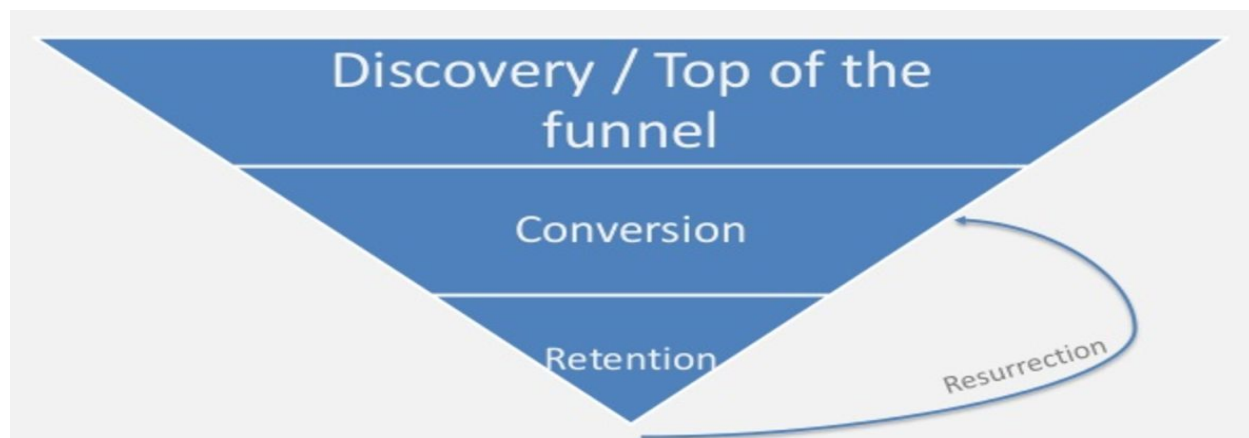
Source: Business Insider 2014 here

<http://www.businessinsider.com/google-play-vs-apple-app-store-vs-amazon-appstore-2015-1>

The real growth metric is defined as the number of active users which is correlated to the number of apps downloaded and number of developers creating apps. We need to ask questions such as how does the number of active users grow? Shrink? The simple formula is:

$$\text{Active users today} = \text{New users} + \text{existing users} - \text{lost users}$$

where lost users stopped using app X days ago. This growth metric now can be placed into demand funnel to create ideas to increase it shown next:



Growth funnel

The discovery portion of funnel asks the question, how can we grow the number of active users? Many ways can accomplish this. Setting up a feature table is one way to compare the competition and features that are desirable for conversion. The table is shown below:

	Amazon App Store	Google Play Store	Apple iOS Store
Easy to use/UX	Ok, minimal onboarding	Ok, no onboarding	Good
App Availability	Android/Fire	Android	iOS
Delivery Method	Web/app	Web/app	Web/app
Customer Service	Good	Minimal	Good
# of apps	Minimal	Extensive	Extensive
# of developers submitting apps	Minimal	Extensive	Extensive
Quality control	App review	No App review	App review
Benefits	Free apps, sideloads on any device, innovative apps like Watch and Shop	Default store for Android, more # of apps	Default store for iOS

Feature table across competitors

From table, a few areas to improve this growth metric are to enhance customer experience (UX) with onboarding, marketing the benefits more effectively, and not needing Amazon app store installed on device if not using it. Uploading binary or apk files in the app submission process isn't easy. No clear guidance is shown how to do that. A customer has to already know how to do that or follow a Youtube tutorial not related to the Amazon app store. The difficulty of uploading the file is highlighted in the red box in the image below:

App version ready to submit
Submitting Your App
Cancel App Submission

General Information
Availability & Pricing
Description
Images & Multimedia
Content Rating
Binary File(s)
Review Status

Binary1

Apply Amazon DRM?

Yes

Appstore Certificate Hashes
As part of the inspection process Amazon removes your developer signature and applies an Amazon signature. This signature is unique to you, does not change, and is the same for all apps in your account.

SHA-1	Hexadecimal	8D:11:37:0E:B3:42:C6:87:12:37:94:85:77:94:82:66:55:6E:BC:55
	Base64	jRE:JDrNCocSN5SFdsSC2IVuv+U=
MD5	Hexadecimal	14:0A:27:0F:26:BF:E3:3A:3E:04:D2:60:7E:DE:88:3C
	Base64	FAonDya/4zo:IBNjgt6jPA==
SHA-256	Hexadecimal	BC:68:04:B5:AF:95:A0:B8:C6:4A:73:11:A7:67:A1:07:C8:4F:3F:1B:EA:AC:D4:BA:FB:F9:ED:B4:22:75:07:AE
	Base64	vGgEla+VoLjGSnMRp2ehB8hPPxvqrNS6+PrUcJ1B64=

Binary file

app-release.apk
MANIFEST | Show More
Package
com.example.robperclval.basicphrases
Version code
1
Version name
1.0

App submission screen uploading APK

Another area is the marketing and advantages to use Amazon app store. A customer has to research online what the advantages to use Amazon app store. These advantages need to be marketed more effectively such as the free premium apps available, benefits of an app review to enhance app store quality, sideloading on any Android device including Kindle, and more. Marketing does exist already on the Amazon app store, a clearer message of benefits is helpful to show exactly why a customer should choose Amazon over its competitors. A good breakdown of these features was shown in this website:

<http://www.makeuseof.com/tag/google-play-vs-amazon-appstore-which-is-better-si/>

The last metric is optimizing what a user needs and not be interrupted with the customer experience. In this case, a customer must have the Amazon app store on their device to use the apps downloaded from there. While this is generally a valid request, some customers may have downloaded the apps off another device and not use the Amazon app store on their primary device. This interrupts the ease of use and affects the user experience. Focusing on improving these three areas based on my own research as a customer has the potential to convert and retain me as a customer.

For next steps, once these potentials featured have been verified with data, wireframing designs and recommending solutions to various stakeholders, A/B tests can take place with a small beta test group. If the results go over well, begin prototyping a design and continue testing to make sure the features are still what the customers wanted.

This is some of the value I can provide as a senior technical program manager for the Amazon. I look forward to the possibility of joining Amazon app store team and adding value on day 1.