



SKETCHING USER EXPERIENCE

Ying Wang, UX DESIGN CN TECH, June 2015

COMMON VIEWS

Competitor has a cool feature.

Can't you draw something like that?

SAME TREATMENT, SAME RESULT?

| Web lab: increasing CTA size

Source: [SAP BusinessObject landing page redesign](#)

Control

The screenshot shows the original landing page layout. At the top is a dark header with a blurred background image of charts and graphs. Below it is a white main content area. On the left, there's a section titled "POWERFUL REPORTING SIMPLIFIED" with a sub-section for "CRYSTAL REPORTS 2008 - TRIAL". It includes a brief description and a small thumbnail image of the software box. To the right of this is a vertical sidebar with a black header labeled "How to Buy" and three options: "Buy Online", "Find a Reseller", and "Call Now".

Treatment

The screenshot shows the redesigned landing page. The layout is identical to the control version, but the "How to Buy" sidebar has been removed. Instead, there is a large, prominent orange button on the right side with the text "DOWNLOAD NOW" in white. The rest of the page content, including the main headline and the Crystal Reports trial offer, remains the same.

↑ 32.5%
more conversions

SAME TREATMENT, SAME RESULT?

| Web lab: increasing CTA size

Source: [Writework subscription page redesign](#)

Control

Expires on

Billing ZIP

(or Postal Code if not in the USA)

Thank you for choosing WriteWork!

Did you know that over 1.000 students subscribe safely with us every month? Or that they've been doing so since 1995?

Create My Account

Treatment

Expires on

Billing ZIP

(or Postal Code if not in the USA)

Thank you for choosing WriteWork!

Did you know that over 1.000 students subscribe safely with us every month? Or that they've been doing so since 1995?

Create My Account

↓ **10.56%**
less conversions

SAME TREATMENT, SAME RESULT?

Why the same treatment led to different results?

SAP

Business Objects
an SAP company

POWERFUL REPORTING SIMPLIFIED

CRYSTAL REPORTS 2008 - TRIAL

Powerful reporting made easy. Easily access organizational data, format it with stunning new visuals and deliver it as interactive content within your applications and Web portals, all with less effort than ever before.

How to Buy

- Buy Online
- Find a Reseller
- Call Now!

Write Work

Expires on

Billing ZIP

(or Postal Code if not in the USA)

Create My Account

Thank you for choosing WriteWork!

Did you know that over 1.000 students subscribe safely with us every month? Or that they've been doing so since 1995?

Business Objects
an SAP company

FREE CRYSTAL REPORTS 2008 TRIAL DOWNLOAD

Powerful reporting made easy. Now you can easily access your organizational data, format it with stunning new visuals and deliver it as interactive content within your applications and Web portals, all with less effort than ever before.

DOWNLOAD NOW

↑ 32.5%

Expires on

Billing ZIP

(or Postal Code if not in the USA)

Create My Account

Thank you for choosing WriteWork!

Did you know that over 1.000 students subscribe safely with us every month? Or that they've been doing so since 1995?

↓ 10.56%

PROBLEM IS THE BASE OF WINNING SOLUTIONS

UXD is the process of enhancing user satisfaction by **improving** the usability, accessibility, and pleasure provided in the interaction between the user and the product.

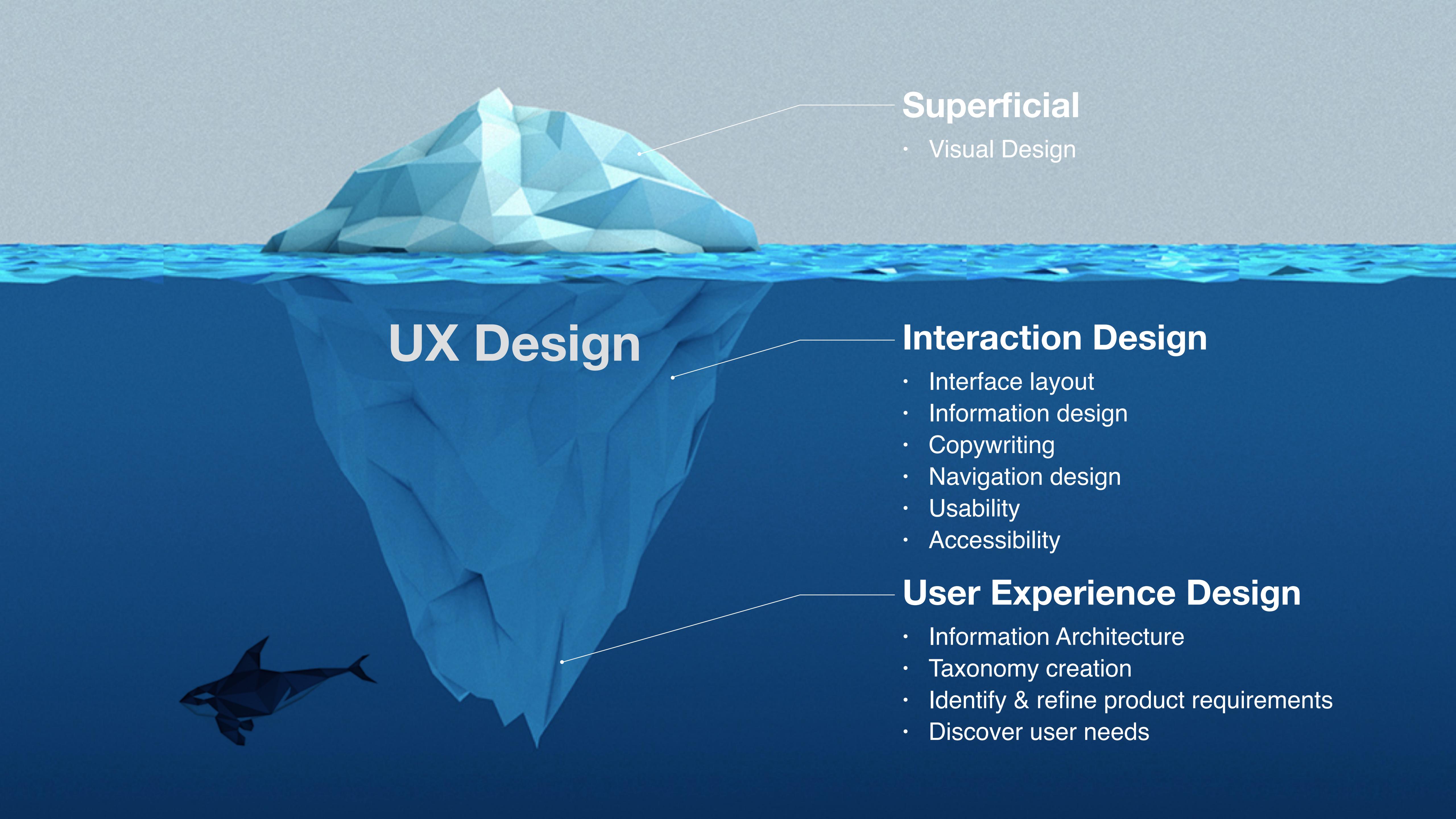
COMMON VIEWS

Mock ups are easy to draw.

How hard can it be to draw boxes?

“UX Design is hard in Amazon,
because we design a system.”

— Jason Brightman, Design Director of Amazon Core Shopping



Superficial

- Visual Design

UX Design

Interaction Design

- Interface layout
- Information design
- Copywriting
- Navigation design
- Usability
- Accessibility

User Experience Design

- Information Architecture
- Taxonomy creation
- Identify & refine product requirements
- Discover user needs

SIMPLE BUT POWERFUL

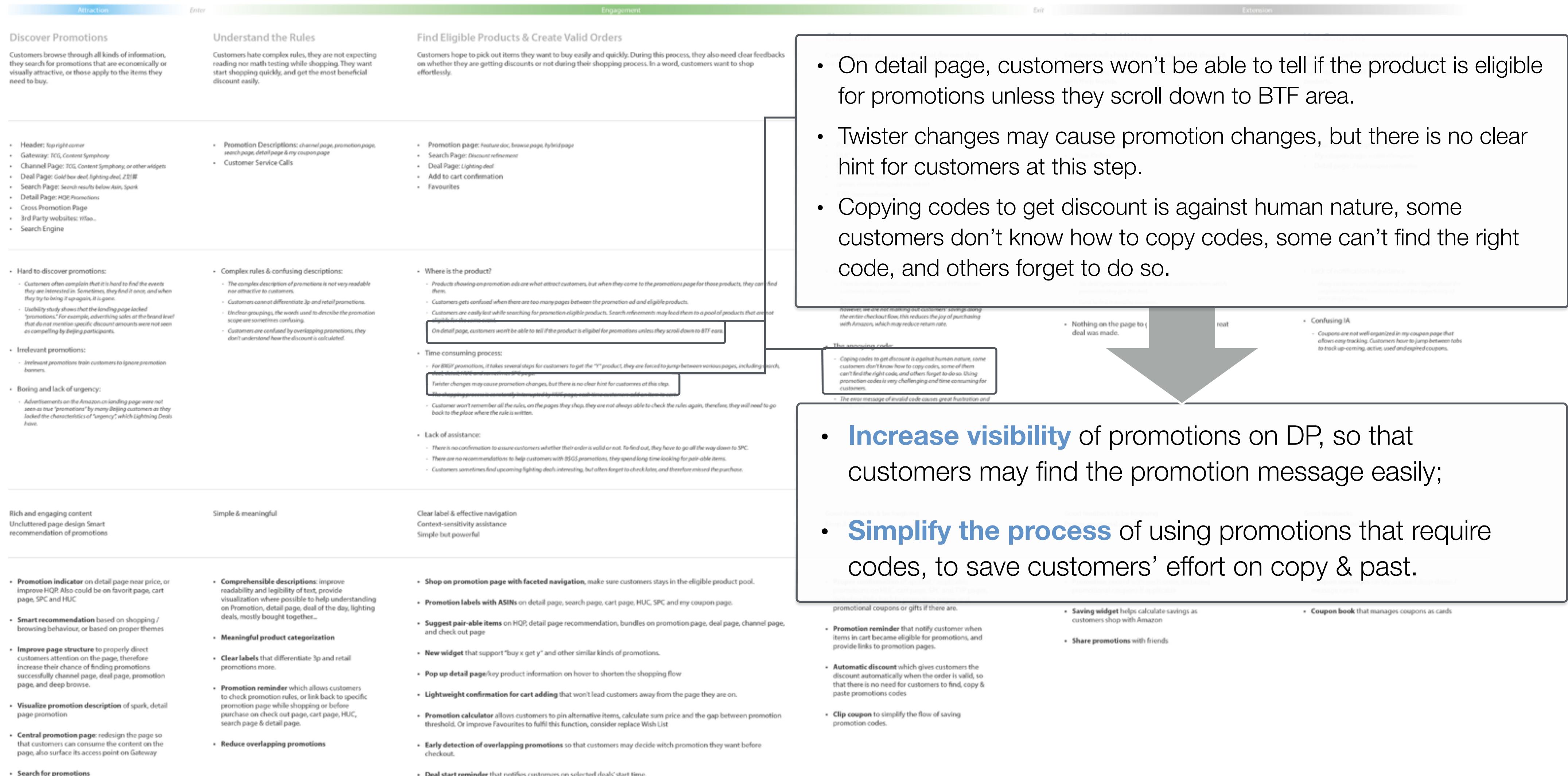
Web lab: promotion message on detail page

Source: CN promotion message on detail page ATF area



SIMPLE BUT POWERFUL

The E2E experience study of amazon promotion system



SIMPLE BUT POWERFUL

32 Types of promotions

Amazon Promotions

Promotion Type	Promotion Phrase	Description
Price Discount	大减价	降价折扣，直接体现在商品的销售价格上，通过pricing系统修改价格，可优先级优先级
Sell Through	限量低价抢购	对商品在某段时间内进行低价促销，但限制总的销售数量
BGS	满就减	对特定商品限购多少元，自动从购物车减免多少元，客户支付金额直接得到优惠
BGSY	满就优惠得XXX	购买满一定金额的商品后，另外购买某些商品，可以节约多少元，比如，购买100元后，购买原价100元的商品只需要支付5元，95元购买一定金额的商品后，同时购买另外一件指定商品，可以节约多少钱
BGSY ASIN	满就优惠得	购买满一定金额以后将对合格购物商品总价进行一个折扣处理，给客户优惠。
BG%	满就折	购买满一定金额的商品后，另外购买某些特定商品，可以享受多少折扣，单品无折扣，促销品享受折扣
BG%Y	满就折扣得XXX	购买满一定金额的商品后，另外购买某些特定商品，可以享受多少折扣，单品无折扣，促销品享受折扣
BG%Y Asin	满就折扣得XXX	购买满一定金额的商品后，同时购买另外一件指定商品，可以享受多少折扣
BGSY	满就送	购买一定金额的特定商品后，可以免费得到某些指定商品中的N件
BGSY Asin	满就送	购买一定金额的特定商品后，可以免费得到一种指定商品中的N件
BNGS	买多少件免多少元	购买一定数量的指定商品后，可以获得一定金额的优惠
BNGSY	买多少件享多少元优惠得XXX	购买一定数量的指定商品后，另外购买某些指定商品中，可以享受多少元的优惠
BNGSY Asin	买多少件享多少元优惠得XXX	购买一定数量的指定商品后，另外购买某一种指定商品中，可以享受多少元的优惠
BNG%	买多少件享多少折	购买一定数量的指定商品后，合格购物商品可立即享受多少折扣
BNG%Y	买多少件，XXX折得XXX	购买一定数量的指定商品后，另外购买某些指定商品中，可以享受一定的折扣的优惠
BNG%Y ASIN	买多少件，XXX折得XXX	购买一定数量的指定商品后，另外购买指定一种商品，可以享受一定的折扣的优惠
BNGN	买几送几，买几免几	购买多少件，其中的多少件可以免费，或者说，购买多少件，另外可免费获得多少件，比如，B3G1，就是我们所谓的买二送一，或者买三免一
BNGY	买几送XXX	购买多少件，可以免费获得指定的某些商品中的多少件
BNGY Asin	买几送XXX	购买多少件，可以免费获得指定某一种商品中的多少件
EN\$S	1件多少元，几件多少元	每购满多少件商品，客户可以以一个固定价格得到，比如，商品单价20元，但是满三件就只需要50元，6件100元，以此类推
ENG\$	每购多少件，免多少元，买多得多少	每购满多少件商品，客户可以立即享受多少元优惠，比如，商品单价20元，每购三件节约8元，3件客户需要支付52元，4件72元，5件92元，6件104元
ENG\$Y	每购多少件，享多少元的XXX	每购满多少件商品，客户可以立即享受多少元优惠得到指定的某些商品中的N件，多买多得
ENG\$Y ASIN	每购多少件，享多少元的XXX	每购满多少件商品，客户可以立即享受多少元优惠得到指定得一种商品中的N件，多买多得
ENG%	每多少件享多少折	每购满多少件商品，这些商品就享受一定的折扣，比如，商品单价20元，购买3件享受9折，3件客户需要支付54元，4件74元，5件94元，6件108元。
ENG%Y	每多少件，XXX享几折	每购满多少件商品，客户同时购买指定的某些商品中的N件可享受多少折扣的优惠
ENG%Y ASIN	每多少件，XXX享几折	每购满多少件商品，客户同时购买指定的某一种商品中的N件可享受多少折扣的优惠
ENGN	每多少件，送多少件	每购满多少件，其中的多少件可以免费，或者说，每购买多少件，另外可免费获得多少件，比如，E3G1，就是我们所谓的每买二送一，或者每买三免一
ENGY	每多少件，总XXX	每购满多少件，可以免费获得某些指定商品中的N件，买的越多，送的越多
ENGY ASIN	每多少件，总XXX	每购满多少件商品，可以免费获得某一种指定商品中的N件，买的越多，享受到多少元合格购物商品后，在符合一定的时间限制后，客户可以得到一定金额的礼券，这些礼券对购买商品也是可以做限制的
BGS Bounceback	买满多少元，得多少礼券	每购满多少元，得多少礼券
BNGS Bounceback	买满多少件，得多少礼券	每购满多少件合格购物商品后，在符合一定的时间限制后，客户可以得到一定金额的礼券，这些礼券对购买商品也是可以做限制的



Categorised into 8 groups

满减 折扣 直降 买赠 换购 优惠 Z券

- Explored how to visualise promotion types



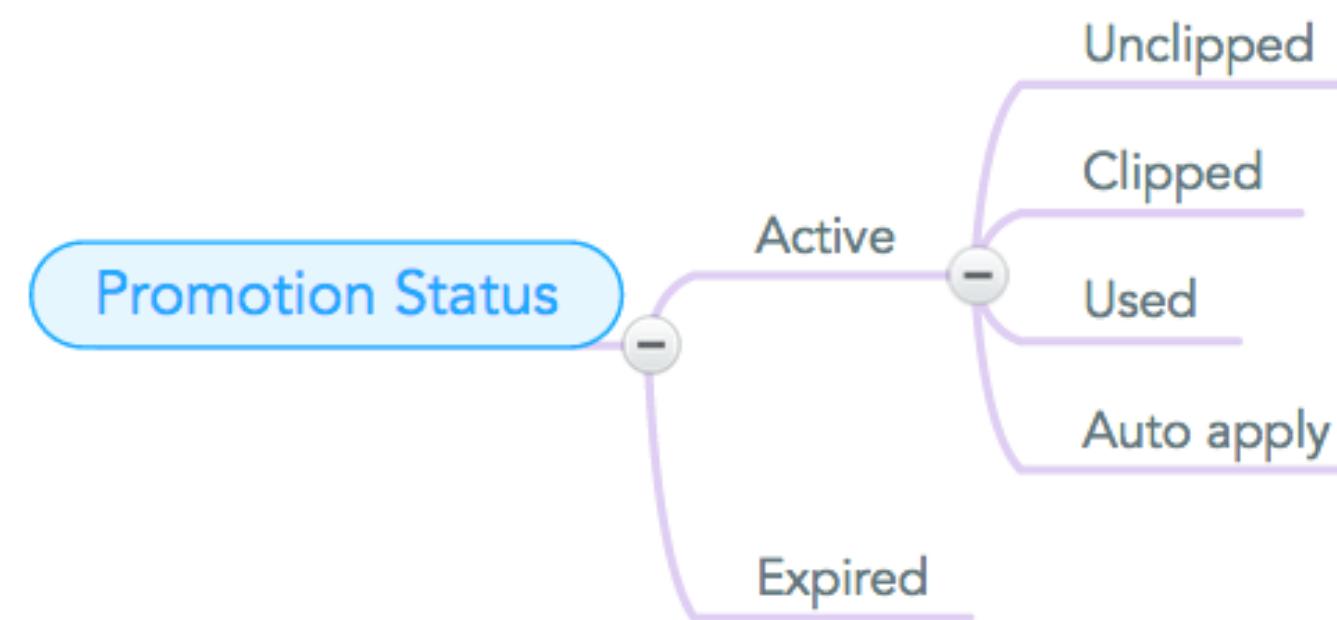
- Different action required

收藏优惠券 领券 领取全部优惠券 立即组合购买 组合购买

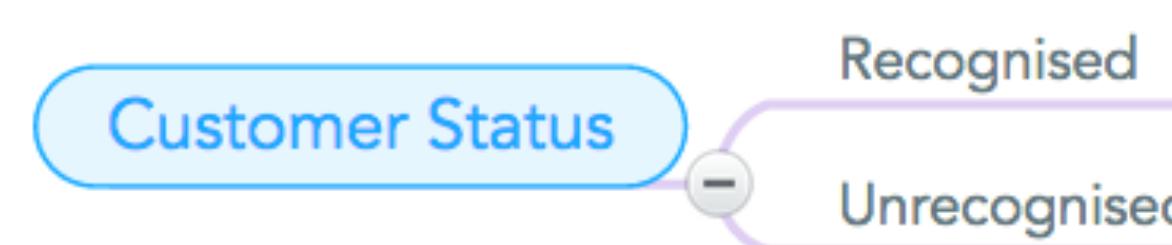
SIMPLE BUT POWERFUL

8 Major cases

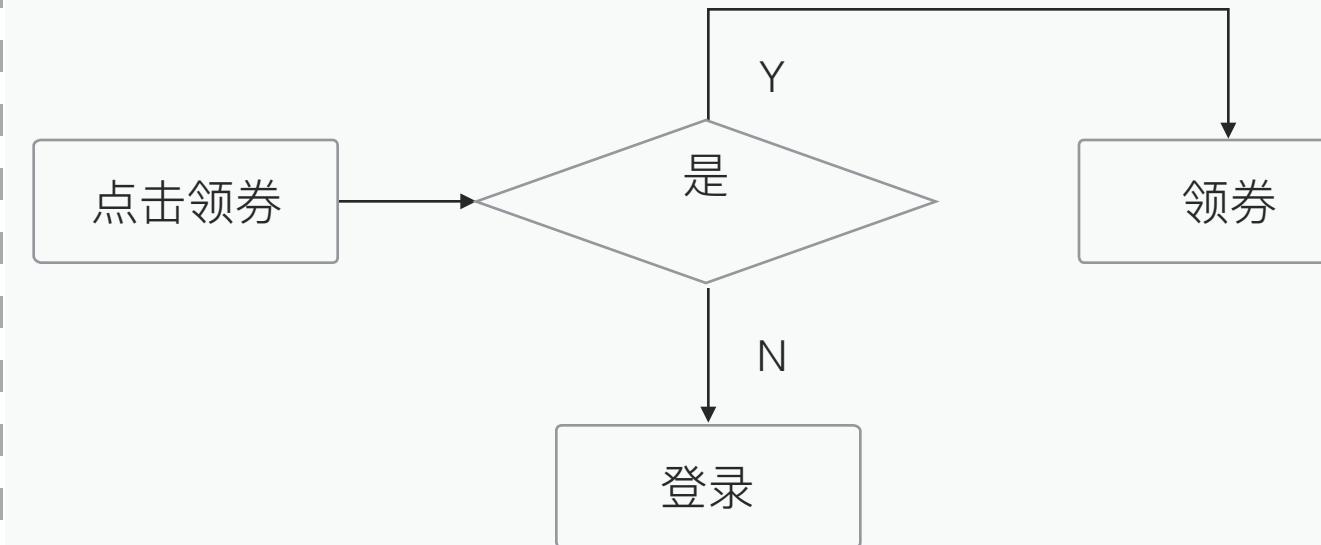
5 Promotion status



2 Customer status

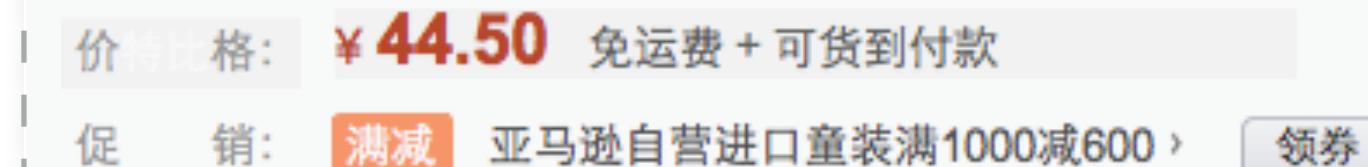


Our system can't store promotion codes for unrecognised customers, and won't be able to know if a promotion code has been clipped or not.



Twister

Twister options may be provided by different sellers, who offer different promotions. Thus customers may find only part of the options of an ASIN is eligible for a promotion.



10 MAJOR DESIGN DECISIONS

59+ Minor design decisions

促 销: 母婴商品全场满200减50 [去看看](#) | [更多促销](#)

促 销: 亚马逊自营母婴产品满100元减50 - 还剩3天 [去看看](#) | [更多促销](#)

促 销: 亚马逊自营母婴产品满100元减50 - 还剩12:32:02 [去看看](#) | [更多促销](#)

2个促销: 亚马逊自营中文图书满100元返2张60元Z券 ...

促 销: **Z券** 亚马逊自营中文图书满100元返2张60元Z券 还剩3天
满减 6万精选图书满200减50 2014年6月2日 23:00结束
其他3个促销活动

优惠信息: **Z券、促销活动**
您有Z券可用
满300减60, 还剩3天失效
满350减70, 2014年9月27日失效
促销优惠券
母婴商品满300减60, 领券
订单总额符合满减标准时自动应用。
每个订单只能用1张Z券。部分促销活动不能同时参加。

满减 童装满200减30
Z券 14大品类满300减60, ✓已领, 3天后结束
返券 买玩具返10元Z券, 结算时自动参加
满减 亚马逊自营进口童装满1000减600, 领券
部分优惠不能同时使用, 结算时系统自动在您的优惠券中为您选出最划算的促销应用。每个订单限用1张Z券。

促 销: 母婴商品全场满200减50 [领券](#) | [浏览促销商品](#)
更多促销活动

促 销: **满减** 亚马逊自营进口童装满1000减600, 领券
返券 买玩具返10元Z券, 1天后结束 [领券](#)
其他2个促销 | [查看促销使用方法](#)

促 销: **满减** 亚马逊自营进口童装满1000减600, 领券
返券 买玩具返10元Z券, 1天后结束 [领券](#)
直降 Lil Characters老虎连体衣一口价 ¥40.50, 领券
返券 买玩具返10元Z券, 领券
只显示2个促销 | [查看促销使用方法](#)

促 销: **Z券** 亚马逊自营中文图书满100元返2张60元Z券, 还剩3天 (2014年3月23日晚上23:45结束) | 促销优惠码: FRRC8SM5
满减 6万精选图书满200减50, 还剩30天 (2014年3月23日晚上23:45结束) | 促销优惠码: FRRC8SM5

促 销: **Z券** 亚马逊自营中文图书满100元返2张60元Z券, 还剩3天 (2014年3月23日晚上23:45结束) | 促销优惠码: FRRC8SM5
满减 6万精选图书满200减50, 还剩30天 (2014年4月23日晚上23:45结束) | 促销优惠码: FRRC8SM5

促 销: **Z券** 亚马逊自营中文图书满100元返2张60元Z券, 还剩3天 (2014年3月23日晚上23:45结束) | 促销优惠码: FRRC8SM5
满减 6万精选图书满200减50, 还剩30天 (2014年4月23日晚上23:45结束) | 促销优惠码: FRRC8SM5

sum < threshold

活动时间: 2014年2月10日上午10:00 – 2014年3月23日晚上23:45
还有3天结束 | 促销优惠码: FRRC8SM5 [去凑单](#)

活动时间: 2014年2月10日上午10:00 – 2014年3月23日晚上23:45
还有3天结束 | 促销优惠码: FRRC8SM5 [全部优惠商品](#)

亚马逊自营中文图书满100元返2张60元Z券
2014年2月10日上午10:00 – 2014年3月23日晚上23:45
还有3天结束 | 去凑单 | 促销优惠码: FRRC8SM5

亚马逊自营中文图书满100元返2张60元Z券
2014年3月23日晚上23:45结束
促销优惠码: FRRC8SM5 [去凑单](#)

sum >= threshold

活动时间: 2014年2月10日上午10:00 – 2014年3月23日晚上23:45
还有3天结束 | 促销优惠码: FRRC8SM5 [收藏优惠券](#)

2014年3月23日晚上23:45结束 还剩3天
促销优惠码: FRRC8SM5 [收藏优惠券](#)

万种图书 满100减20
2014年3月23日晚上23:45结束
还剩3天 | 促销优惠码: FRRC8SM5 [收藏优惠券](#)

DECISION LIST

How many cases need to be covered?

How many types of promotions we need to cover?
How many status are there for each type of promotions?
Do we allow unrecognised customers clip coupon?
Does other activities on DP affect the availability of promotions?

What information should the DP promotion message contain?

Full promotion message?
How many characters we can show on PC and Mobile?
What if the message is very long?
How many characters need to be displayed to complete a promotion message?
Can we use auto shortened message which contains the benefit only?
Can we highlight the benefit of the promotion with different colour, font?
Should we show total promotions are available for the ASIN?
Should we show expire date?
Should we show a count down of the active days of promotion?
Does the count down need to have different format as the count goes?
Does this message need to be highlighted?

Should we highlight promotion types?

Should we use badge?
It is against AUI style?
Should we colour code the badge for different types of promotions?
What are the label on the badge?

Where should we show the promotion messages?

Should we use the Special Offer space?
Does it fit into ATF area?
Close to price?
Use existing HPQ area?
Is it conflicting with the Special Offer widget?

How many promotion messages can we show in ATF?

Should we list all promotions the ASIN is eligible for?
How do we guide customers to discover the hidden promotions?
Will mobile require different experience?
How do we display the hidden promotions? Will mobile need different solution?

How do we lead customers to promotion page from detail page?

How do we provide that message?
Should we make the promotion message a link?
Will this make the page too busy?
Should we follow AUI style on the link colour?
If not, is the visual cue obvious enough for customers?
Are promotion landing pages ready on mobile?

How should customers clip coupon?

Should the clip button displayed in or outside of the popup?
Do we need to visually differentiate auto apply coupons, clipped coupons and un-clipped coupons?
Is there a difference for recognised and unrecognised customers?
What is the experience for unrecognised customers?
Clip all or clip one by one?

Do we need help messages?

Do customers need to see that?
Is it required by legal?
What is the content?
Write the UI copy
How do we display it?

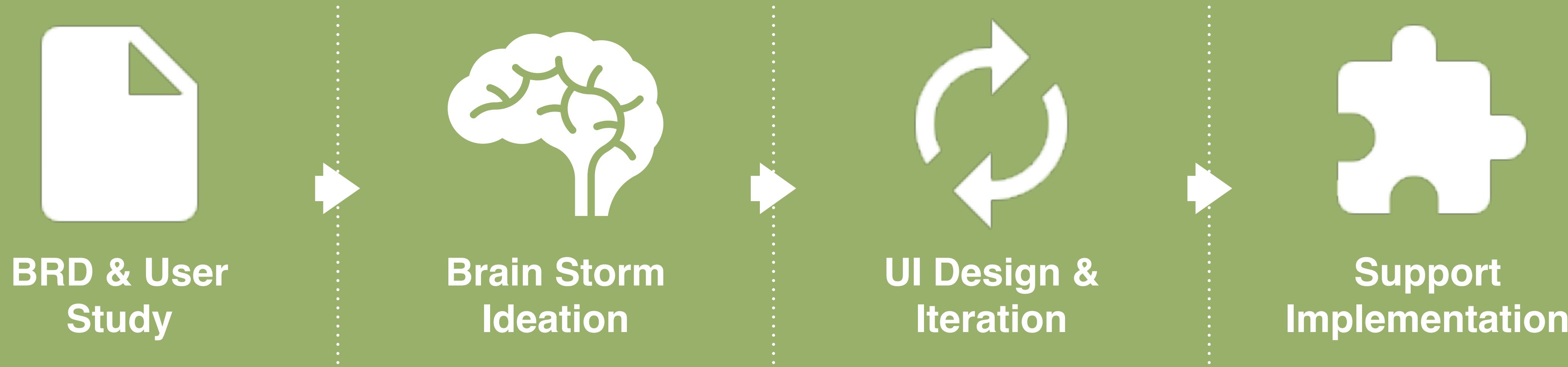
What is the size of the pop up?

What information need to be displayed in the popup?
Should all promotions be displayed, or only the one that are hidden?
Responsive;
Should we group clipped and un-clipped coupons separately?
What is the experience on mobile?
.....

Visual

Resolutions need to be covered:
Mobile
Desktop: 1024, 1280, 1440, 1660, 1920
What is the shape of the badge?
What is the AUI guideline for badges?
Which colour represents promotion?
Should the badge have a background?
Should it has a border?
What is the colour of the label?
The font size of the label?
Which colour should be used for each status?
Font size of the promotion message?
Howe big should the badge be?
What is the margin between badge and text?
.....

DESIGNER WORK FLOW



REALITY IS BROKEN

Finding the best solution needs time & agile requires speed

- No clear business requirements to start with;
- No time to conduct user research, and were given very limited time think through design solutions;
- Technical constraints due to tight implementation schedules;
- Supporting team does not have resources & therefore need trade off solution;
- Business requirement changed after project start;
- Need to communicate with many teams over and over, especially when they are not in China.

**IS IT POSSIBLE TO INTEGRATE
UXD AND AGILE DEVELOPMENT
METHODOLOGY?**

INTEGRATE UXD & AGILE

In the beginning of a project

DESIGNER

- Effective communication with PM and SDE
- Read previous usability studies in spare time

PM

- Involve designers early
- Clearly describe business goals & customer values
- **Don't** follow competitor blindly

SDE

- Understand the reasoning behind design solutions
- Help designer understand what is feasible
- Contribute technical solutions

INTEGRATE UXD & AGILE

In the mid of a project

DESIGNER

- Use team wisdom
- **Don't sleep**

PM

- Reduce requirement changes
- **Don't ask designers to create mockups for all cases before depending factors are finalised**

SDE

- Provide accurate estimation on design solutions
- Review demo with designer regularly

CN UX OFFICE HOUR

Every Wednesday 2:00pm-3:00pm,

PEK2 29th Floor, Usability Lab

Thank you!

Contact: wangyin@amazon.com