Kaiyani Wasave

Amazon: Social Feed Integration

The User Problem

Twitter has experienced significant challenges in recent months, including a change in ownership, executive departures, and heavy employee layoffs, all of which result in an uncertain outlook for the platform. This situation creates an opportunity for alternative platforms to emerge and attract Twitter users who seek a more stable and reliable experience.

The Goal

"Design a feature or suite of features within the Amazon app that incorporates Twitter-like functionality, aiming to attract users away from Twitter and integrate them into the Amazon ecosystem."

Day-1 :Understanding The Users

Brainstorm

This project begins with a collaborative effort alongside other UX designers, using a modified design sprint approach. To build a shared understanding of the problem and identify potential challenges for this case study, we started by brainstorming a list of the questions that came to mind.

Sprint Questions

- Who are the primary users of Amazon and Twitter?
- What key features of Twitter make it appealing to its audience?
- How can we motivate users to generate content and participate in discussions within Amazon's ecosystem?
- Is it possible to incorporate Twitter-like functionality into the Amazon shopping experience without disrupting its core functionality?
- Alternatively, would it be better to develop a separate stand-alone application?

Rapid Competitive Research

In order to answer these questions, and gain more insight into the Amazon and Twitter user experience, we performed rapid user research.

Analysis of Amazon & Twitter App UI

UI

Strengths	Weakness
Intuitive navigation: The app prioritizes ease and accessibility for users. **Comprehensive product categories:** Standard product UIs, images, ratings, reviews. **Personalized experience:** Based on search and browsing activity. **Strong search functions:** Price sliders, sort options, detailed filter categories.	**Information overload:** Users can become overwhelmed with a large amount of data. **Inconsistent UI/UX elements:** Variations in UI design of various components. **Complex checkout process:** Difficult and time-consuming process, with multiple steps and potential for errors or abandonment. **Customer reviews do not encourage user conversations:** Reviews are static and lack interactive features.
Intuitive Navigation: Easy to understand and flexible. **Encouraged User Engagement:** Retweets and Quote tweets are known for encouraging user engagement. **Leading in Live Content:** Twitter is recognized for its real-time updates and live content. **Profile Page:** Which seems to be an essential feature, Amazon, etc. **Multimedia Sharing:** Twitter has a clean UIUx policies, videos, etc.	**Information Overload:** Twitter can result in an overwhelming amount of information. **Inconsistent UI Elements:** Inconsistencies with design of certain elements. **Lack of Advanced Search:** Difficult to locate old tweets without specific keywords or hashtags.

How Might We?

Integrate social features into the Amazon platform?

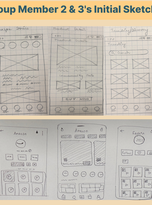
- Encourage users to create and share posts about their purchases?
- Revamp the product review and comment sections to facilitate more dynamic conversations?
- Design a social feed within the Amazon app that promotes product discovery and personalized recommendations?

Day 2: Starting the design

Based on the initial rapid research, each group member began to create initial sketches, independently, which allowed us to explore our own ideas to address The Problem.

My Initial Design Thoughts & Hand Sketches

Throughout the ideation process, I wanted to ensure that the new features that I would implement would not deter from the App's core experience, which focuses on providing a seamless shopping experience.



Group Member 2 & 3's Initial Sketches

Based on our initial sketches, we identified one common element: Social Feed/Image Post/Messaging functionality to encourage user interaction.

Independent Design Exploration

At this stage, I transitioned from collaborative brainstorming to refining individual design concepts. Reflecting on group discussions and my ideas for integrating Twitter-like features into the Amazon app, I focused on:

- Seamlessly embedding Twitter-like functions within the existing app.
- Adding a social feed to boost user interaction.
- Enhancing comments and reviews to enable dynamic conversations.

I then refined my sketches to detail these features further.

Day 3: Refining the design

This Case Study was conducted as a modified design sprint, we did not create low fidelity wireframes. Since the focus was on enhancing the existing app by including Twitter-like functionality, rather than developing a completely separate app, I utilized a combination of screen captures and custom designed elements to showcase the proposed implementation.

High Fidelity Mock Up

Main features implemented:

- Social Feed to explore user posts
- Engage in conversations with other users about products
- Repost, Quote Repost, Like, Share
- Add a dynamic feature to the Amazon "Social Feed"
- View your Post insights

Home Screen
Product Page
Product Page Review
Product Page Comment
Shopping Cart
Shopping Cart Review
Product Page Review Comment
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Product Page Review Comment Comment Comment Comment
Product Page Review Comment Comment Comment Comment Comment
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