

Personal Information Self Service in AtoZ

Manage your personal information at Amazon

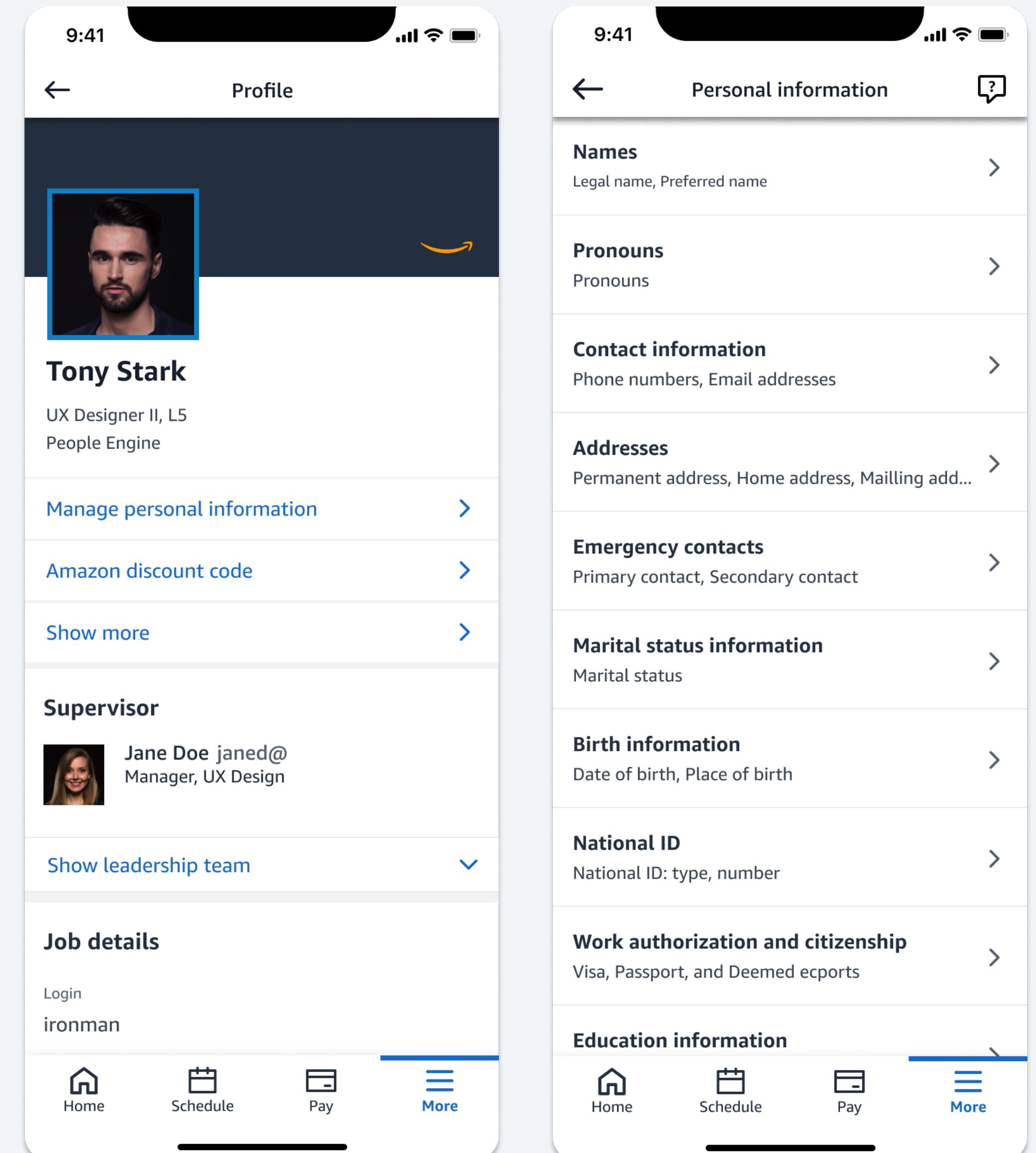
About AtoZ

- AtoZ is a world-wide workforce management tool available to all employees of Amazon
- Centers the employee experience in a best-in-class mobile app, available worldwide
- Unified gateway for all Amazon employees to address their HR needs at any time and from anywhere.



About the project - ESS

- ESS - Employee Self Service.
- Provides employees a self-serve experience to manage personal information.
- Single source of truth for managing personal information.
- Amazon's plan to move away from a legacy 3rd party system PeoplePortal.



Problem

- Employees' Personal information management experience was fragmented across different products and modalities which are inconsistent with each other and cause Amazonians to report discoverability as a major issue.
- Employees needed one place to manage their personal information.
- Employees were bound to rely on a HR associate to make changes to their personal information.

Users

1.5M+
EMPLOYEES



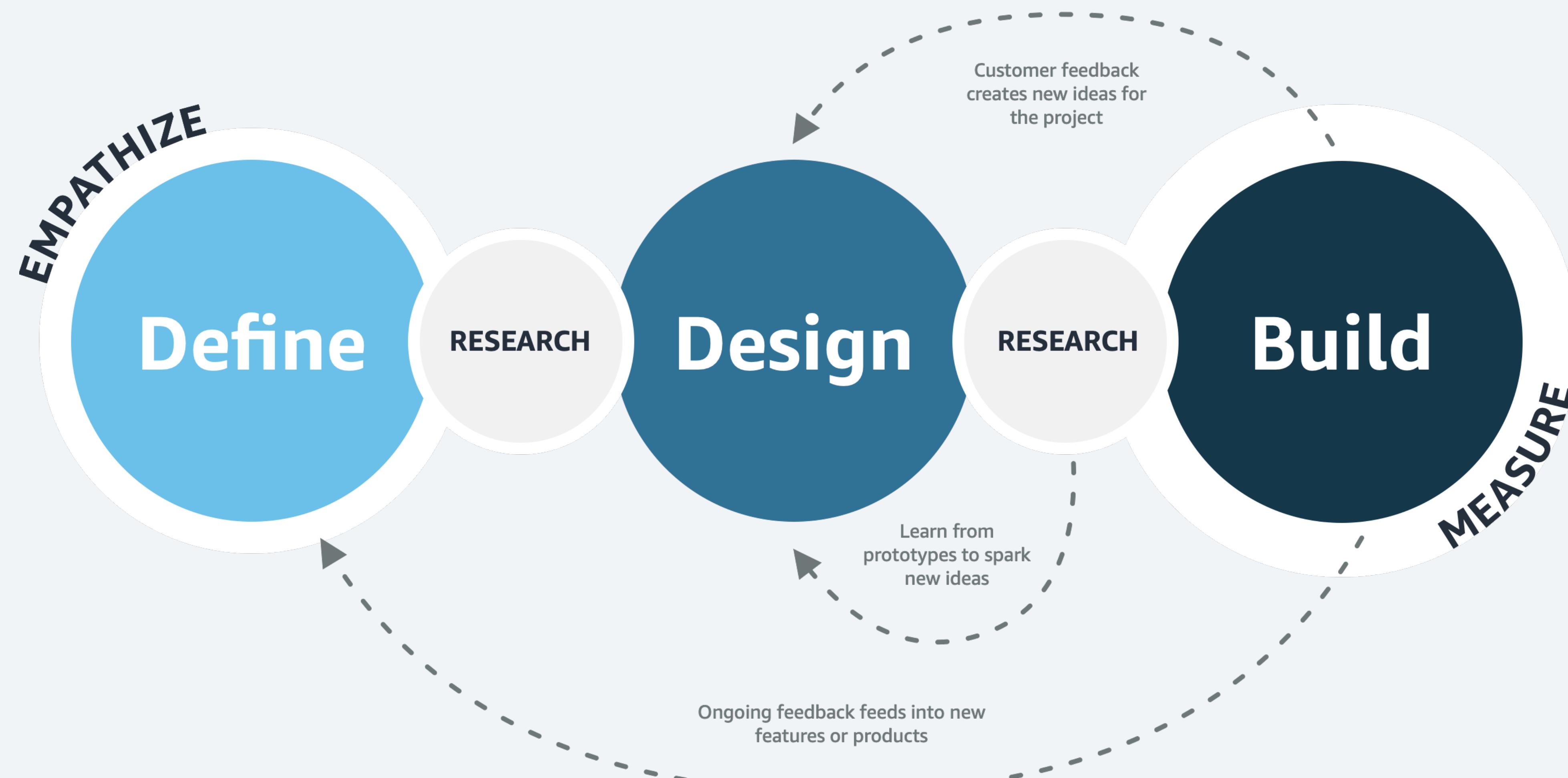
Project goals

- Provide global employees the ability to make changes to their personal information through self-service capabilities.
- Deprecate a 3rd party tool(PeopleSoft) and build a HCM tool in-house.
- Expand personal information collection and management to self-identification and sensitive PII categories.
- Improve the IA and discoverability by categorizing personal information.

UX strategy

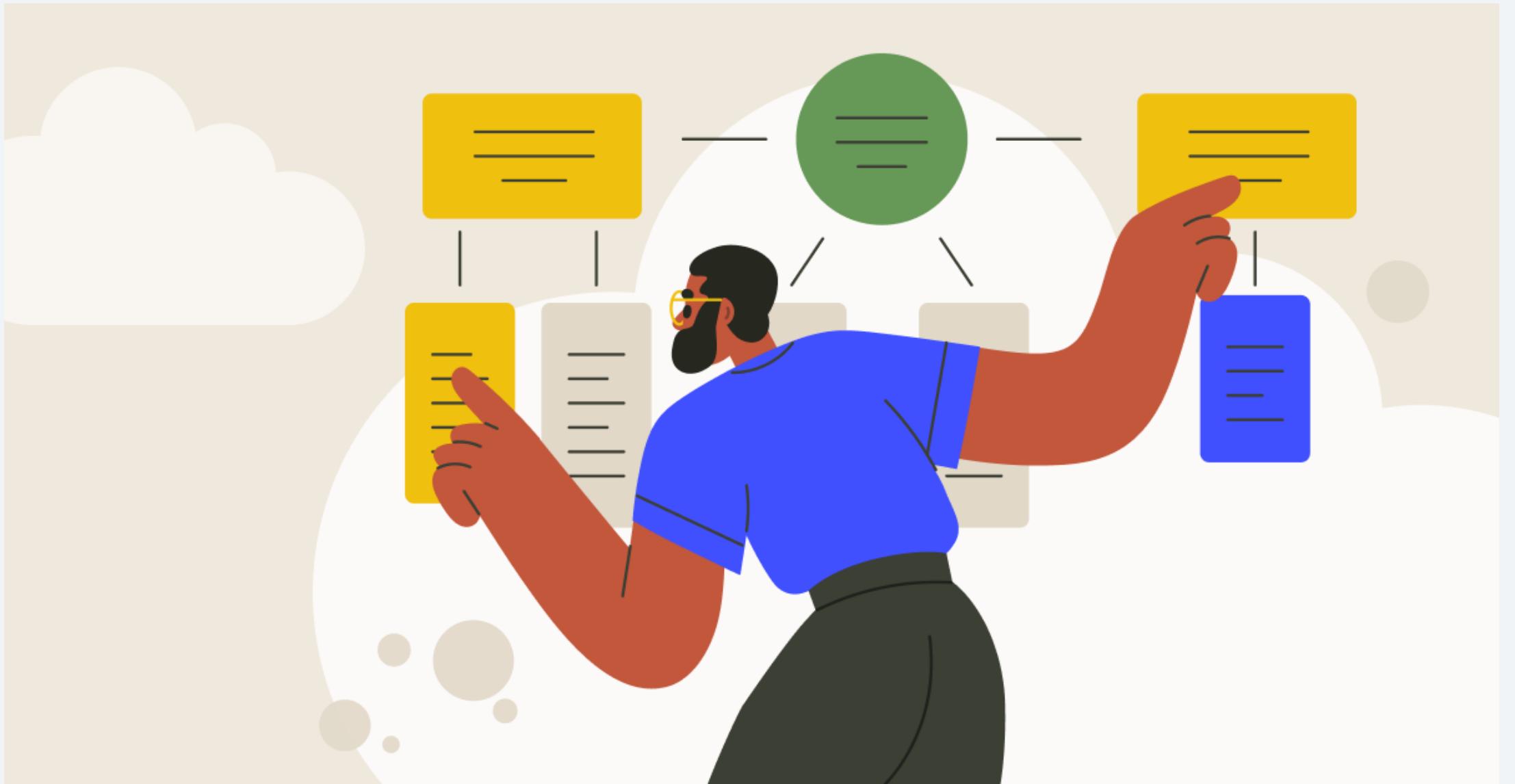
- Foundational research - learn users wants and needs.
- Work backwards from the user, align with product goals and tech constraints.
- Create the Information Architecture & User Flows.
- Design and test iteratively with users and get buy in from stakeholders.
- Design system considerations and layout of the screens.
- Build simple, intuitive and accessible designs.

Process



Research data and insights

- Historic research data on employees expectations.
- Data from employee Personas.
- Employee anecdotes.
- Considerations of legacy user flow.



Personas and anecdotes

Hourly employees

Hourly Fulfillment Center

"It should be easy to change my personal information"

@sofialopez

Hourly Middle-Mile Delivery

"I wish it was easier to manage my personal information from my phone, away from the SC."

@ajaydeep

Corporate employees

Corporate Remote

"I need a convenient, one-stop-shop for accessing my personal info"

@samsmith

Corporate In-Person

"I wish it was easier to find, edit, and save my personal info at Amazon"

@aliajhjones

Other

FC Field manager

"I need more efficient ways to manage my personal info without the help of a HR"

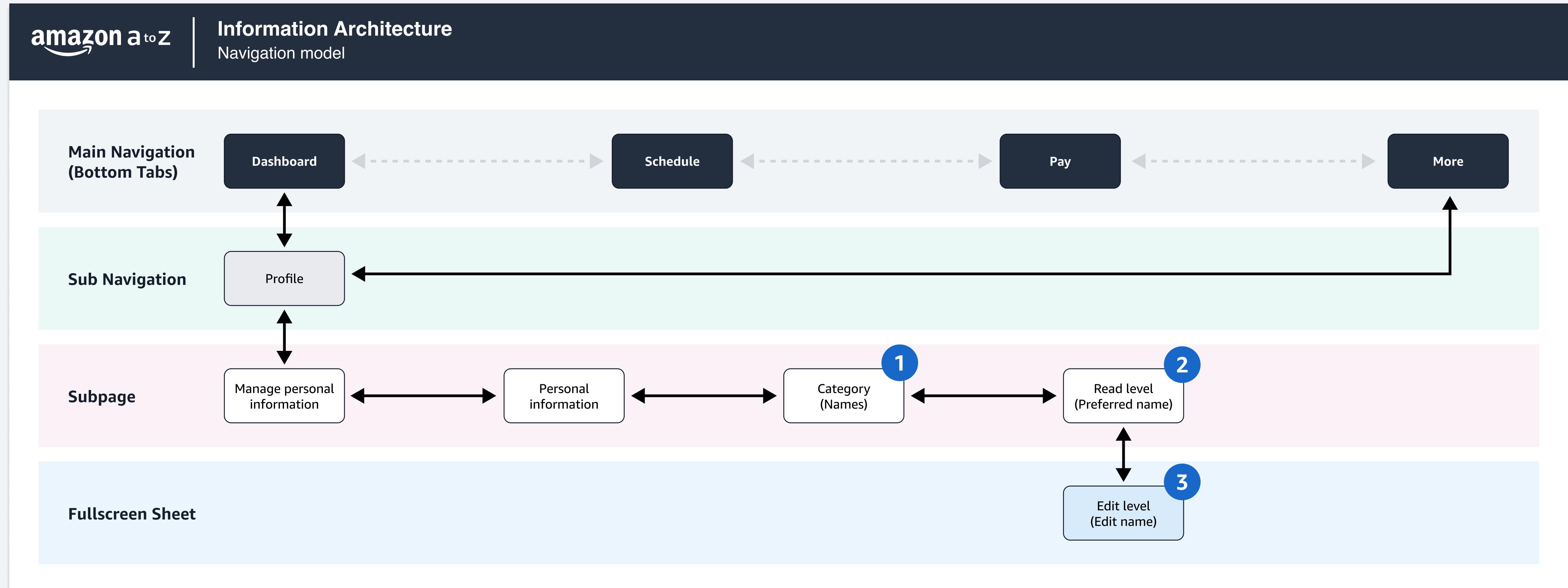
@owendavis

Corporate Traveller

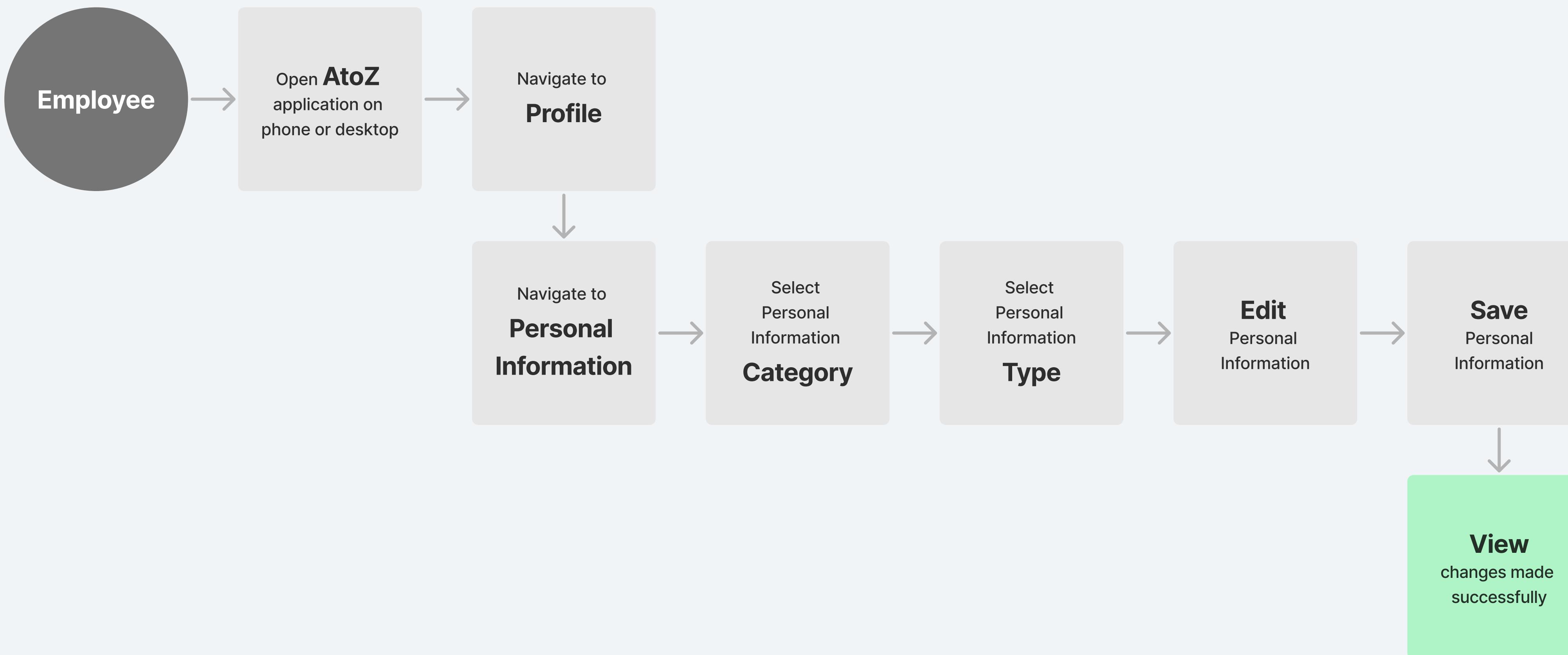
"I want quick and easy access to Amazon sites, tools, and information while on the road."

@jenmiller

Information Architecture



User flow



Design system



Design system for Amazon employee facing products
to create consistent, accessible experiences



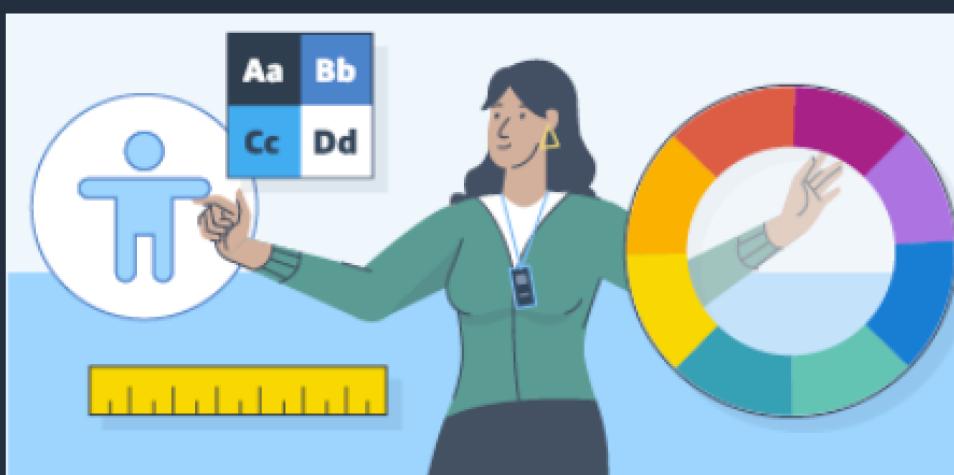
Design

Design guidelines, templates, Figma files, and other resources to speed up the design process.



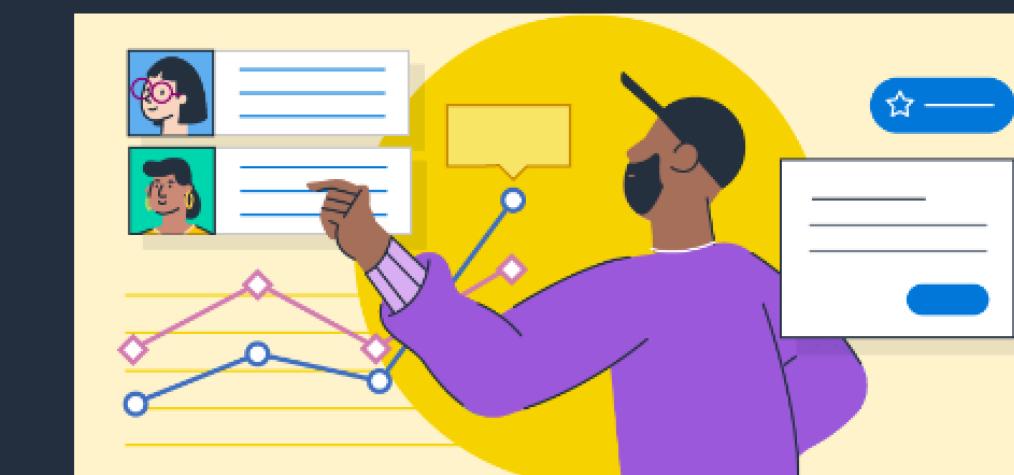
Develop

Guides about how to use Stencil in your app and contribute back to the component library.



Foundations

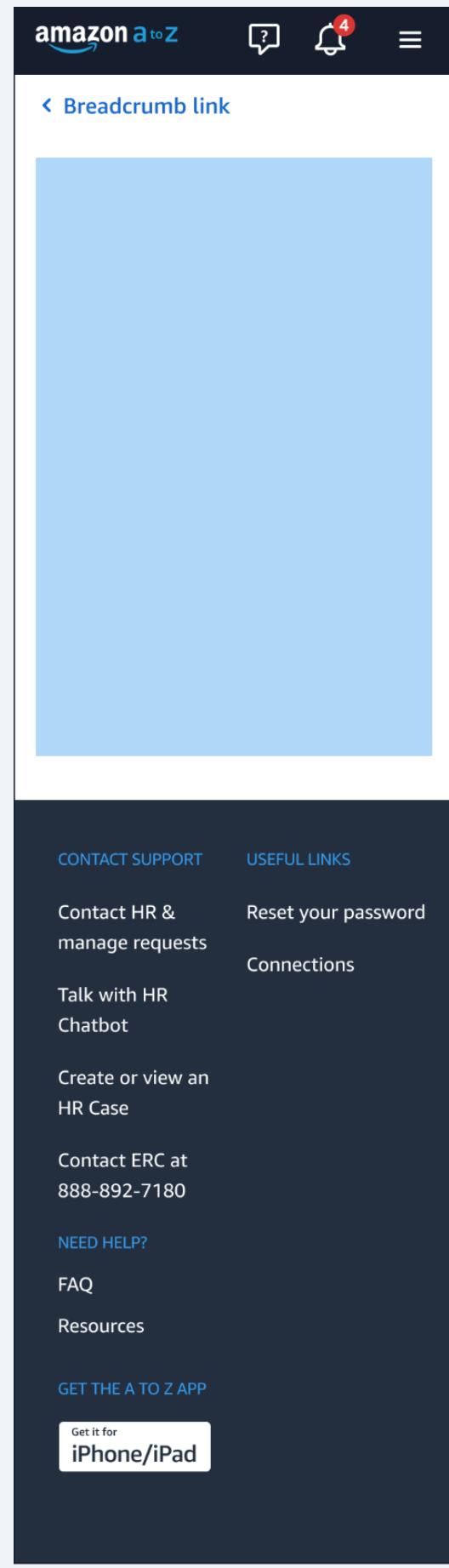
The foundational elements used to create accessible content, components and patterns in the design system.



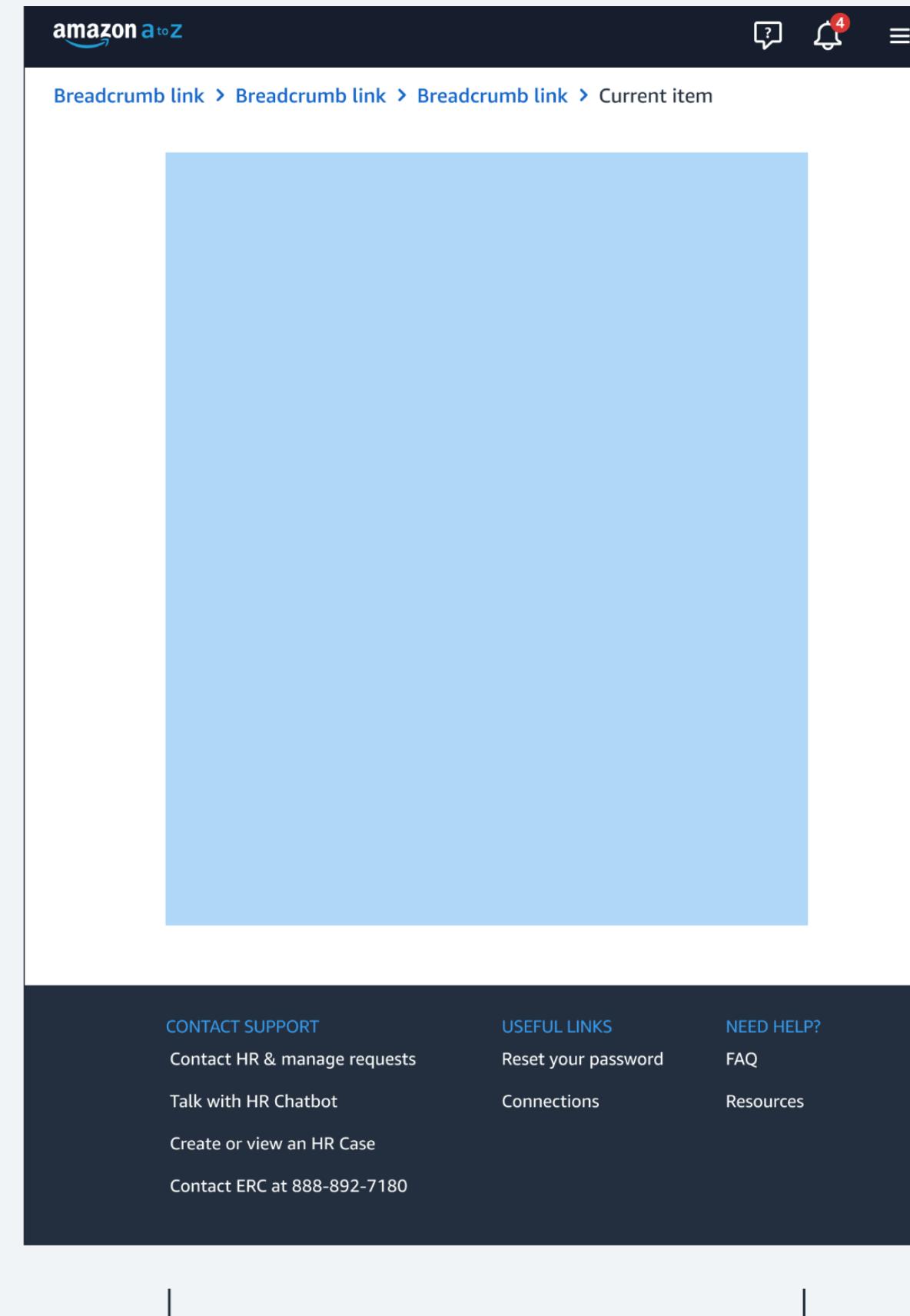
Components

The basic UI building blocks to craft accessible, responsive and consistent user experiences.

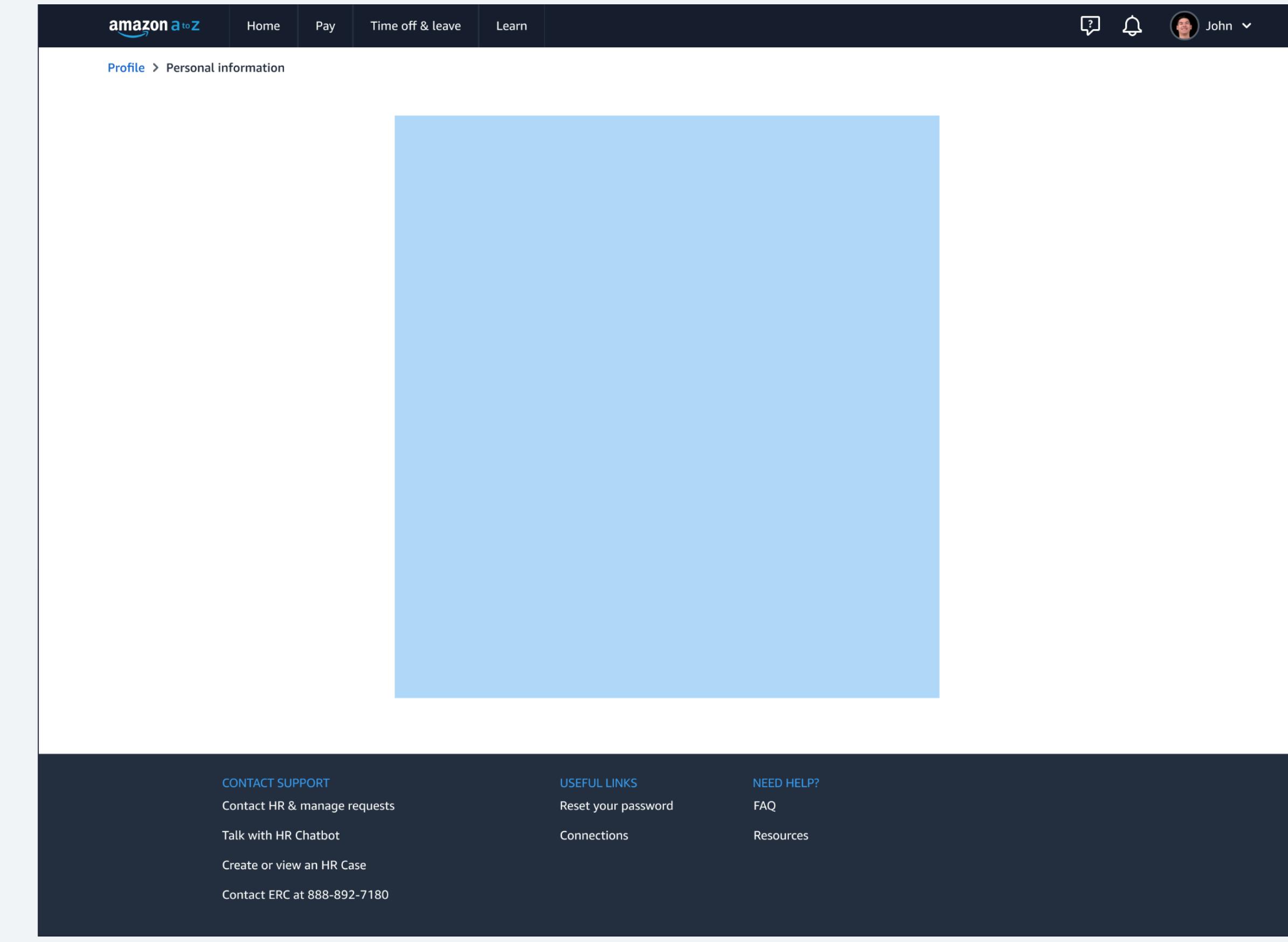
Layout & desktop responsiveness



4 columns

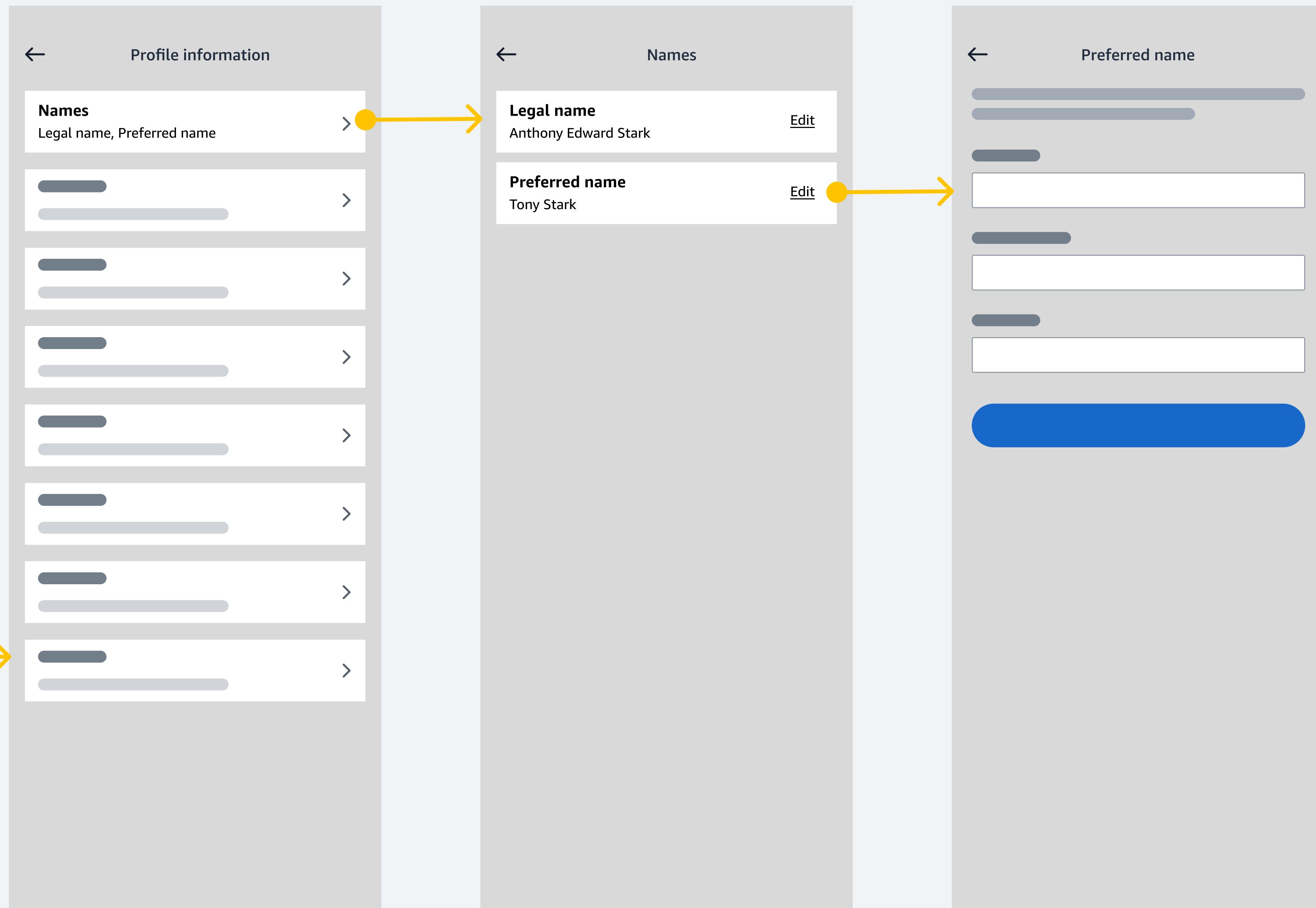
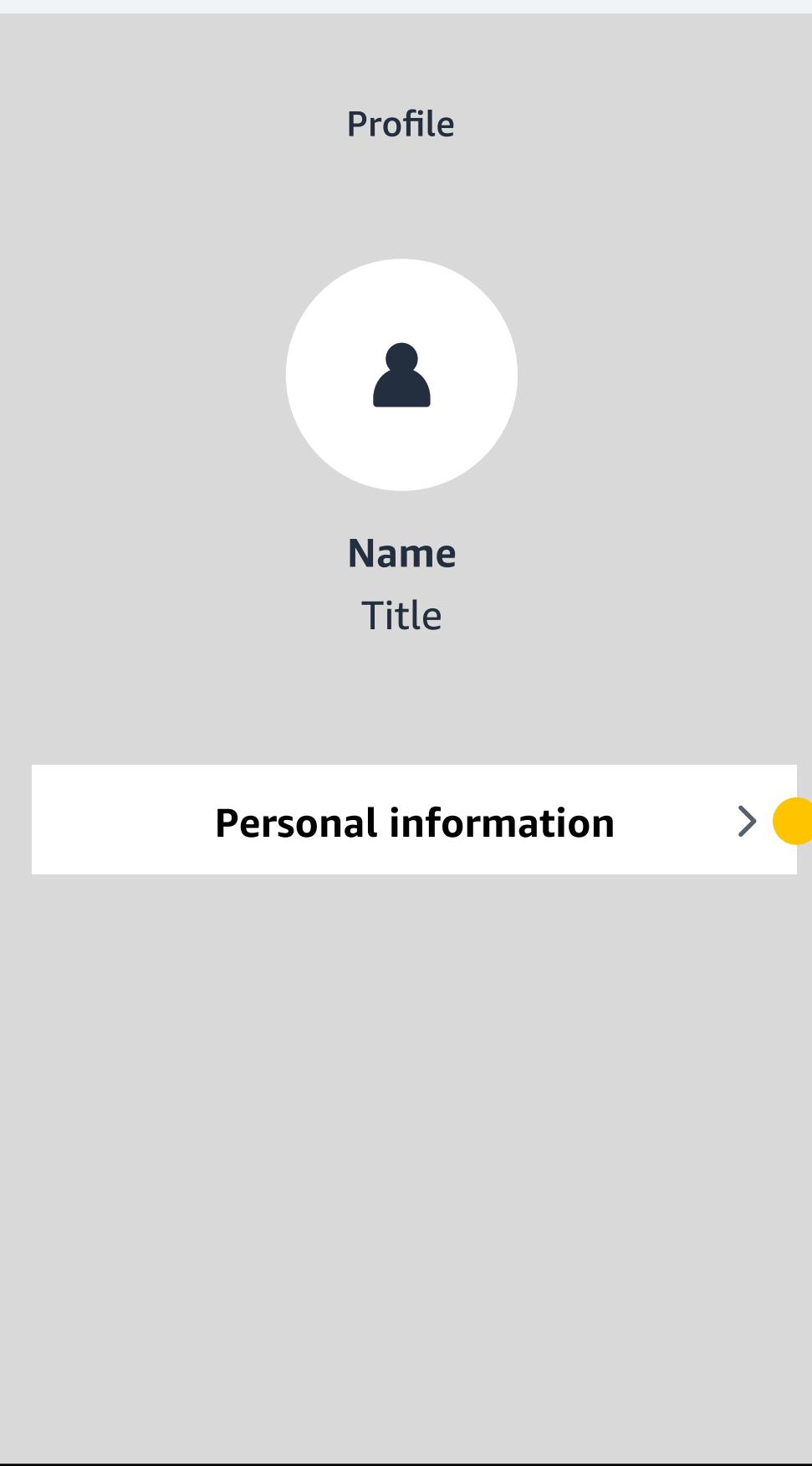


6 columns



6 columns
center-aligned

Low fidelity wireframes



Initial design choices & iterations

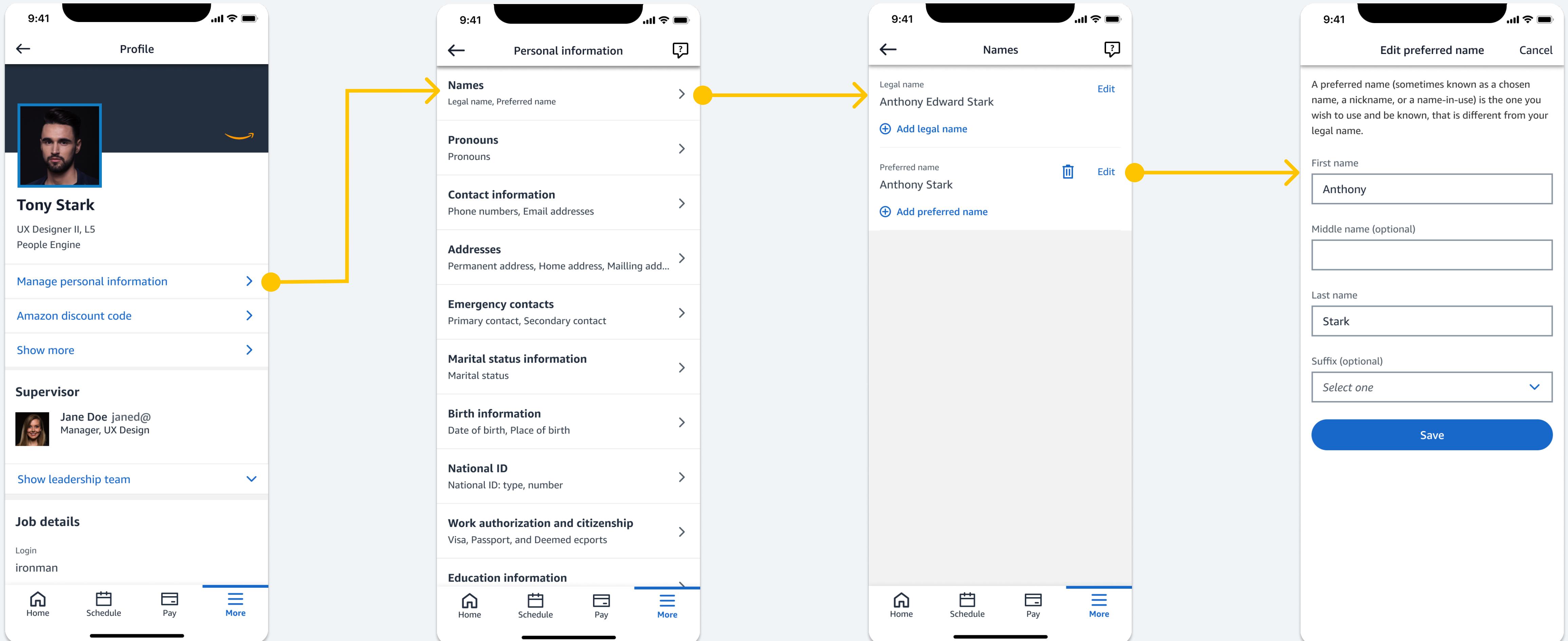
The image displays three wireframe prototypes of a mobile application's profile editing screen, showing the evolution of design choices over three iterations.

Iteration 1: The first prototype shows a dark blue header with the time "9:41" and signal strength. Below it is a white header with a back arrow and the word "Profile". The main area features a placeholder user icon and the name "Tony Stark" followed by the title "UX Designer II". Below this are two tabs: "Personal information" (selected) and "Job details". The "Personal information" section contains five fields: "PREFERRED NAME" (Lorem ipsum), "LEGAL NAME" (Lorem ipsum), "DATE OF BIRTH" (Lorem ipsum), "GENDER / RACE / ETHNICITY" (Lorem ipsum), and "MARTIAL STATUS" (Lorem ipsum). Each field has an "EDIT" button to its right and a lock icon below it. A note at the bottom states: "To change your legal name, date of birth, or marital status, please submit a request through Smart Forms." with a "Go to Smart Forms" link. At the bottom is a navigation bar with icons for Home, Schedule, Pay, and More.

Iteration 2: The second prototype follows a similar structure but with a few changes. The "Personal information" tab is still selected, but the "Job details" tab is now visible on the right. The "Personal information" section is expanded to include a "Object description" input field with a right-pointing arrow icon. The note at the bottom remains the same.

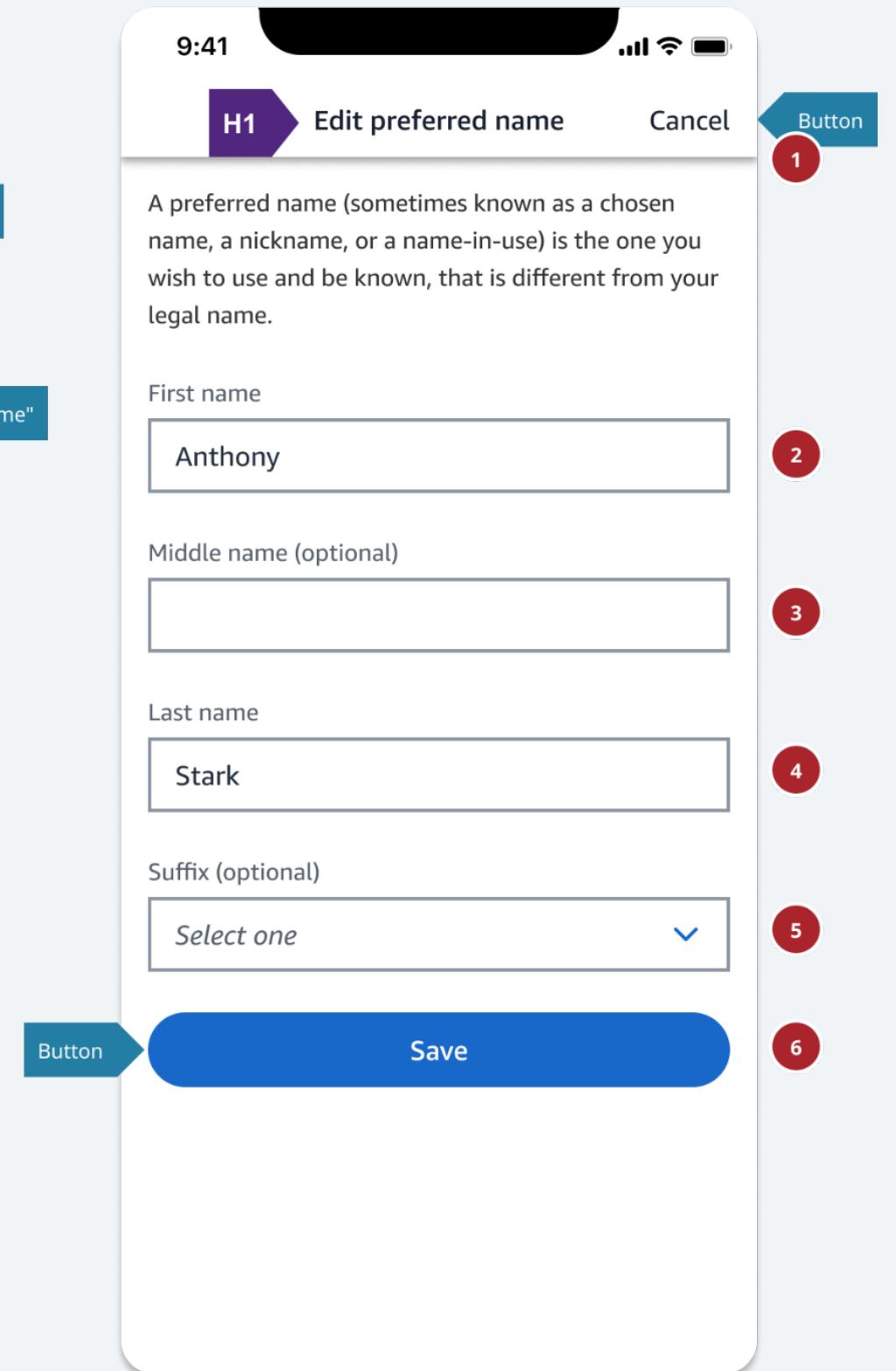
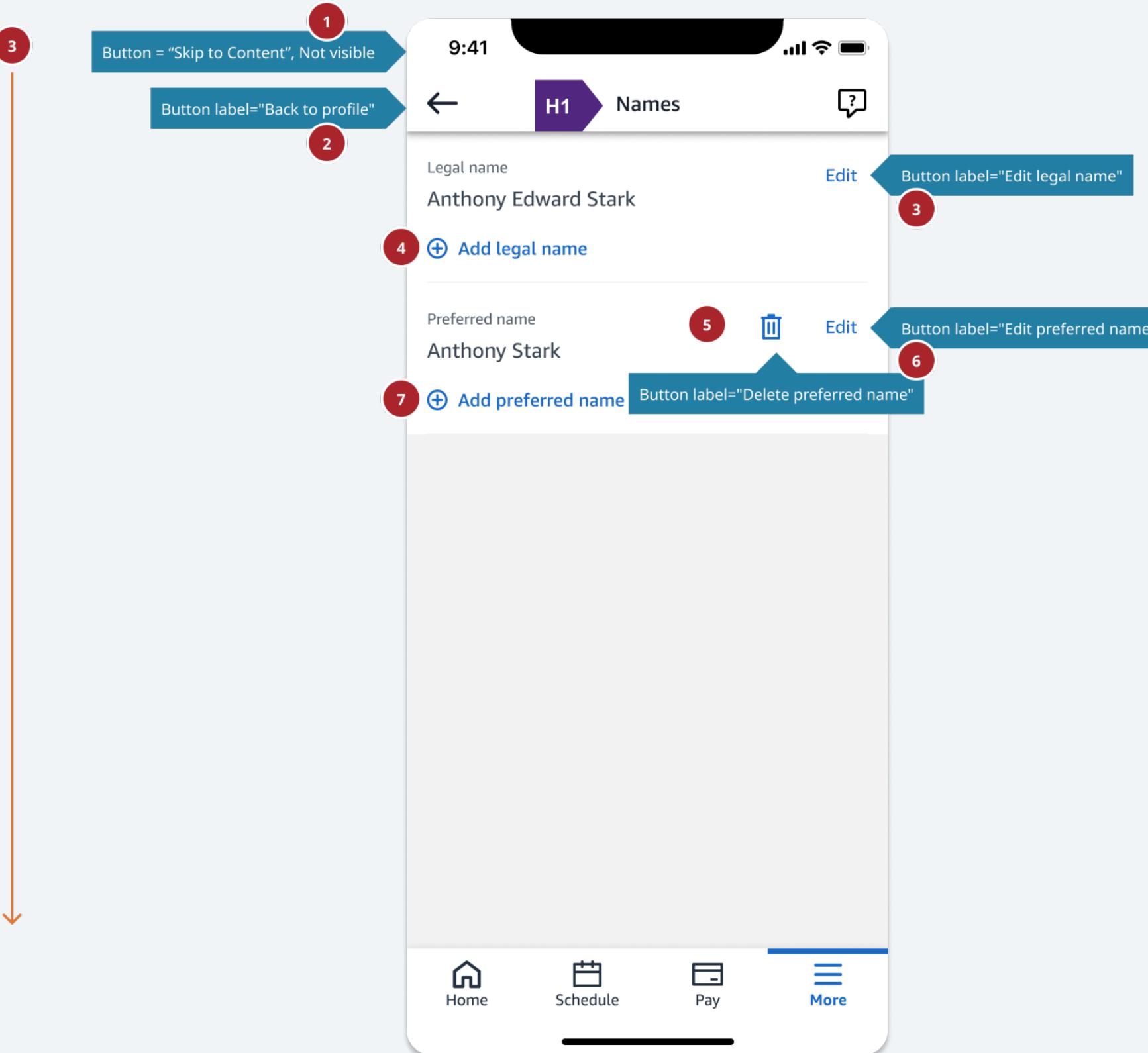
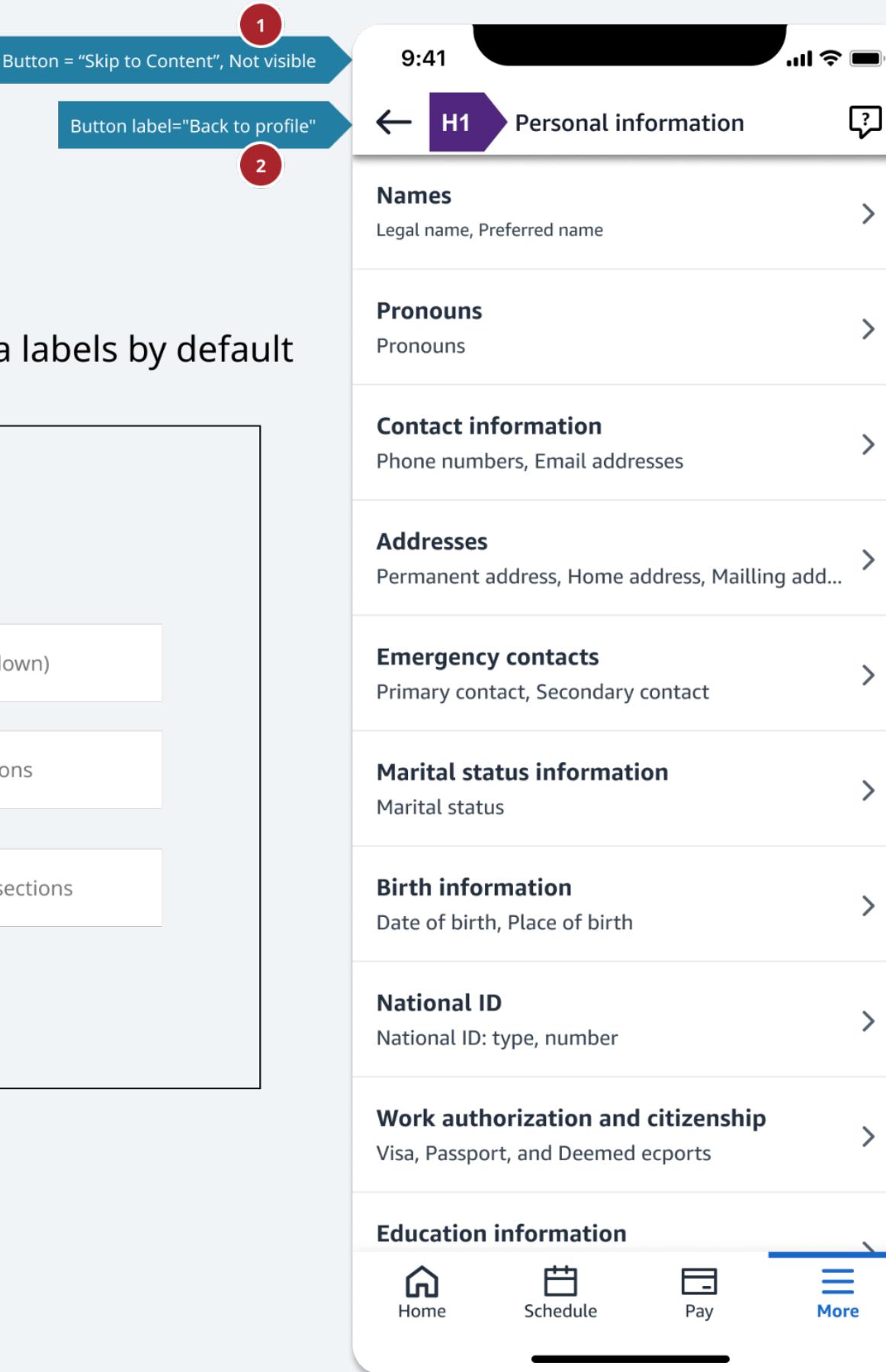
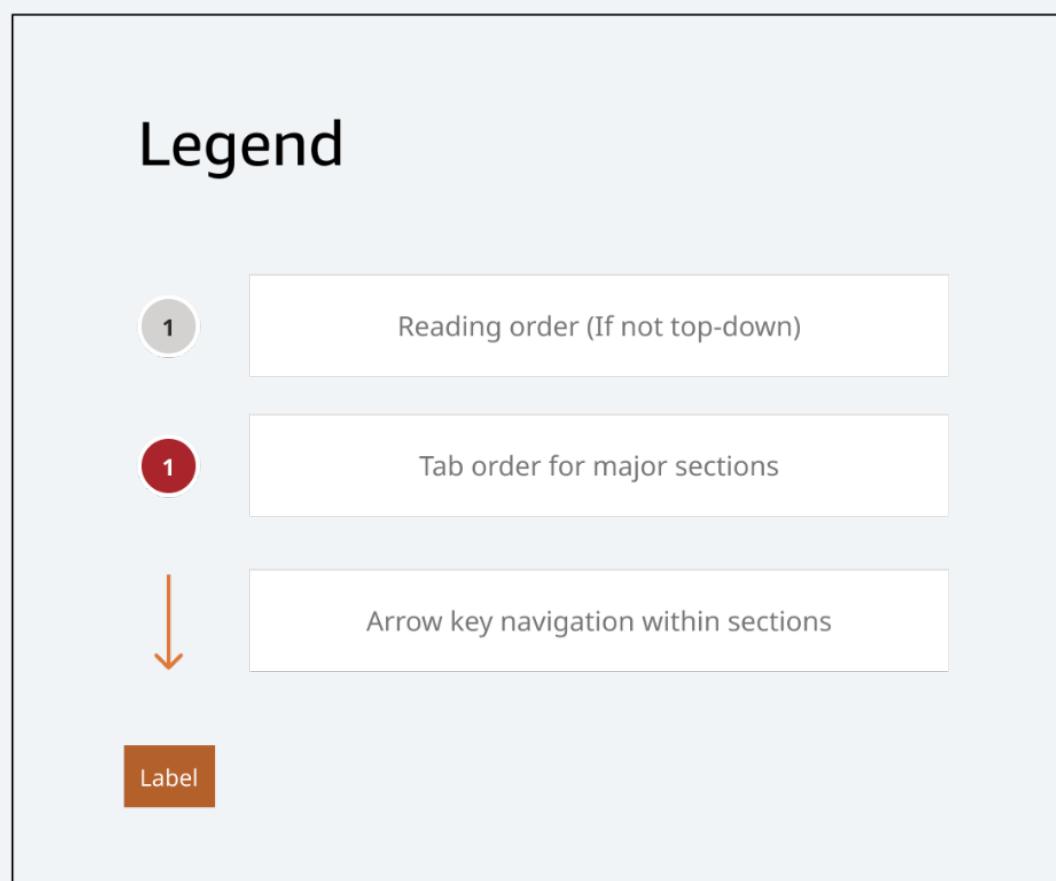
Iteration 3: The third prototype shows a more refined design. The "Personal information" tab is selected, and the "Job details" tab is no longer present. The "Personal information" section is expanded to show all five fields: "PREFERRED NAME" (Lorem ipsum), "LEGAL NAME" (Lorem ipsum), "DATE OF BIRTH" (Lorem ipsum), "GENDER / RACE / ETHNICITY" (Lorem ipsum), and "MARTIAL STATUS" (Lorem ipsum). Each field has an "EDIT" button to its right and a lock icon below it. A note at the bottom states: "To change your legal name, date of birth, or marital status, please submit a request through Smart Forms." with a "Go to Smart Forms" link. Below this note, there are sections for "Addresses" (with a "+ Address" button) and "Email addresses" (with a "+ Email address" button). The bottom navigation bar includes icons for Home, Schedule, Pay, and More.

Final high fidelity designs

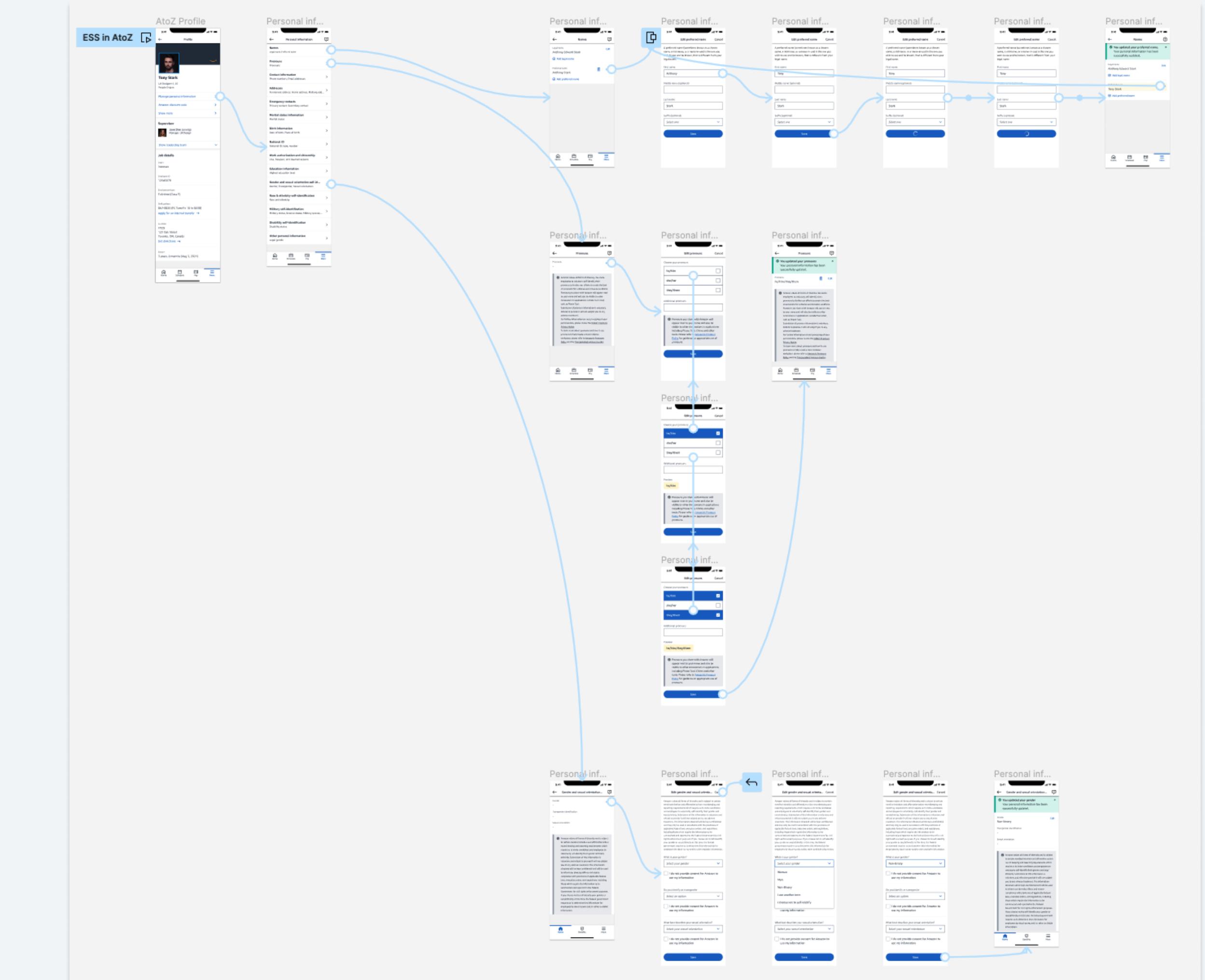
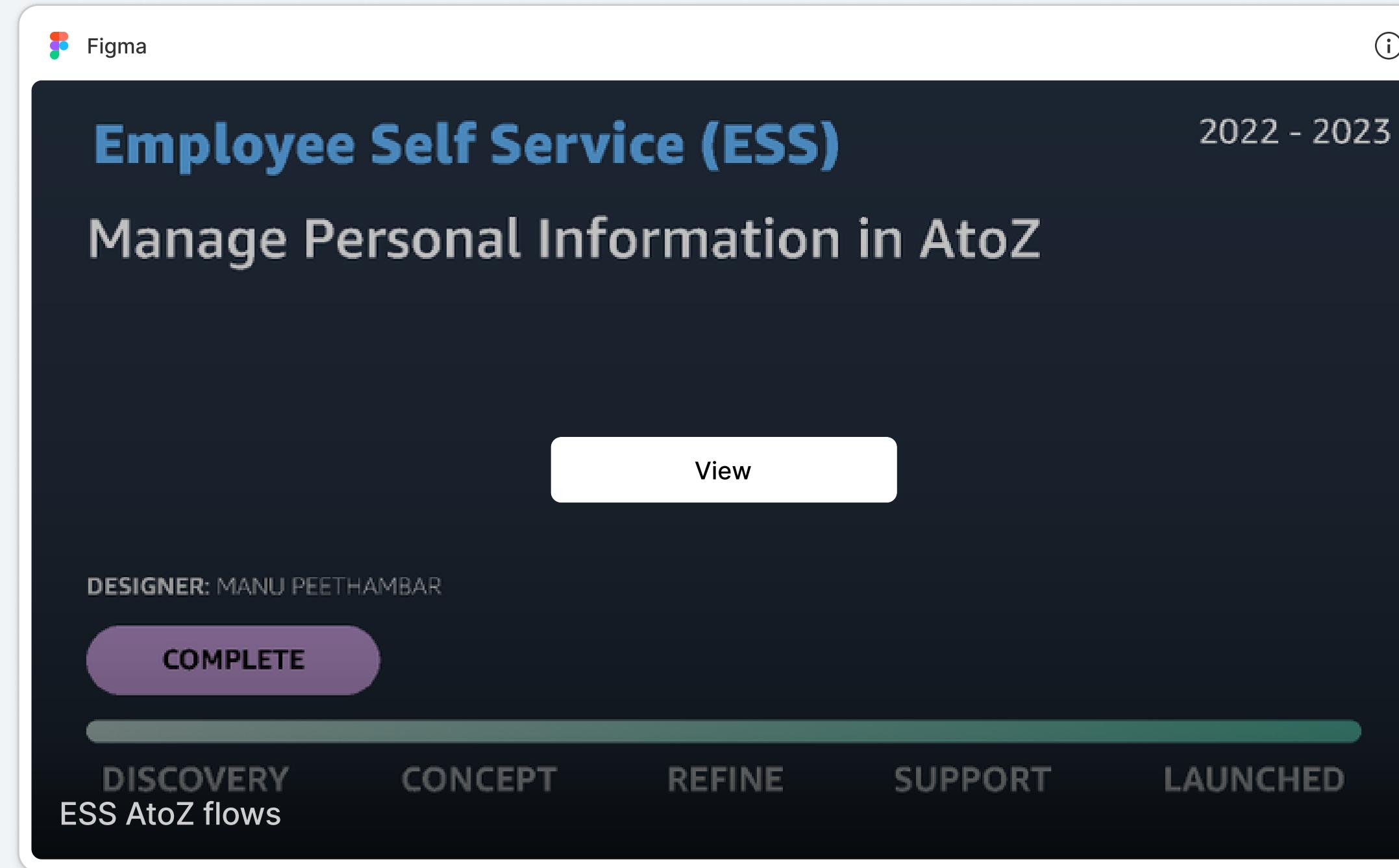


Accessibility bluelining

Stencil components will provide aria labels by default



Prototype walkthrough



Product impact and metrics

- Employee self service launched in 5 waves/releases over 12 months.
- This project met all the Product and business goals for 2022 and 2023.
- This project created a foundation for multiple other self-service experience workflows to simplify the process of updating personal information changes during major life changes.
- Since launch, Amazonians have submitted over 100k personal information changes with an exponential increase in total page views for Self Identification(SID) attributes (26% of all ESS) driving 10K net new submissions for SID globally.
- We achieved our stretch goal to expand gender and disability attributes globally and rolled out sexual orientation and transgender identification attributes in multiple countries.