

# Personal Information Self Service in AtoZ

*Manage your personal information at Amazon*

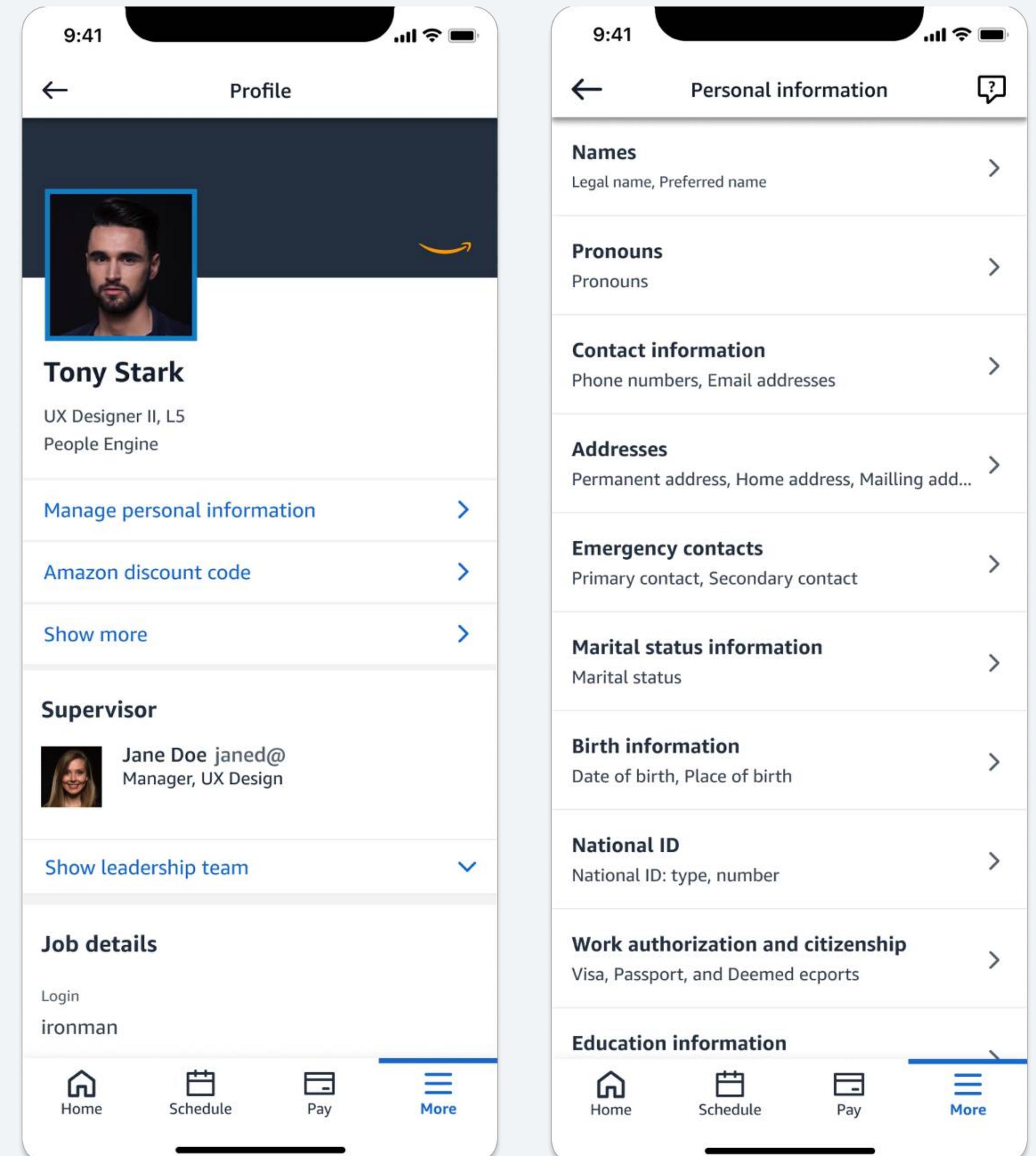
# About AtoZ

- 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.

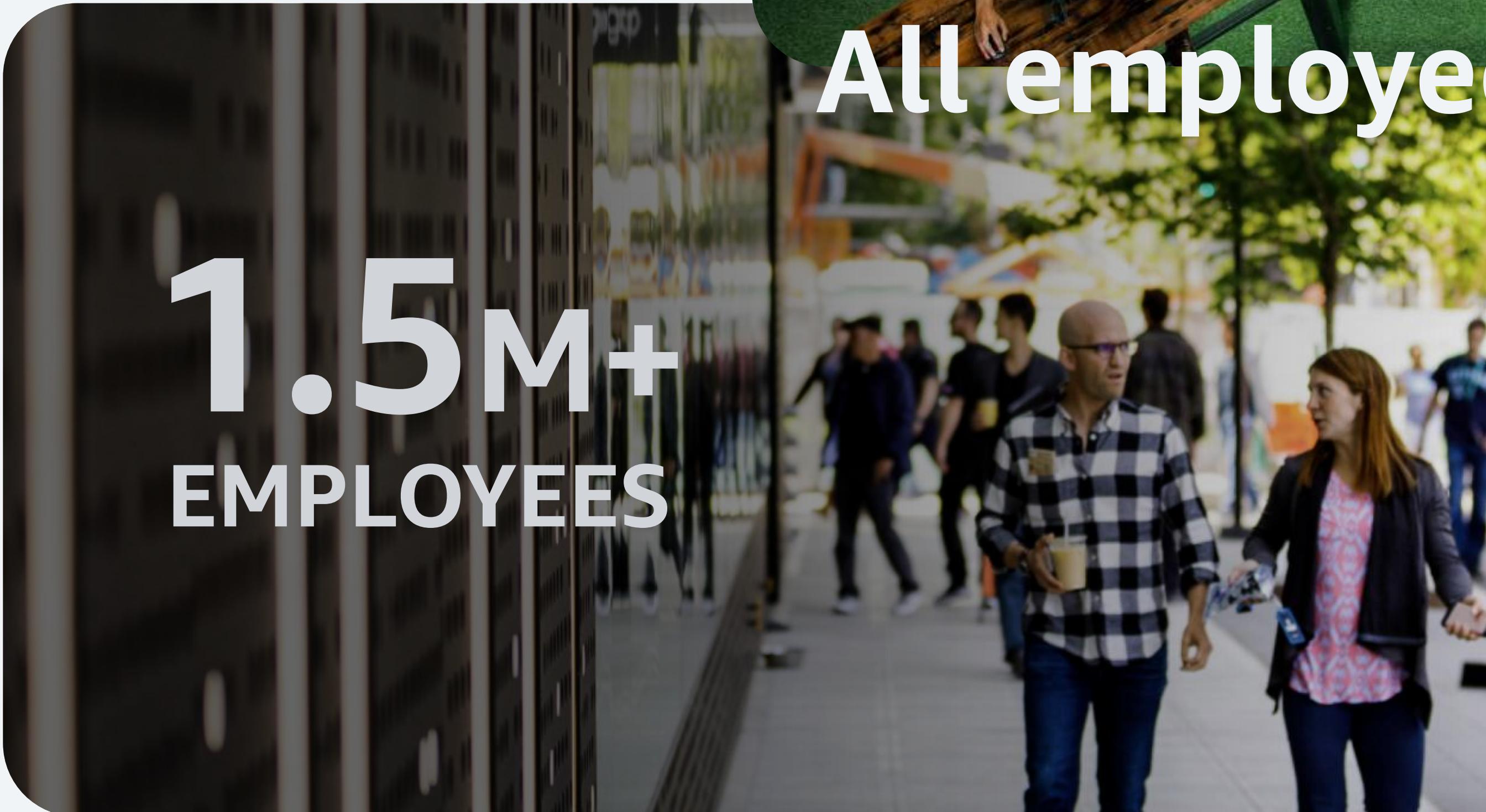


# Problem

- 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



All employees at Amazon



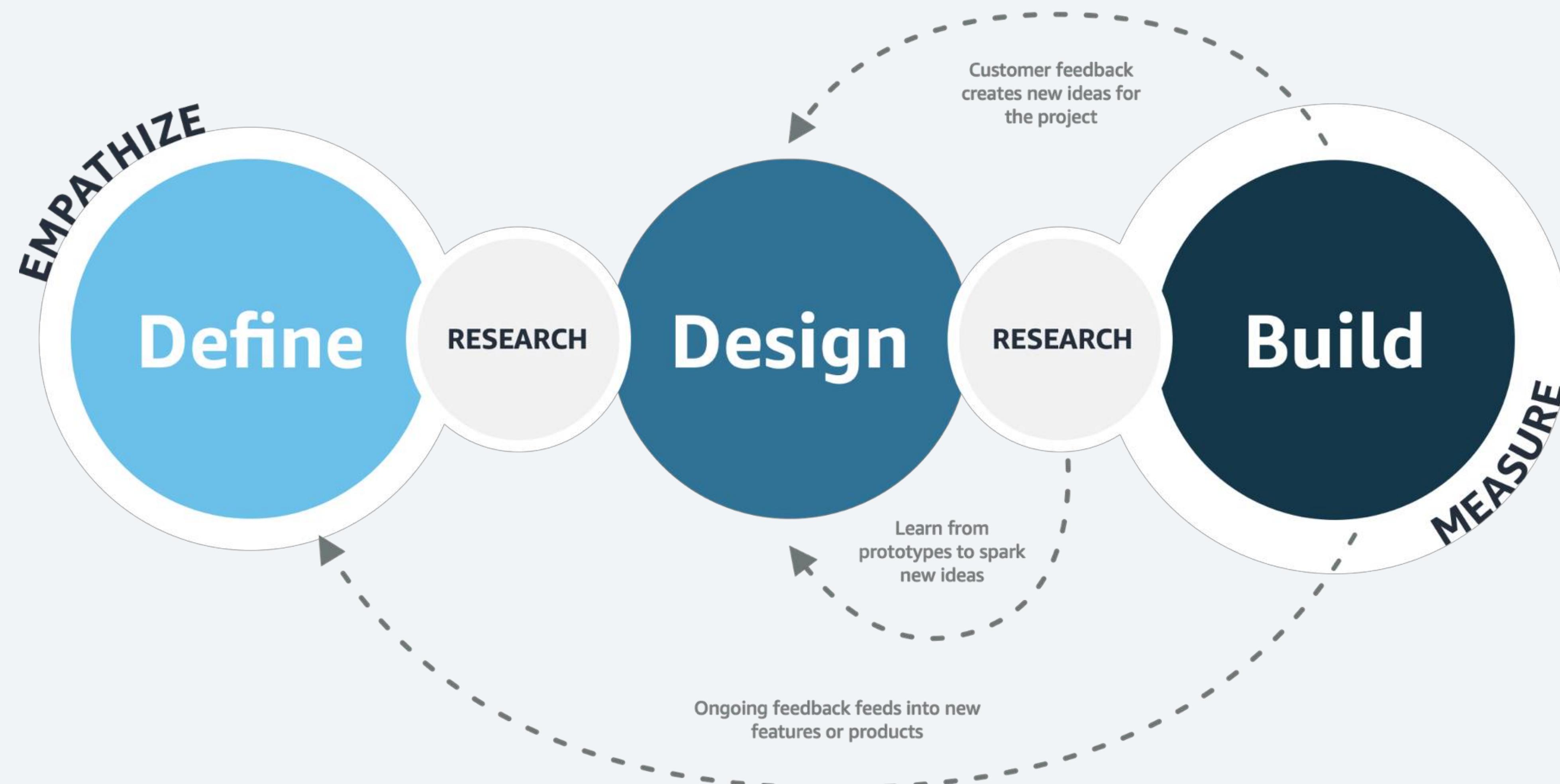
# Project goals

- 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

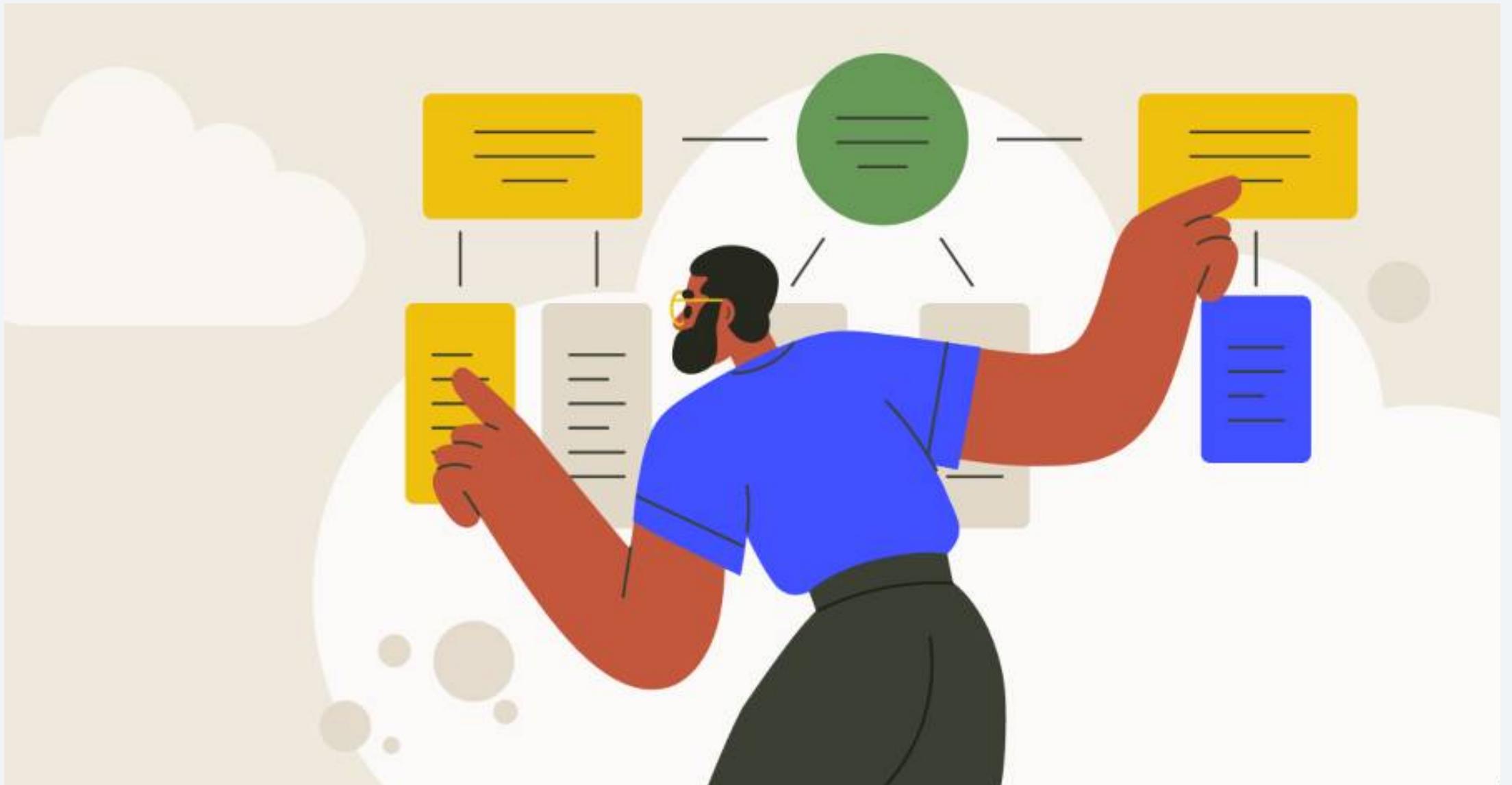
- Foundational research - learn users wants and needs.
- Work backwards from the user, align with product goals and tech constraints.
- Create the Information Architecture & User Flows.
- Design and test iteratively with users and get buy in from stakeholders.
- Design system considerations and layout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

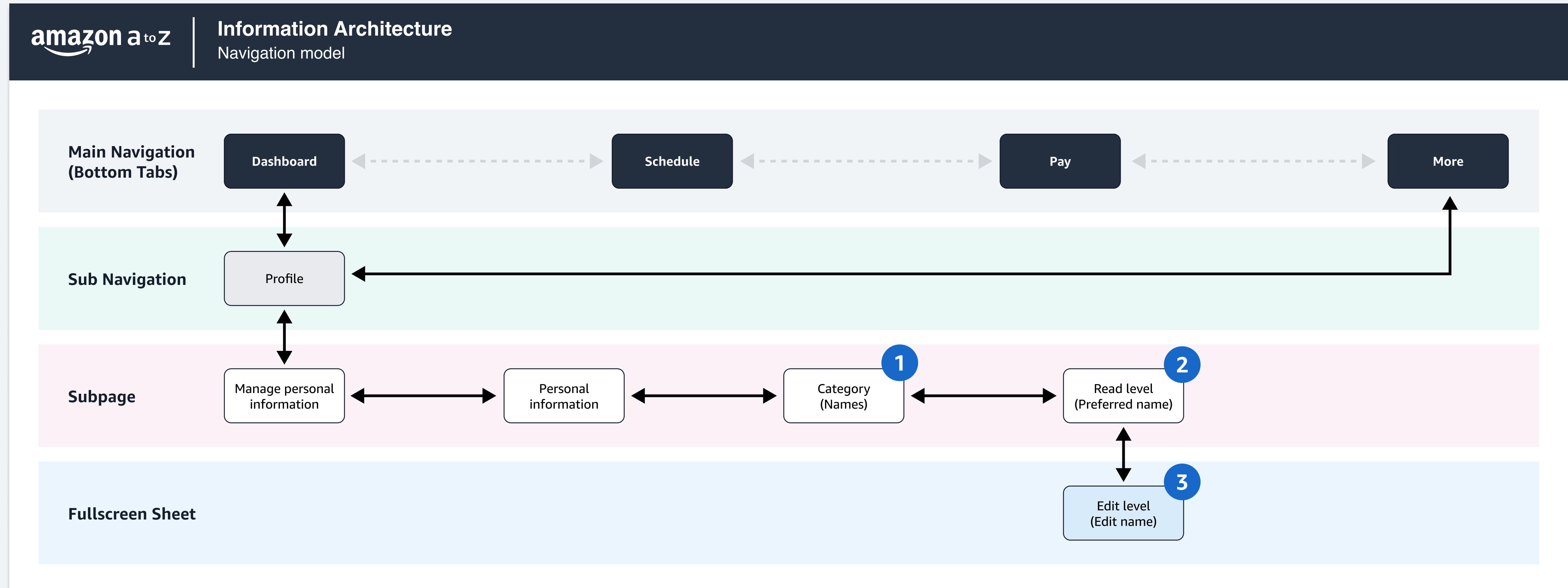
@owendavis

Corporate Traveller

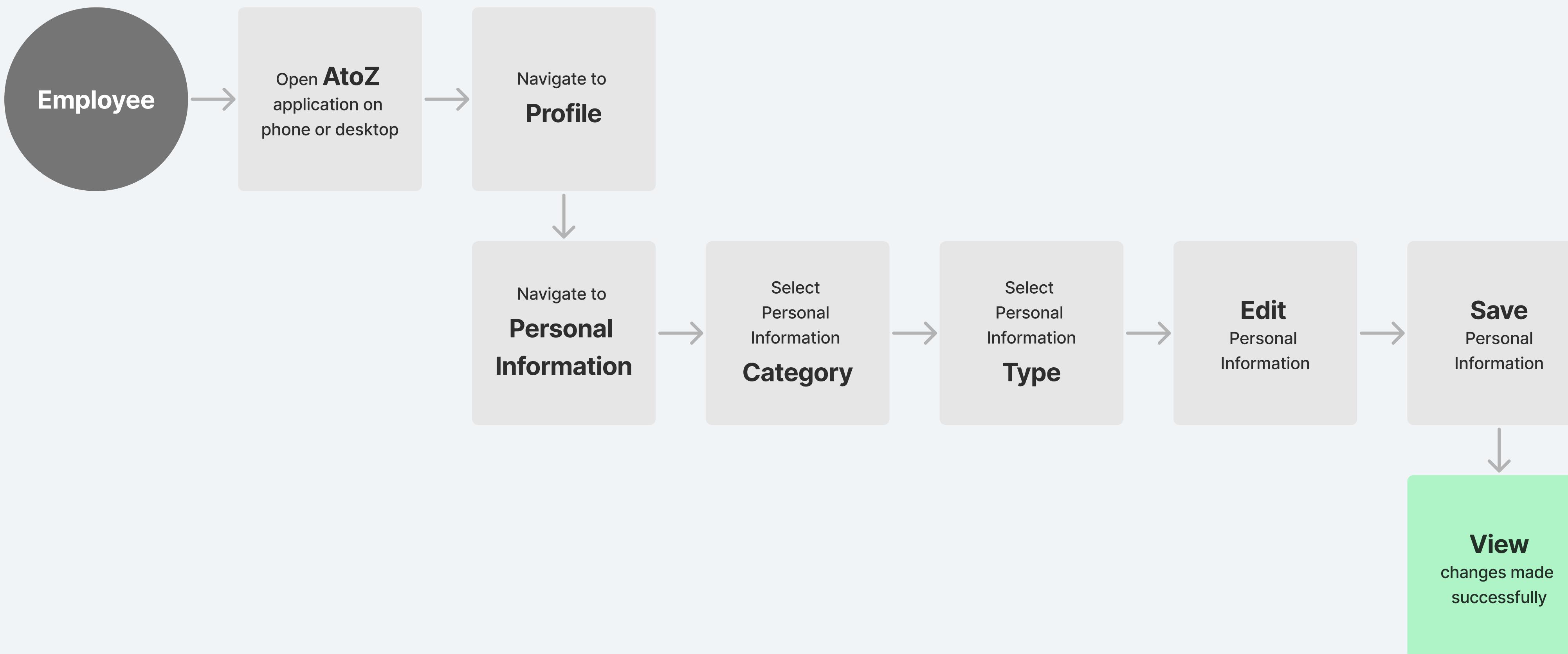
*"I want quick and easy access to Amazon sites, tools, and information while on the road."*

@jenmiller

# Information Architecture



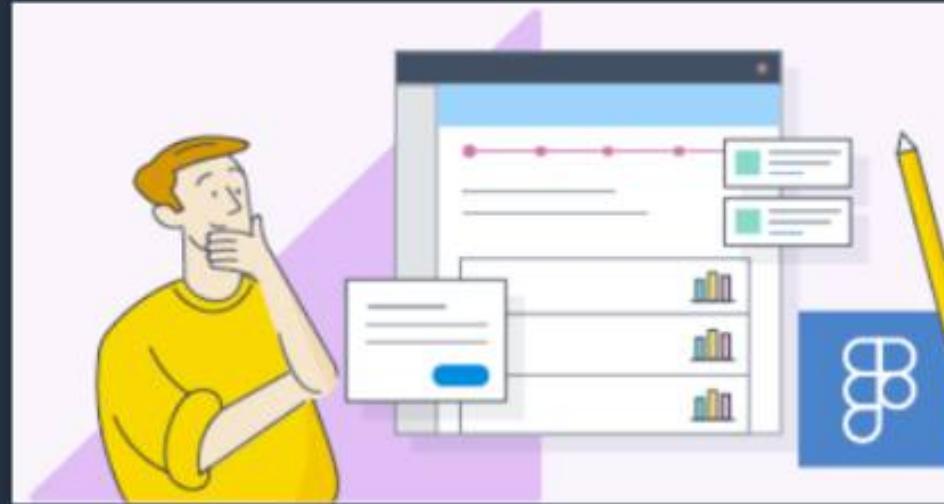
# User flow



# Design system



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



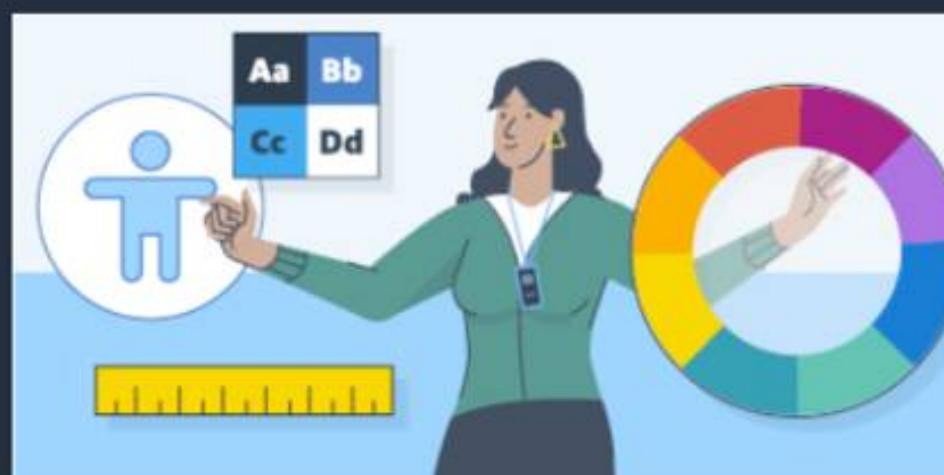
## Design

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



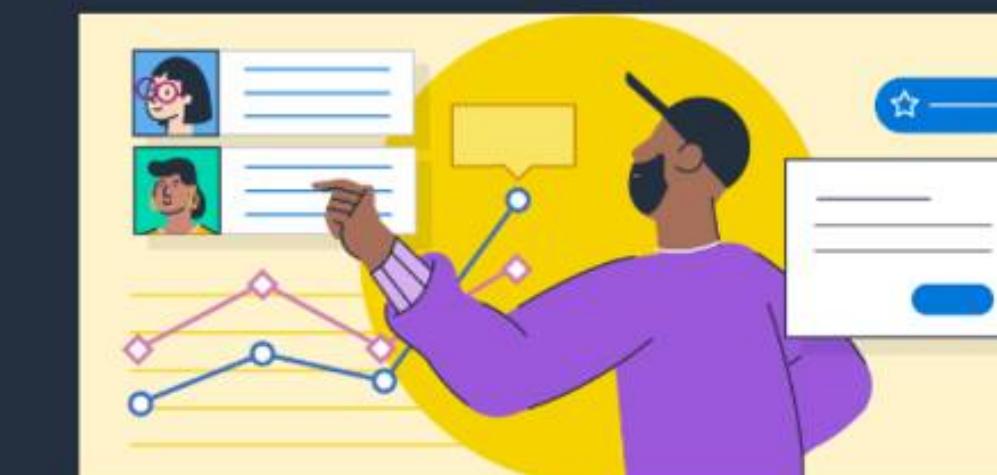
## Develop

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



## Foundations

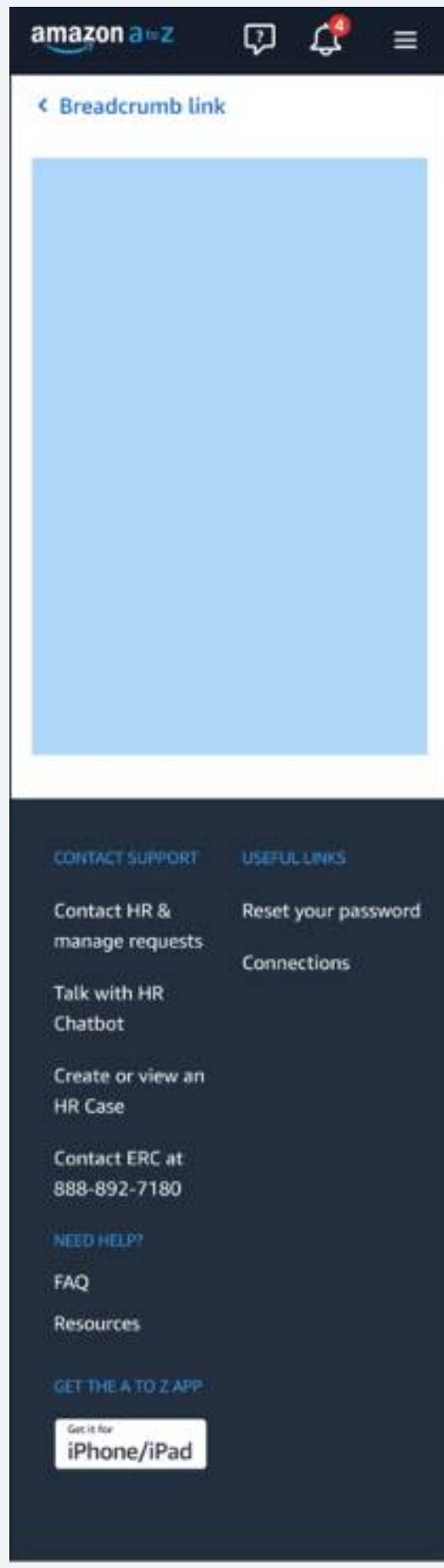
The foundational elements used to create accessible content, components and patterns in the design system.



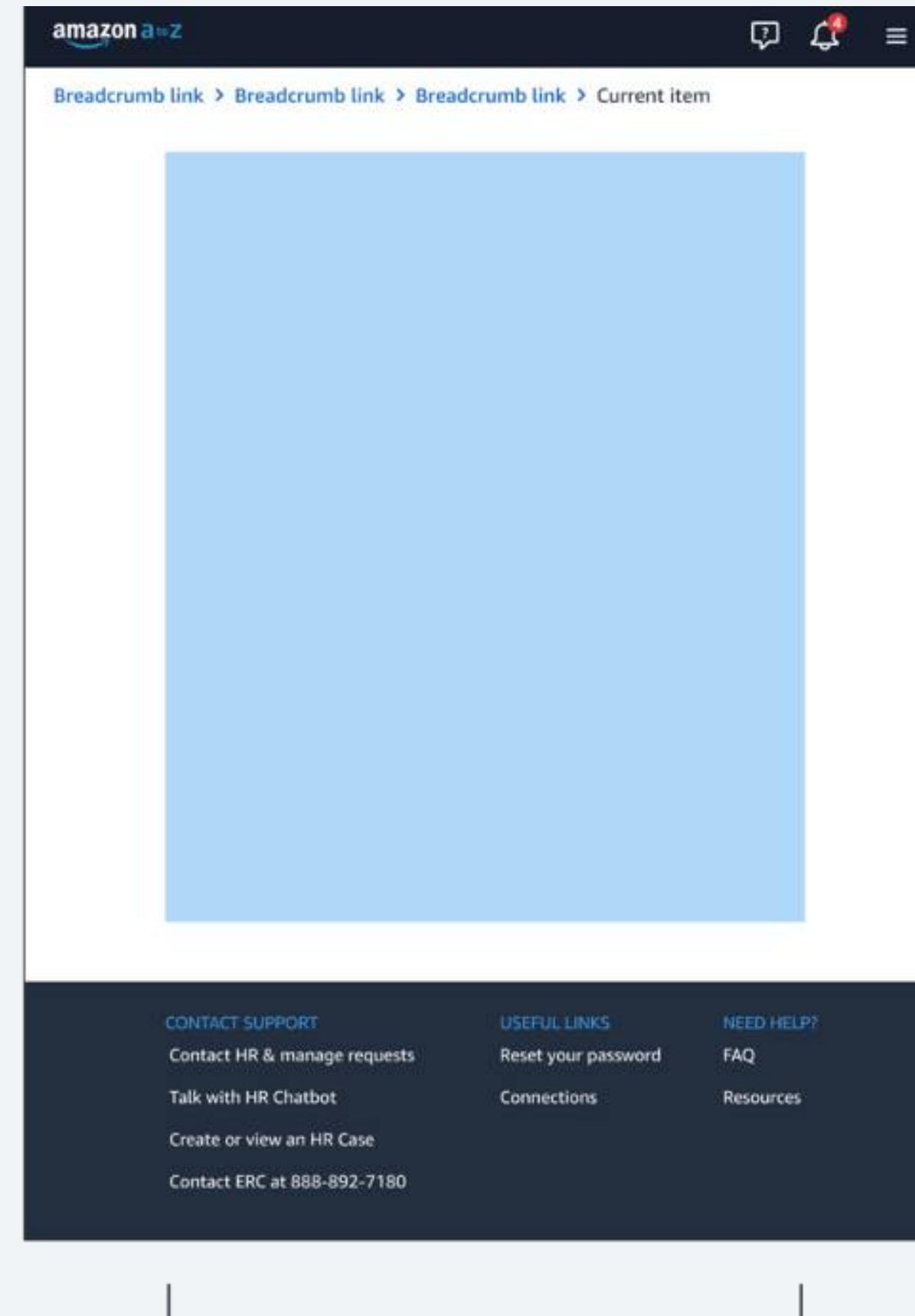
## Components

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

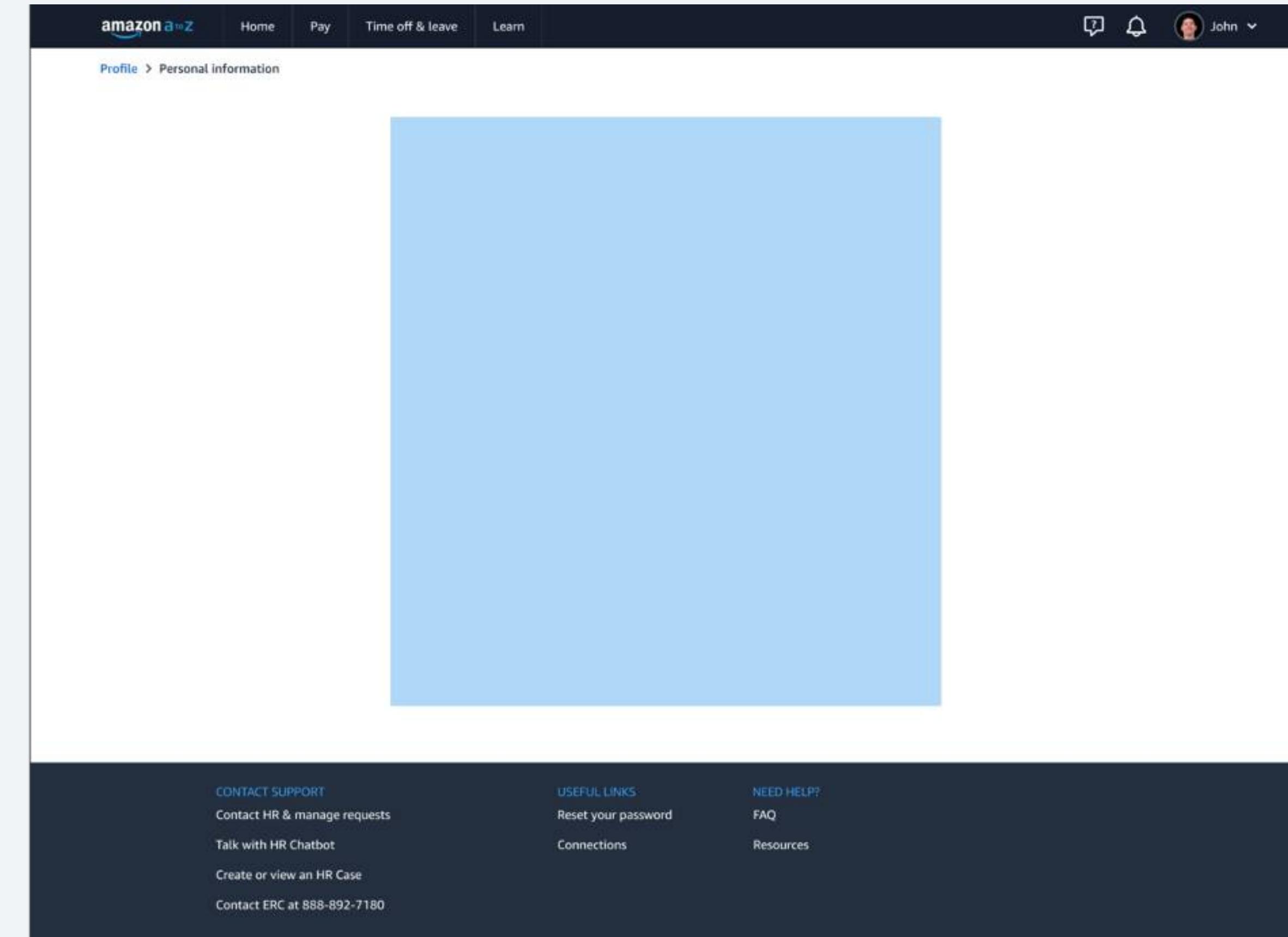
# Layout & desktop responsiveness



4 columns

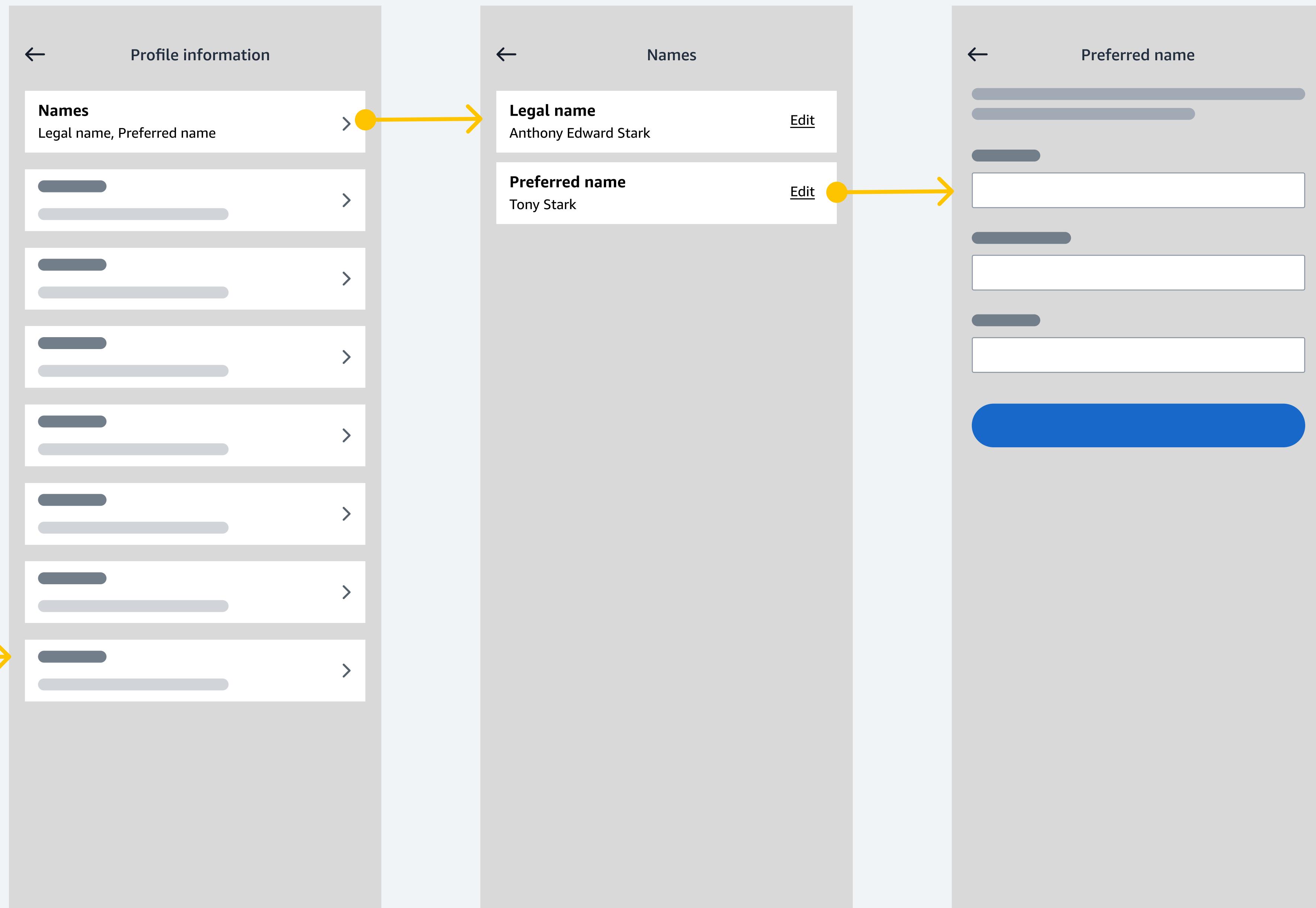
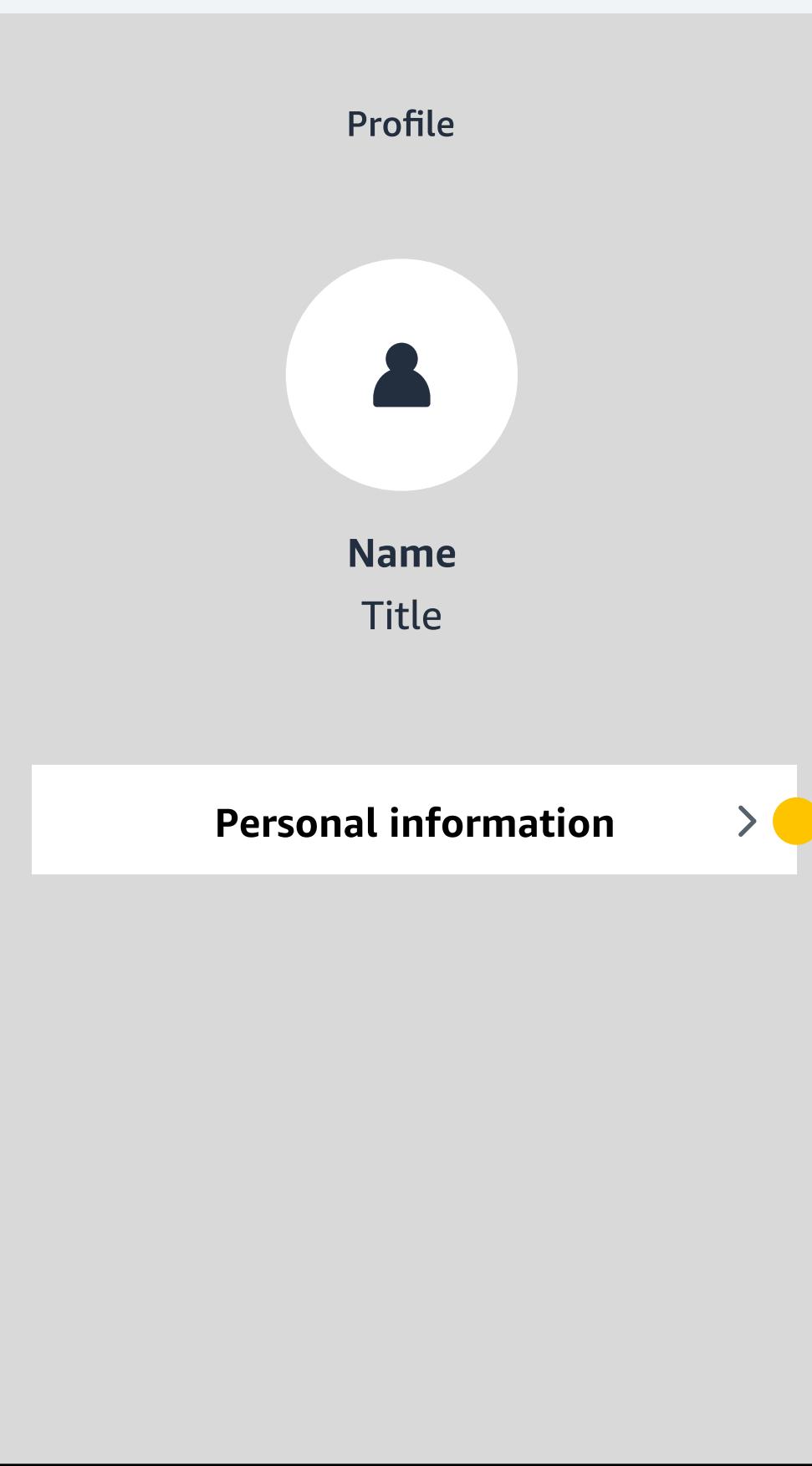


6 columns



6 columns  
center-aligned

# Low fidelity wireframes



# Initial design choices & iterations

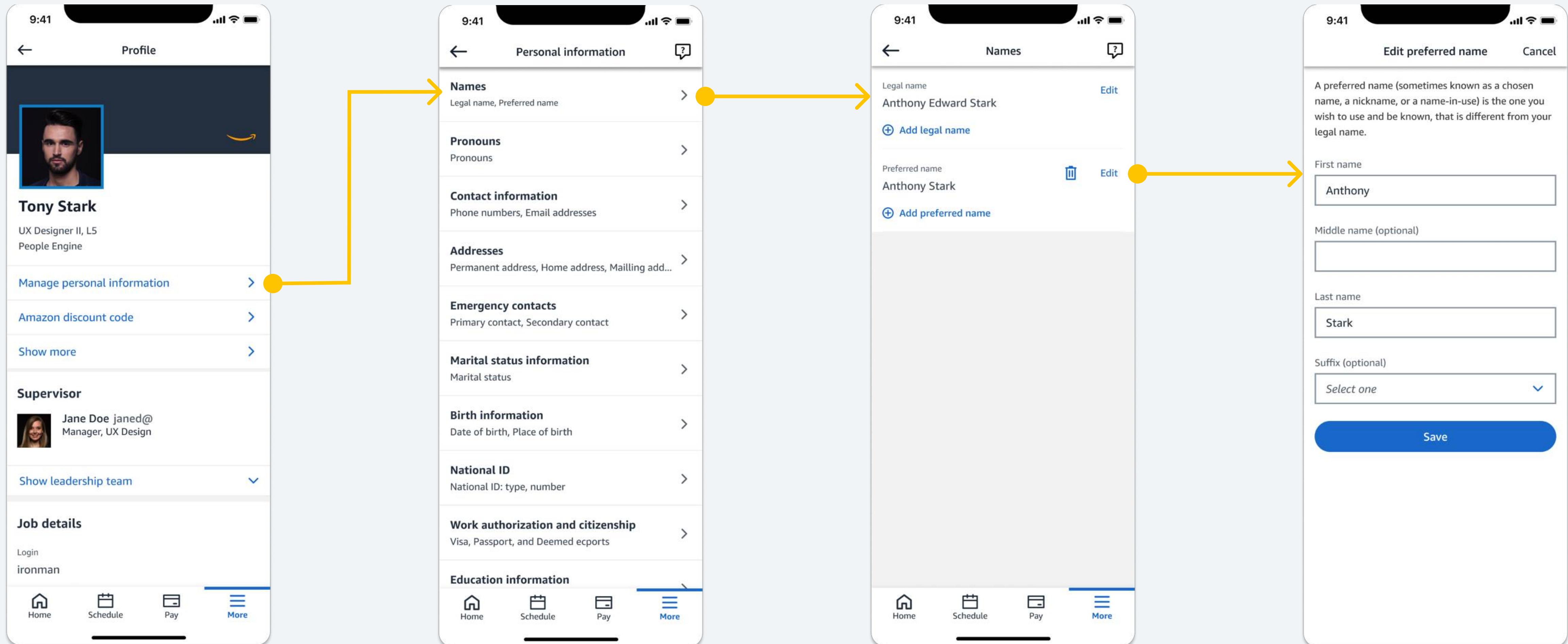
The image displays three wireframe prototypes of a mobile application's profile editing screen, showing the evolution of design choices over three iterations.

**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.

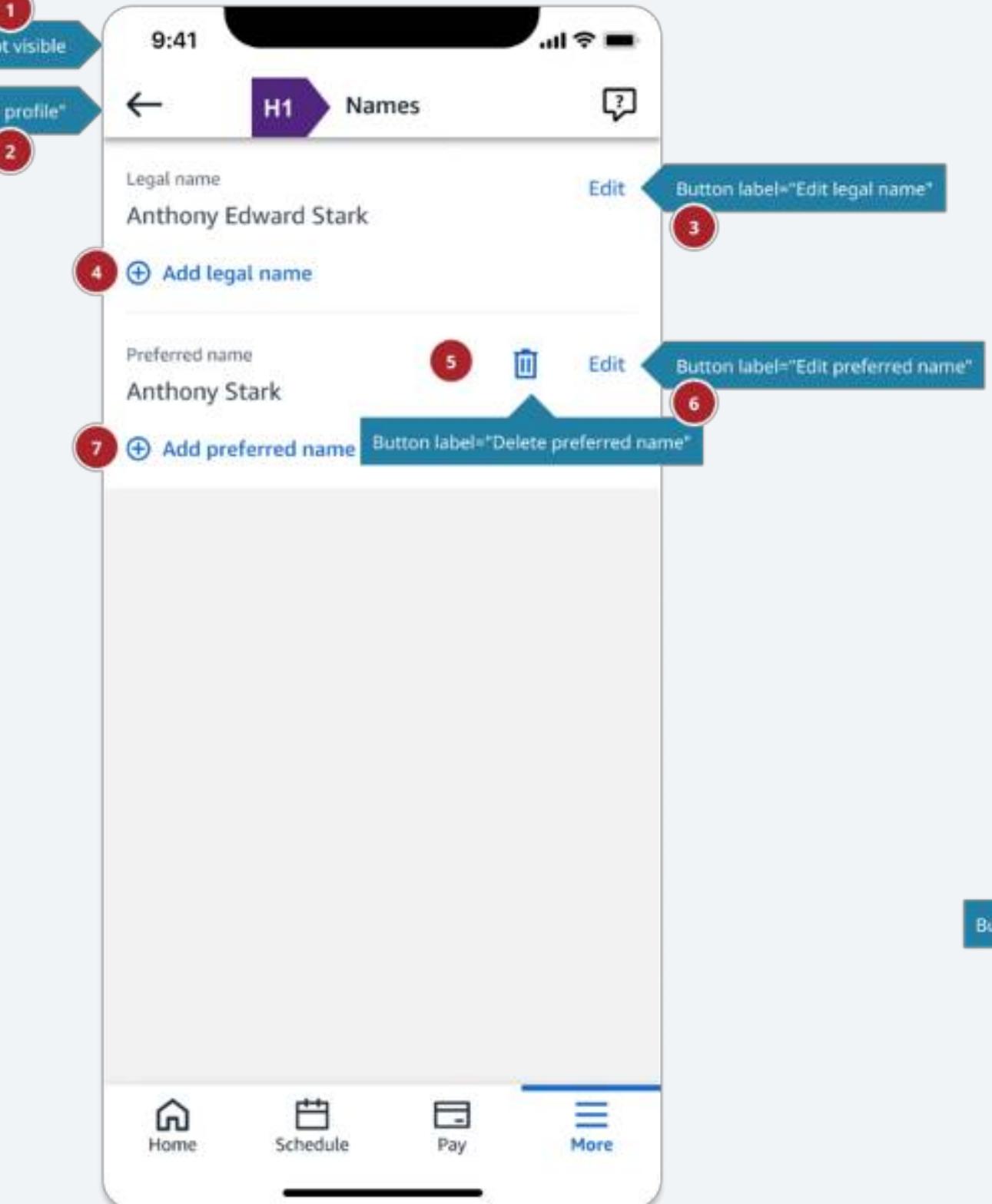
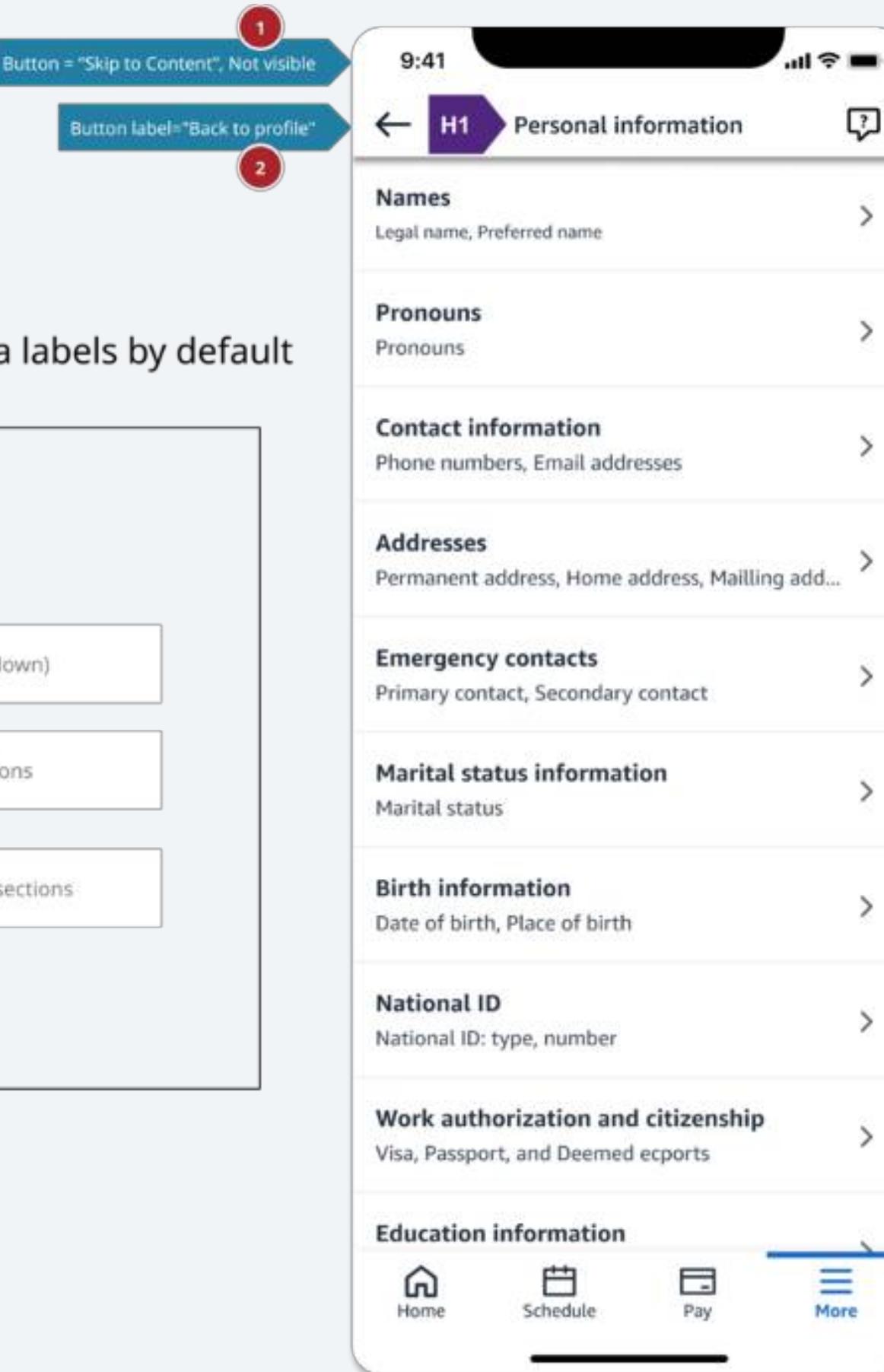
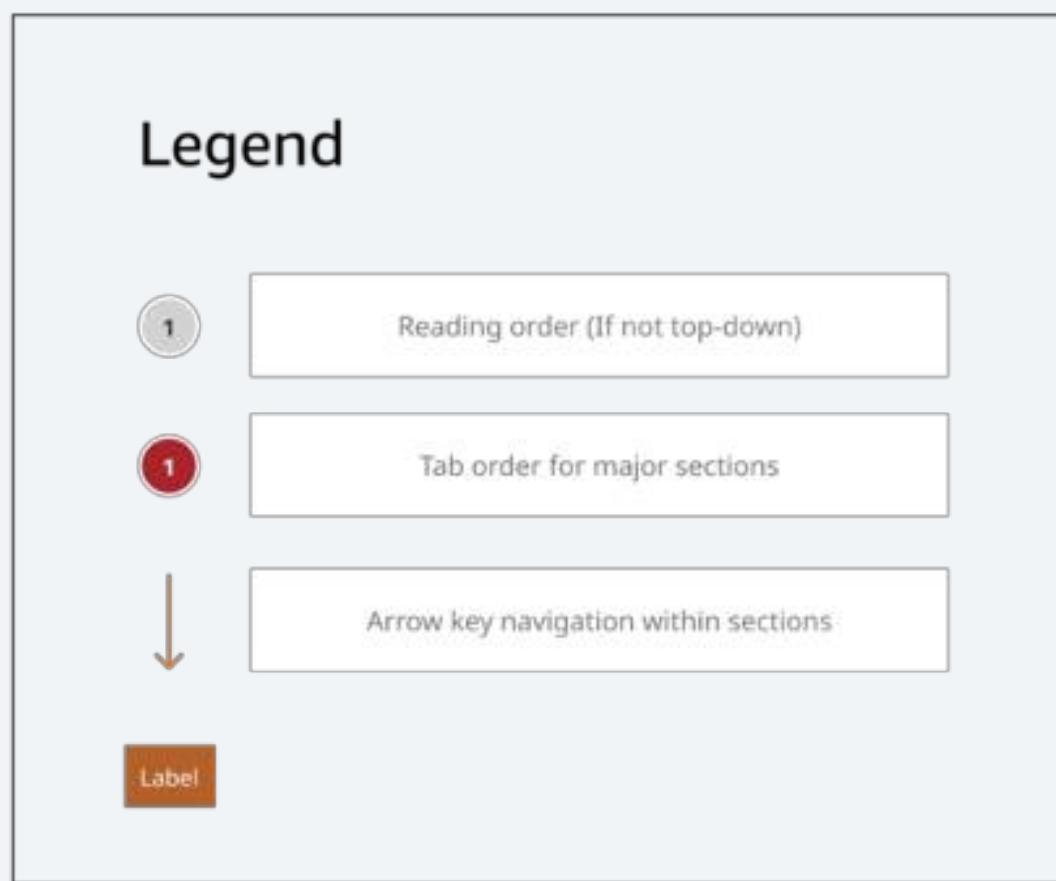
**Iteration 3:** The third prototype shows a more refined design. The "Personal information" tab is selected, and the "Job details" tab is no longer present. The "Personal information" section is expanded to show all five fields: "PREFERRED NAME" (Lorem ipsum), "LEGAL NAME" (Lorem ipsum), "DATE OF BIRTH" (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



H1 → Edit preferred name Cancel

A preferred name (sometimes known as a chosen name, a nickname, or a name-in-use) is the one you wish to use and be known, that is different from your legal name.

First name  
Anthony

Middle name (optional)

Last name  
Stark

Suffix (optional)  
Select one

Save

1 Button

2 Label

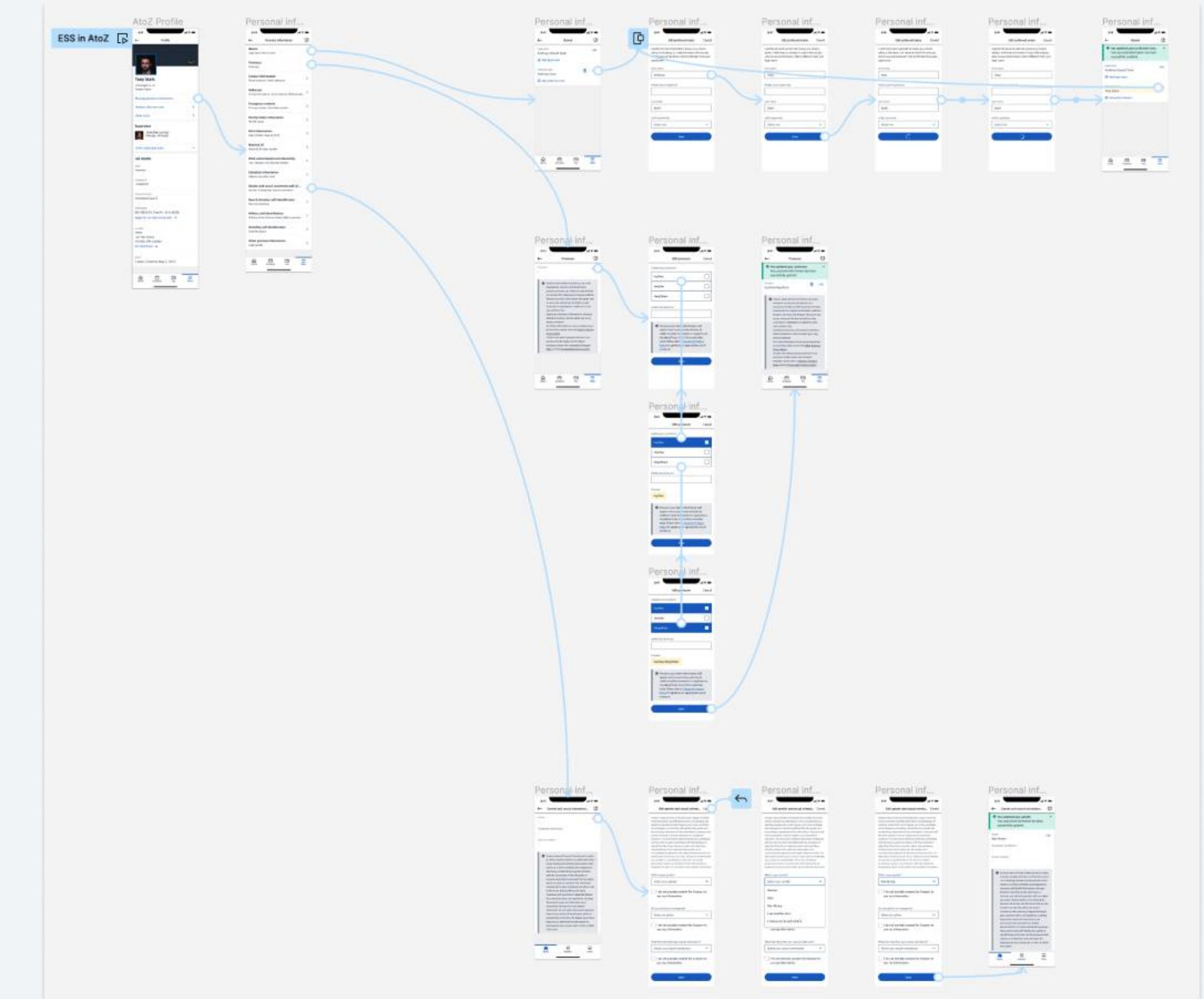
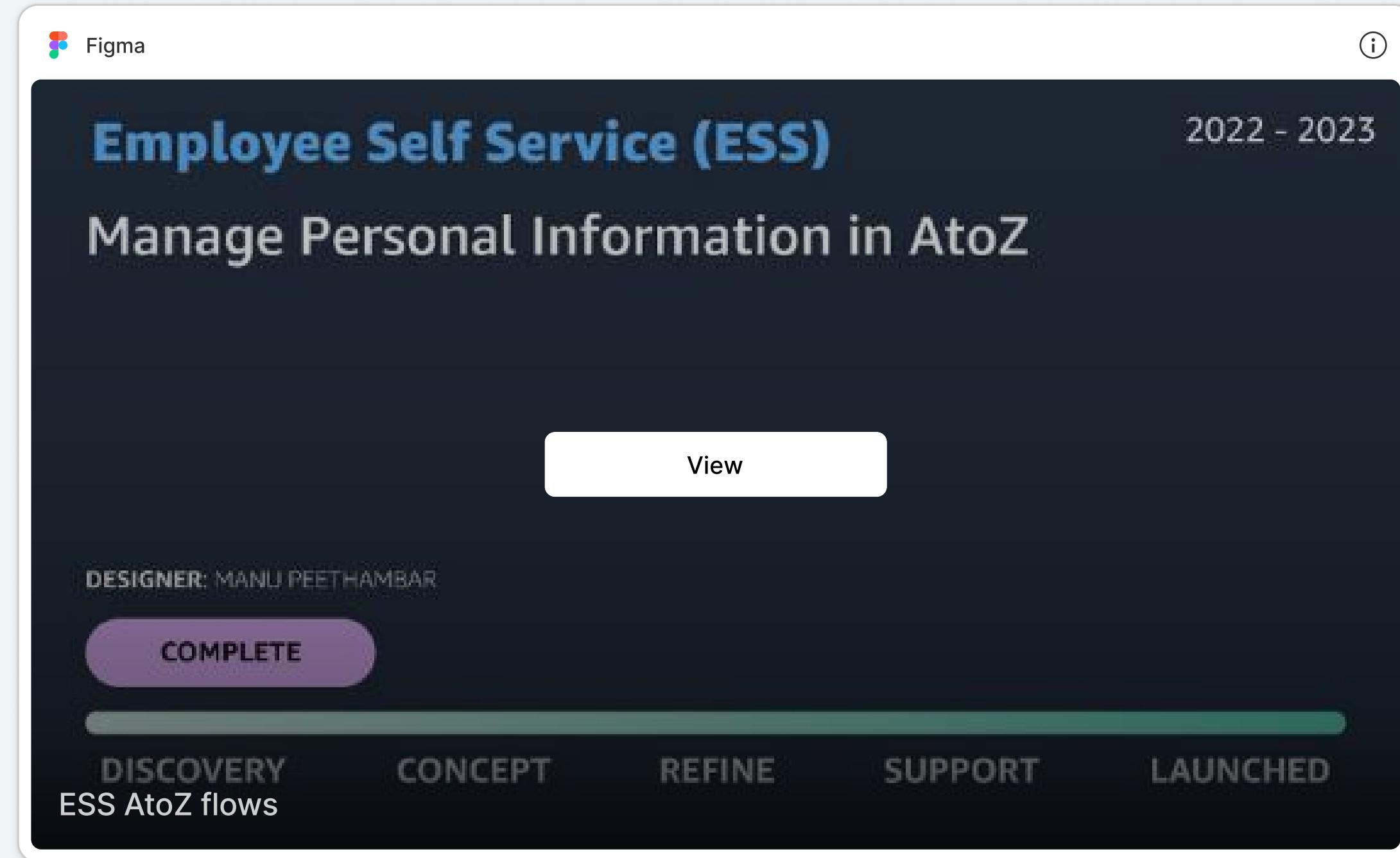
3 Label

4 Label

5 Label

6 Label

# 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.