kindleunlimited

Design Intern @ Amazon

Problem

Context

“Kindle Unlimited is a service that allows you to choose from over 800,000 titles and thousands of audiobooks, on any device for $9.99 a month.”

Brief

It’s hard to find books on Kindle Unlimited web.

Customers have complained about this.

Process

Starting Point

Scrappy approach.

No qualitative research like this before.

Main competitors:

Scribd

Oyster

Process

Research

Created and pitched a research plan collaborating with key stakeholders.

Recruited participants, schedule and carried out remote usability tests.

Details

Recruited via Internal Mailing Lists.

Active readers.

Current and past users.

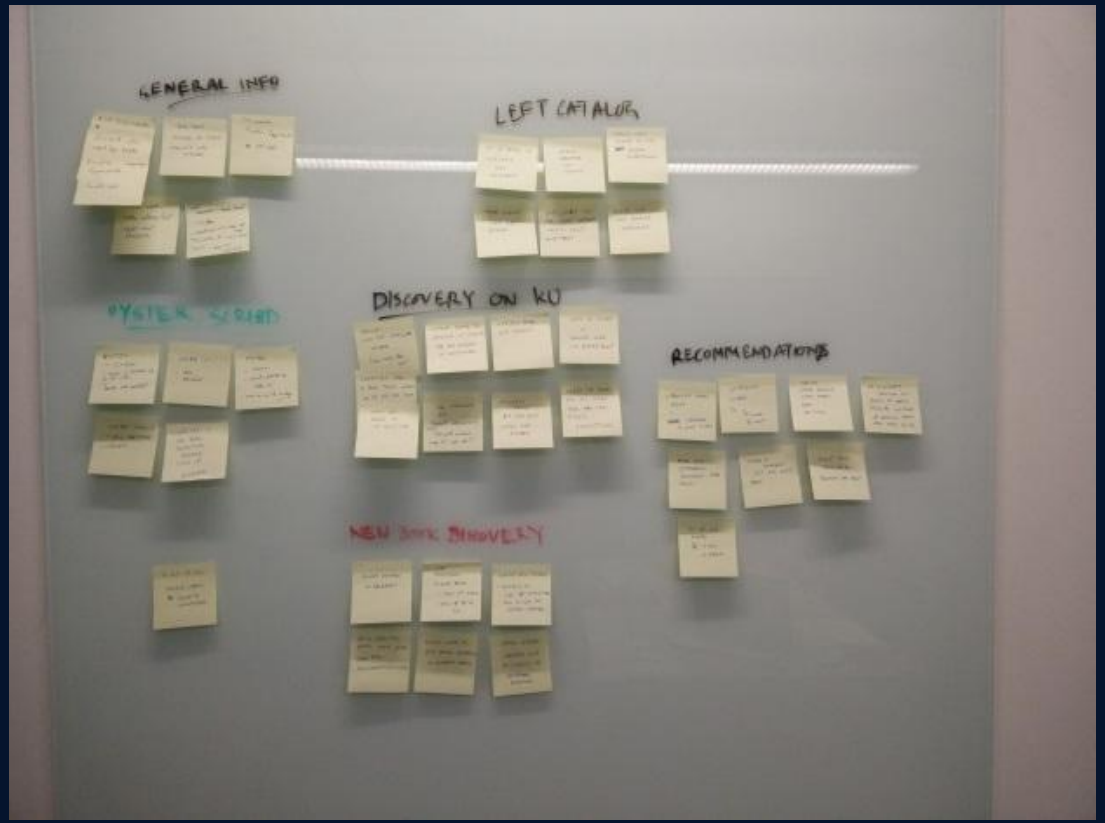
Process

Synthesis

Used affinity diagramming to identify common issues from the research.

Feedback

Presented before the design team and product managers.



Findings

Actively look for books.

Don’t want to see certain content.

Trust recommendations from other people more.

Uses Goodreads for recommendations.

Passive browsing.

No genre preferences.

Rely on algorithmic recommendations.

Goodreads is popular but not the only source.

Sign Up

kindleunlimited

Unlimited Reading. Unlimited Listening. Any Device.

Enjoy the freedom to explore over 800,000 titles and thousands of audiobooks on any device for just $9.99 a month.

Give the gift of Kindle Unlimited

Start your 30-day free trial now

By clicking the button above, you agree to the Kindle Unlimited terms of use. You authorize us to charge your 1-Click credit card or another available credit card on file with us $9.99 per month plus applicable tax until you cancel. You may cancel your subscription at any time by visiting www.amazon.com/mycd and adjusting your settings.

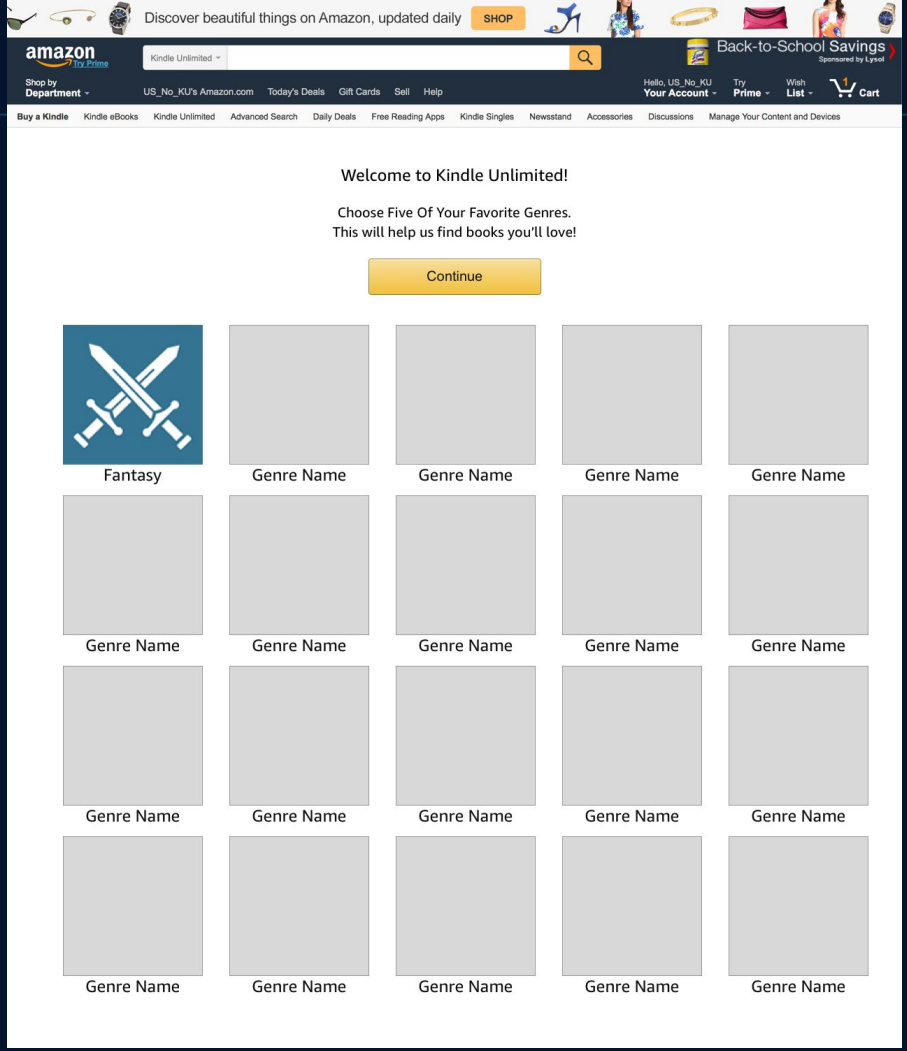
Explore Our Collection Of Over A Million Books, Audiobooks, Comics & More

BEST OF | YOUNG ADULT | ROMANCE | MYSTERY | SCIENCE FICTION | BUSINESS

Onboarding Flow

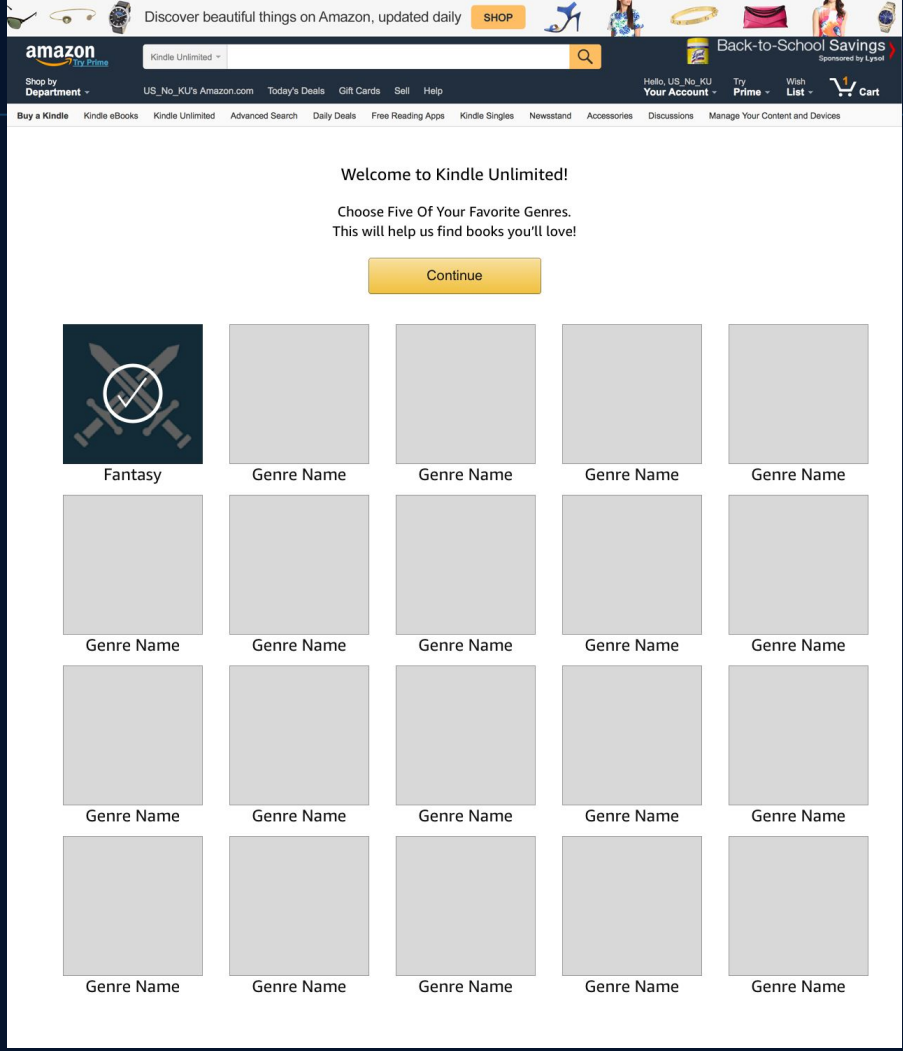
Motivation

More control over preferences,
Active browsing.



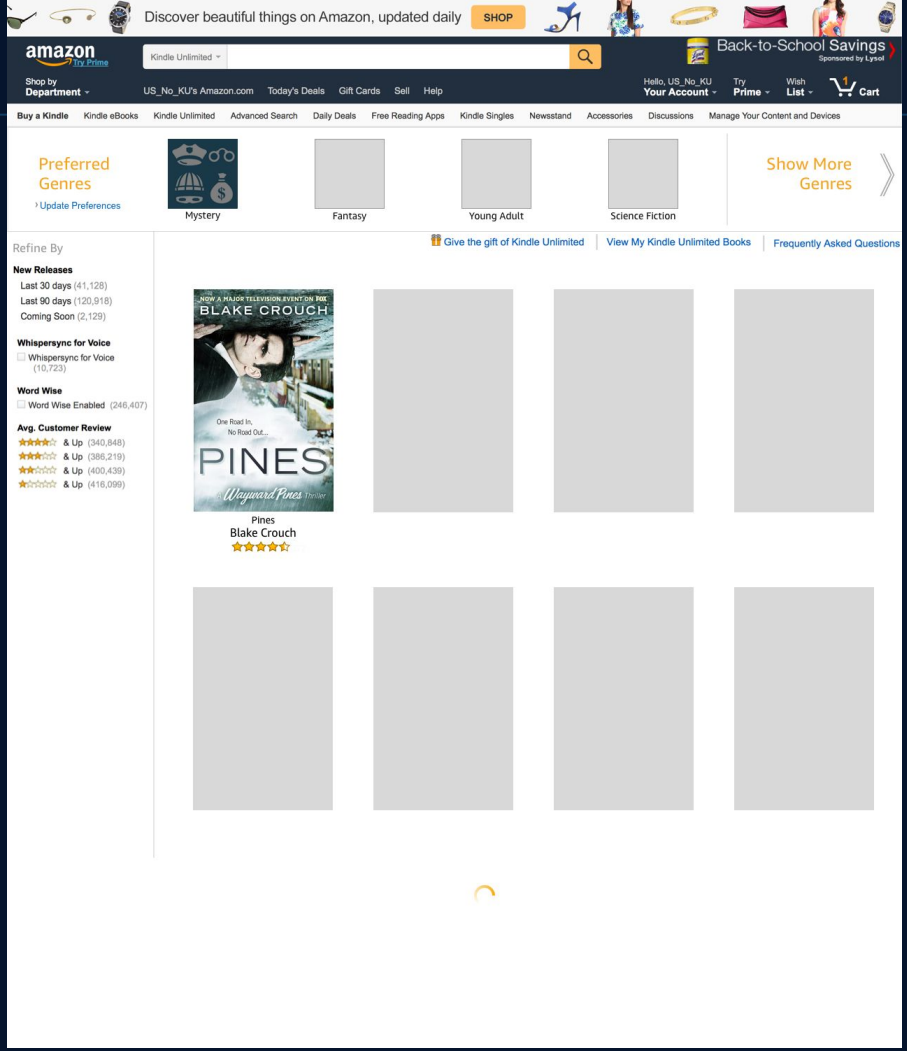
Onboarding Flow

User selects preferred genres.



Onboarding Flow

Content filter gives users more control.

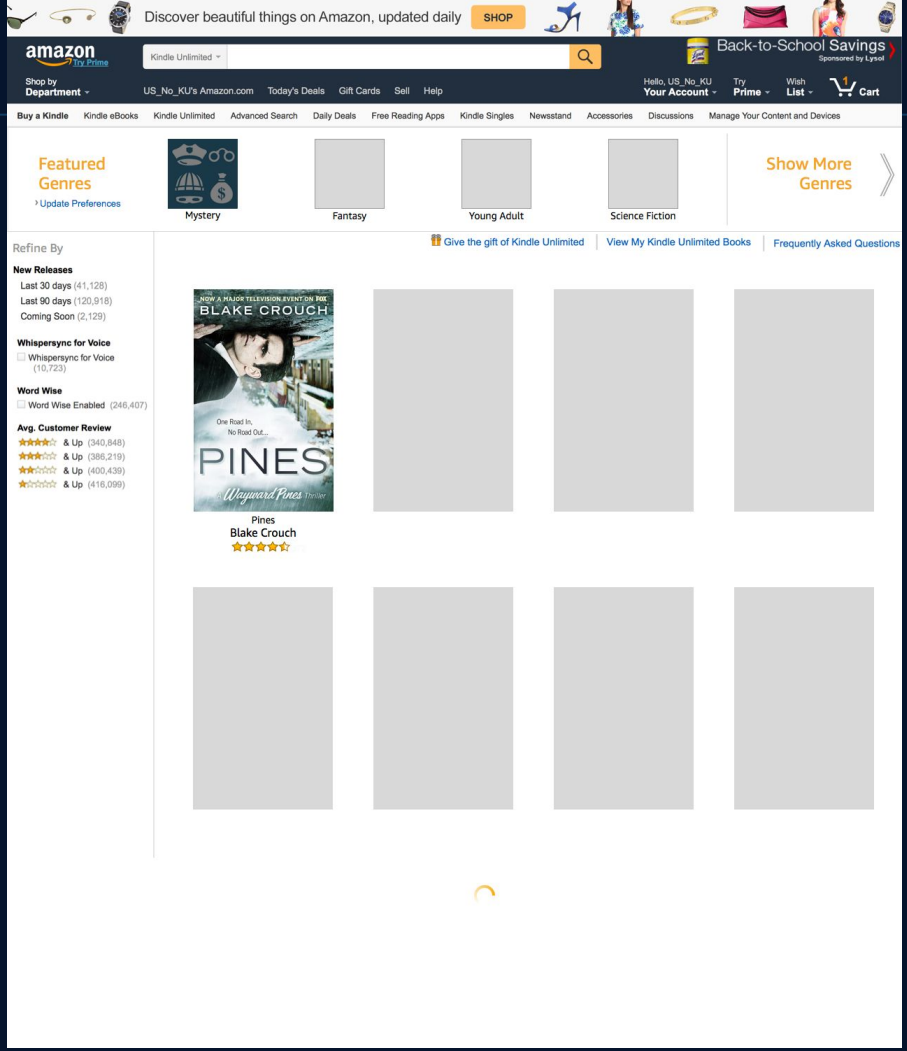


Onboarding Flow

Users who don’t choose preferences can be shown defaults.

Tradeoff

More steps, more thinking.



Social Nudge

Improving Recommendations

Allow users to connect Goodreads on Web too.

Benefit

More personalized recommendations.

Human curation.

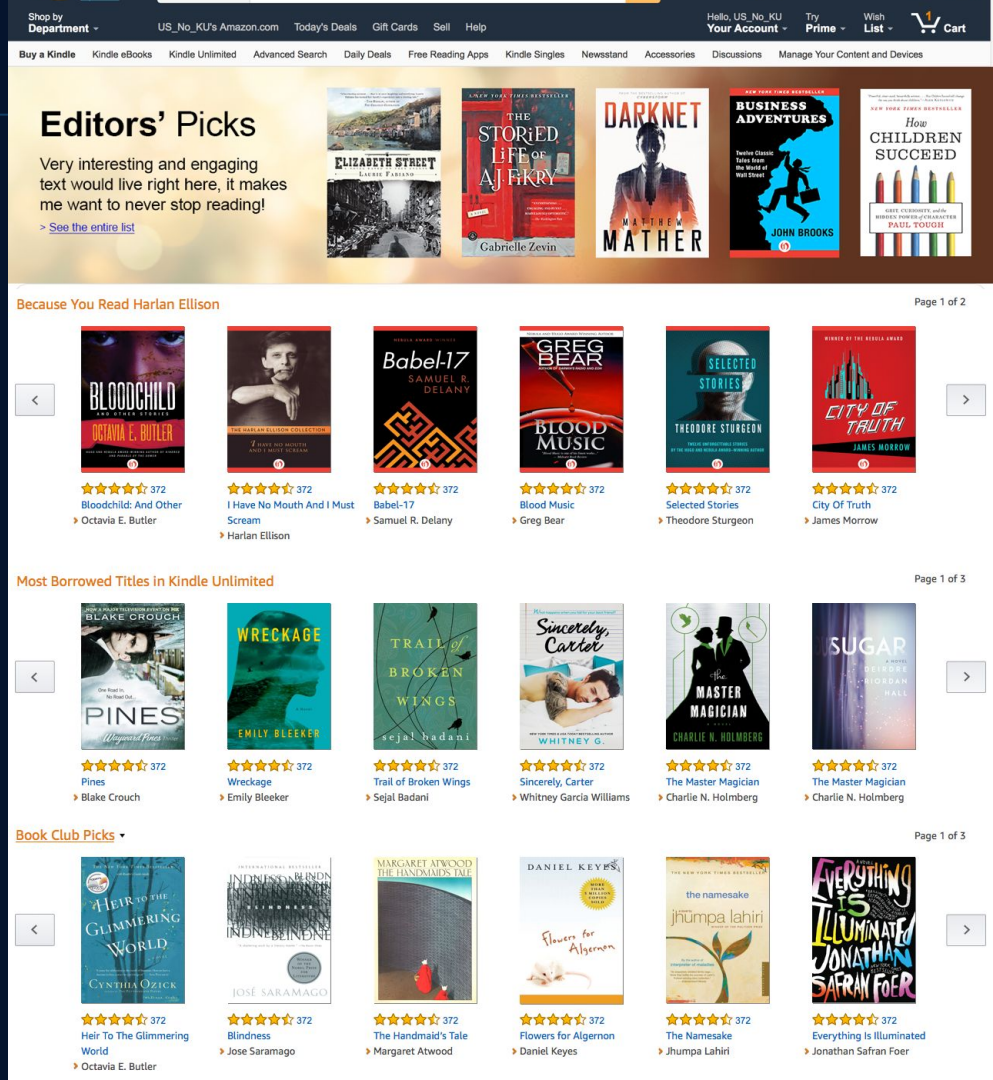
Landing Page

Motivation

Passive browsing, More focus on recommendations.

Tradeoff

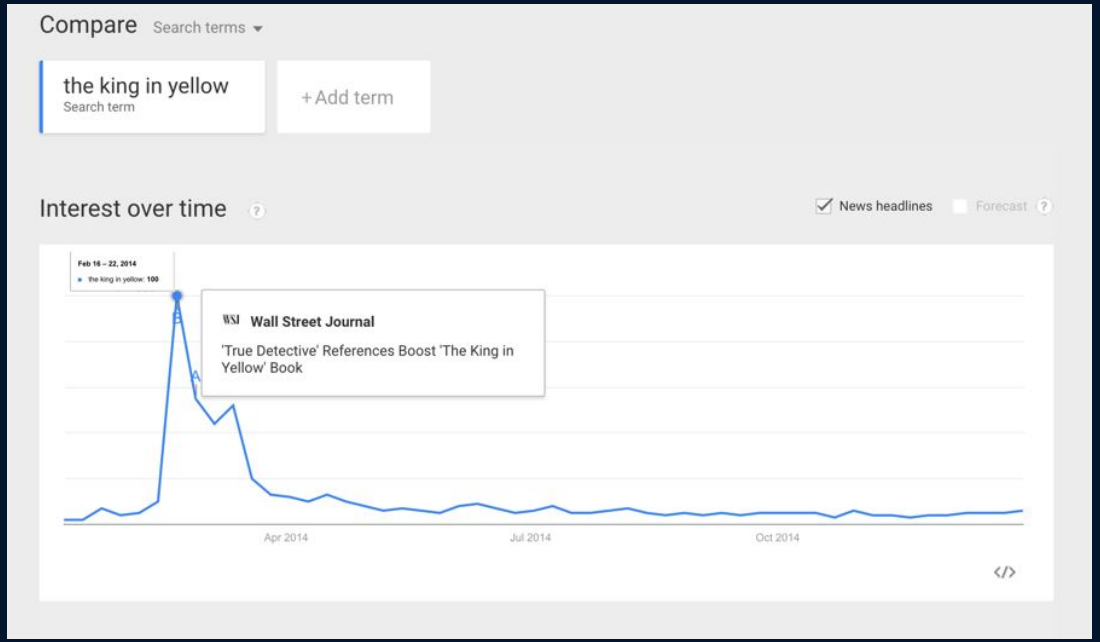
Deviation from the standard.



Others

Cross Media

Book recommendations based on TV Shows.



Others

Single User Issues

Wishlist.

Multi-user accounts.

Allowing users to share lists of books.

Conclusion

Going Forward

Test these ideas with users.

Validate hypotheses with data.

Learnings

Working within the constraints of a complex ecosystem.

A/B testing for Designers.

Communicating better.

Thank You

Questions?