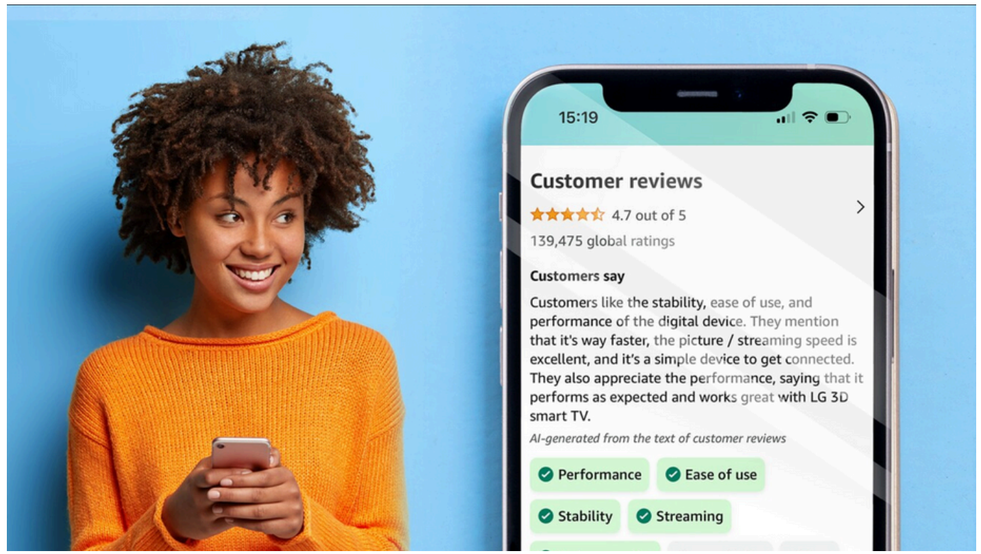


UX Teardown: Amazon AI Generated Review Summary

Presented by: Ravi Kumar Agarwal

About the feature

Amazon's AI-generated review summary is a feature that uses generative artificial intelligence to condense hundreds or thousands of customer product reviews into a short, easy-to-read paragraph highlighting the most common pros and cons to help shoppers make quick purchase decisions.

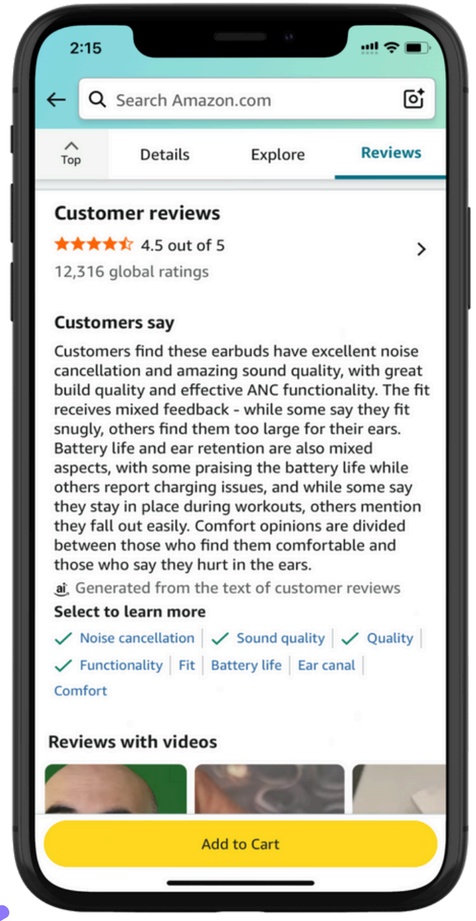
KEY ACTORS

Amazon Customers (Readers): people viewing the AI summary to understand product sentiment quickly.

Amazon Reviewers (Content Contributors): users writing reviews that become the raw input for the summary.

Amazon AI/ML Systems: models that analyze reviews, detect patterns, and generate the summary text.

Product Detail Page (PDP) Platform Team: manages where and how the AI summaries appear in the interface.

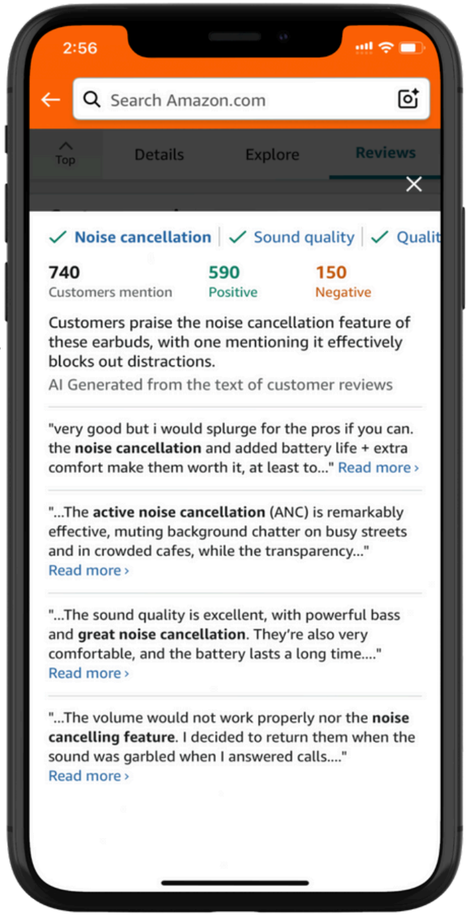


1

Quick overview: AI summarizes verified customer reviews into a short paragraph.

2

Theme identification: Clickable product attributes listed under 'Select to learn more'.



3

Interactive key product insights: Upon selecting any product attribute reveals how many customers mentioned that aspect, a summary of positive and negative sentiment, and direct quotes.

Applying Nielsen's 10 Usability Heuristics

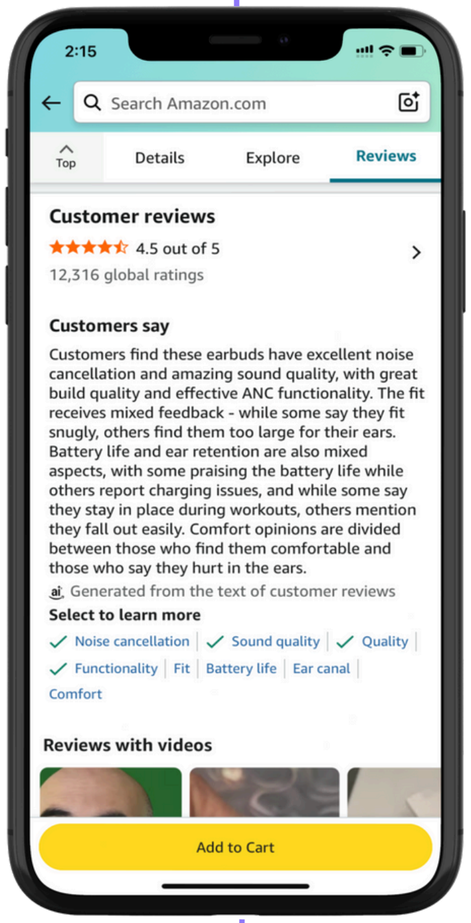
1. Visibilty of System Status

Clear feedback → builds trust

UX insight: Instantly shows the summary (fast feedback).

Evidence: Clearly labels itself as "AI-generated" (appropriate feedback about the process).

Implementation: Implemented well.



2. Match Between the System & the Real World

Familiar language → reduces cognitive effort

UX insight: natural, review-like language that mirrors how real customers talk about products.

Evidence: Summaries use familiar terms like “easy to use” or “durable,” matching everyday phrasing.

Implementation: Implemented well.

3. User Control &Freedom

Easy exit paths → reinforces user autonomy

UX insight: The original reviews remain fully visible, providing a clear "emergency exit" back to the raw, unfiltered data.

Evidence: Users can scroll to the review list. Upon selecting any product attribute, an option to click “X" is present to remove the filter.

Implementation: Partially implemented.

4. Consistency & Standards

Consistent patterns → enables faster comprehension

UX insight: The feature aligns with Amazon’s established UI patterns, ensuring predictable interaction.

Evidence: Typography, icons, spacing, and tag style match Amazon’s review system.

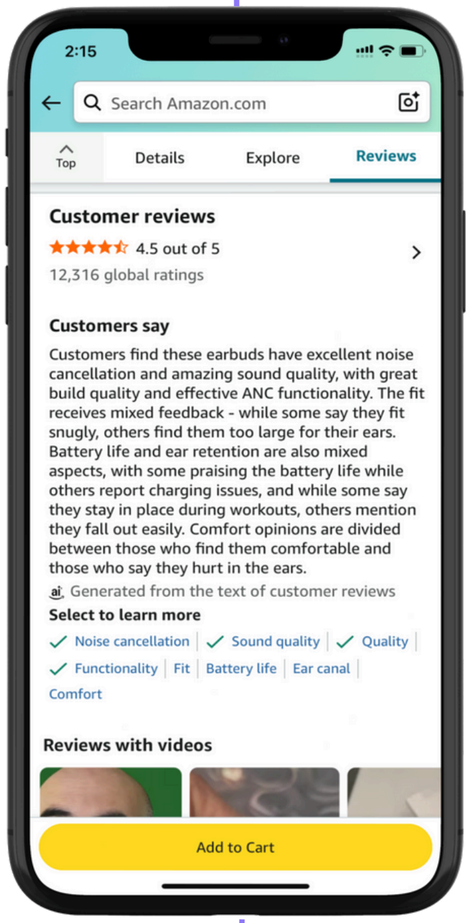
Implementation: Implemented well.

Applying Nielsen's 10 Usability Heuristics

5. Error Prevention

Filtering noise → reduces misinformation risk

UX insight: The system attempts to avoid misleading summaries by filtering suspicious or irrelevant reviews.
Evidence: Amazon removes inauthentic or low-quality reviews before summarization.
Implementation: Partially implemented.



6. Recognition Rather than Recall

Visible cues → minimizes memory load

UX insight: It follows the principle by surfacing keywords and attributes visually so users don't need to remember terms.
Evidence: Attribute chips like “durability” or “comfort” appear in context.
Implementation: Implemented well.

7. Flexibility & Efficiency of Use

Multiple pathways → improves efficiency for all users

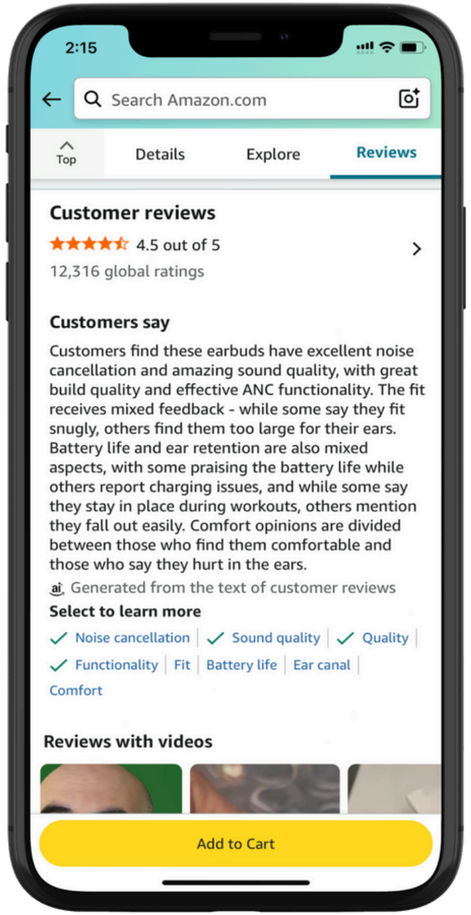
UX insight: The feature helps both novice and expert shoppers by offering quick summaries and deeper attribute filters.
Evidence: Summary for skimmers; tap to filter for detail seekers.
Implementation: Partially implemented.

8. Aesthetic & Minimalist Design

UX value: Minimalism → improves readability and focus

UX insight: The feature uses concise text and a clean layout to avoid overwhelming users with information.
Evidence: Short paragraphs in a compact, uncluttered card.
Implementation: Partially implemented.

Applying Nielsen's 10 Usability Heuristics



9. Help Users Recognize, Diagnose, & Recover from Errors

Clear limitations → prevents misinterpretation

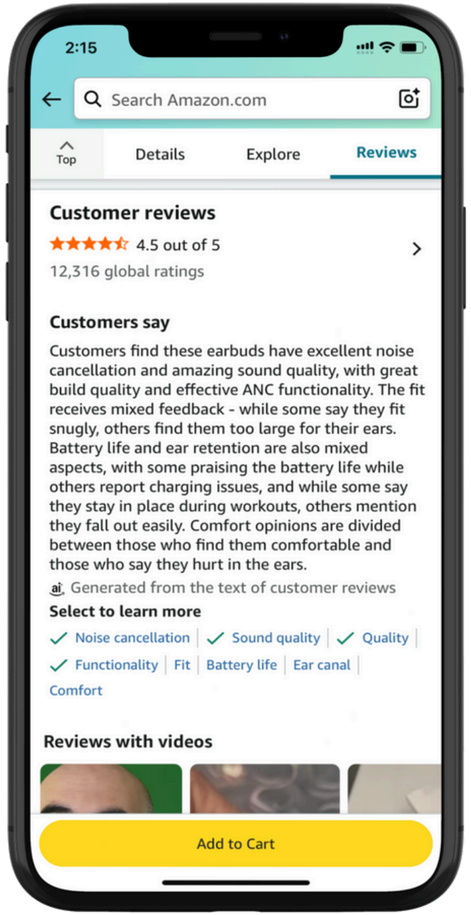
UX insight: It follows the principle by surfacing keywords and attributes visually so users don't need to remember terms.
Evidence: Attribute chips like “durability” or “comfort” appear in context.
Implementation: Partially implemented.

10. Help & Documentation

Accessible explanations → increases transparency

UX insight: No tooltip or informational icon explaining how the AI summary is created.
Evidence: Users cannot tell which reviews were filtered out or what goes into sentiment score calculation.
Implementation: Needs improvement.

UX Laws Analysis



1. Jakob's Law

A familiar interface → intuitive and efficient user experience

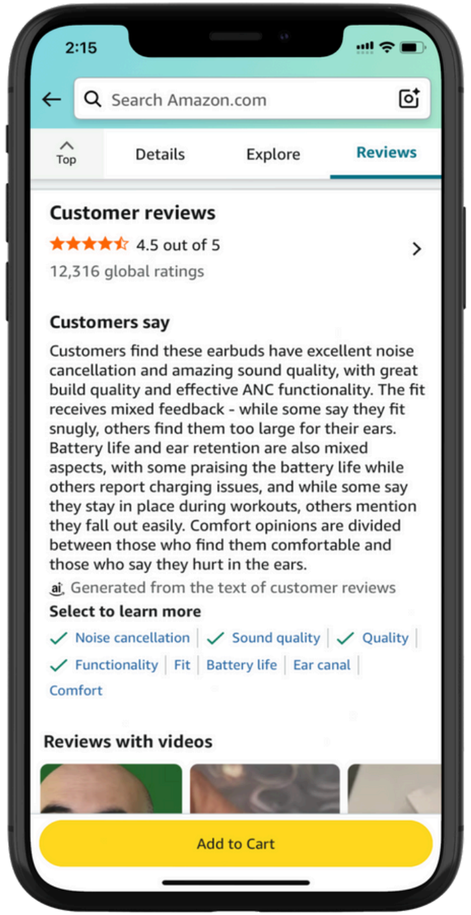
UX insight: Users expecting to see a consolidated, easy-to-digest summary of product reviews aligns with the learned behavior of wanting to extract key information quickly.
Evidence: Through summary/sentiment-analysis users quickly understand the pros and cons of a product without having to sift through long lists of individual reviews.
Implementation: Implemented well.

2. Hick's Law

larger number of choices → increased decision time and complexity

UX insight: By summarizing reviews into key insights, the AI feature reduces the cognitive load, simplifying decision-making for users.
Evidence: Instead of overwhelming users with a large volume of reviews, Amazon aggregates feedback into easy-to-digest summaries of sentiment.
Implementation: Implemented well.

UX Laws Analysis



3. Miller's Law

limited number of information chunks (typically 5-7 items) → better user comprehension and retention.

UX insight: By presenting a manageable amount of information, typically 5-7 key insights, the feature adheres to Miller's Law.
Evidence: 3 to 5 key topics or "mentions" (e.g. Battery life, Comfort, Value for money), fall within the 7 (plus or minus) 2 limit.
Implementation: Implemented well.

4. Tesler's Law

Inherent, irreducible complexity of a system → application hiding this complexity from the user.

UX insight: The task of summarizing reviews is handled by the system (AI) rather than the user, reducing the user's efforts.
Evidence: AI simplifies complex NLP and sentiment analysis, providing the user only a simple summary.
Implementation: Implemented well.

Key Takeaways

1. AI prioritizes consistency and familiarity

Jakob's Law & Nielsen's Heuristic #4

Design elements, navigation, and conventions align with users' expectations and experiences from other popular sites to minimize the learning curve.

2. Cognitive load reduced by chunking

Miller's Law & Nielsen's Heuristic #6

complex information is broken down into small, logical groups (ideally <=7 items) so users can recognize options rather than recall them from memory.

3. AI absorbs system complexity

Tesler's Law & Nielsen's Heuristic #7

AI system absorbs the massive, irreducible complexity of data analysis so that the user does not have to.

4. Visual hierarchy needs enhancement

Nielsen's Heuristic #8

'Customers Say' summary can be listed in short 3-4 bullets instead of in paragraph format.

5. Trust issues

Nielsen's Heuristic #3 and #9

Although Amazon mentions the summary is AI-generated, we know AI can hallucinate and is prone to factual errors. No option for the user to report incorrect summaries.

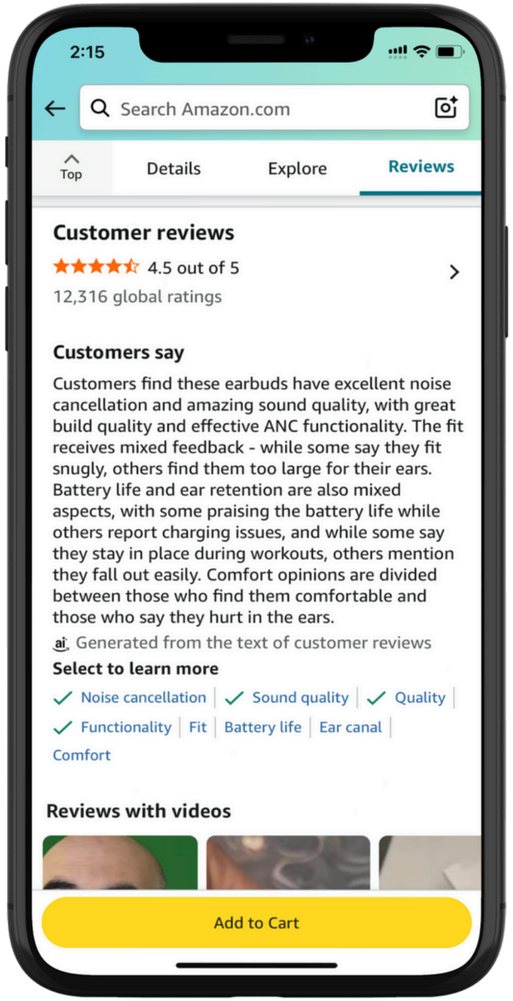
6. Opportunity to add user control

Nielsen's Heuristic #3

the option to collapse, expand, and correct the AI-generated summary can be provided to the user.

Before vs After- Improved Review Summary Experience

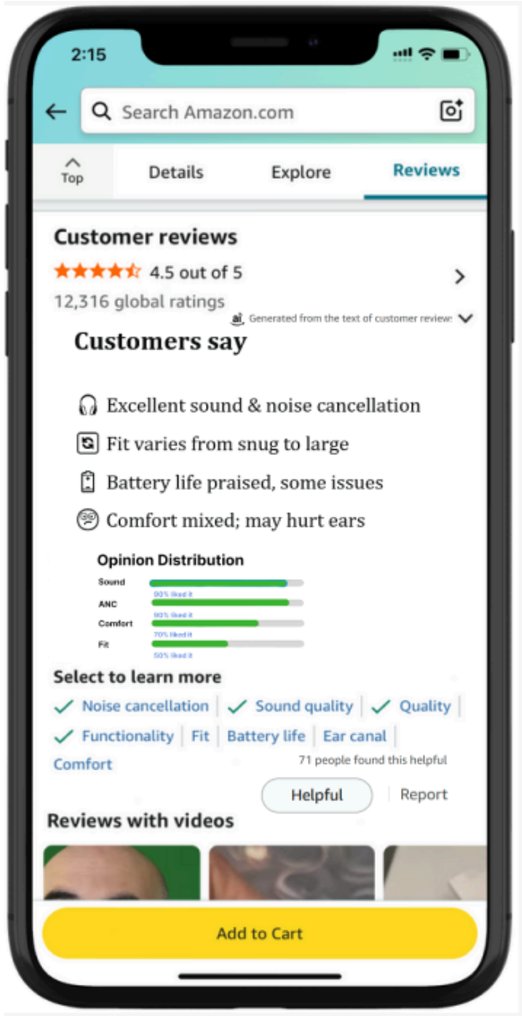
Before



Proposed UX improvements

1. Use bullets(with images) for AI-generated Summary
2. Opinion Distribution (%)
3. Collapse summary option gives user control
4. ‘Helpful’ button- feedback loop for training model
5. Report option- recording incorrect response

After



Thank You !