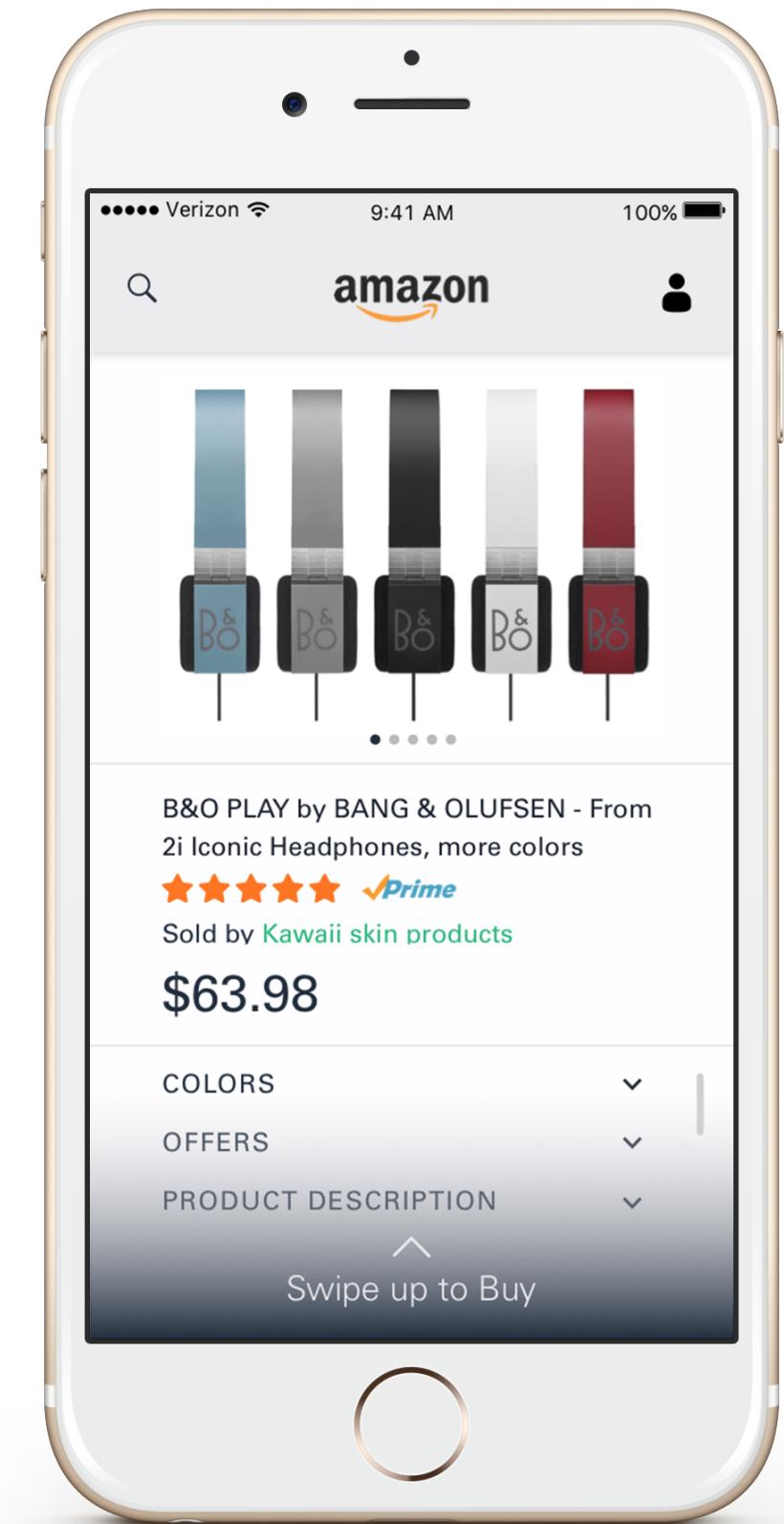


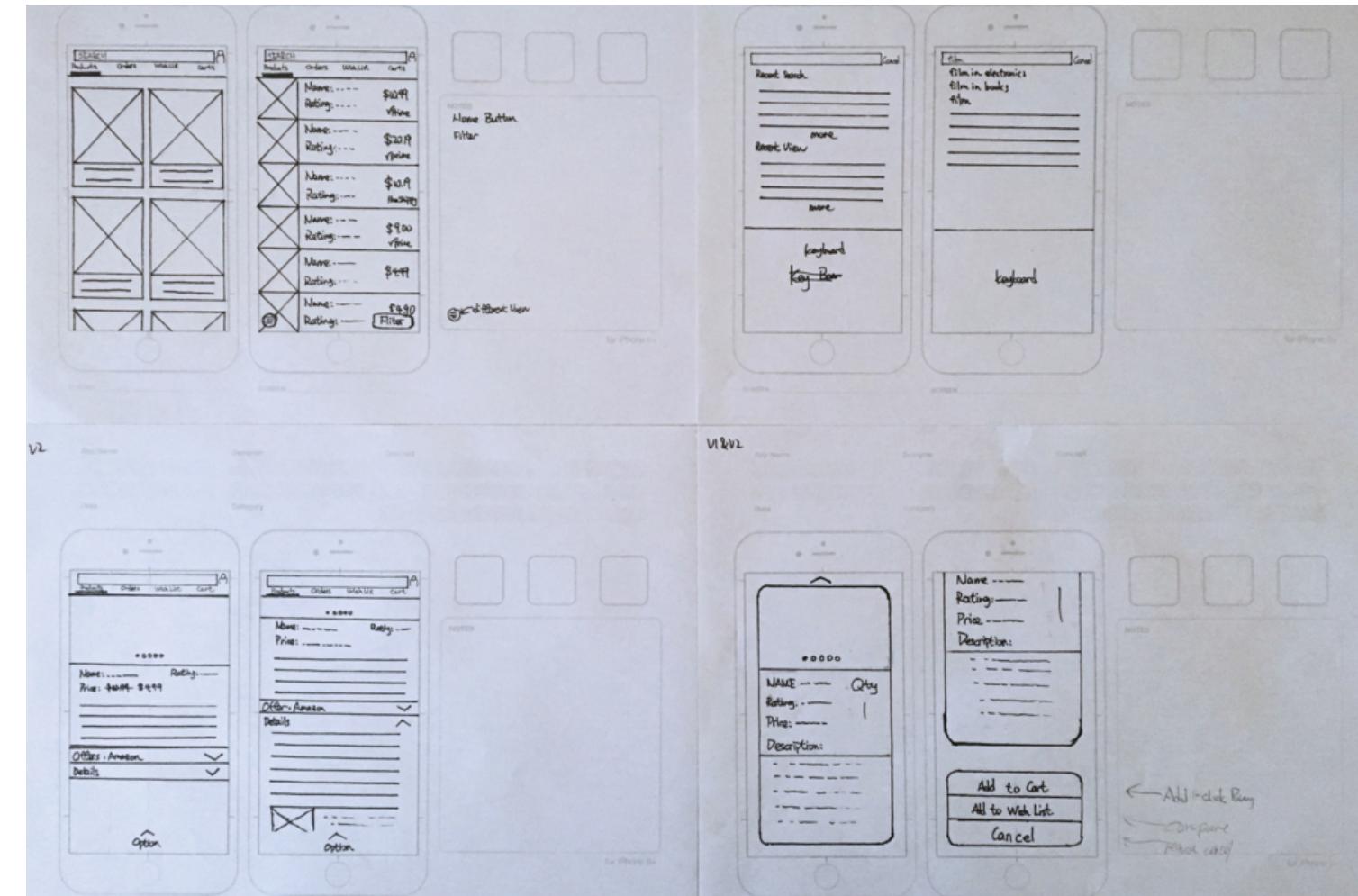
Amazon Mobile App

Redesign for a better purchase experience



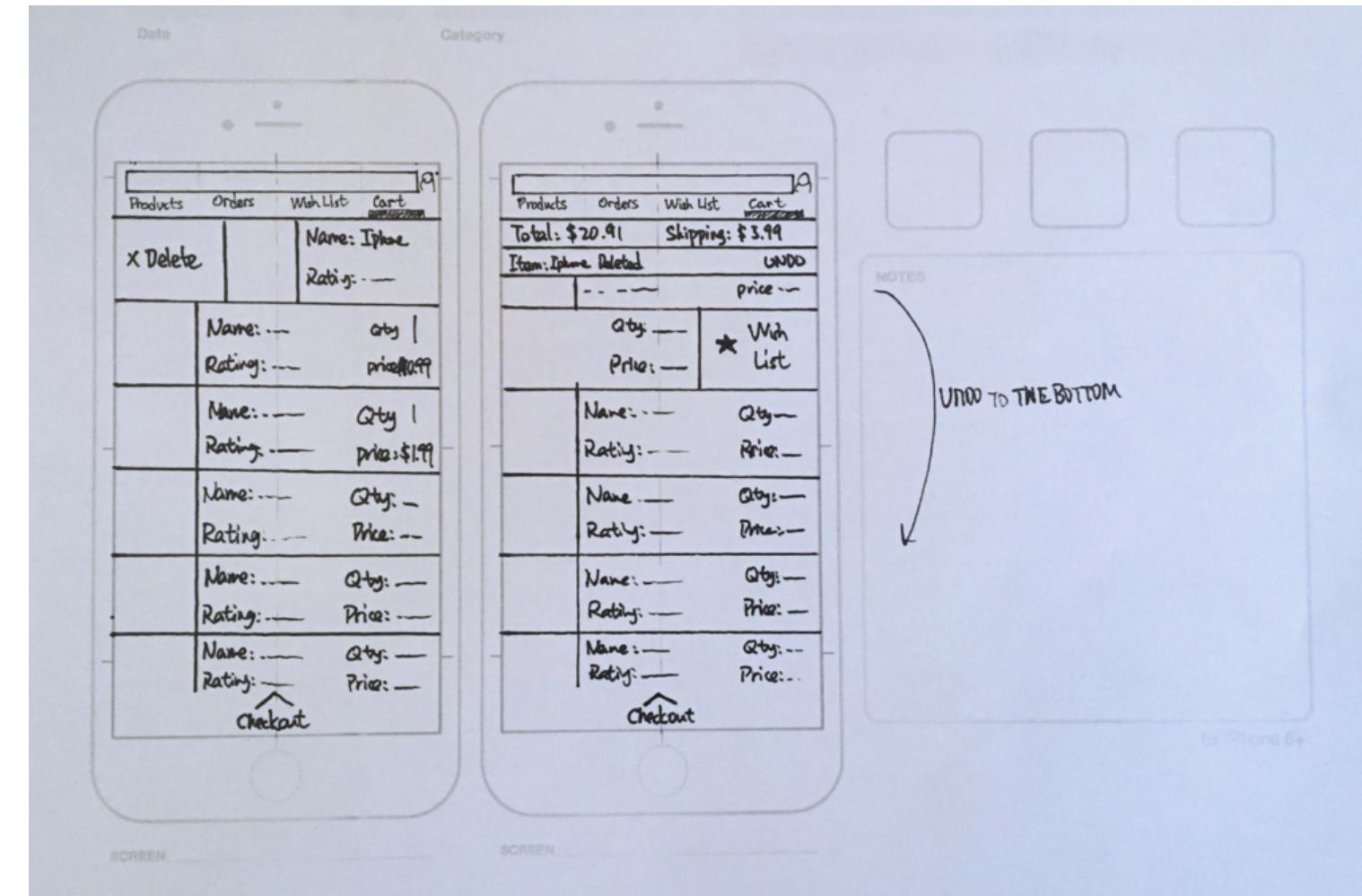
Wireframe

List view, Product Detail, Search & Forece touch



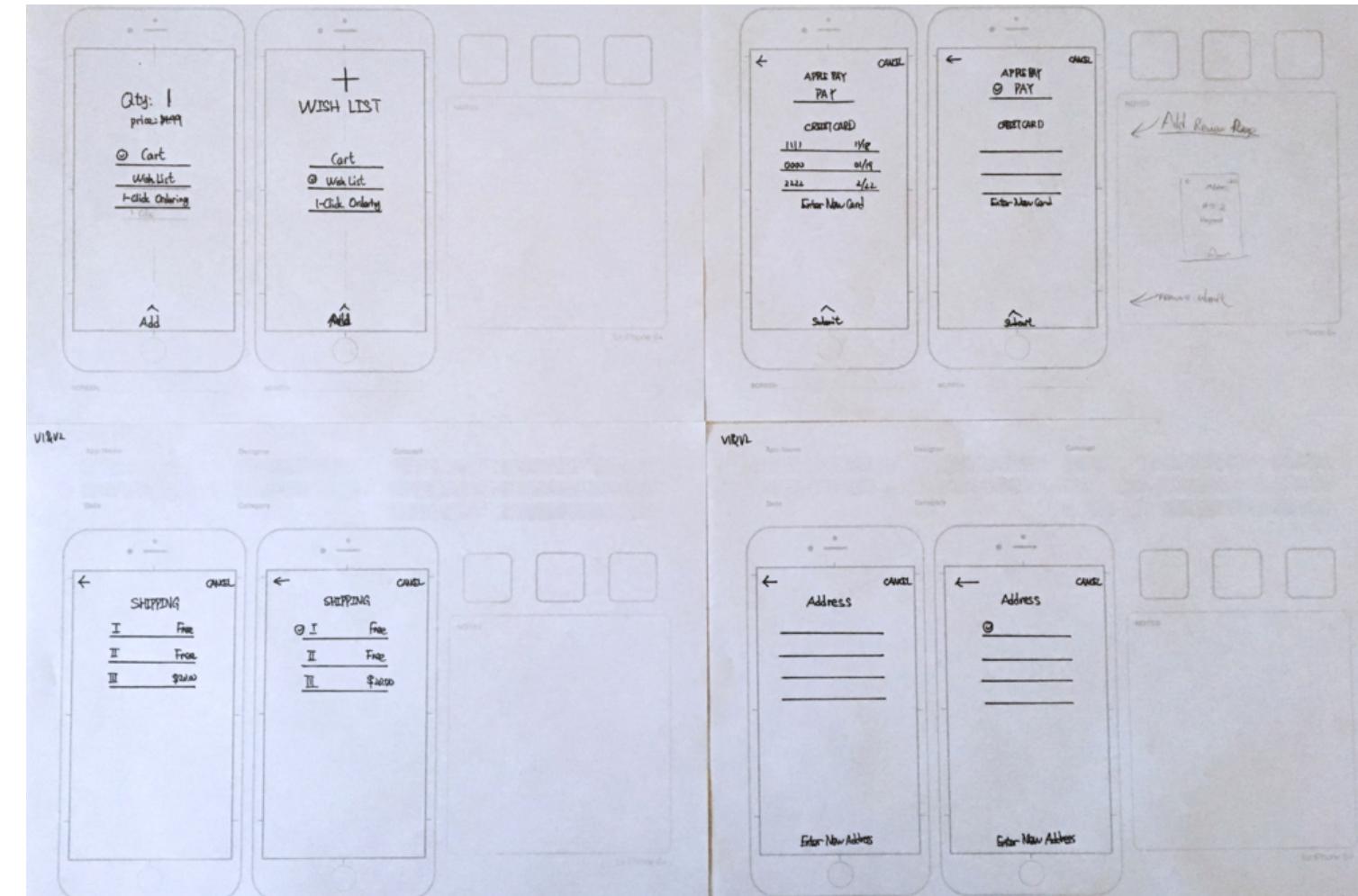
Wireframe

List view Swipe Actions



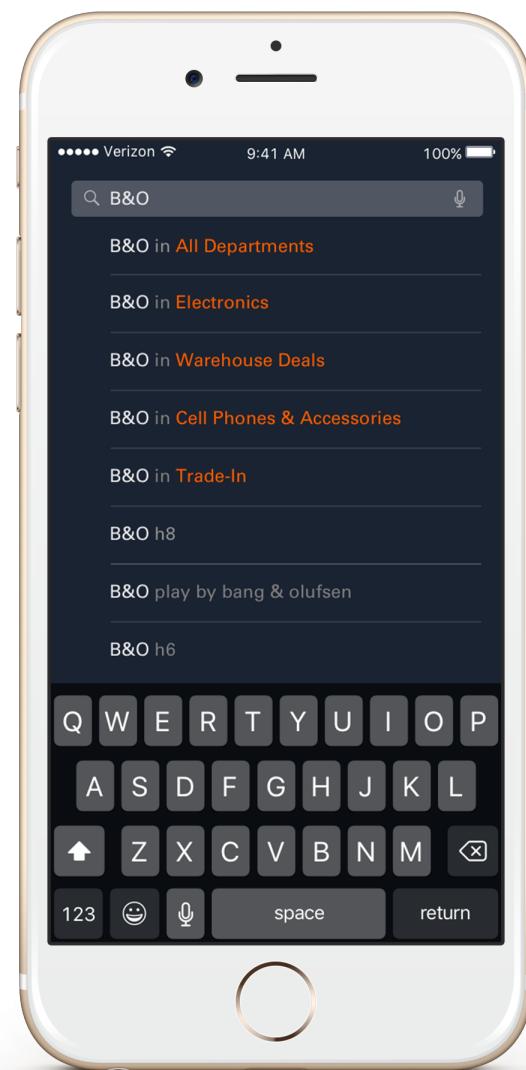
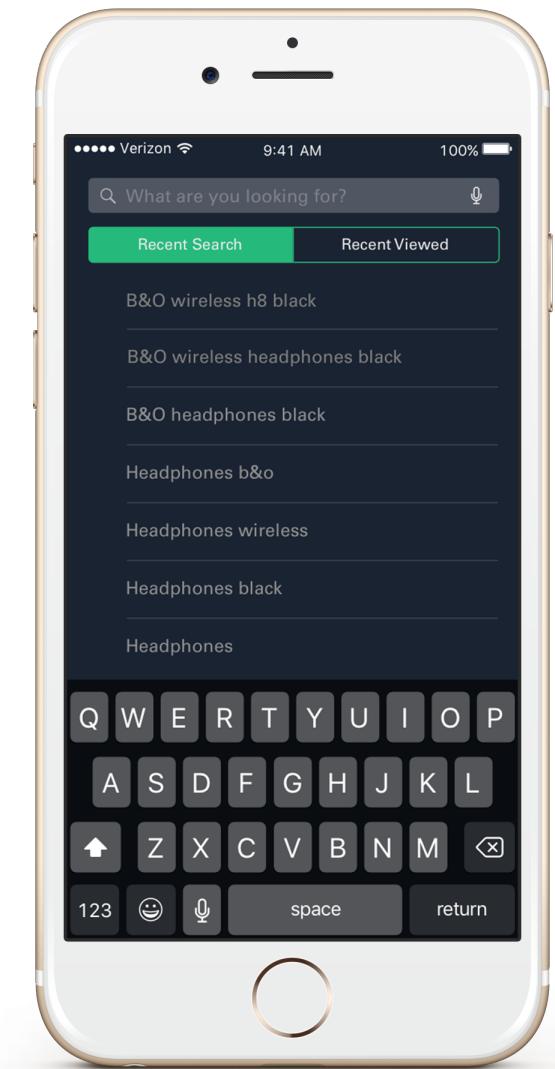
Wireframe

Cart, Shipping, Address & Credit Card Info



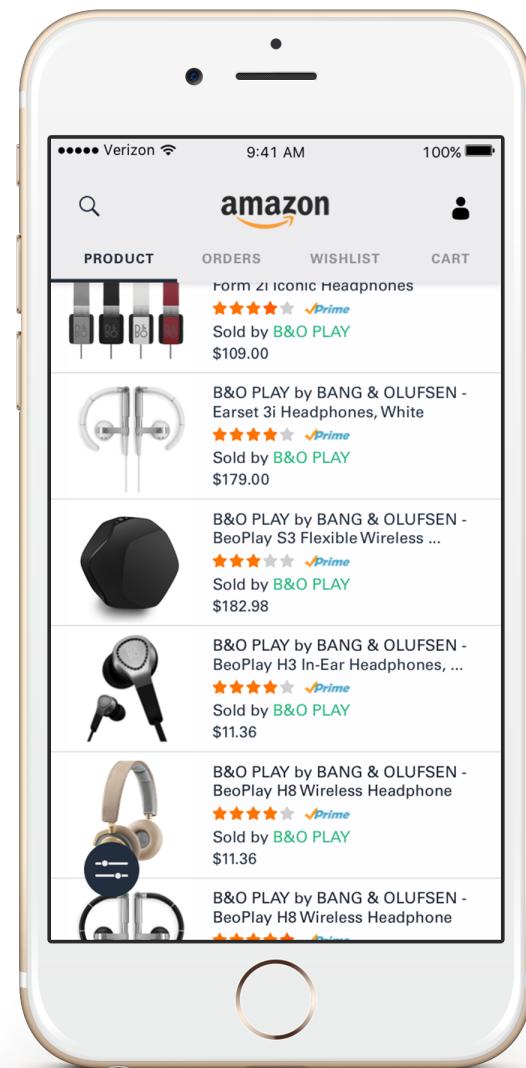
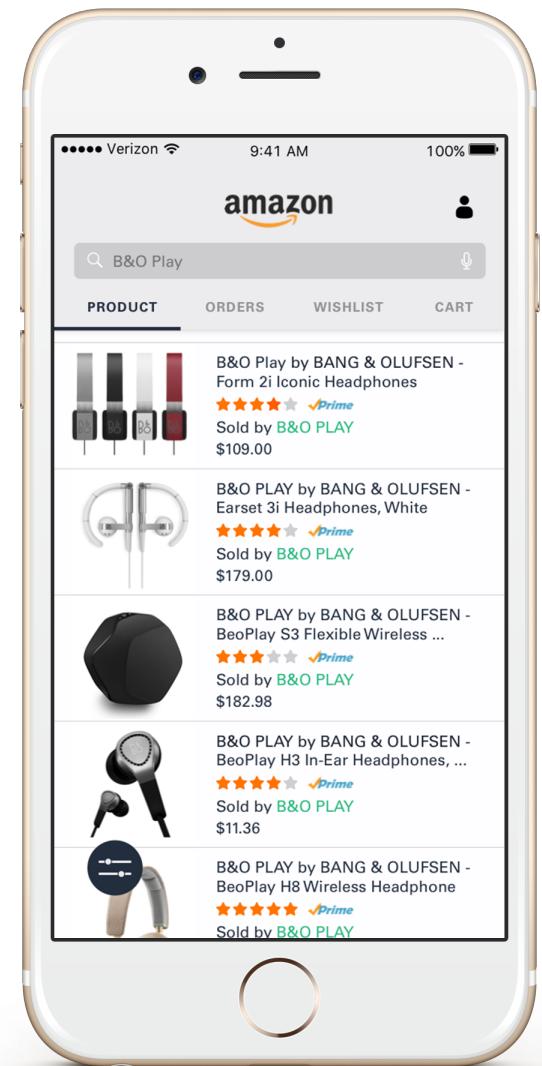
Search

Including search history and recently view items under search for quick access and comparison



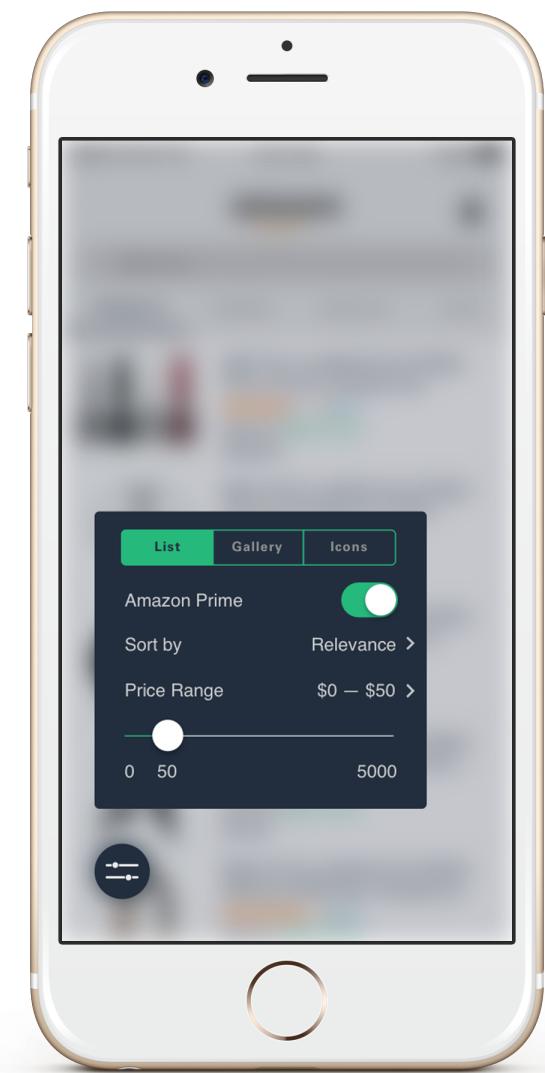
Product List

Tabs for main features and accessible seach bar



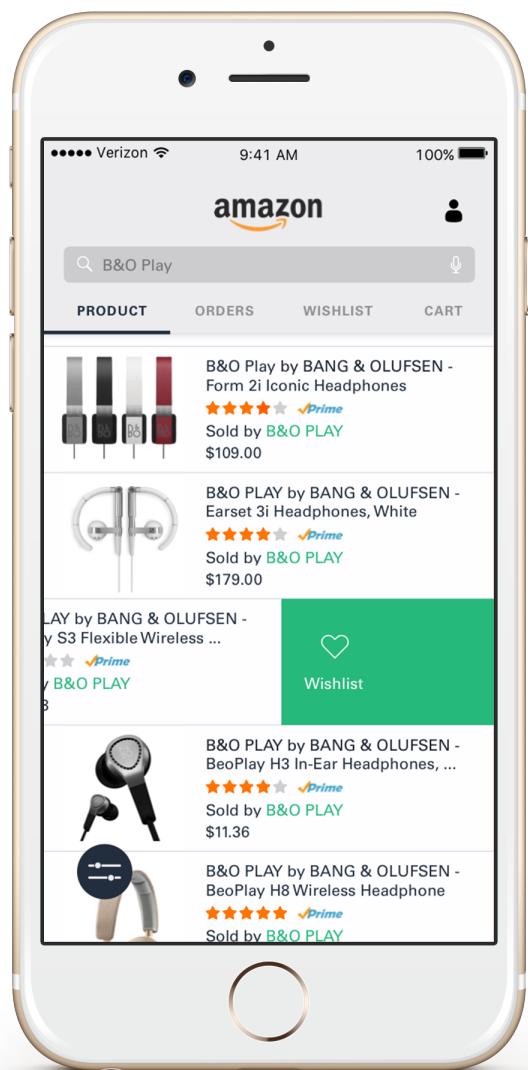
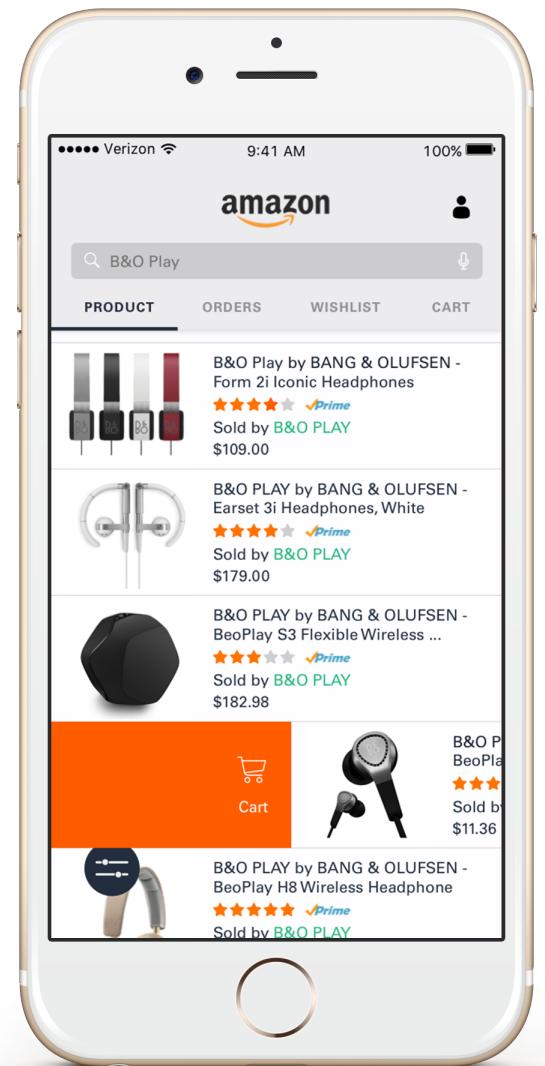
Filtering

Easy to use filtering for quickly identifying the product you trying to purchase



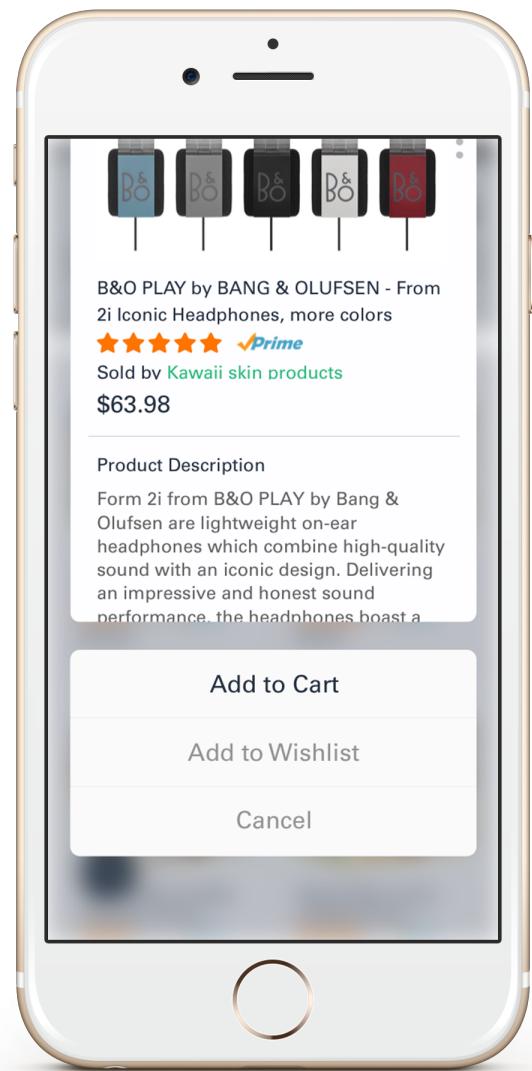
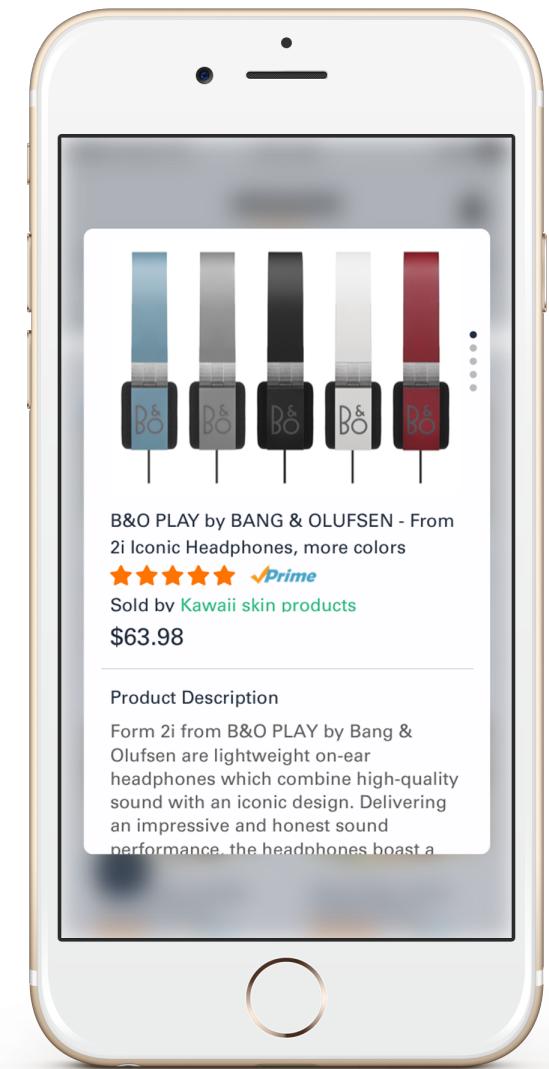
Quick Actions

Swipe left and right for adding to cart & wishlist



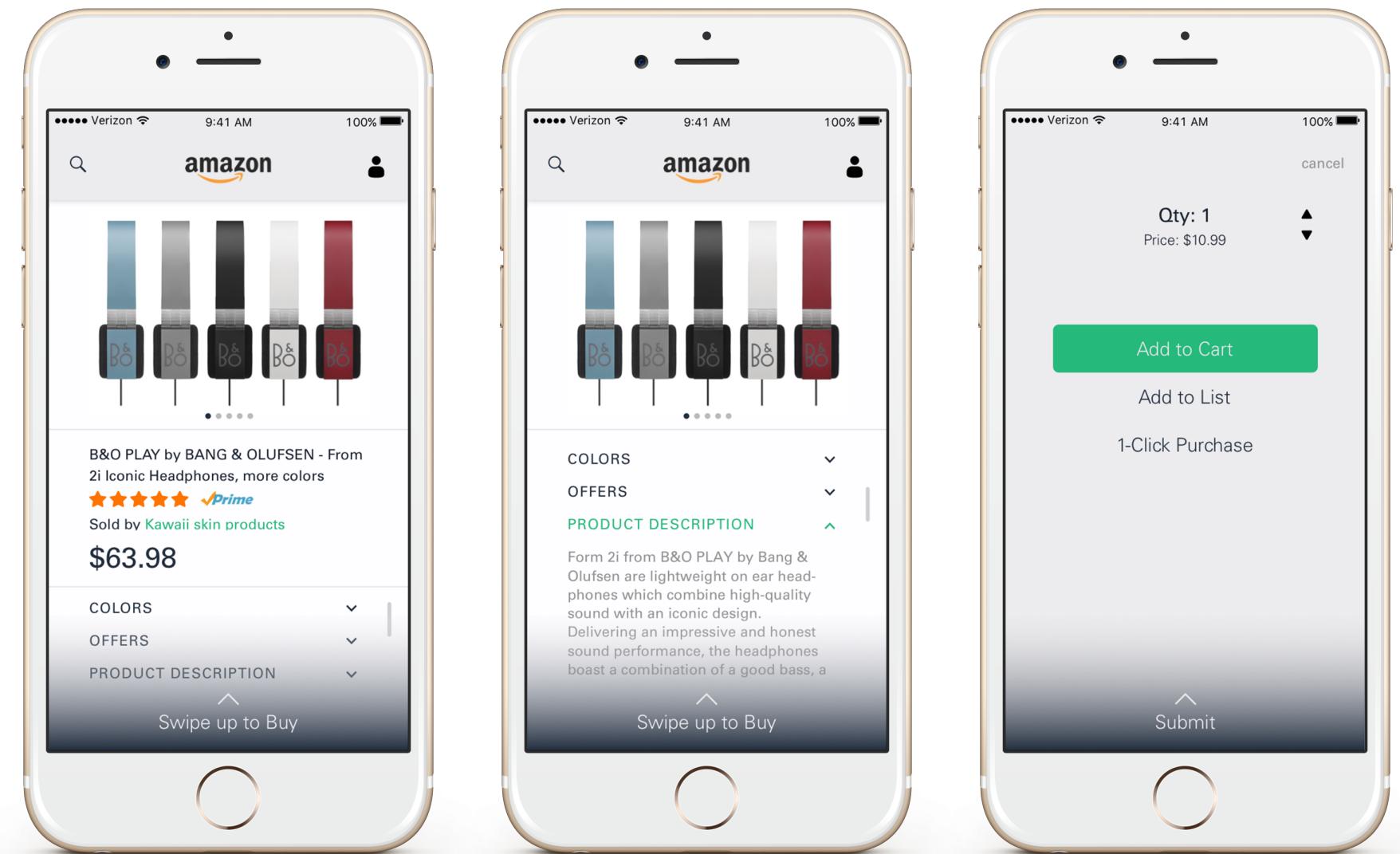
Force Touch

Preview product and quick actions



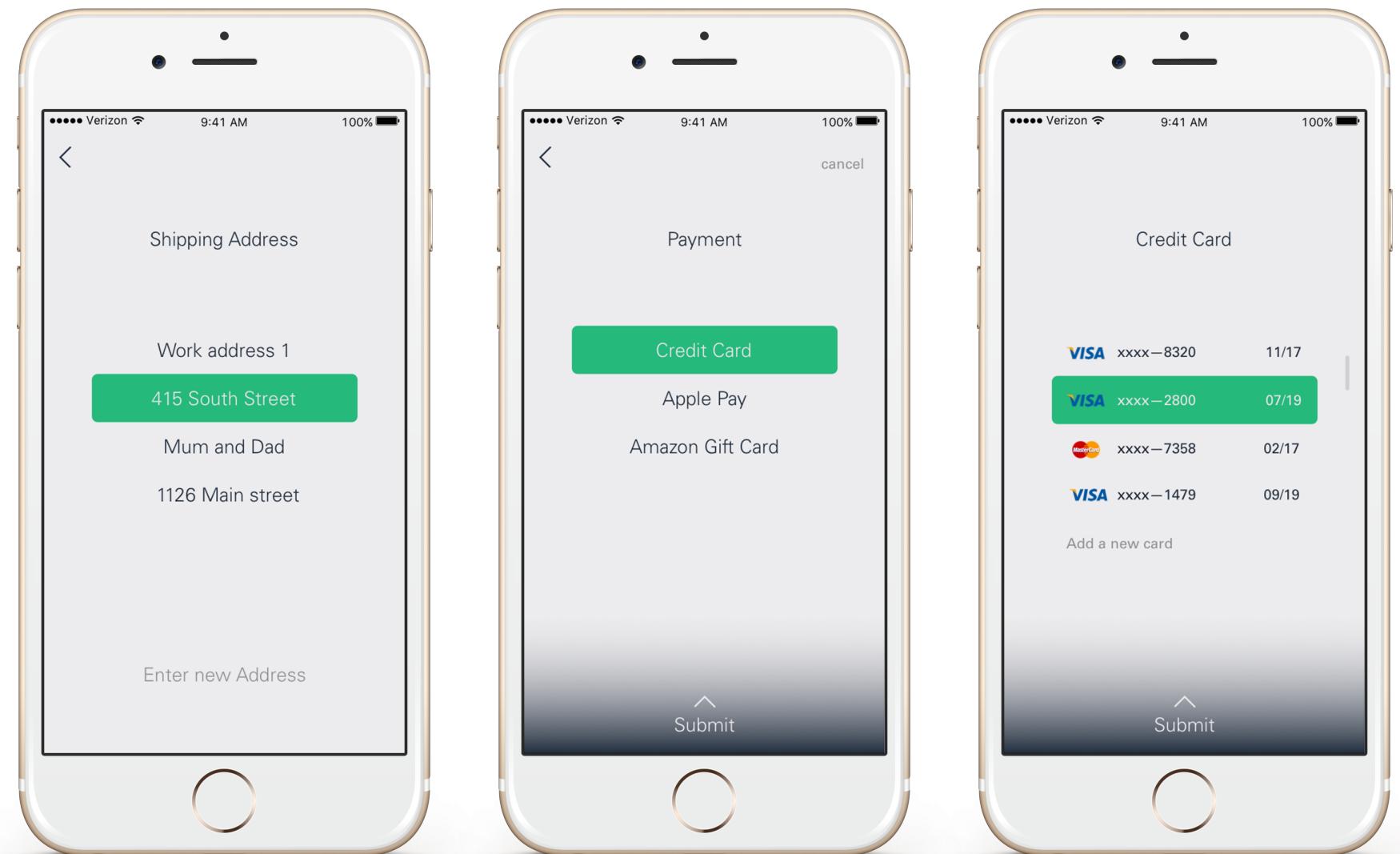
Product Page

Highlighting important product info on top with simple swipe up action for ordering options



Checkout

Simple checkout procedure to maximize retention throughout the buying process



Rohit said:

“The app is more accessible, organized, and navigation is much more intuitive. You don't have to exit your search results when you want to see your cart or orders, you can just switch tabs, unlike the current app.”

Feedback

Alison said:

“When you think about all the steps that go into an Amazon purchase, it's amazing that the whole process can be made to seem so smooth and simple. No unnecessary features that detract from the shopping process - just the features I need in a clean and easy app..”