

## Some ideas for redesigning the Amazon mobile app

### Target users: Potentially all Amazon app users

The current view is crowded and it also repeats sections over and over again. For e.g. “Your recommendations”, “Deals” etc.

The new view is:

- Less crowded and has more whitespace
- Categorized and prioritized based on the customer’s current moods and interests
- Attempts to increase % of customers who write reviews

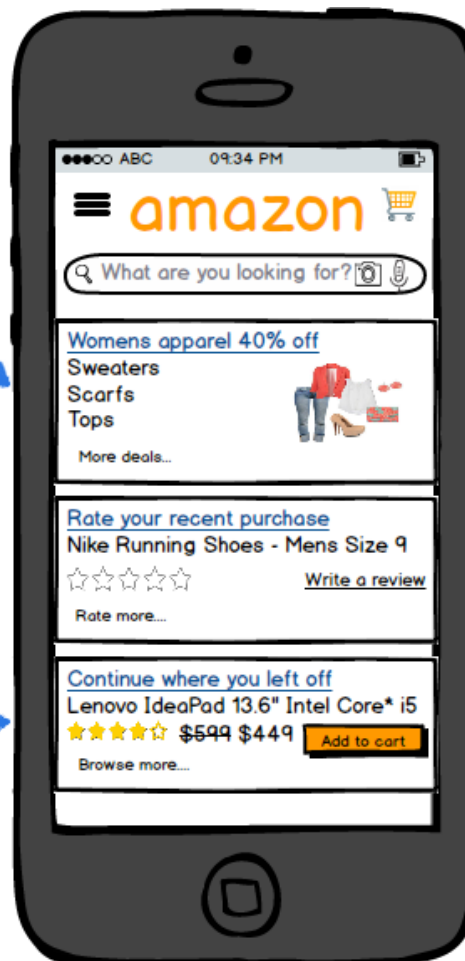
*Predict shopping moods and interests using location and temporal data (i.e., summer, winter etc.) to predict shopping moods and interests*

E.g. Present deals to 25 year old female (known from Amazon customer profile) who is currently at Macy's (using location tracking) for winter clothing (using time of year).

*Increase customer engagement for providing ratings and reviews*

Currently only 10-20% of customers leave reviews/ feedback

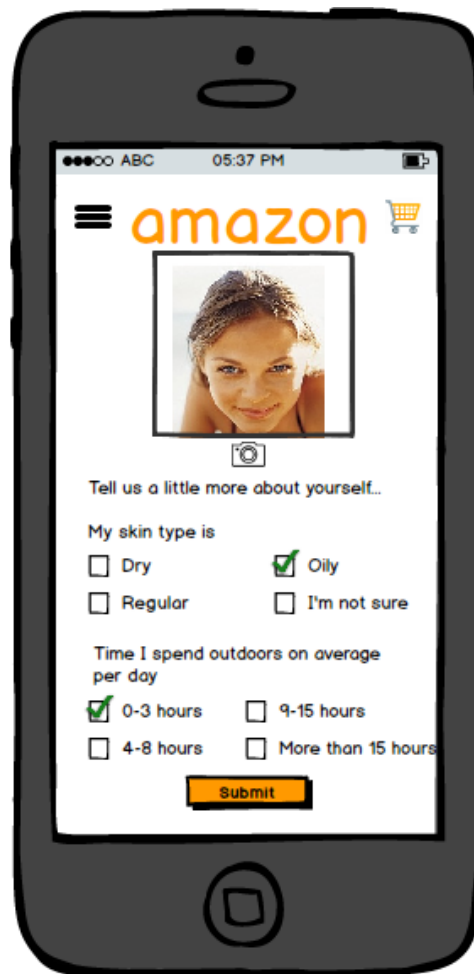
*Suggest products to shop for based on prior search history*



*Using “cards” that can be dismissed by the user to show more content rather than making the user scroll indefinitely*

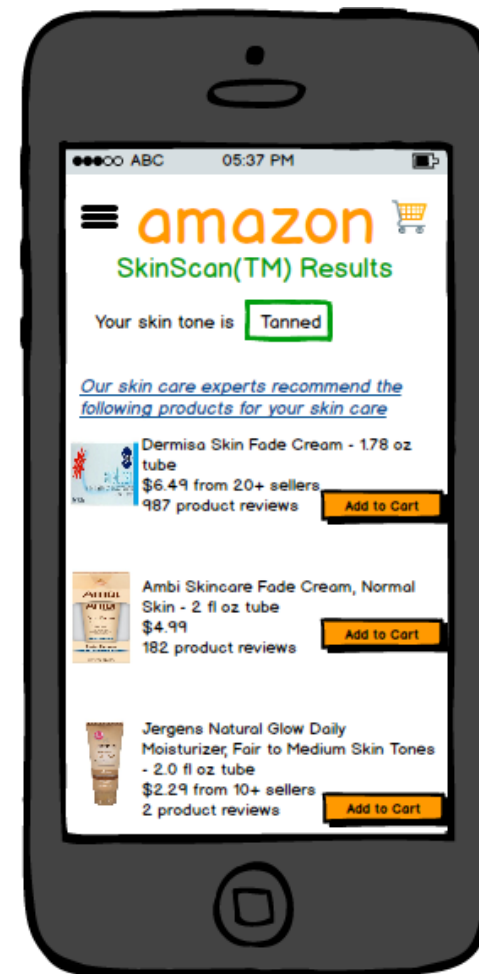
## Using machine learning on image search to bring the “Macy’s skincare station experience” to the user

Target users: Women who currently aren’t heavy shoppers of skin care products on Amazon



Screen 1

User takes a picture of his/ her skin and answers a few basic questions



Screen 2

We use machine learning to match the image against a database of images and predict the skin tone.

We can then suggest personalized skin care products to the user, thereby bringing the “Macy’s-skincare-station-experience” to the user

# Showing relevant search results to users through predictive categorization instead of letting the user filter results after they are shown

Target users: Shoppers who search for items with very “broad search terms”



Screen 1

Get the big picture of what the user is searching for

Screen 2

Help the user narrow down his/ her search

Screen 3

Ask questions relevant to what the user has told you so far

Screen 4

Show the top 3 products for the user  
Allow the user to see more if they want to

# "Social Shopping" on Amazon

Target users: Shoppers who prefer the brick-and-mortar shopping experience (e.g. Gardening and Lawn care, Home Improvement, Health and Personal care etc.)

For certain products, the brick and mortar store experience still beats the online shopping experience

Examples are:

- Gardening and Lawn care
- Home Improvement
- Health and Personal Care

These are types of items to which consumers are emotionally attached and shoppers seek a personal connection while shopping for these products

Social Shopping is an attempt to deliver the experience that Amazon lacks today

Searching for "treatment for small white worms on jasmine plants" on Amazon today yields 0 results

In Social Shopping, the user asks a question and optionally attaches an image. We leverage the power of Amazon's members to help the user find the product/ solution he needs

This user, Vipin, has a question on a gardening problem

Screen 1

## "Social Shopping" on Amazon (continued)

The screenshot shows the Amazon Social Shopping interface. At the top, the browser address bar displays "http://www.amazon.com". The Amazon logo and "Prime" are on the left, and "Social Shopping" is in the center. On the right, it says "Hello, Aru" with links for "Account & Lists" and "Orders", and a shopping cart icon. Below this, the "Your feed" section features a user profile for "Aru" with a 4-star rating, "513 Reviews, 985 Answers", and credentials "Horticulturist, Plant biochemist". The feed contains three questions with associated hashtags and "Answer this question" buttons. Red arrows point from annotations to specific elements: one to the first question, one to the user profile, one to the first question's hashtags, and one to the "Answer this question" button of the first question.

Amazon

http://www.amazon.com

amazon Prime Social Shopping

Hello, Aru  
Account & Lists Orders

**Your feed**

Aru ★★★★★ 513 Reviews, 985 Answers  
Credentials: Horticulturist, Plant biochemist

What's the treatment for small white worms on jasmine plants? Answer this question

#gardening #jasmineplant #pest

When is the right time to harvest my tomato plants? Answer this question

#harvest #tomato #fruit

What are some trees I can plant next to orange trees? Answer this question

#trees #orange #citrus

This is another user, Aru, who sees Vipin's question

The credentials of the person responding lends credibility to the answer

The question shows up on another user's feed who can choose to answer the question or not

Use machine learning to categorize questions and present them to users who are best qualified to answer them

Screen 2

## "Social Shopping" on Amazon (continued)

Amazon

http://www.amazon.com

amazon Prime

Social Shopping

Hello, Aru

Account & Lists Orders

**Your feed**

What's the treatment for small white worms on jasmine plants?

#gardening #jasmineplant #pest

There are two main types of jasmine plant pests. The sucking insects, like aphids, are those whose feeding behavior entails piercing the plant material and eating the sap. There are also foliage insects which cause visual damage to the leaves of a plant. If you see damage to leaves, I would suggest pesticides to kill the insect. Overall, treat your jasmine like a queen so it is healthy and able to withstand occasional onslaughts from tiny invaders.

Submit Answer

**Aru** ★★★★★ 513 Reviews, 985 Answers  
Credentials: Horticulturist, Plant biochemist

[Green Cleaner 749804 Home Pest Control Sprayer, 8 oz](#)  
\$39.95 Prime | FREE Same-Day  
★★★★★ Add this to my answer

[Safer Brand 32 oz Ready To Use Jasmine Insect Killer](#)  
\$8.95 Prime  
★★★★★ Add this to my answer

[Gardening: Organic Pest Control and Pest Repellents](#)  
\$19.00  
★★★★★ Add this to my answer

Aru is now answering  
Vipin's question

This experience can  
potentially be applied to  
Home improvement and  
Health/ Personal care  
shopping use cases as well

Suggest relevant products that can  
be added to the answer

This is akin to a shopper walking  
into a nursery and getting  
recommendations for what  
gardening product they need

Screen 3