

My 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

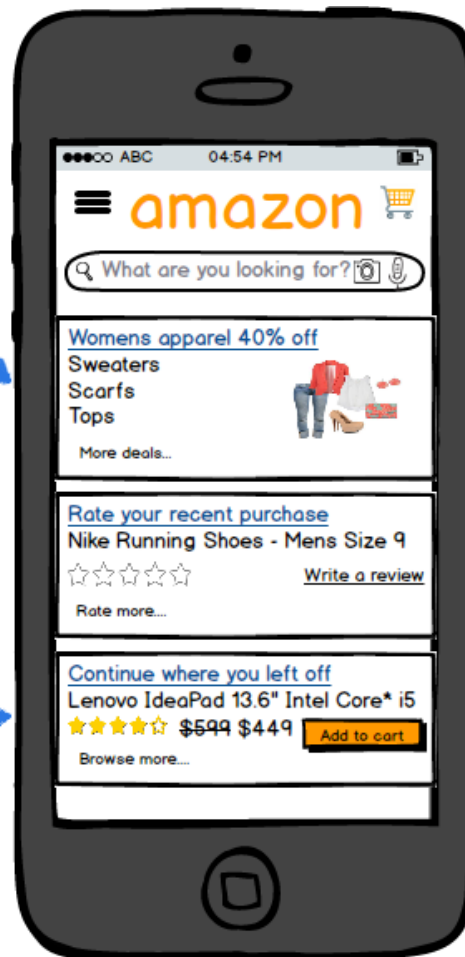
Predict shopping moods and interests using location and temporal data (i.e., summer, winter etc.)

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

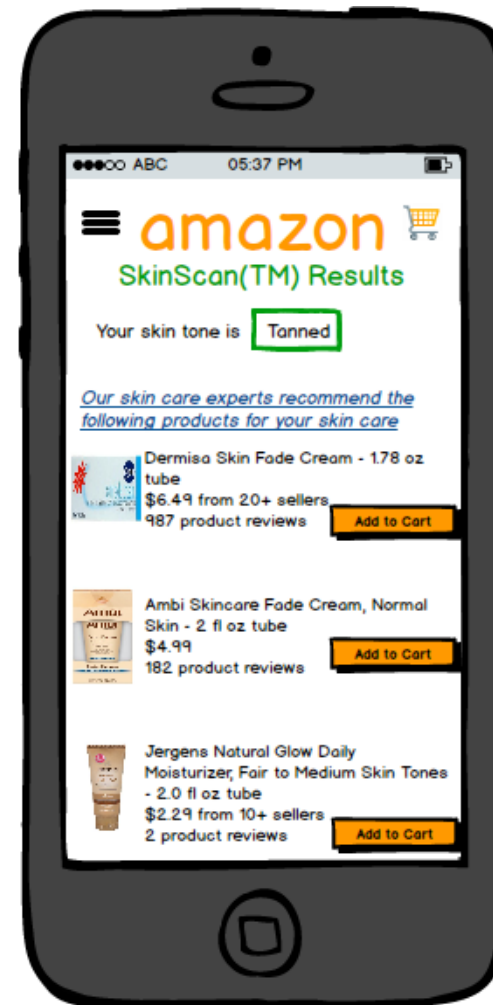
Using machine learning on image search to bring the “Macy’s skincare station experience” to the user:

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