My ideas for redesigning the Amazon mobile app:

Target users: Potentially all Amazon app users

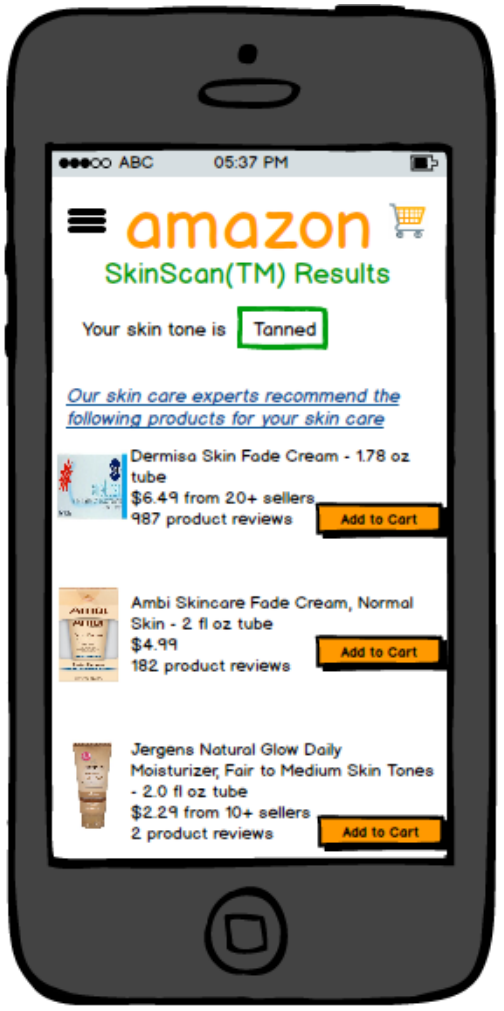
The current view is crowded and it also repeats sections over and over again. For e.g. “Your recommendations”, “Deals” etc.

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

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 pitcure 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