AMAZON PRIME DAY

UX DESIGN // VISUAL DESIGN // IA

WHAT IS PRIME DAY?

Launched in 2015, **Prime Day** is Amazon's biggest annual global shopping event. A summer Black Friday, Prime Day has cemented itself as a major can't-be-missed retail sales holiday. Anyone with an Amazon Prime Membership has access to shop on Prime Day.

WHAT ARE INTERESTS?

Interests are automated merchandized deals that are curated into personalized collections. Top tiered Interests are suggested to customers based off of past implicit shopping signals and curated community-driven trends of Amazon products.

WHY USE DEAL COLLECTIONS OVER DEPARTMENT FILTERS?

Department filters, based on customer data are rarely used and even when applied only show customers a catalogue of products. With interests, we can include multiple departments into a single collection and show customers a personalized selection of products based on what's popular and products that the customer may have an affinity to.

An example of this would be the "Techies" interest which includes departments such as "Amazon Devices", "Computers & accessories", "headphones", "Home audio", "Smart Home", etc.
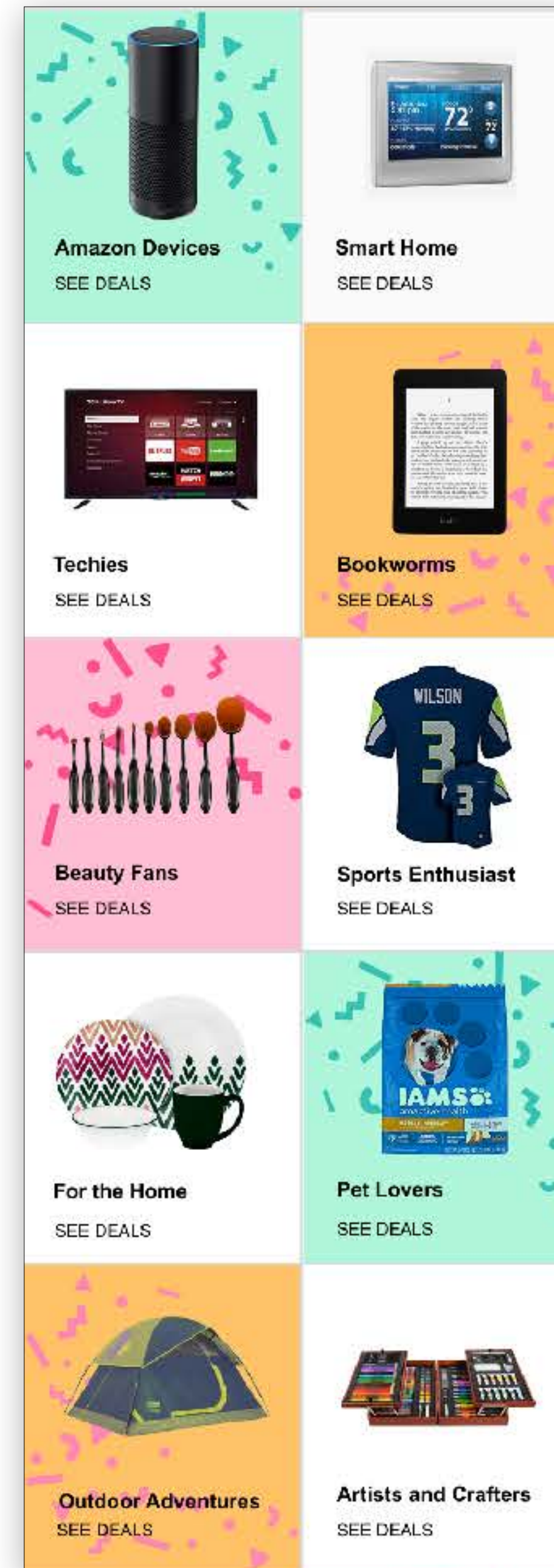
Department
- [ ] Amazon Devices
- [ ] Apps for Android
- [ ] Arts, Crafts & Sewing
- [ ] Automotive & Motorcycle
- [ ] Baby
- [ ] Baby Clothing & Accessories
- [ ] Beauty
- [ ] Books
- [ ] Boys' Fashion
- [ ] Camera & Photo
- [ ] Cell Phones & Accessories
- [ ] Computers & Accessories
- [ ] Costumes & Accessories
- [ ] Digital Games
- [ ] Digital Software
- [ ] DVD & Blu-ray
- [ ] Electronics
- [ ] Fashion
- [ ] Furniture
- [ ] Girls' Fashion
- [ ] Grocery
- [ ] Headphones
- [ ] Health & Personal Care
- [ ] Home
- [ ] Home Audio
- [ ] Home Improvement
- [ ] Industrial & Scientific
- [ ] Kindle
- [ ] Kindle eBooks
- [ ] Kitchen
- [ ] Luggage Travel Gear

THE PROBLEM:

With the information we know about customers shopping habits, how can we curate Prime Day selected deals based on their personal interests? How do we integrate interests into the existing PD experience? Are they more likely to be used over categorical filters? Can interests scale globally?

THE SOLUTION:

Create a curated shopping experience that is personalized for each customer. They can use these interests to filter deals (personalized to them based on implicit signals). Create interests that cover a broader set of departments as opposed to existing categorical filters. And lastly, we should collaborate with our international partners so that interests can be used worldwide.

MY ROLE:

I was fully involved as the primary designer of this feature, from creating its individual components to designing the user experience. I worked cross collaboratively with my deals business team, our development team in India, Prime Day, DI, and Amazon Live stakeholders. My "Deals you're into" slogan was used as the focal point of 2017 Prime Day's global advertising campaign.

CHALLENGES FACED

The last minute addition of Interests to 2017 Prime Day left us with very little time for experimentation or usability testing. We had to rely on quick and dirty usability tests and then hope to gain further insight during the day of the event. I was also limited by my ability to overhaul existing site layouts and had to be amenable (but yet still be able to defend) to the immense amount of stakeholders from multiple teams. The turnaround between design, development, and launch was extremely quick but a fun project nonetheless.

TOOLS USED:

Sketch (Wireframes and visual design), Keynote, Pen and Paper (Sketching, storyboarding, etc)

COMPETITOR ANALYSIS

As part of my early research, I examined competitor websites on Black Friday, Cyber Monday, etc. I wanted to get a general understanding of how other companies grouped content and highlighted their best deals.

After examining major retailers, I then took a closer look at apps and websites that give you options to browse based on curated products. By highlighting personalized content, these selections were able to cover a broader set of products from multiple areas of interest versus a singular department. I used this information to help form the basis of my interest designs.
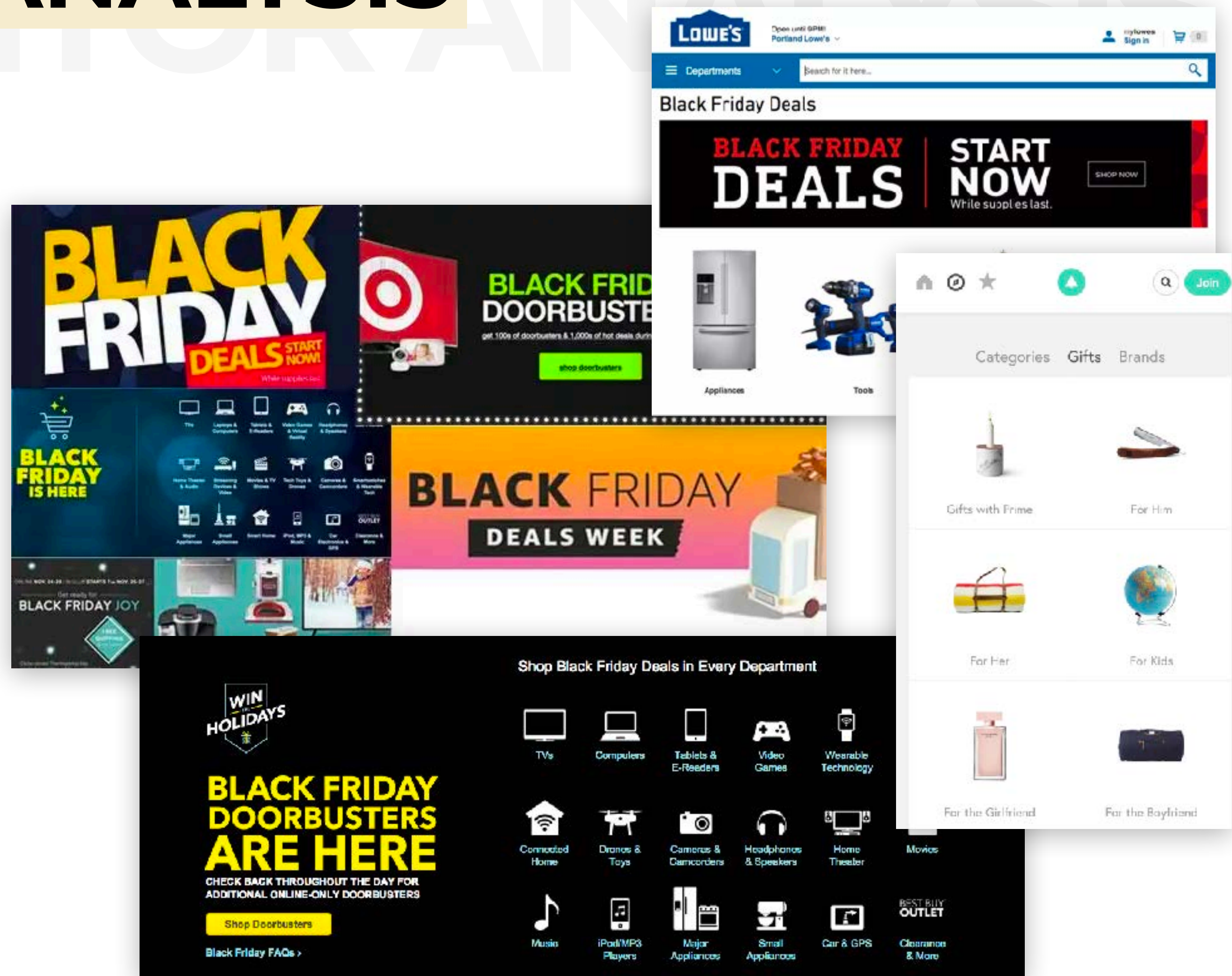
PERSONA

Based on previous research done around heavy use deals shoppers a persona was developed, Chris Ryerson. Designing for Chris helped in making informed design decisions as I had the end customer always in mind.

NAME: Chris Ryerson

RESIDENCE: Pittsburgh, PA

OCCUPATION: Middle school teacher

BIO: Chris is a middle school teacher and lives in a 1 bedroom apartment with his girlfriend. He's very tech savvy and rarely makes a purchase without doing his research first.

GOALS: Chris is constantly looking for deals to stretch his budget. He likes to shop online for himself, gifts for others, and also supplies for his classroom.

FRUSTRATIONS: Too many deals and not enough organization on websites to easily browse. He hates having to manually filter or search for what he wants. He just wants to know what the top deals are that are of interest to him

SKETCH EXPLORATIONS

INTEREST LAYOUTS

Limited to using existing Prime Day layouts, I sketched various options for highlighting Interests. Working with the PD team as well as my Deals business team, we also collaborated to determine restructuring of the DT and Mobile IA.
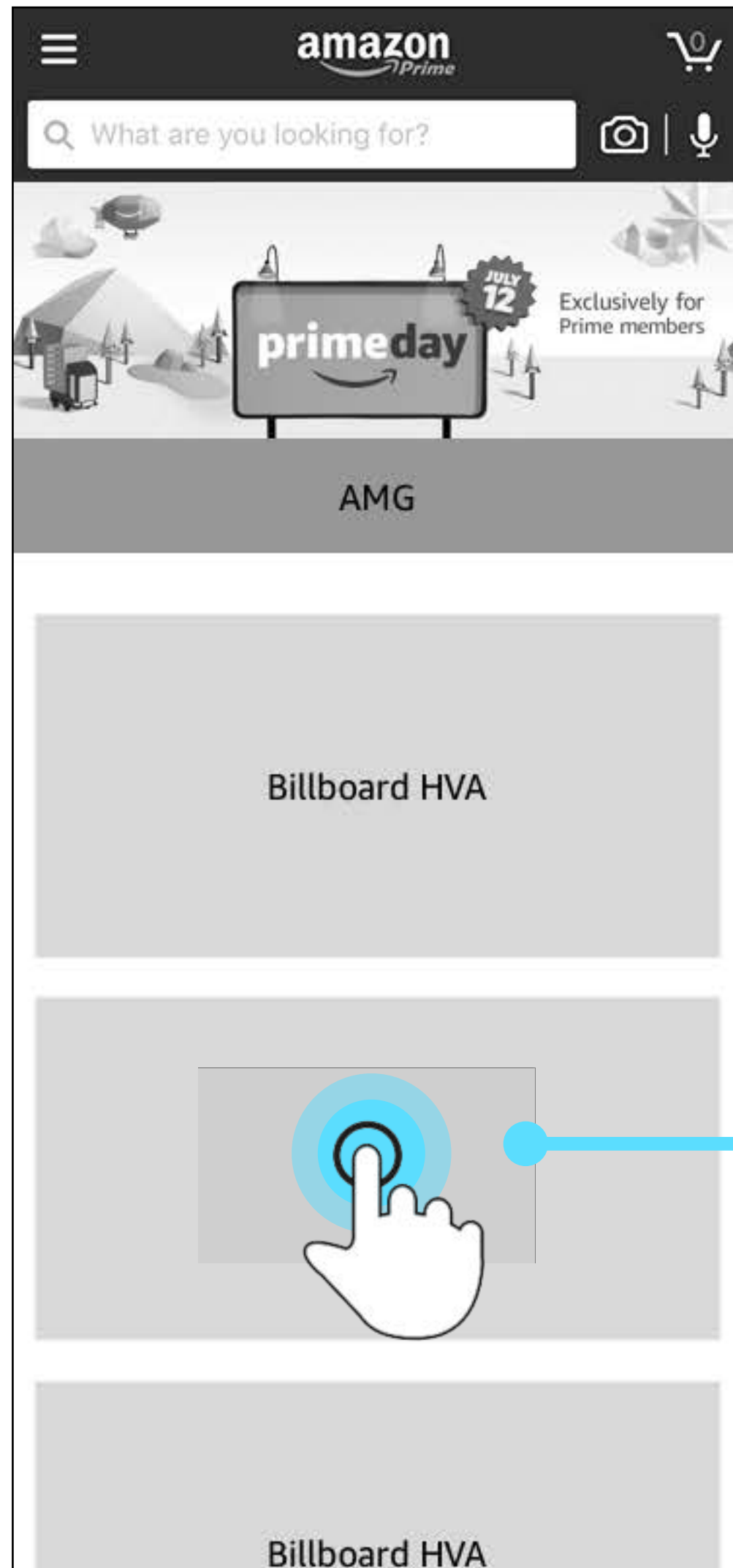
USER FLOWS

Using my personas, I created early concept user flows of what happens when a customer shops in an interest.
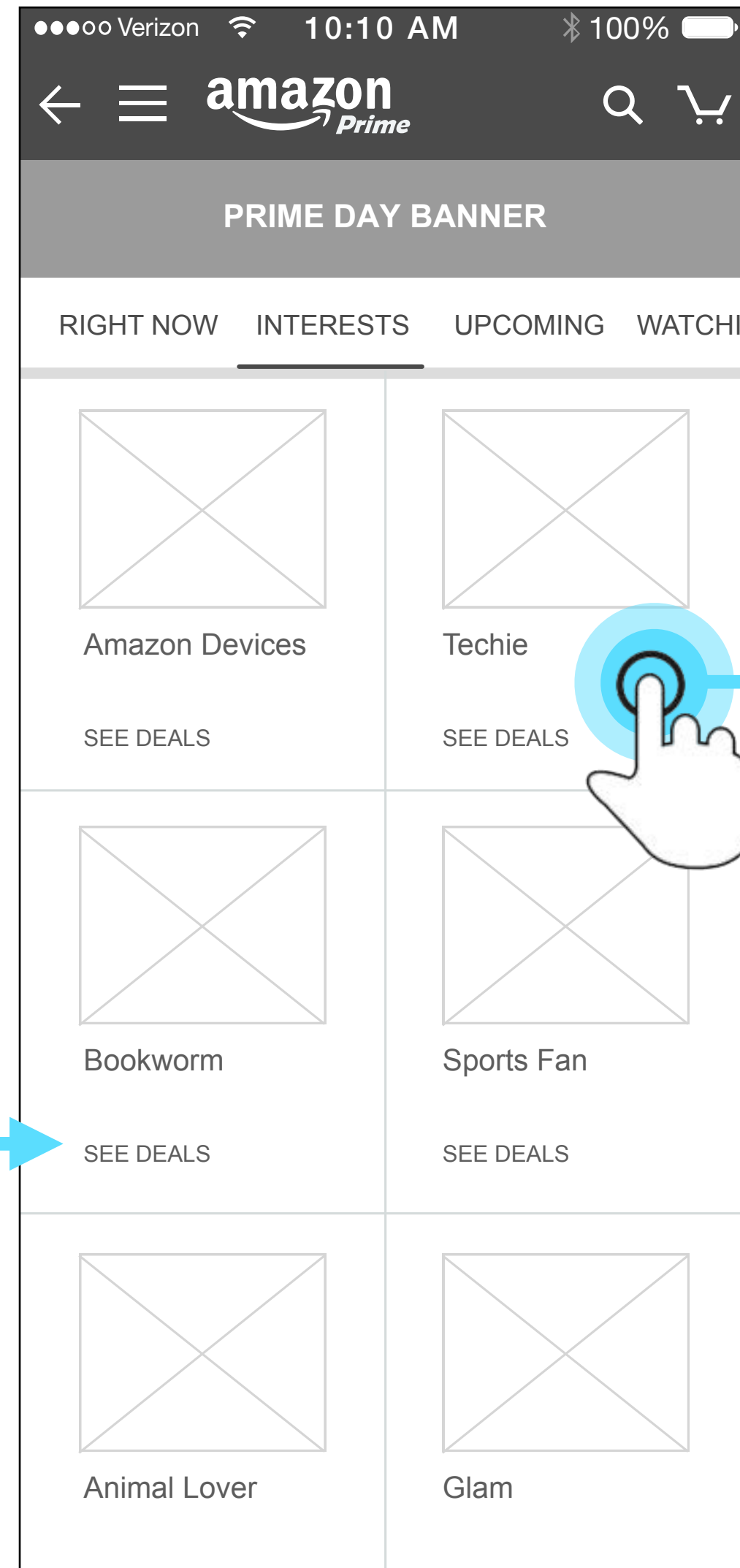
PAPER PROTOTYPING

Again, limited by time I created paper prototypes of various flows and asked colleagues from unrelated teams to come and test them. I gave general context and then explained the general structure, flow, and what input we were looking for. We wanted general understanding of the user journey (as opposed to sentiments of interests).
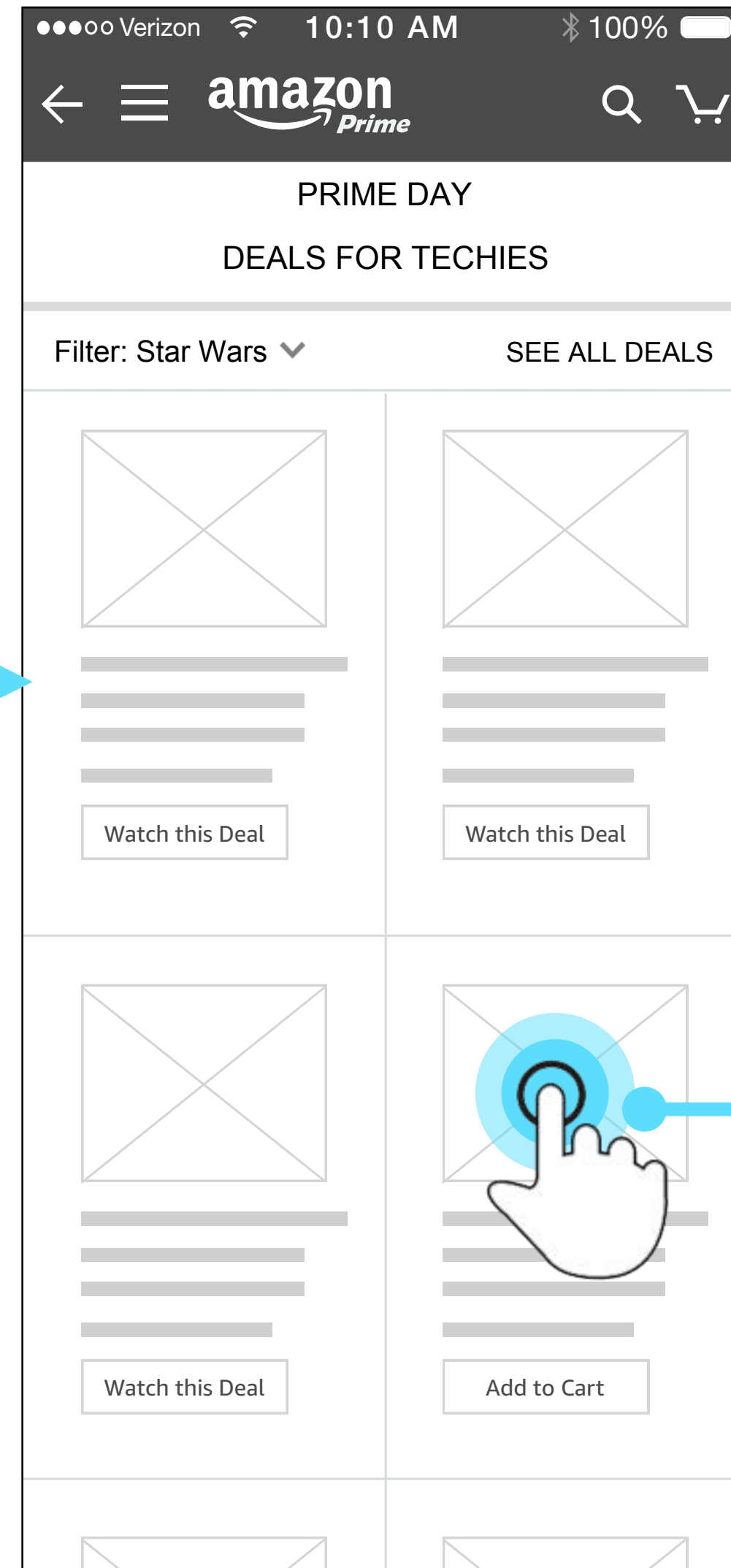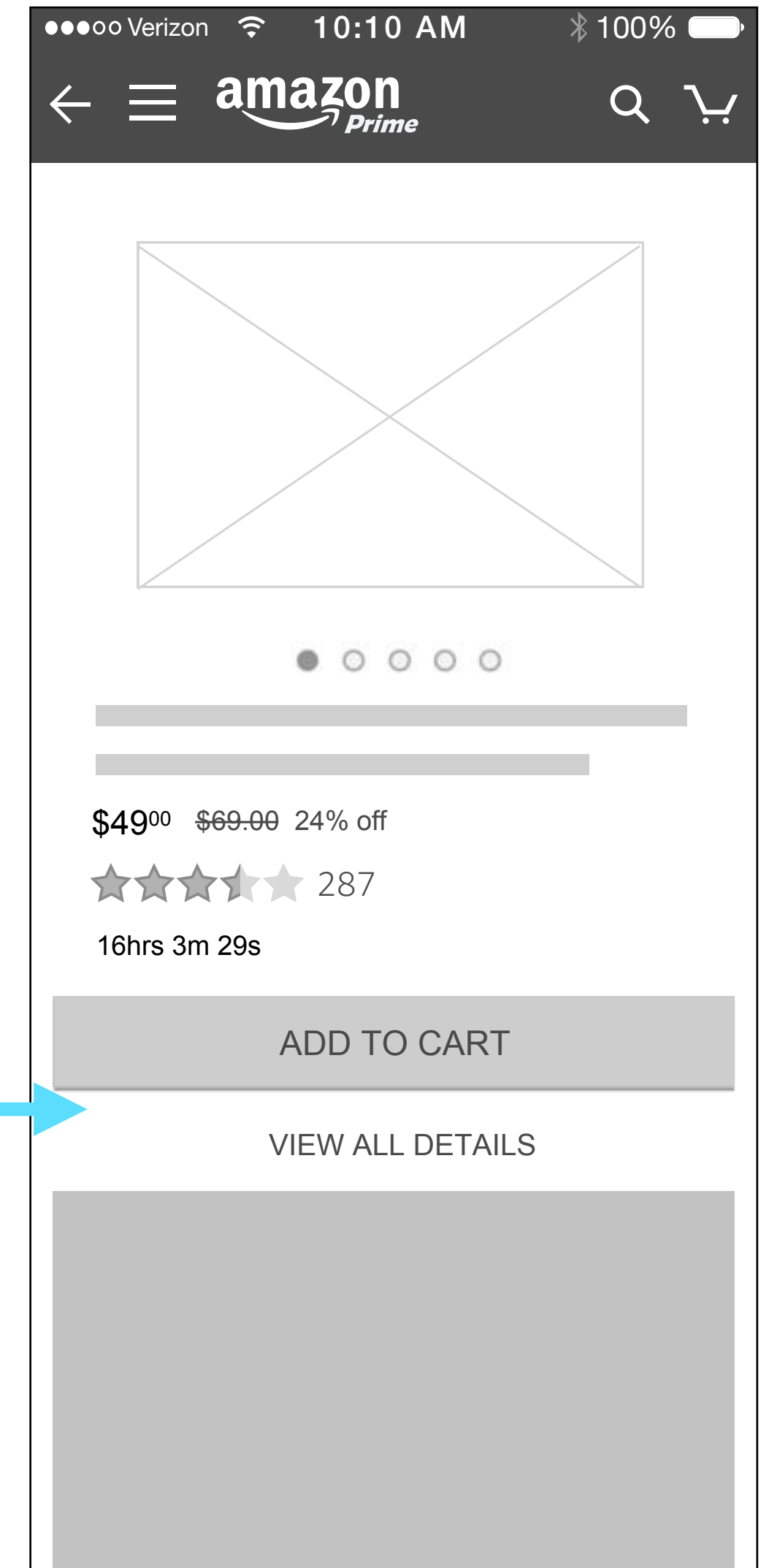
1   **2**   **3**   **4**

Screen 1

amazon Prime

What are you looking for?

JULY 12 — Exclusively for Prime members

prime day

AMG

Billboard HVA

Billboard HVA

Screen 2

●●●○○ Verizon   10:10 AM   ⚡ 100% 🔋

amazon Prime

PRIME DAY BANNER

RIGHT NOW   INTERESTS   UPCOMING   WATCHIN

Amazon Devices
SEE DEALS

Techie
SEE DEALS

Bookworm
SEE DEALS

Sports Fan
SEE DEALS

Animal Lover

Glam

Screen 3

●●●○○ Verizon   10:10 AM   ⚡ 100% 🔋

amazon Prime

PRIME DAY

DEALS FOR TECHIES

Filter: Star Wars ⌄   SEE ALL DEALS

Watch this Deal

Watch this Deal

Watch this Deal

Add to Cart

Screen 4

●●●○○ Verizon   10:10 AM   ⚡ 100% 🔋

amazon Prime

● ○ ○ ○ ○

$49⁰⁰ $69.00 24% off

★★★✰☆ 287

16hrs 3m 29s

ADD TO CART

VIEW ALL DETAILS

On Prime Day Chris goes Amazon on his computer and immediately sees that you can find deals in various "interests". He wants to see if any of these will work for him so he clicks on an interest card to learn more

Chris is taken to the Prime Day Deals page and scrolls the page and sees the interests shoveler. He swipes through and sees one called "techies". He wants to see what products are in this collection so he clicks on it.

He's taken to a new page and after a quick scan he immediately sees a deal on a projector and clicks on it to learn more.
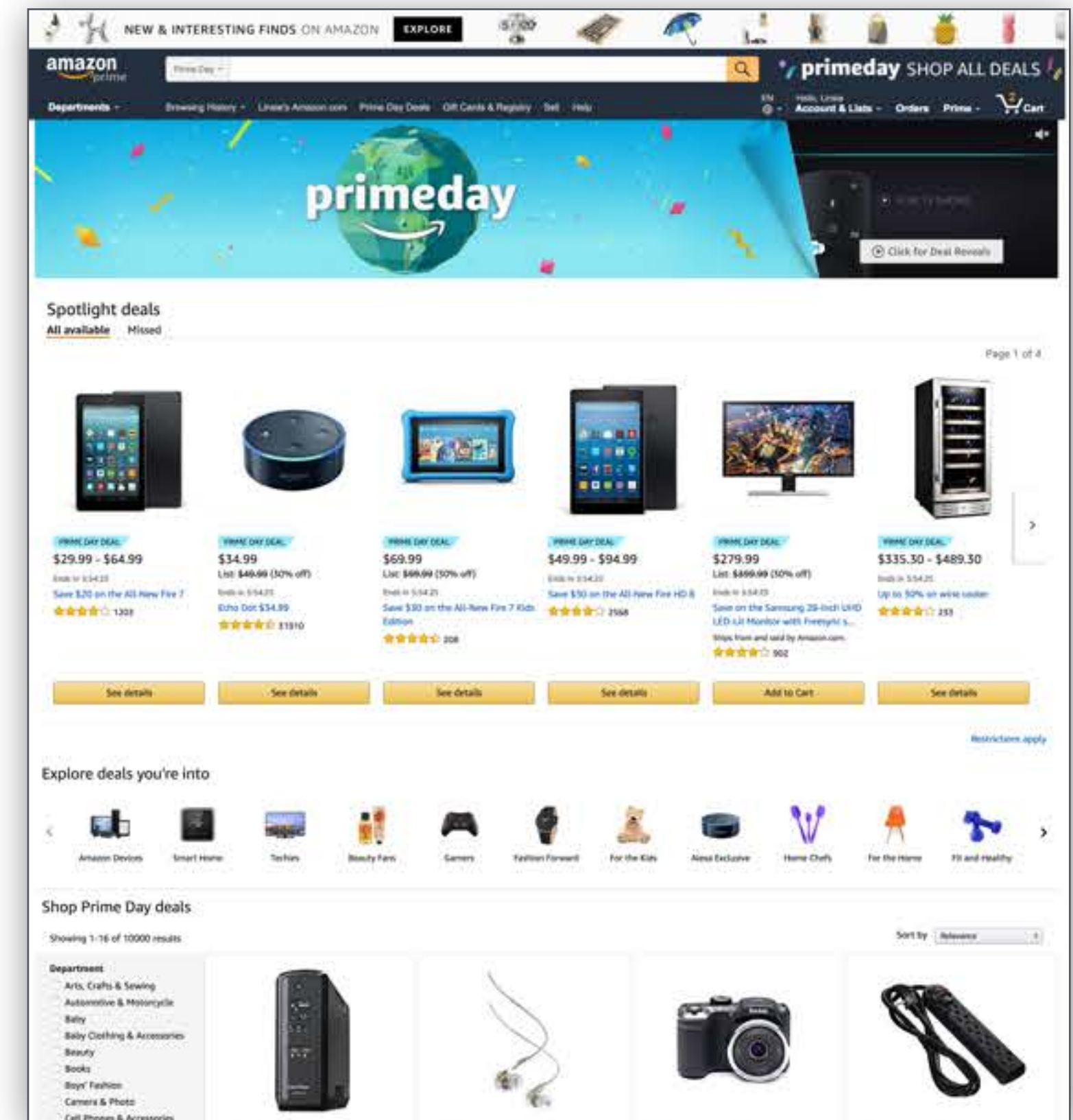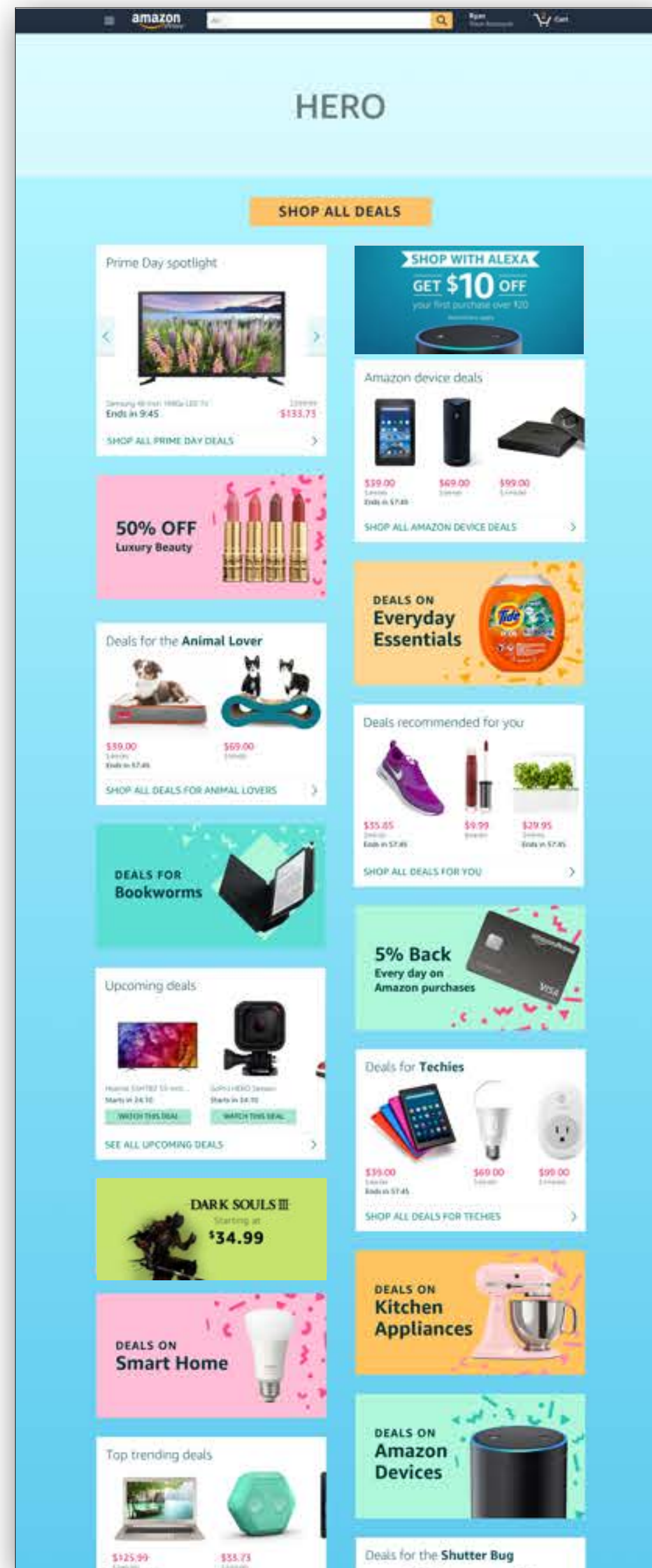
The projector has great reviews and he'll save hundreds of dollars on it so he adds it to his cart to purchase it.
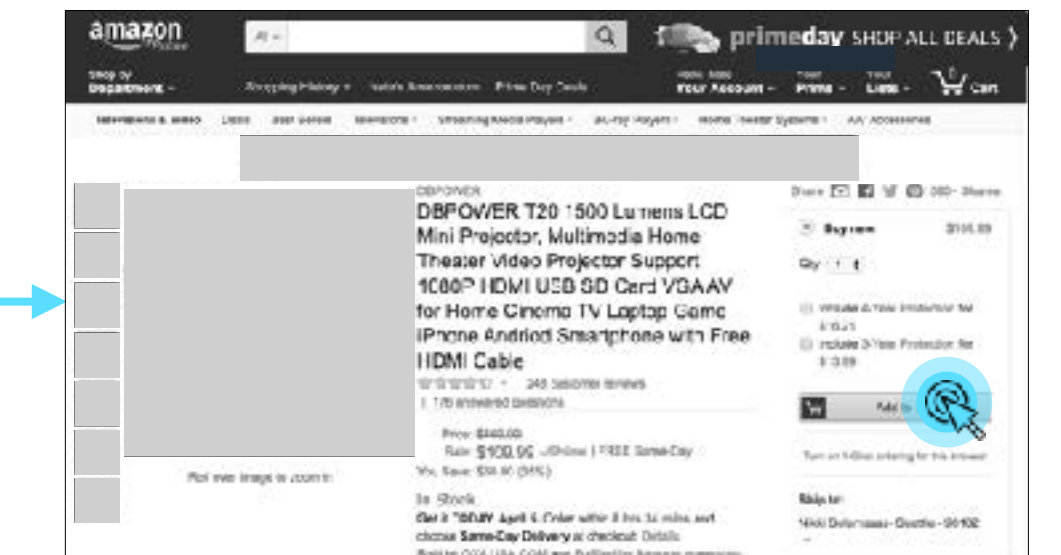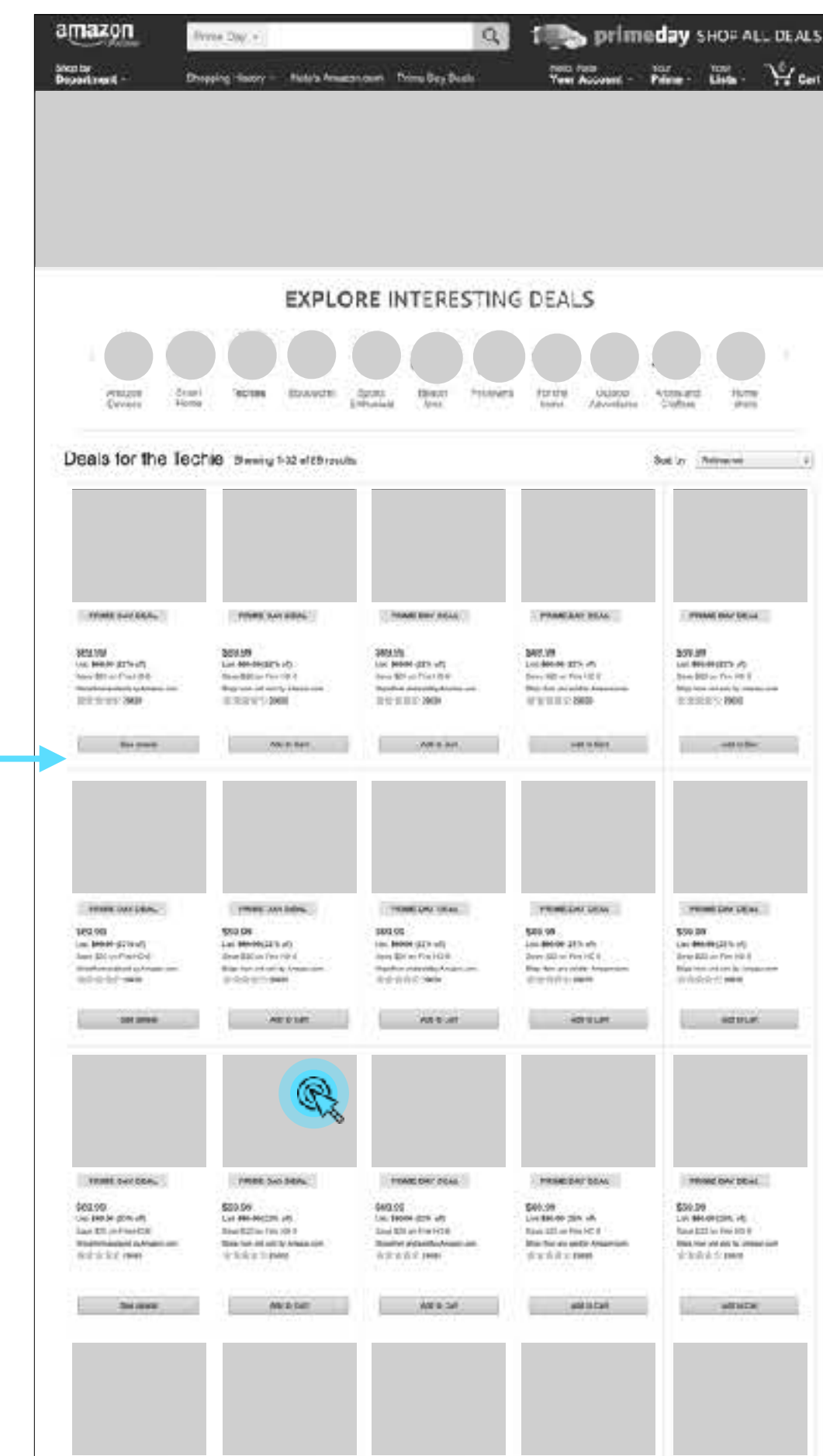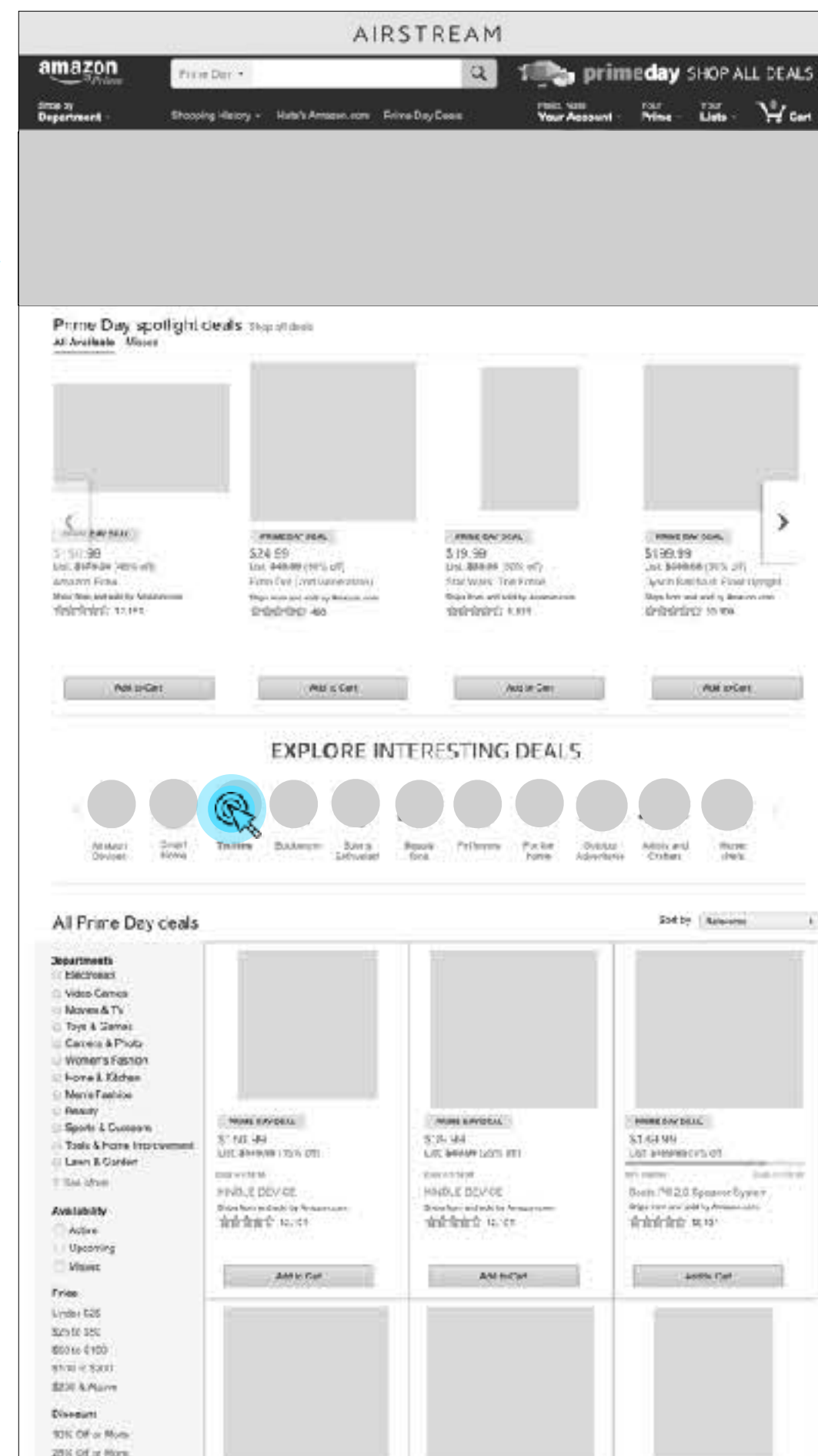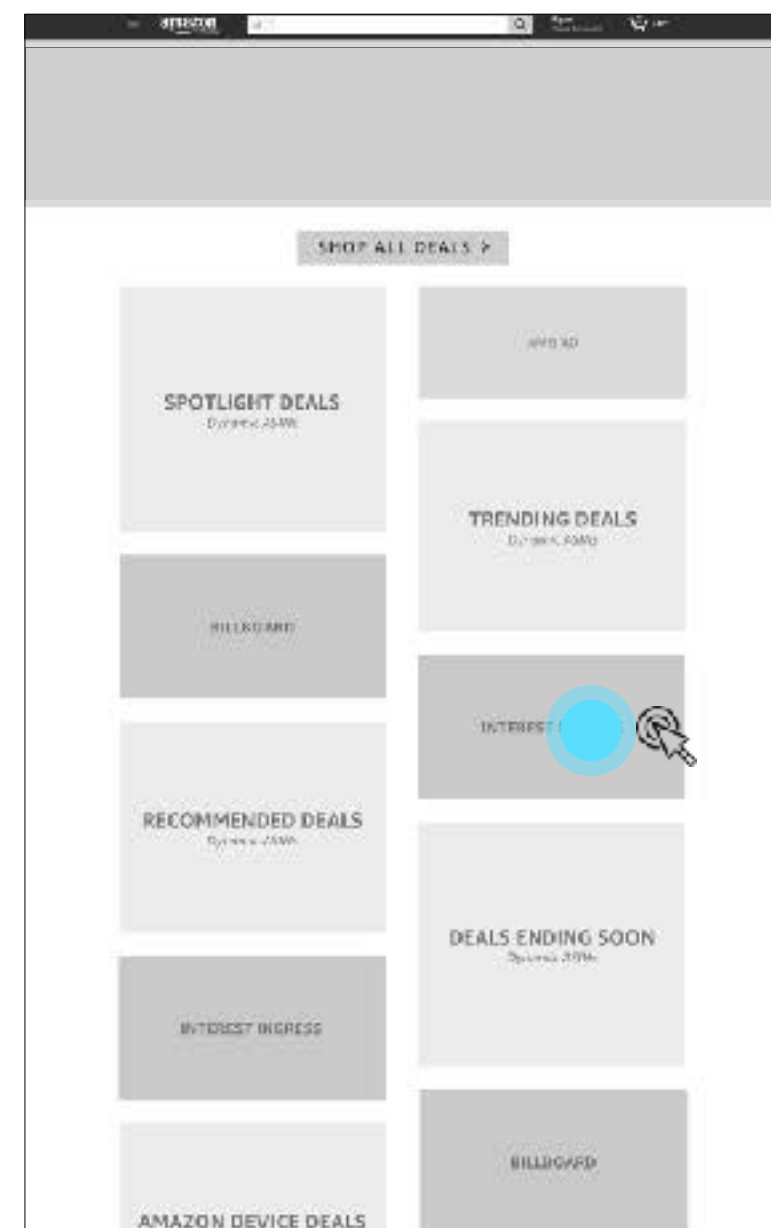
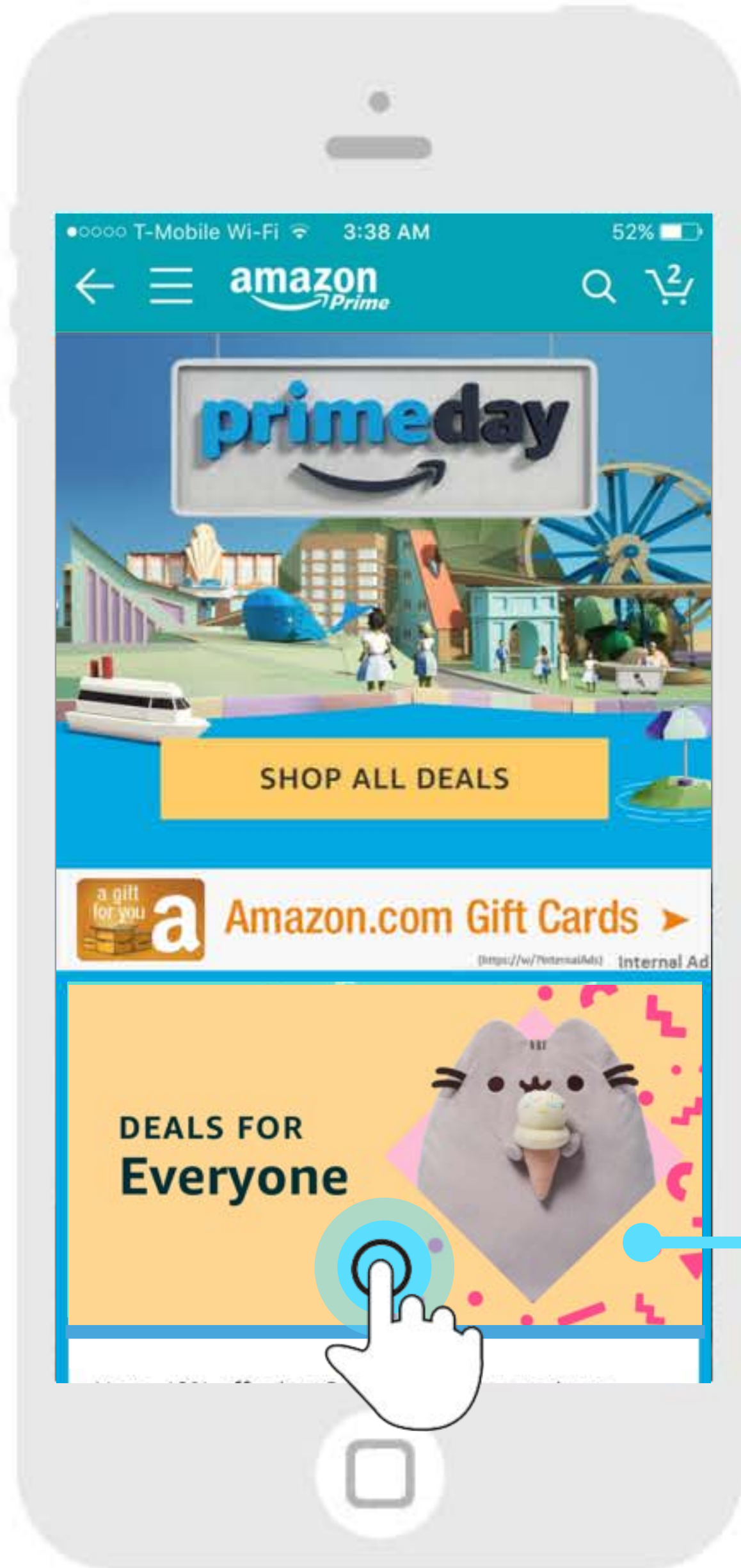**Chris** is a discount shopper and wants to find a great deal on Prime Day.

AMAZON PRIME DAY

HI-FIDELITY DESKTOP DESIGNS

Final designs signed off and approved by Amazon Leadership. I created visual assets and worked with our Deals Developers and Prime Day developers to implement my specs
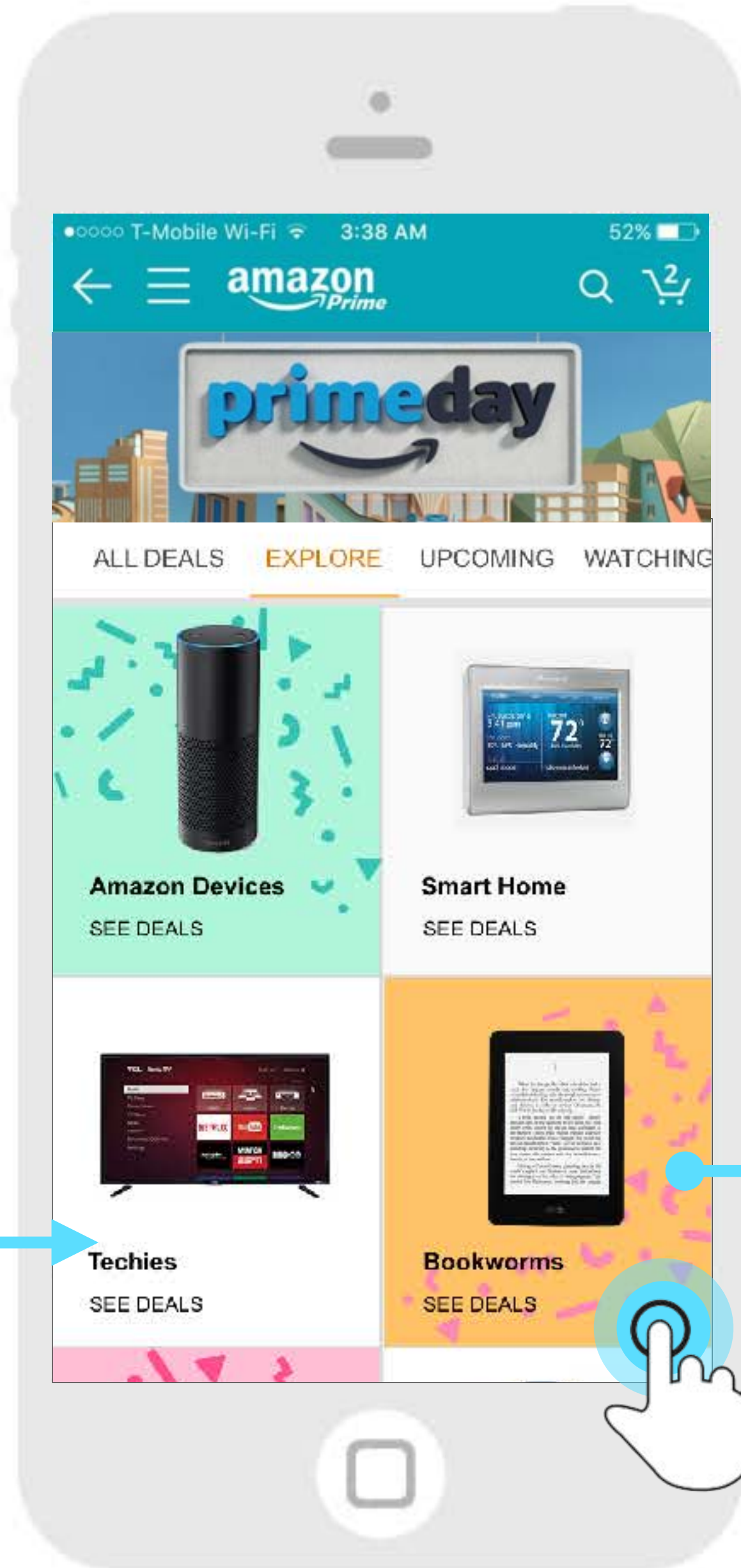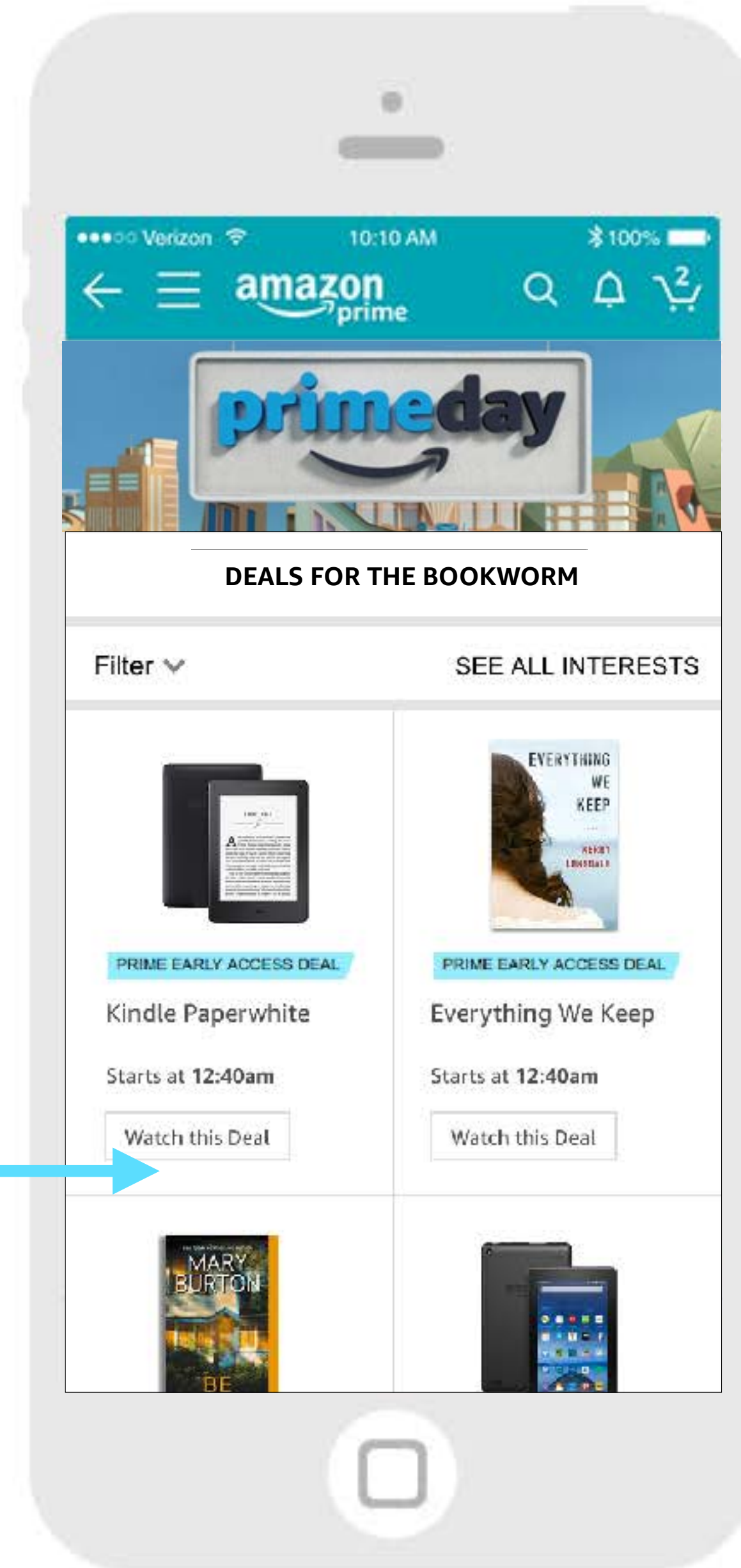
1

2

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METRICS

My interest designs were used on Prime Day 2017 in locales all around the world. In the US, there were over 40M clicks into interests on Prime Day 2017.

On mobile, the placement of the Interests experience, in lieu of using "upcoming" increased CTR by 12.8% YoY. During usability studies, a customer noted that being able to browse through the "gamer" collection allowed him to see deals he was actually interested in.

THE FUTURE

The overwhelming success of Prime Day was the impetus of expanding Interests as part of the Deals evergreen experience. Day of Prime day, the PD team ran a live in depth usability study. The study noted favorable and frustrations of the PD shopping experience including interests.

With this information we were able to base our next steps with this data.