

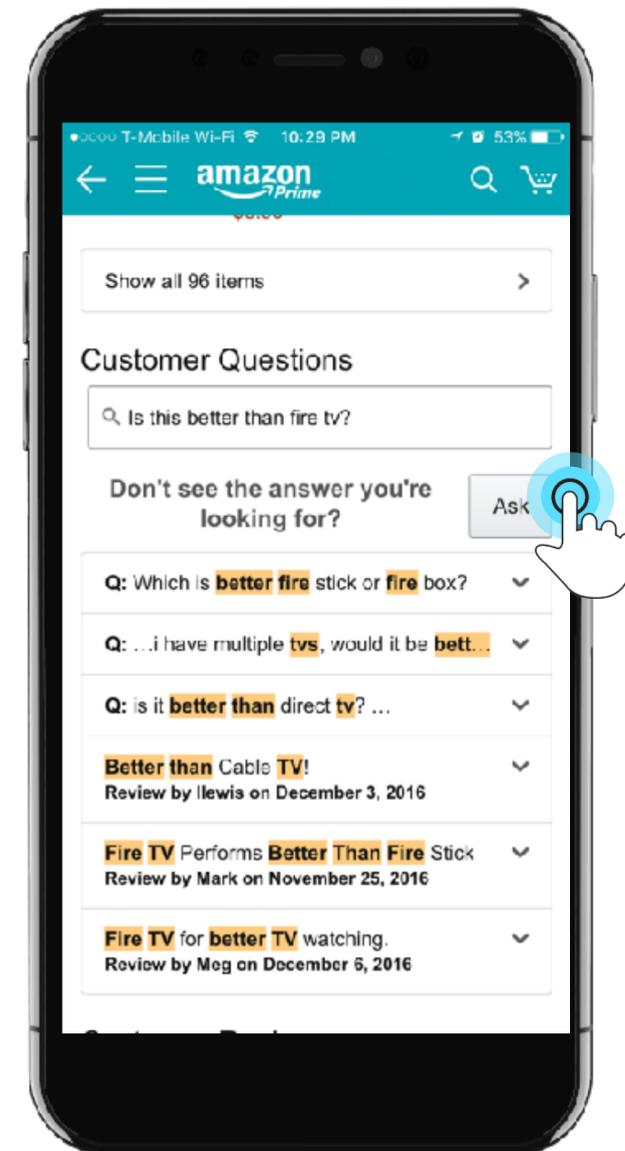
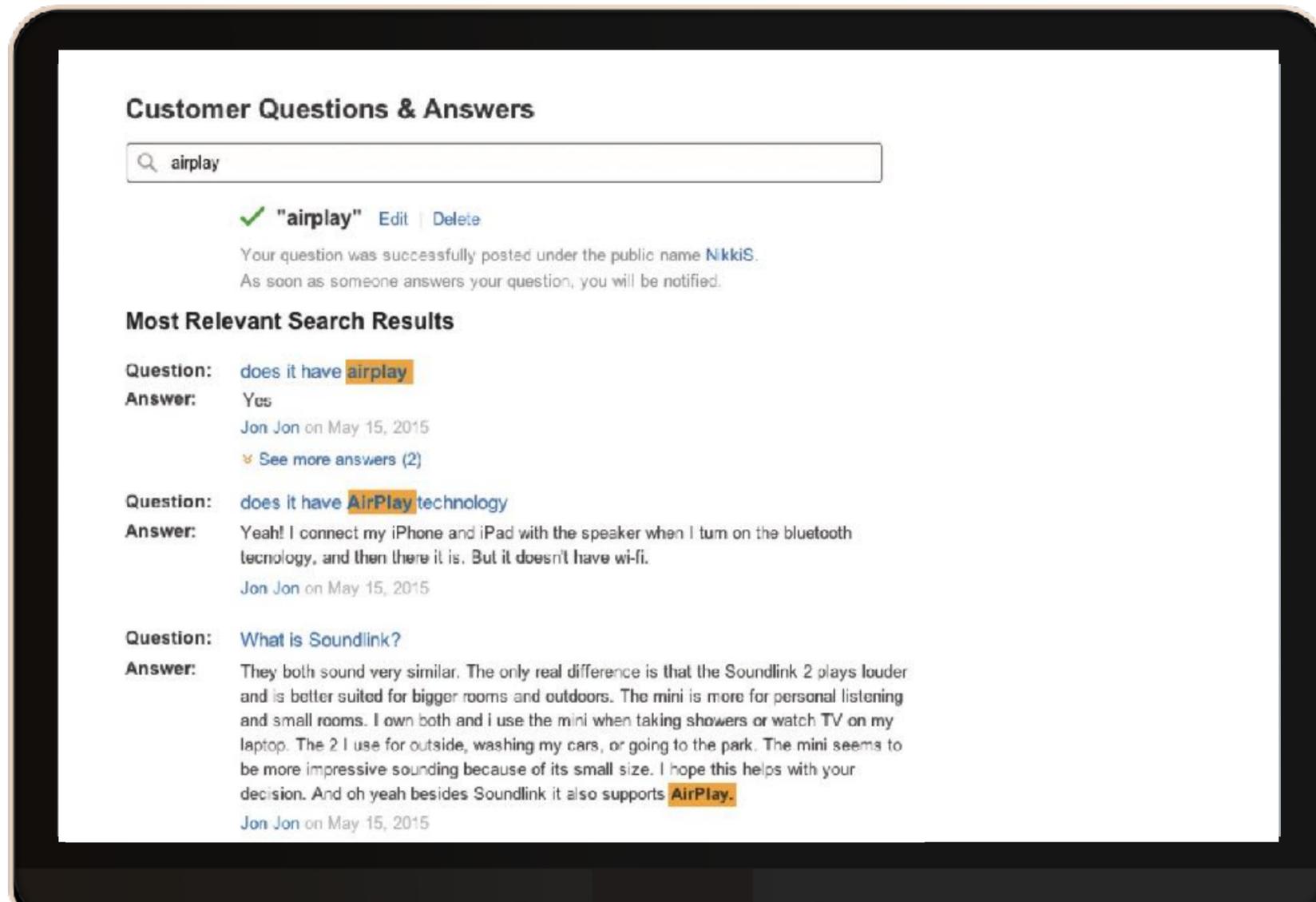
EXPLORE THIS PRODUCT

UX DESIGN // VISUAL DESIGN // IA // USABILITY



HISTORY LESSON INSTANT ANSWERS

One of the first projects I was assigned on this team was a project called “Instant Answers”. It was a simple update giving customers the ability to search previously asked Q&As by searching for matching keywords or phrases.



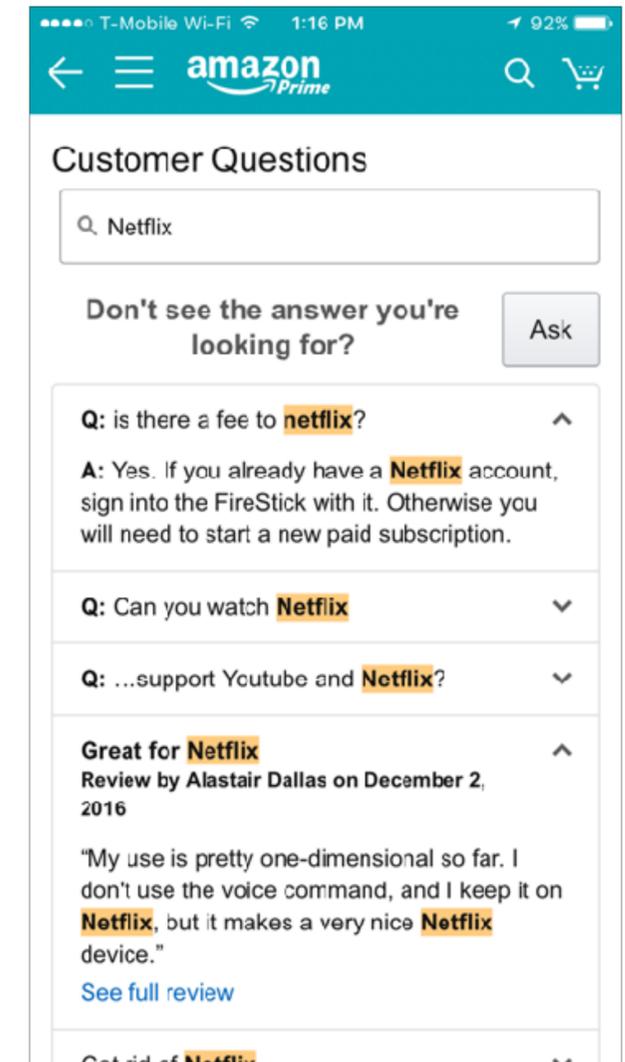
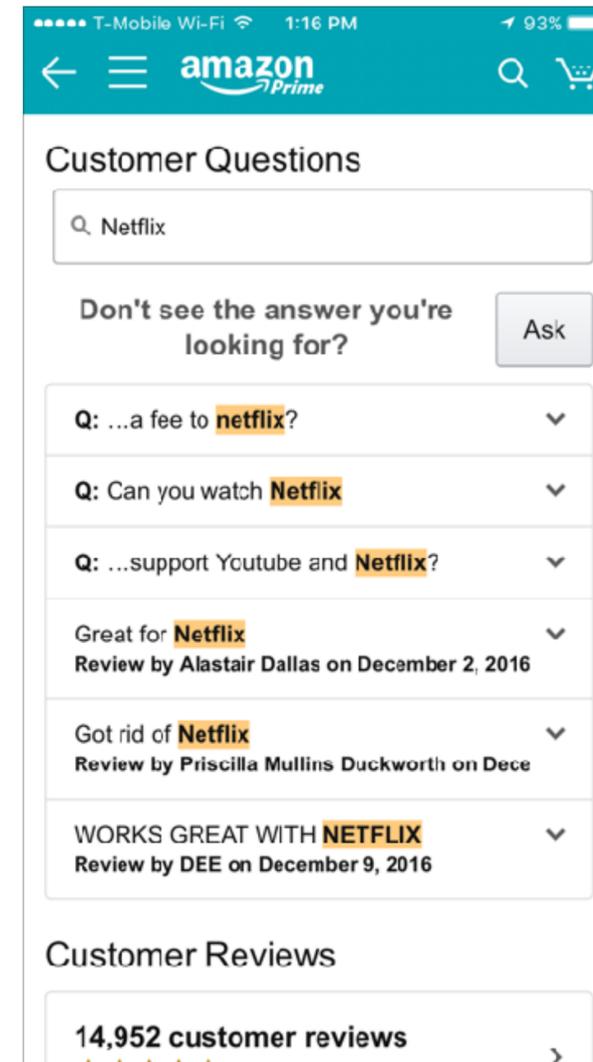
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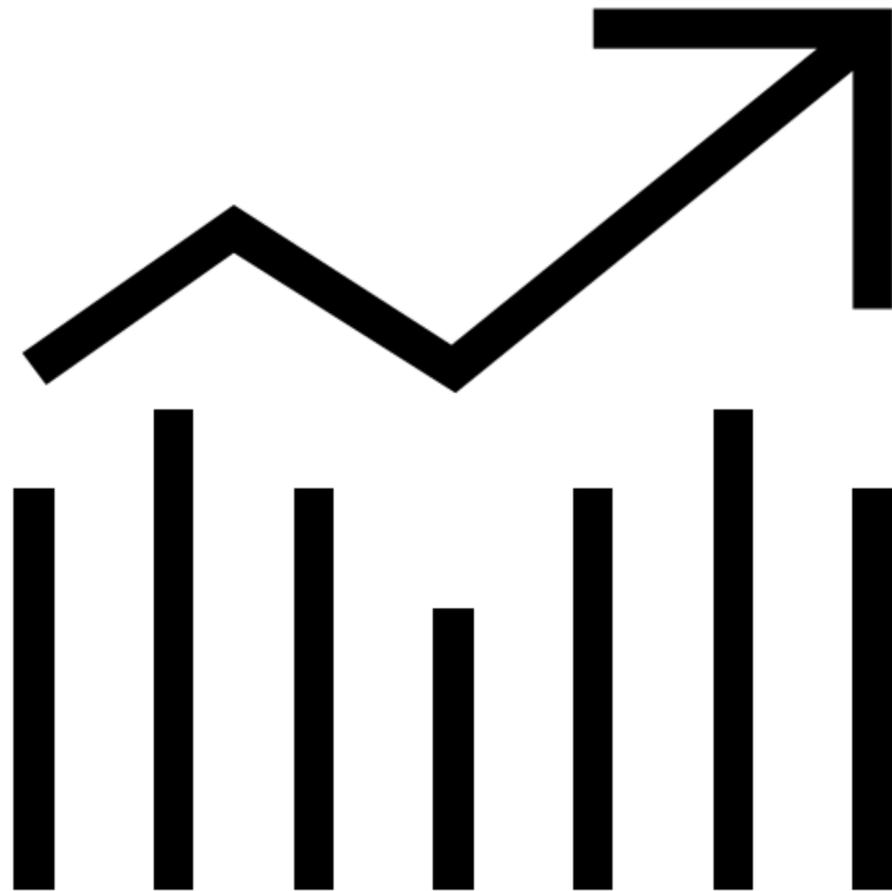
THE PROBLEM:

With some Amazon product pages containing upwards to thousands of reviews, questions & answers, with highly detailed descriptions/specs, how can we design a search feature that is intuitive to use and easy to parse through?

GOAL:

Create a product page search feature that allows customers to find information relevant to their queries. Feature ingress needs to be easily discoverable and the search itself easily navigable.





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ESTABLISHING SUCCESS METRICS

-
- Search Ingress variability and discoverability
 - User engagement of 15% + current instant answers experience within the first quarter
 - Results returned on search queries covering over 31%
 - A/B testing: Inline versus secondary view search

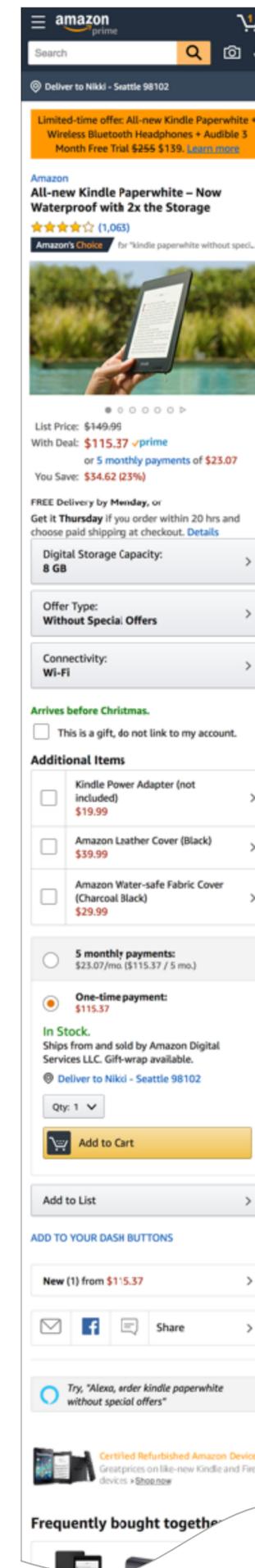
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MY ROLE:

- Primary UX Designer
- Project owner from inception to the official V1 launch. (This includes running the various web labs and A/B testing periods prior).
- Held weekly design check-ins with my business team and also had bi-weekly presentations with stakeholder teams.
- Worked in conjunction with my user research team and also my dev team which was located in India to design various protocols for testing.
- Was responsible for all the design and feature proposals.

CHALLENGES FACED

- How do you display dozens of search results that are easy to parse through without adding even more length to an already long product page?
- Design iterations and changes needed to be approved by the detail page team who were often difficult to get buy off from.
- We also needed to aid in the discovery of this new feature by testing multiple ingress locations.
- Lack of dev resourcing also made design buy off difficult at times as well due to inability to build certain “wish list” items.



Example of a mobile product page's length

TARGET USERS

Amazon customers with or without Prime memberships that read Q&As and customer reviews. Also, establishing new users to discover and use our search feature to help make a purchase decision. Example Persona:

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PERSONA

Reusing my persona I created for my “instant answers” project, Leah Minton is an example of a typical Amazon shopper. Designing for Leah helped in making informed design decisions as I had the end user always in mind.



NAME: Leah Minton

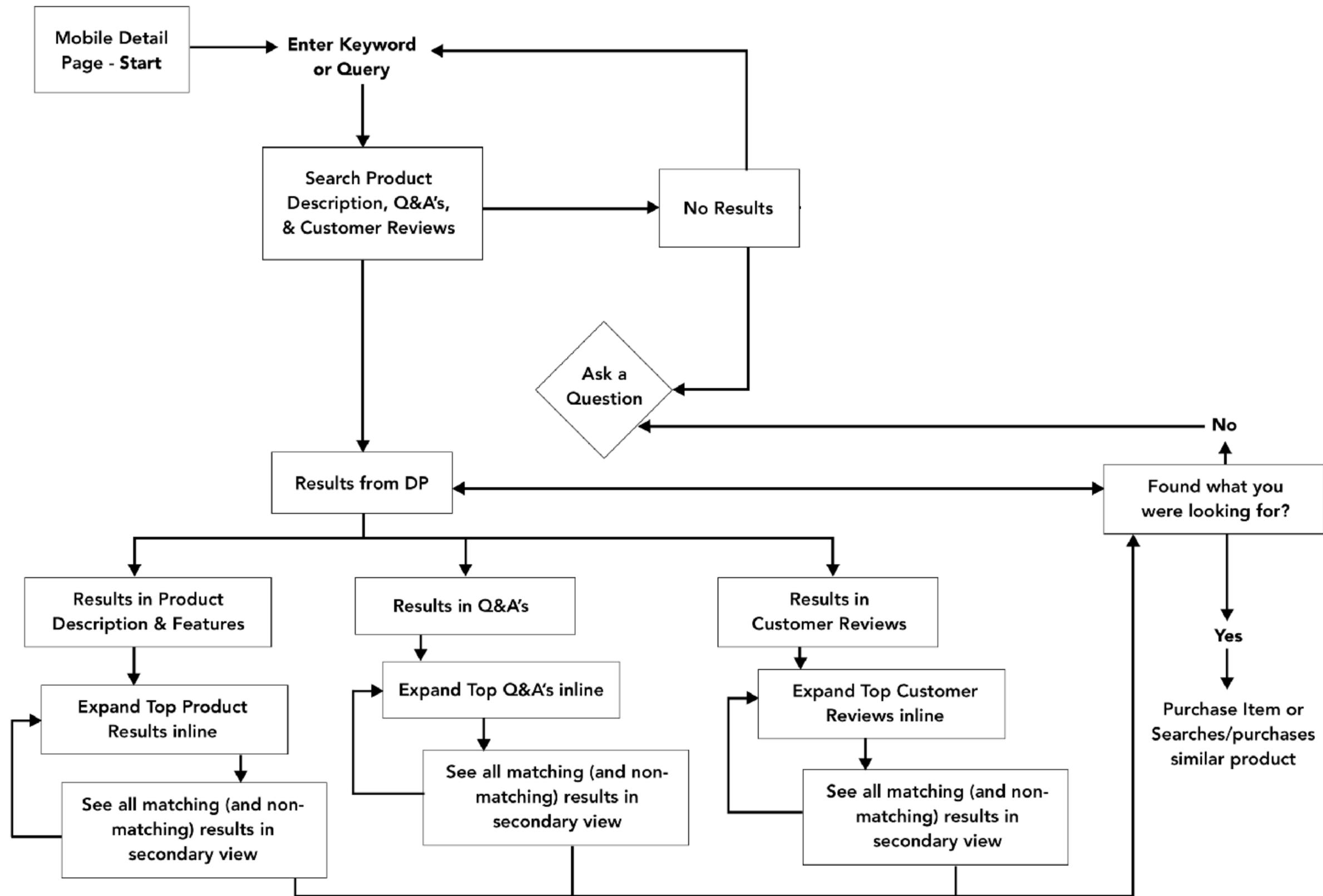
RESIDENCE: Phoenix, AZ

OCCUPATION: Physical
Therapist

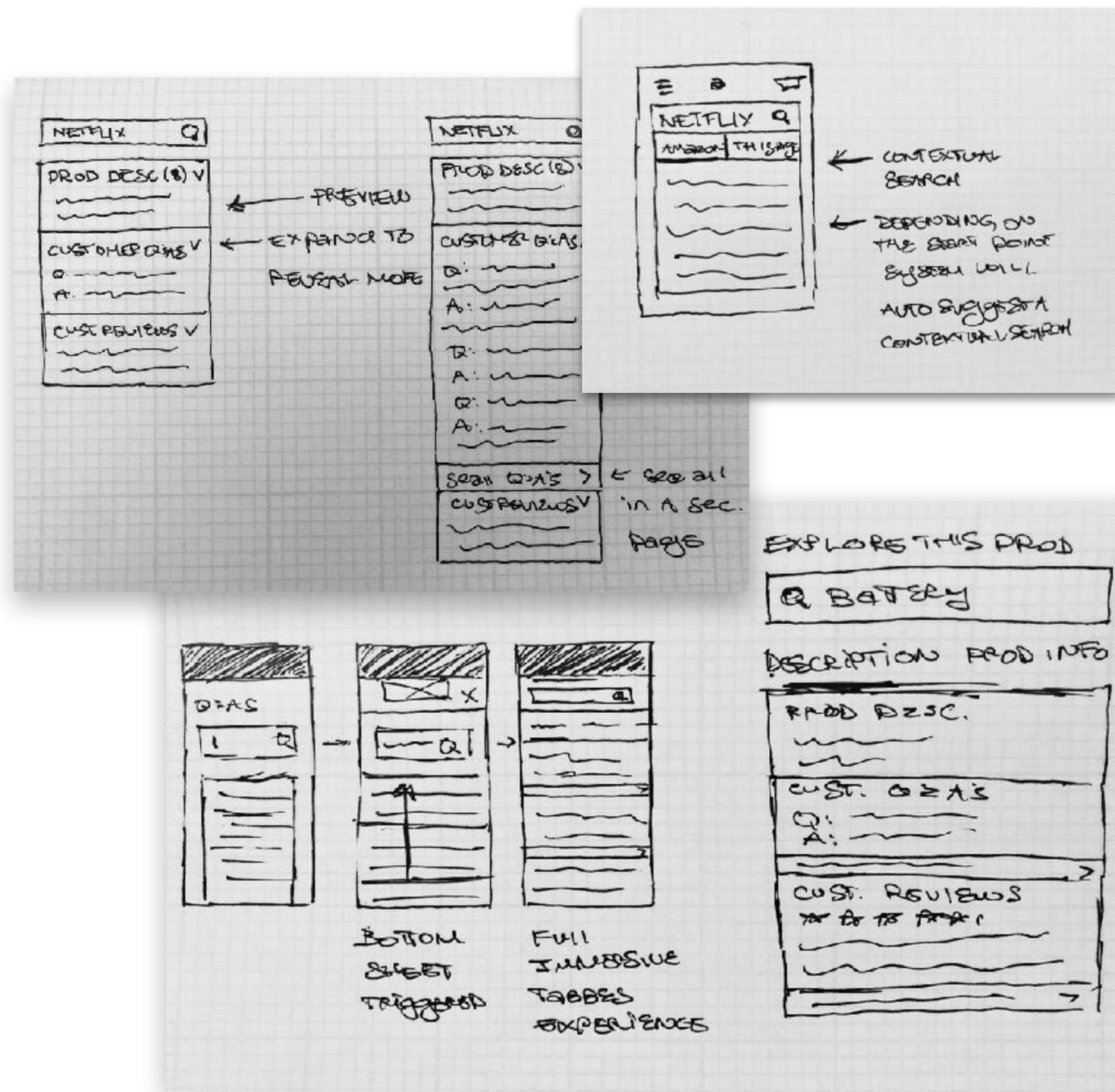
BIO: Leah is a Physical Therapist who lives in a ranch house in the suburbs of Phoenix, AZ. She shops for most things online and likes to read reviews before purchasing anything.

GOALS: Leah wants to buy a new tv, but wants to make sure it's a quality TV that will last for at least a few years.

FRUSTRATIONS: Not being able to find answers in the mobile app about the HD quality television without having to browse the entire product description



SKETCH EXPLORATIONS



PROGRESSIVE DISCLOSURE

With most product pages lengthy to scroll, many of my initial designs involved progressive disclosure. The proposal was to allow customers to receive a “peak” of information that they could choose to explore further if they wanted to learn more.

SECONDARY VIEWS, BOTTOM SHEETS, CONTEXTUAL NAV SEARCH, VOICE

I also extensively explored designs involving secondary view pages, bottom sheets, contextual search and voice search. I ran usability studies to test several designs involving a more immersive experience. I wanted to understand mindsets when customers were researching products and whether immersive experiences made sense for an in page search.

USER FLOWS

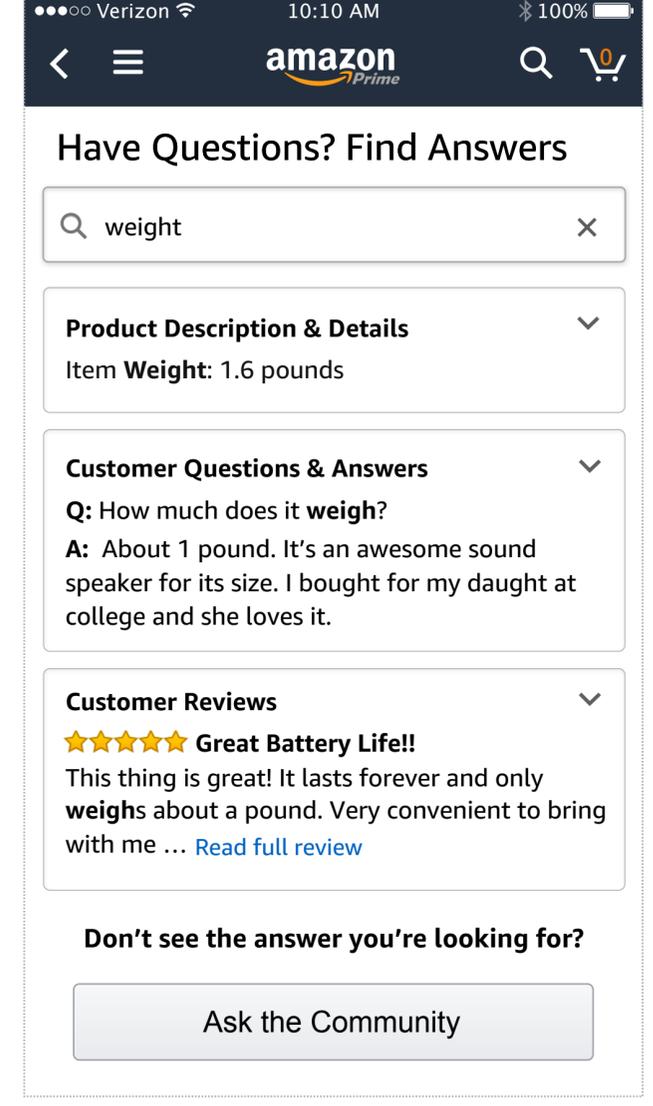
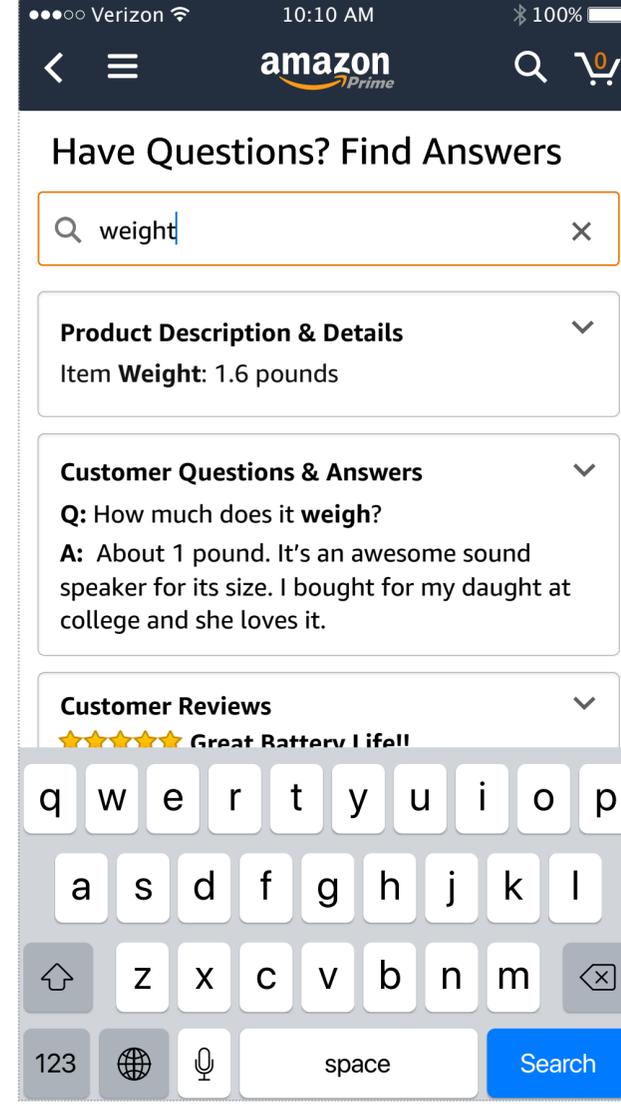
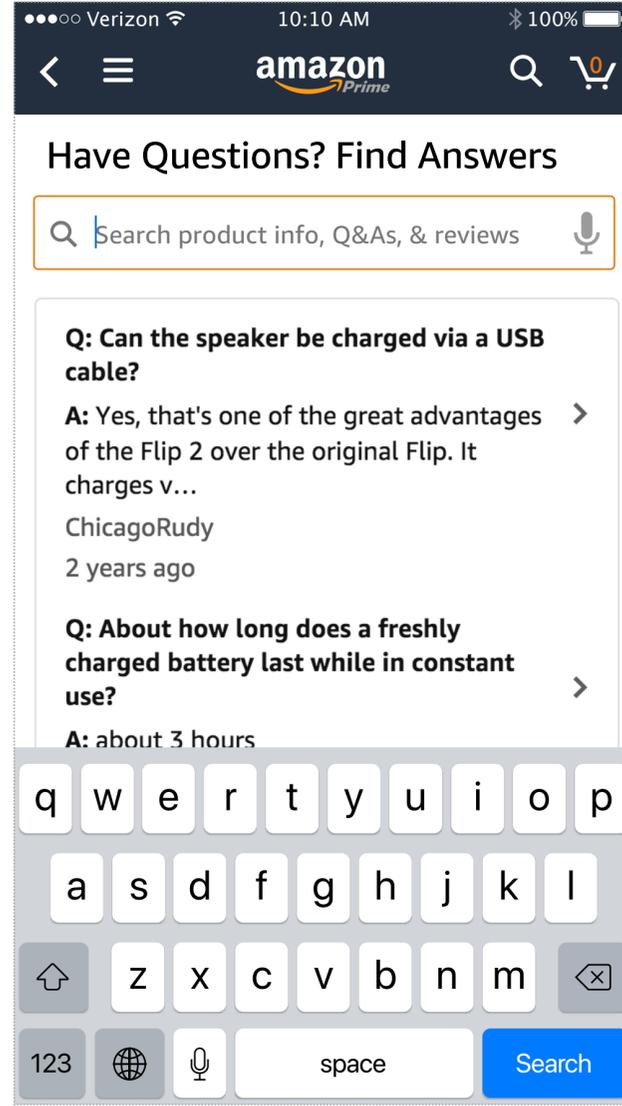
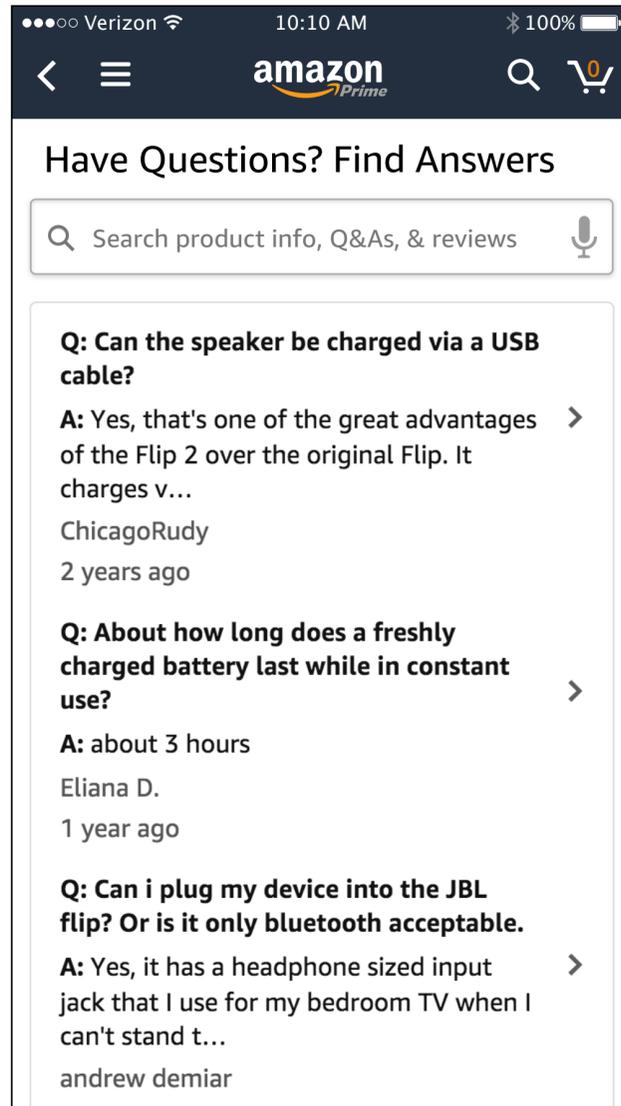
Using my persona, I created user flows of what should happen if a customer was searching for a specific review, Q&A, or spec but also various other scenarios such as wanting to read multiple reviews or multiple Q&As.

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USABILITY STUDIES

I ran multiple usability studies and worked with developers, PM's and presented at multiple VP reviews that tested various iterations. The limited space on mobile inspired me to research what information customers found valuable and whether various designs aided were easier to use than others.





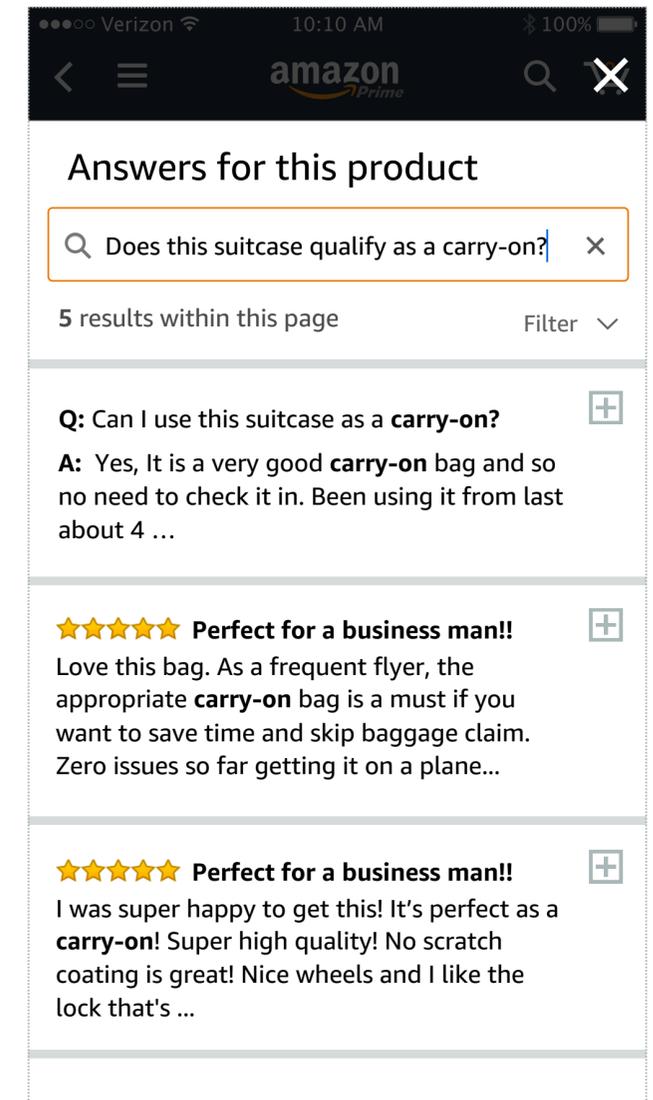
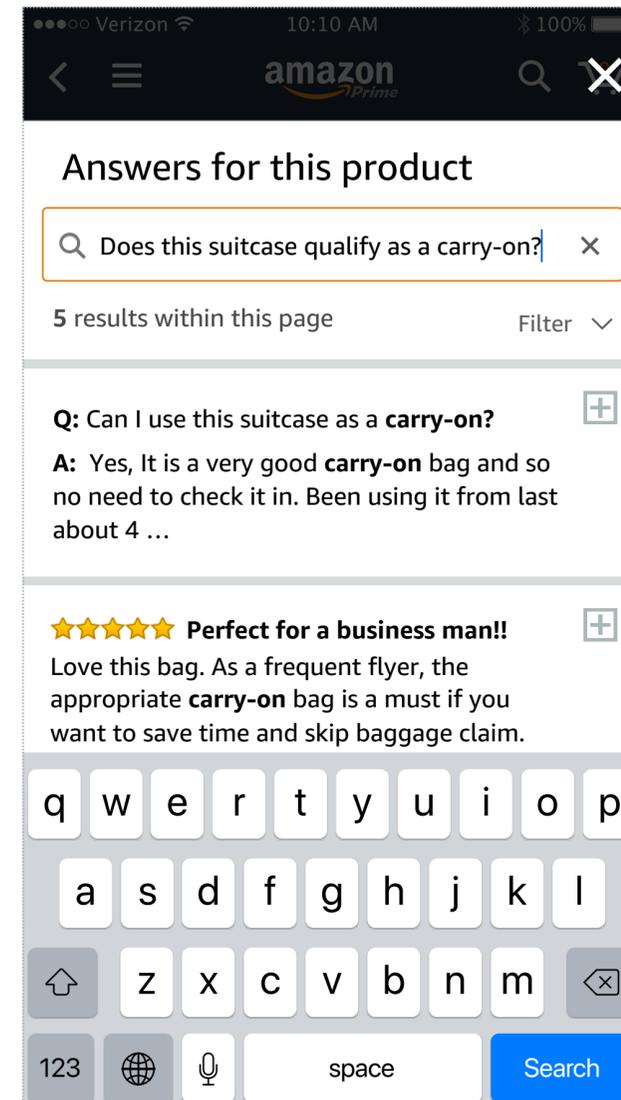
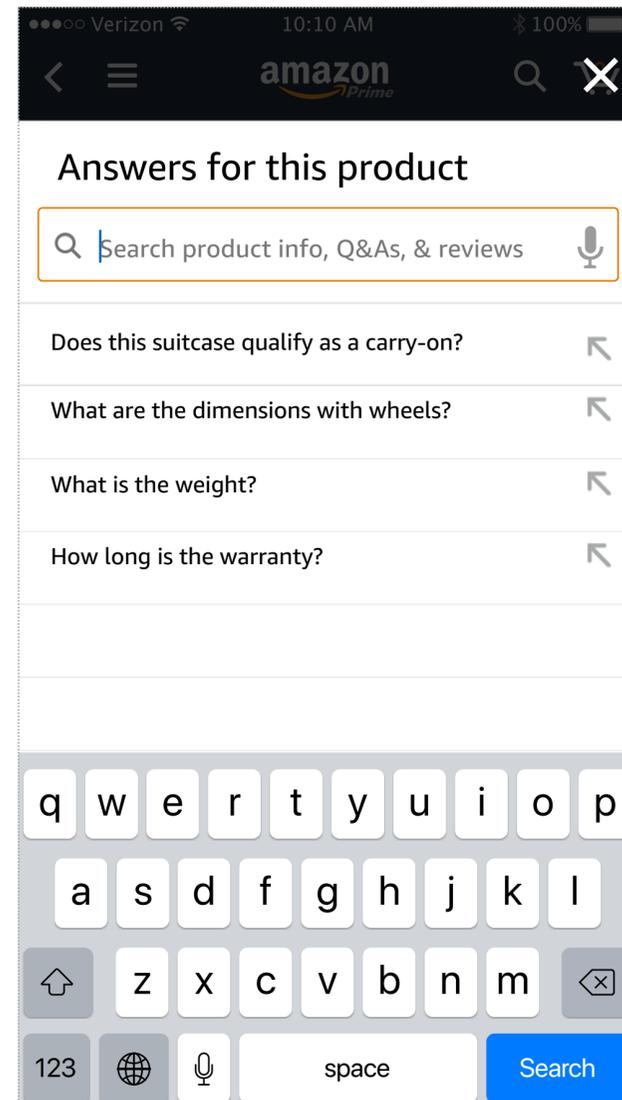
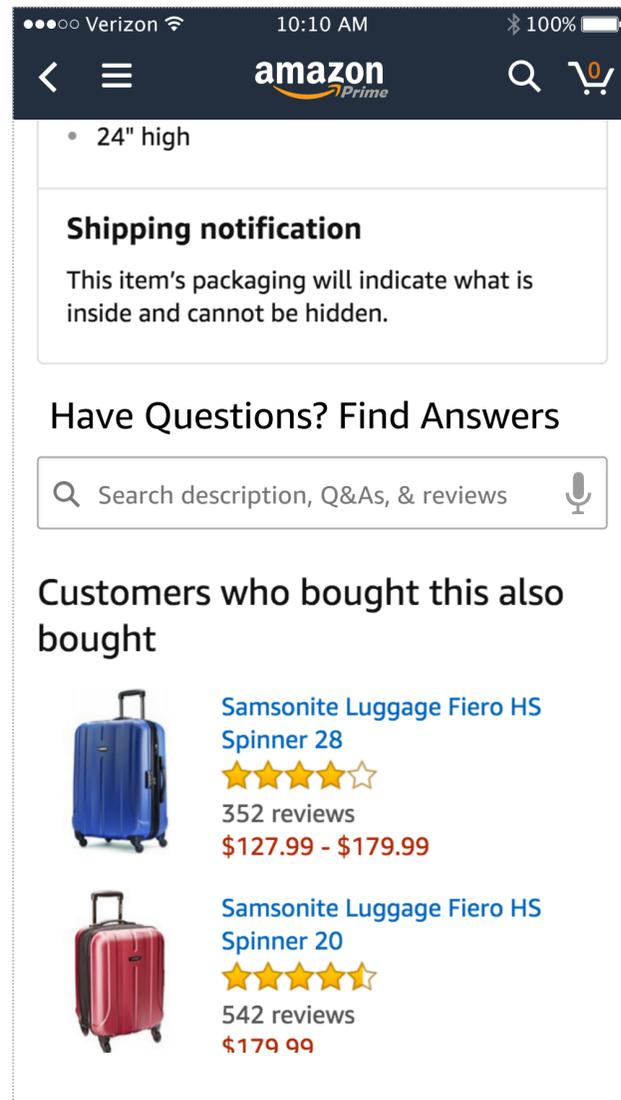
WHAT WORKED:

- Study participants generally had no affinity towards the IA - PD, Q&As, Reviews no particular preference for order
- Felt the “preview” was enough to decide whether to expand and learn more

WHAT DIDN'T WORK:

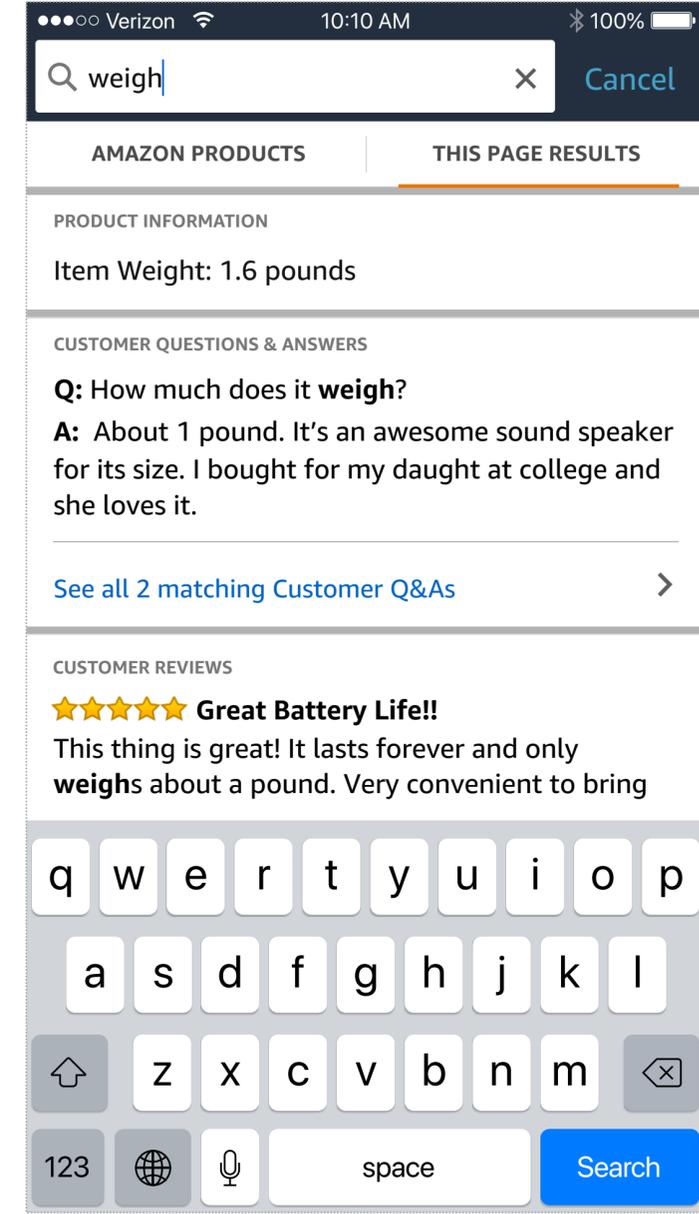
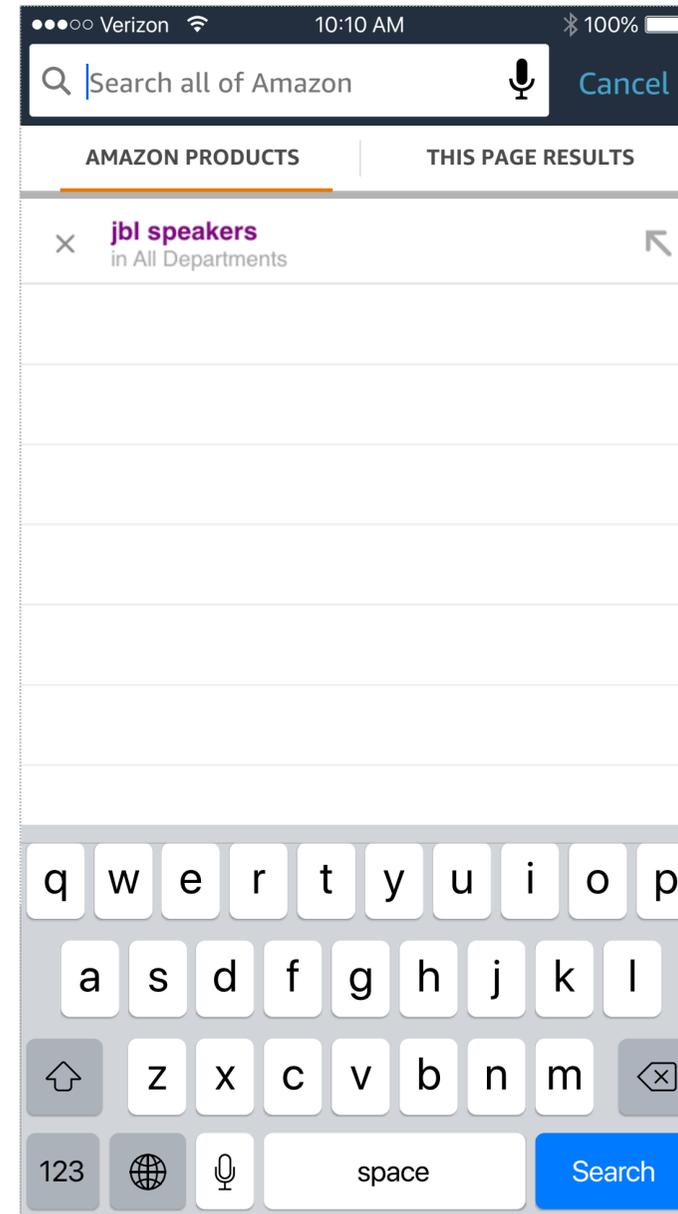
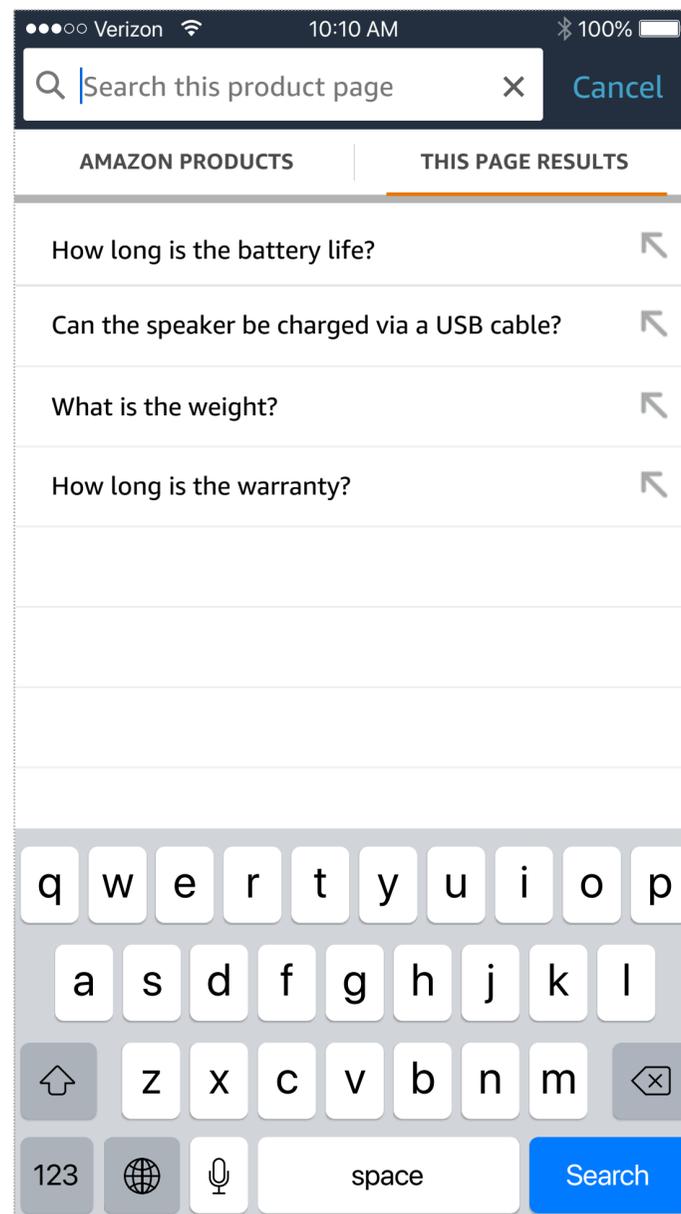
- Lots of scrolling once results were expanded. There was no way to easily collapse containers except at the top of bucket
- No way to anchor to section, made the product page even longer

EXPLORE THIS PRODUCT \\ BOTTOM SHEET



FEEDBACK:

- Compared to the progressive disclosure flow, customers instantly found this much easier to use and parse through.
- Mostly universal understanding that users were still on the product page and that they needed to only "swipe" or "X" to return
- Wanted a general hierarchy of information. Users didn't want to manually filter content
- Liked the preview of information that was shown in previous design



WHAT WORKED:

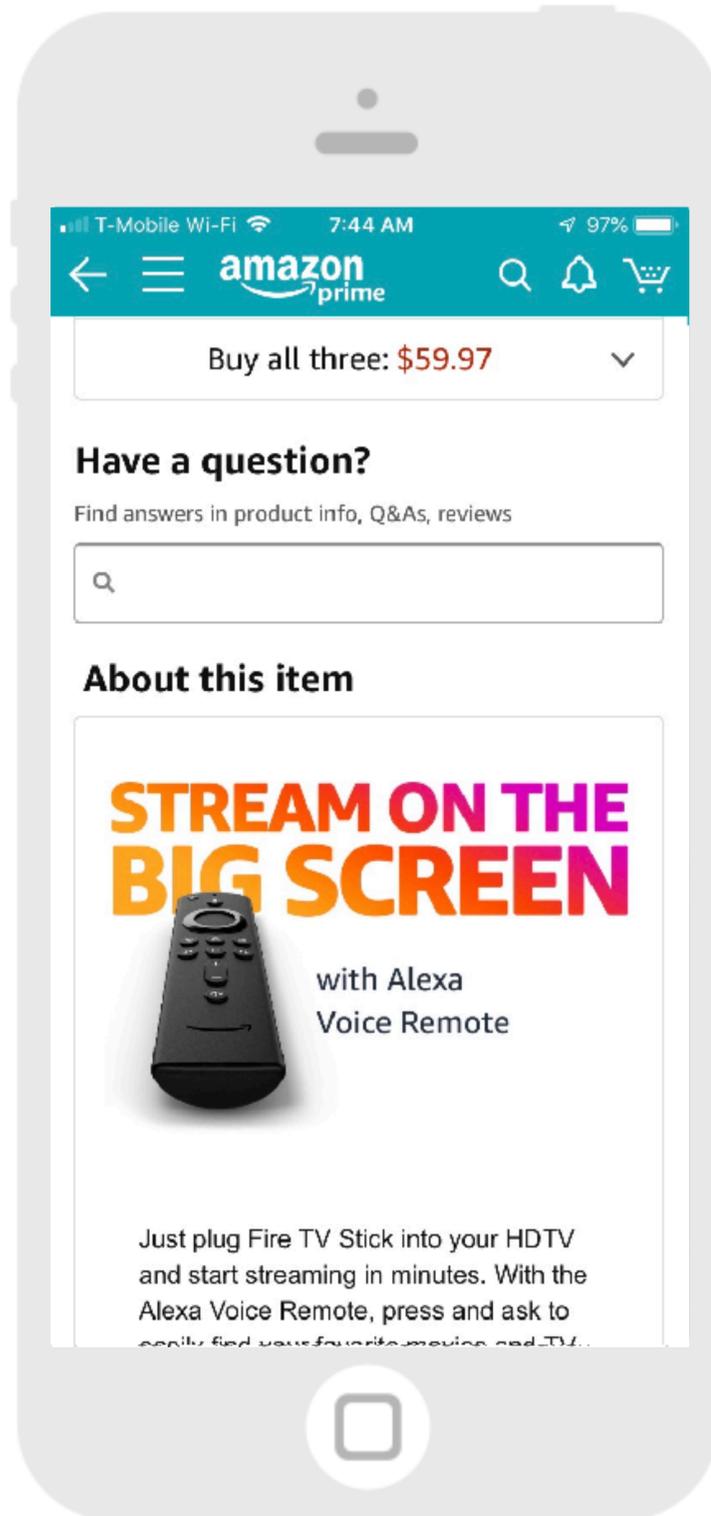
- Because of ingress discoverability, users actually told us they would often go to global search to search the page.
- Users liked the hierarchy of information and the labeling letting them know they could see more
- Users understood how to change search depending on what their goal was

WHAT DIDN'T WORK & WHY IT WAS NOT USABLE:

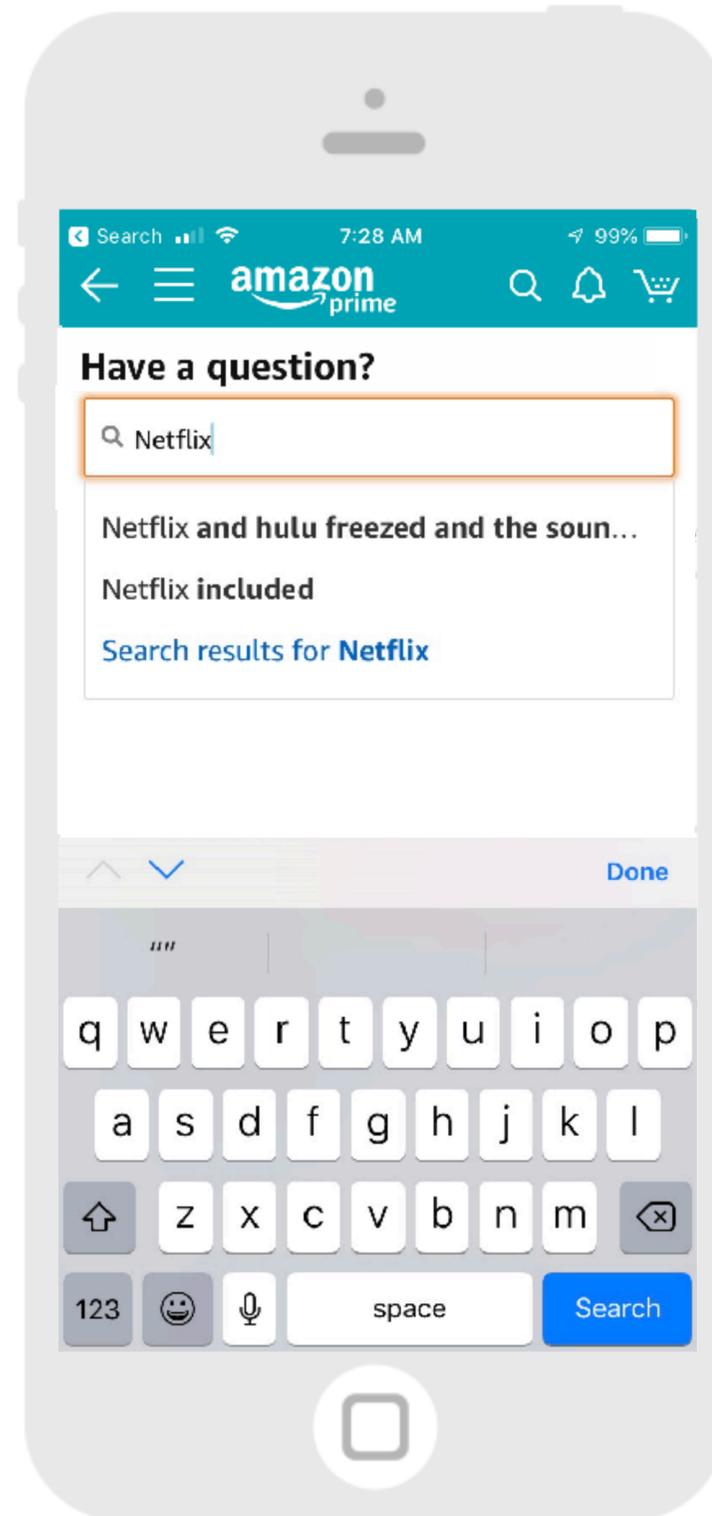
- Still needed to take users away to view or see all results.
- Ultimately, global search team said "No" to incorporating with them.
- A lot of work to ultimately take you away to another page anyways

EXPLORE THIS PRODUCT \\ HI-FIDELITY MOBILE DESIGNS

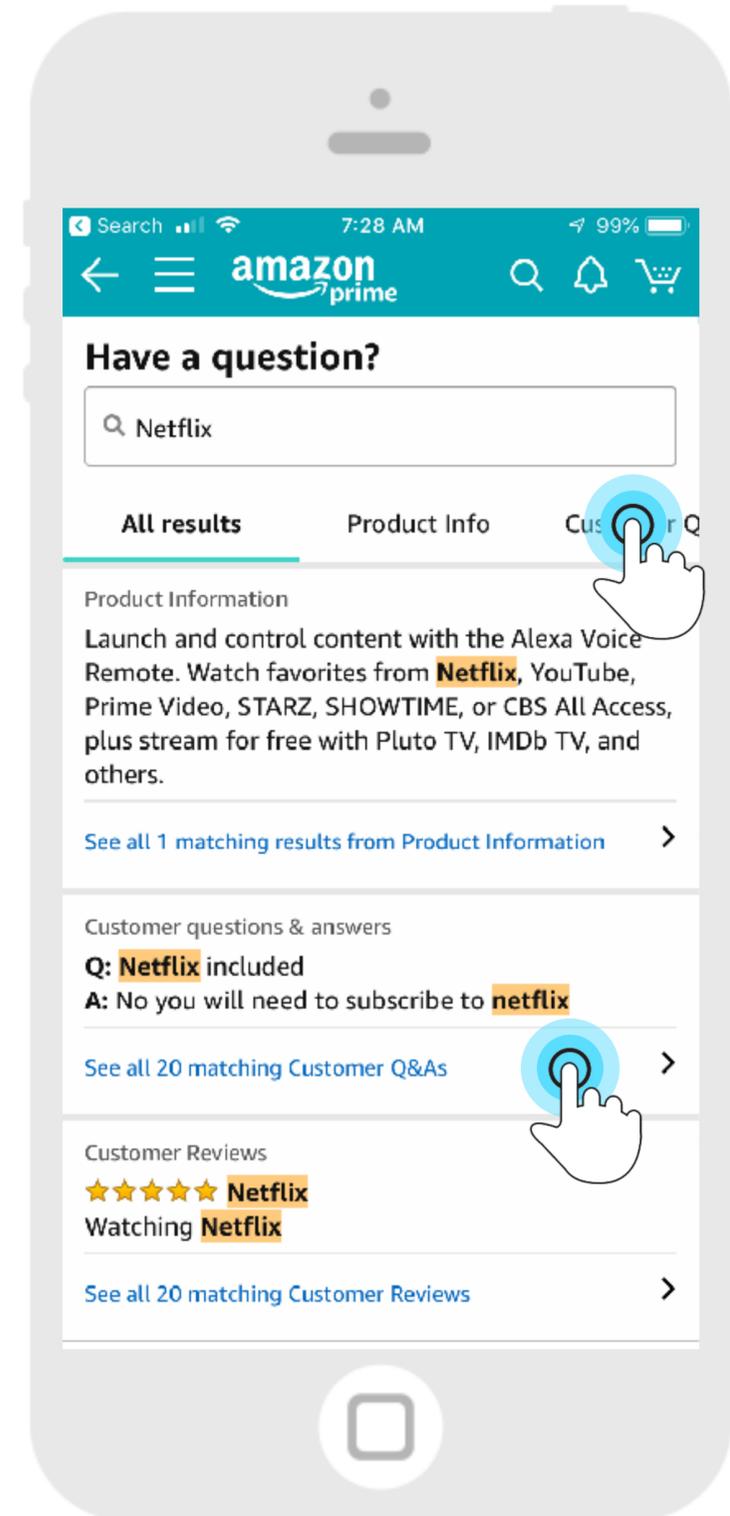
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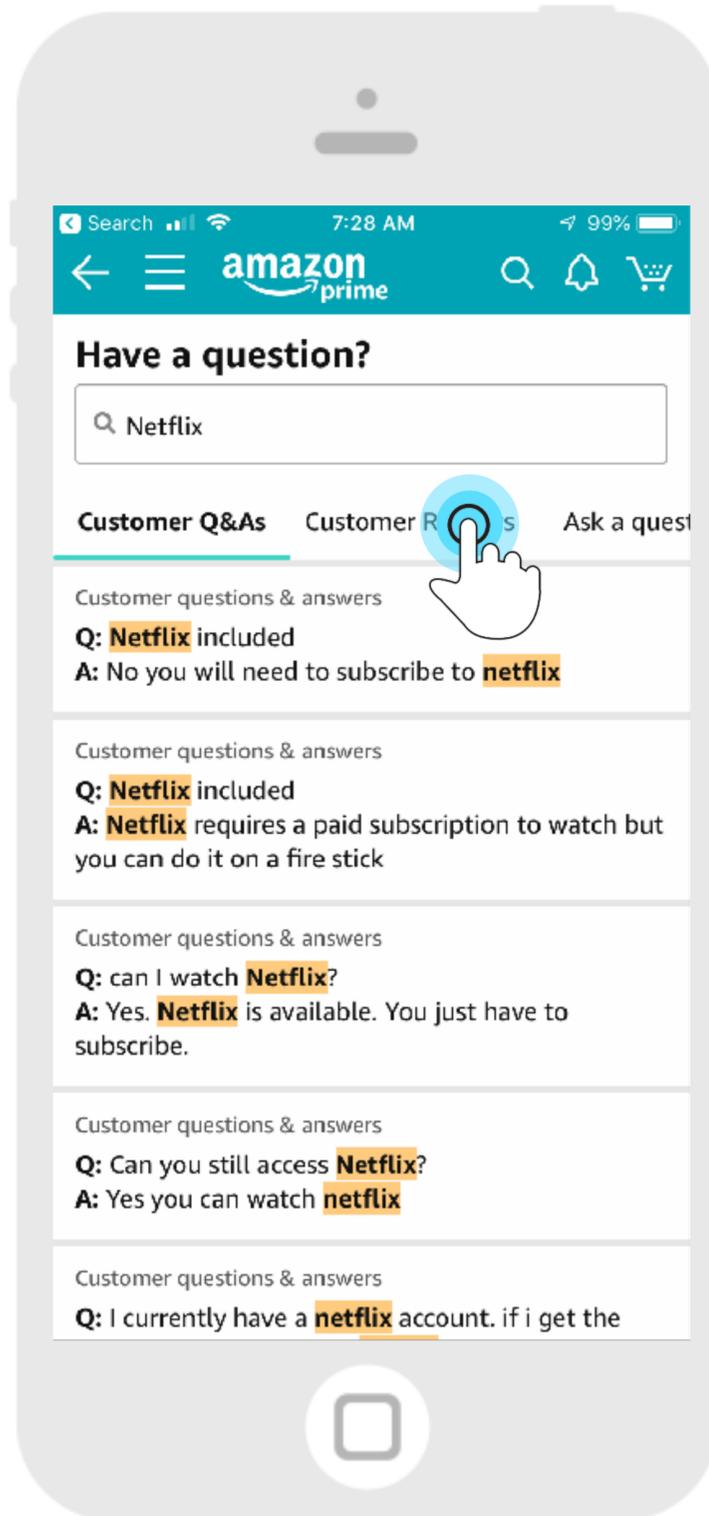


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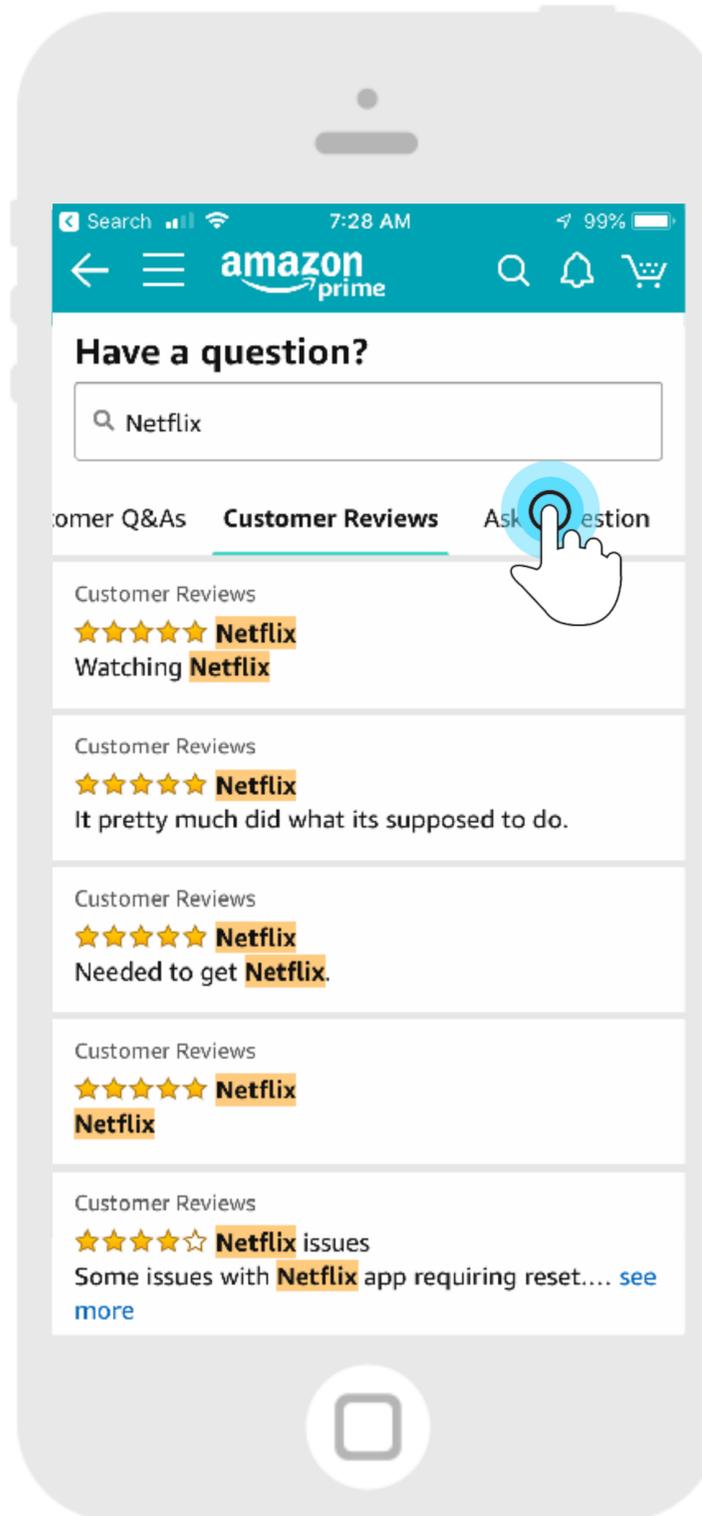


EXPLORE THIS PRODUCT \\ HI-FIDELITY MOBILE DESIGNS

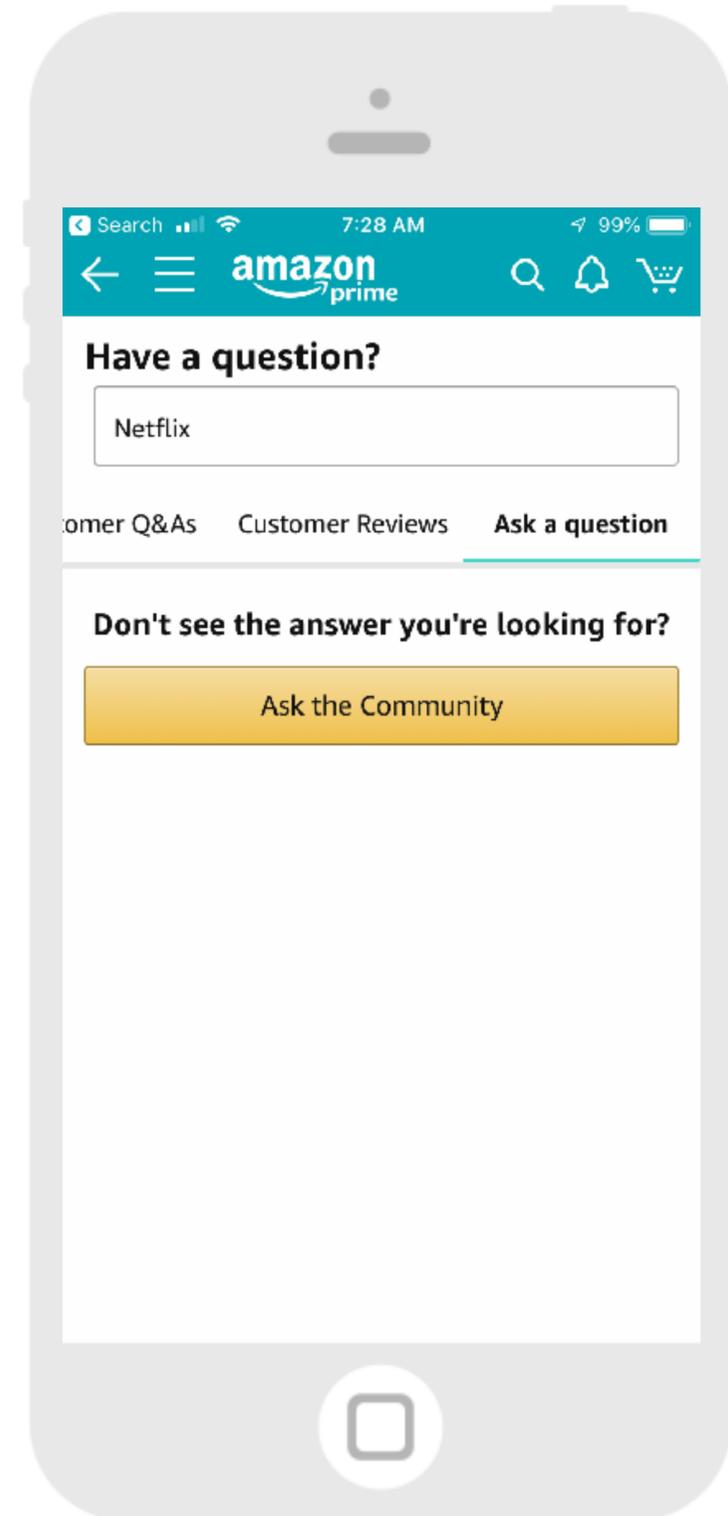
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5



6



Have a question?

Find answers in product info, Q&As, reviews

🔍 battery life

Don't see what you're looking for?

Ask the Community

All

Product Information

Customer Q&A's

Customer Reviews

Product Information

Batteries 1 Lithium ion **batteries** required. (included)

[See 1 matching Product Information >](#)

Customer questions & answers

Q: Does the standard box come with a charger?

A: This unit comes packaged with:

DMW-BLG10 Li-ion **Battery**

AC Adapter

USB Cable

Lens Cap

Lens Cap String ... [see more](#)

By [Cameta Camera](#) on October 31, 2018

[See 1 matching Customer Q&As >](#)

Customer Reviews

★★★★☆ **Great camera, but a few comprimises**

By [John Carlin](#) on November 4, 2018

...The perceived downside is that you need to buy a separate charger if you want to charge a second **battery** while using the camera.... [see more](#)

[See 1 matching Customer Reviews >](#)

EXPLORE THIS PRODUCT \ \ **DELIVERABLES & IMPACT**

Ultimately, my final solution was to launch with a secondary view tabbed search. My final solution is easy to understand and adapts Amazon patterns in a cohesive way to bridge today's patterns and plans for the future. In our final lab-based user study, 5 of 6 customers came back to it multiple times without prompting, showing they found it valuable the first time and sought it out for the next task automatically.

Some quotes from the study: "Being able to look up exactly/specific information is really helpful!"; "It was easy to use even though it didn't catch my eye."

Within one month of launch, 5.7M searches conducted by 3.6M customers across 2.1M ASINs, with customers instantly getting their answer 72% of the time.