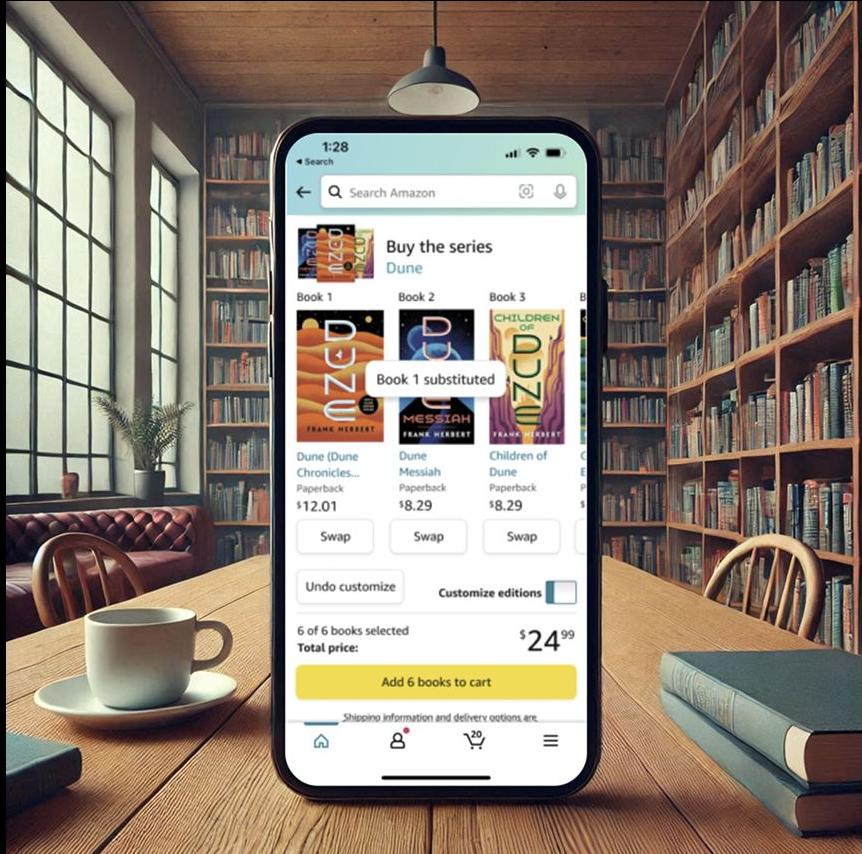


Title & Introduction

Amazon Books Studio's Print Buy-Next-X (pBnX) Series Widget

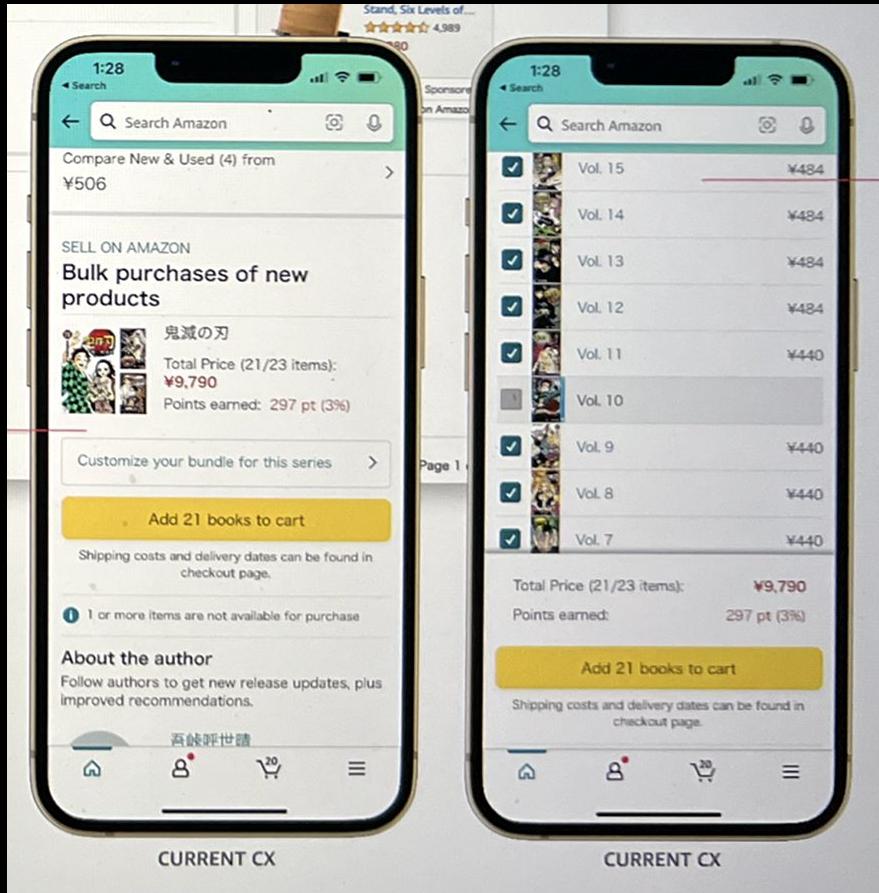
A bulk purchase feature for print book series customers



The Challenge – JP Manga Experience Limitations

Learning from JP Manga: Limitations for US Print Customers

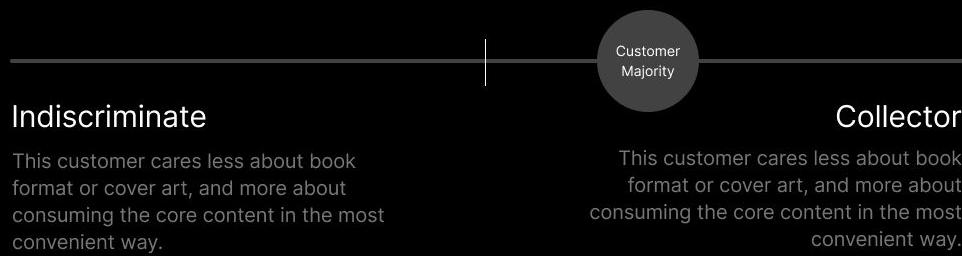
- JP's pBnX was designed for manga, requiring less metadata and simpler navigation.
- US print series require more product information (title, edition, cover, format).
- JP widget's small images and complex mobile flow made it hard for users to select and identify books.



Research & Discovery – Customer Insights

Bulk Series Purchasing: Research Findings

- 20 unmoderated interviews with series customers
- Key challenges: matching sets, availability, price perception
- Two personas:
 - Indiscriminate: Content-focused, format-agnostic
 - Collector: Prefers matching sets, specific formats



Key Insights from Research

What Matters Most to Customers?

“Saving money is most important because it saves you money to buy more books!”

Price Perception: Bulk buy should offer discounts

“I want them to look right together. I don’t want one to be the feature film cover while the rest aren’t.”

Matching Sets: Covers & formats must match

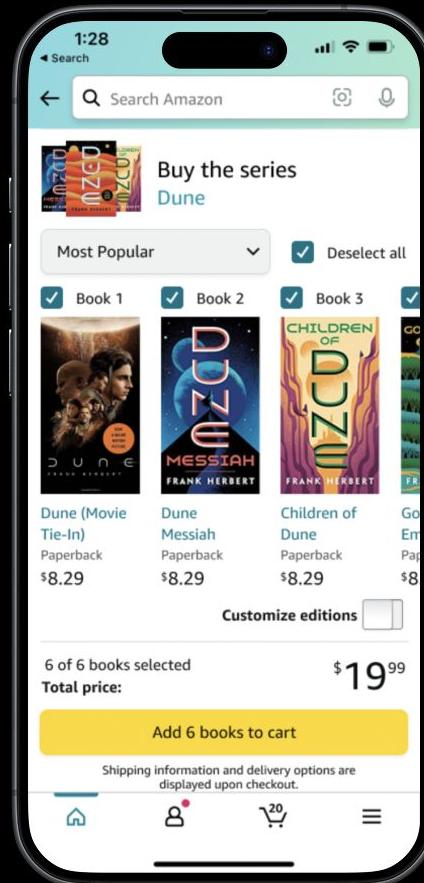
“I don’t want substitutions because I want the cohesion in all the books that I bought.”

Availability: No auto-substitutions

The Solution – pBnX Series Widget

Introducing the pBnX Series Widget

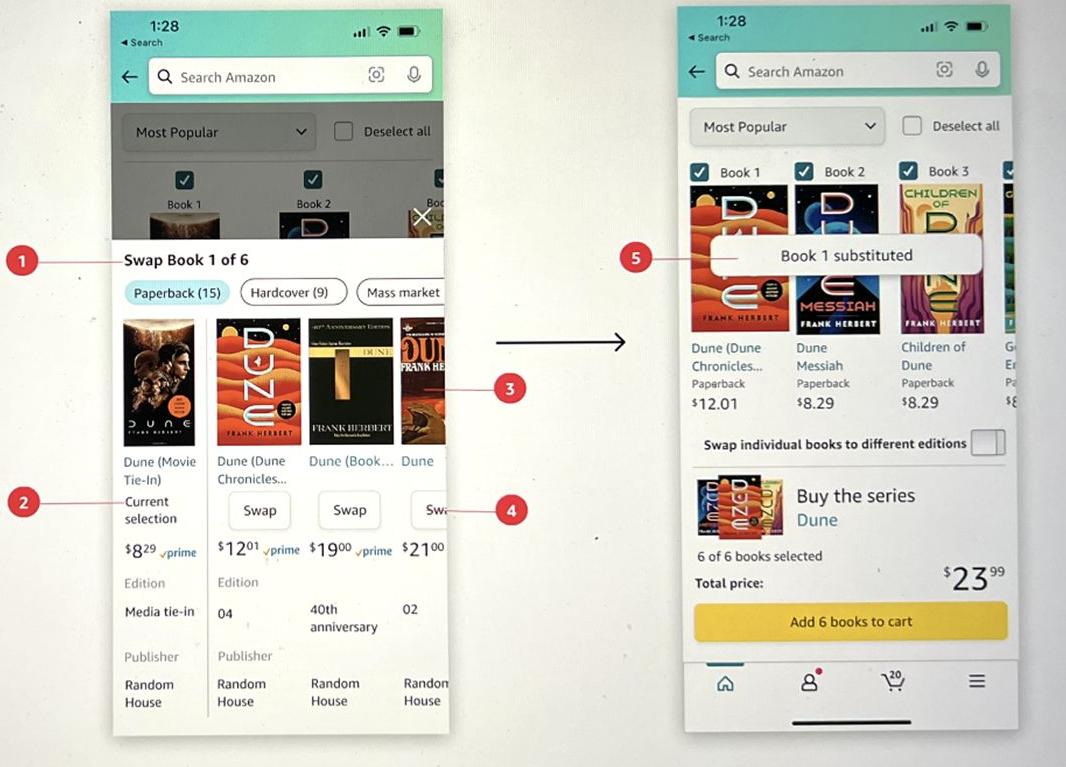
- Simple widget on the series detail page
- Collects all titles in a series, enables custom selection
- Preset bundles:
 - Most popular
 - Lowest price in [active format]
 - Lowest price in print
- Edition swapping for custom bundles
- Future: Bulk purchase discounts
- Visuals:
 - Widget wireframe with dropdown and checkboxes
 - Highlighted preset bundle dropdown



Mobile Experience Overview

Mobile Swap edition, bottom sheet navigation makes it easy for customers to quickly swap out an edition from selection of alternative editions.

- 1. Swap book bottom sheet,**
Available after tapping Swap button.
- 2. Current selection,** Shows book that is being swapped out.
- 3. Edition selection carousel,**
Choose from a selection of editions
- 4. Swap button,** Tap to swap to that edition. Bottom sheet closes automatically.
- 5. Change over alert,**
Changeover pops in and out over book cover.

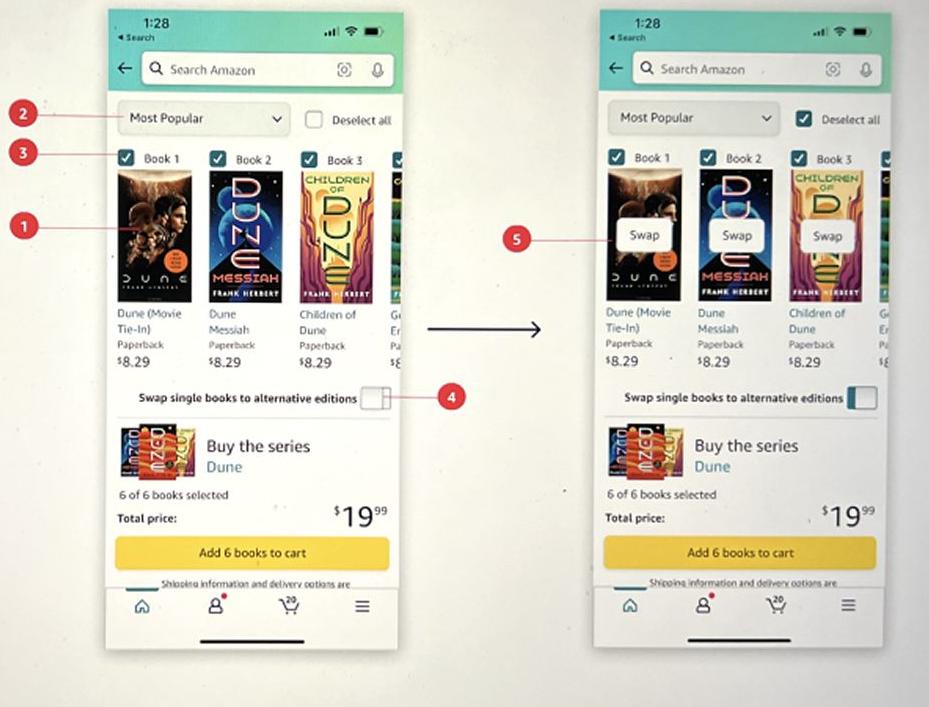


Mobile Swap Edition Flow

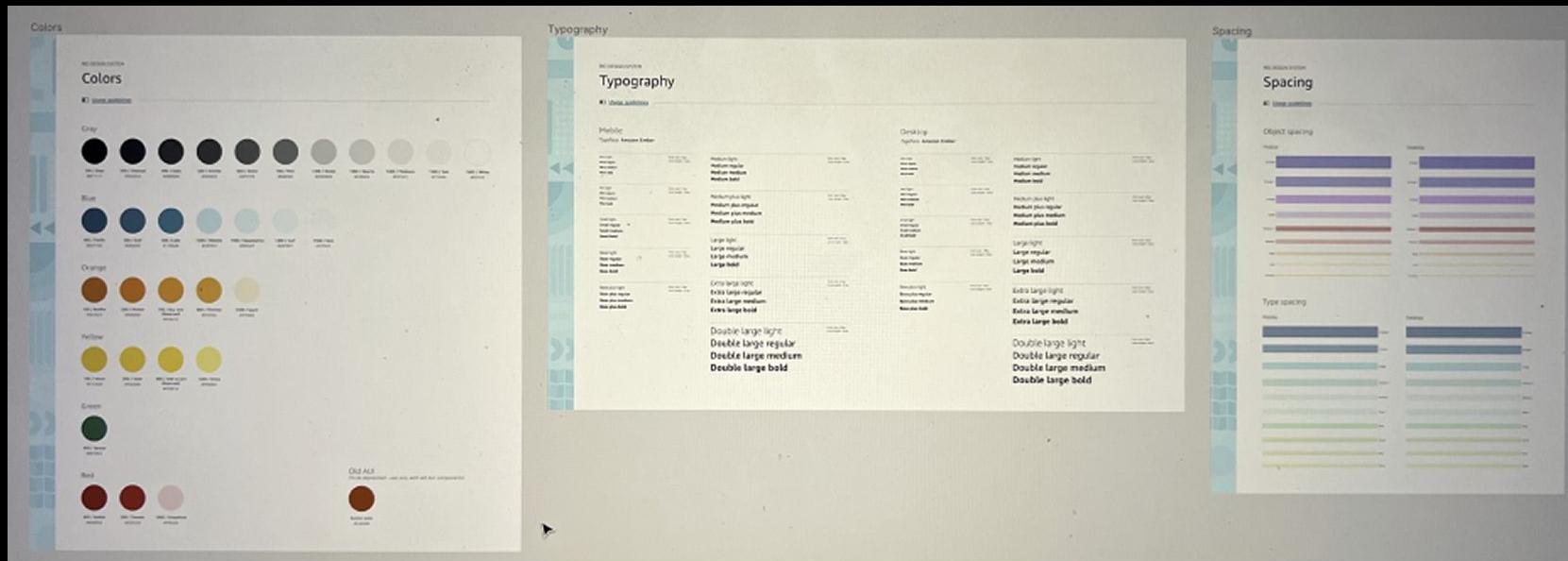
- Tap “Swap” to open bottom sheet
- Current selection and edition carousel
- Tap to swap and close bottom sheet
- Changeover alert displays confirmation

Mobile pBNX widget, selection will be interactive and available from the Series details page without an extra drill down click.

1. **Book cover carousel**, side scrolling carousel with large book cover images.
2. **Preset dropdown**, select from a list of preset bundles
3. **Checkbox selection**
4. **Swap editions mode switch**, tap switch to turn on.
5. **Swap button**, Appears over image cover, click to swap edition.



Design System & Consistency



- Consistent with Amazon's design standards
- Modular components for scalability
- Accessible and visually clear

Mobile Widget – Advanced Features

- Focus view in swap mode
- Bottom sheet chip filters for edition formats
- Static column for current selection
- Side-scrolling edition covers

pBnX Series Widget - mobile

Mobile pBnX widget, selection will be interactive and available from the Series details page without an extra drill down click.

1. Book cover carousel, side scrolling carousel with large book cover images.

2. Preset dropdown, select from a list of preset bundles

3. Checkbox selection

4. Swap mode switch, tap switch to turn on.

5. Swap button, tap to pull up swap edition bottom sheet.

6. Focus view in swap mode, Drop down and checkmarks are removed in swap mode.

7. Bottom sheet chip filters, Filters for book edition formats, side scrolling.

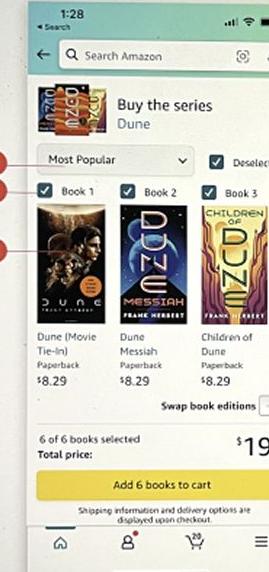
8. Current selection, Static column for current edition.

9. Edition covers, side scrolls underneath current selection column

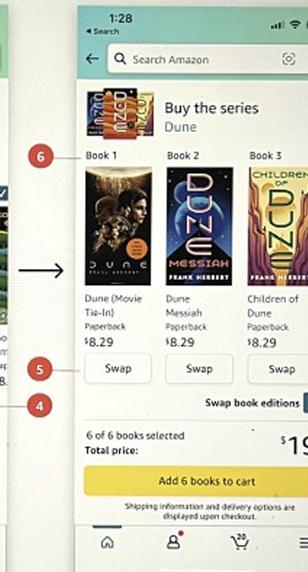
10. Edition select button, Tap to swap to this edition, then bottom sheet will close.

11. Comparable meta data

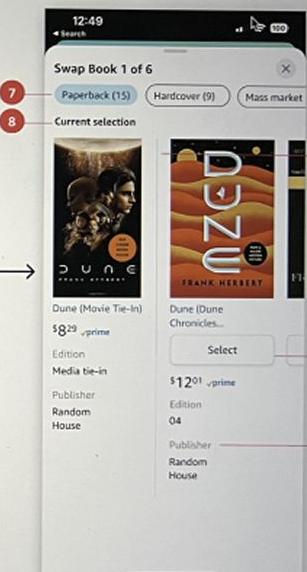
A. Amazon mobile



B. Swap mode on



C. Swap edition bottom sheet



Review

Feedback & Iteration

Customer Feedback and Iterative Improvements

“I didn’t notice the widget until it was pointed out to me.”

“Would love to see more discounts for bulk purchases.”

Constructive:

Impact & Outcomes

Business & User Impact

Metric	Before Launch	After Launch
Series Print Book Conversion	Baseline	+28%
Time to Purchase Next Book	2.1 min	0.9 min
User Satisfaction (CSAT)	4.1/5	4.7/5
Series Completion Rate	42%	57%

The feature drove significant improvements in conversion, satisfaction, and series completion rates

177%

Conversion

18%

Satisfaction

25%

Series Completion

Reflection & Recognition

Reflection & Recognition

"This project set a new benchmark for ownership and creativity within our design organization."

"The feature not only met but exceeded Amazon's standards of design excellence, demonstrating a strong commitment to both user needs and business goals."

Amazon Design Review Panel

- Raised the bar for ownership and inventiveness (Amazon design review feedback)
- Passed all Amazon standards of excellence
- Key learnings: user-centered design, global/local balance, iterative testing

Future Directions & Explorations

- Bulk purchase discounts and improved pricing
- Alternative widget layouts:
 - Single carousel
 - Double carousel
 - Datepicker style
 - Coverflow style
- Expansion to other book categories

The image displays a composite of four hand-drawn wireframe sketches and a real mobile application screenshot. The sketches are labeled 1 through 4:

- ① Single Carousel:** A vertical list of book items. The top item is labeled "Bulk purchase". Each item shows a thumbnail, the title, a price of \$00.00, and a "Buy" button.
- ② double Carousel:** A double-sided horizontal carousel of book items. Each item shows a thumbnail, the title, and a price of \$00.00.
- ③ UI date picker style (apple):** A vertical list of book items. Each item shows a thumbnail, the title, and a price of \$00.00. A callout bubble points to one of the items with the text "Variant (edition)".
- ④ Cover flow style:** A 3D-style grid of book items. Each item shows a thumbnail, the title, and a price of \$00.00. A callout bubble points to one of the items with the text "Variant (edition)".

On the right side of the image is a screenshot of a mobile application interface for Amazon. The screen shows a search bar at the top with the text "Search Amazon". Below the search bar, there is a list of selected items with small checkboxes. The items are:

- 1 Dune Dec 8, 2021
- 2 Messiah July 15, 1987
- 3 Children Dec 8, 2021

Below the list, there are three book covers: "DUNE" by Frank Herbert, "DUNE MESSIAH" by Frank Herbert, and "CHILDREN OF DUNE" by Frank Herbert. Each book cover has a price of \$XX.XX. At the bottom of the screen, there is a yellow button labeled "Add 4 books to cart".