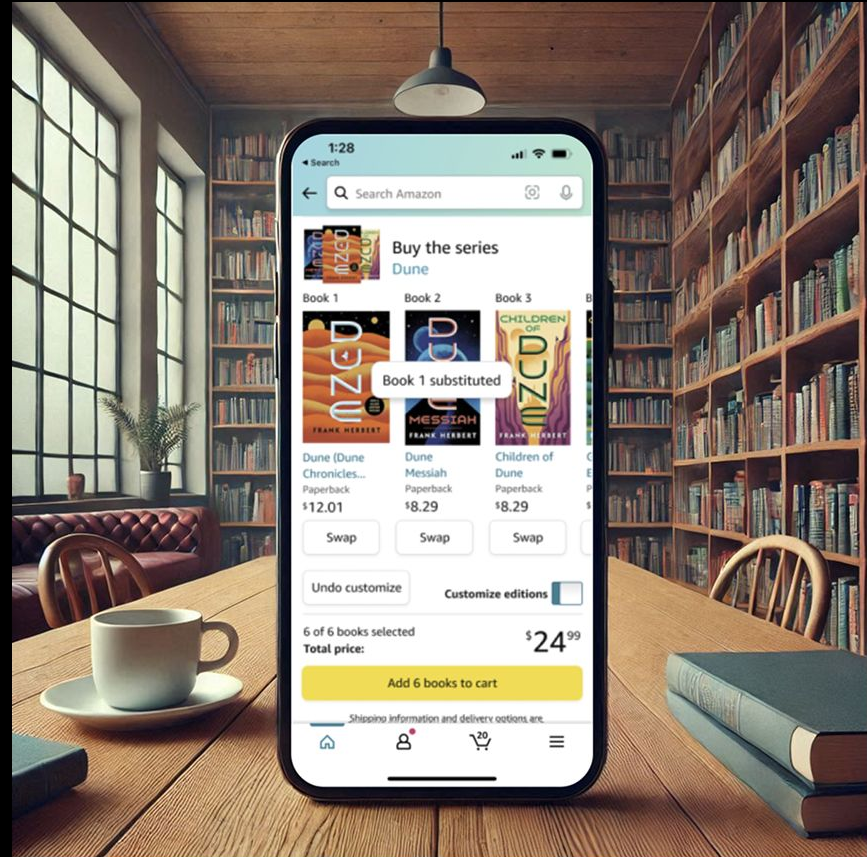


## Case Study 2: Title & Introduction

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

A bulk purchase feature for print book series customers



## 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



### Indiscriminate

This customer cares less about book format or cover art, and more about consuming the core content in the most convenient way.

### Collector

This customer cares less about book format or cover art, and more about consuming the core content in the most convenient way.

## 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

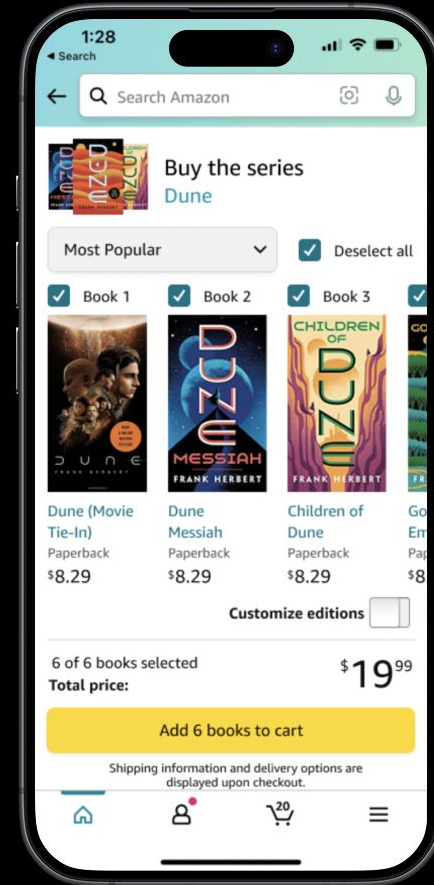
“I don’t want substitutions because I want the cohesion in all the books that I bought.”

Availability: No auto-substitutions

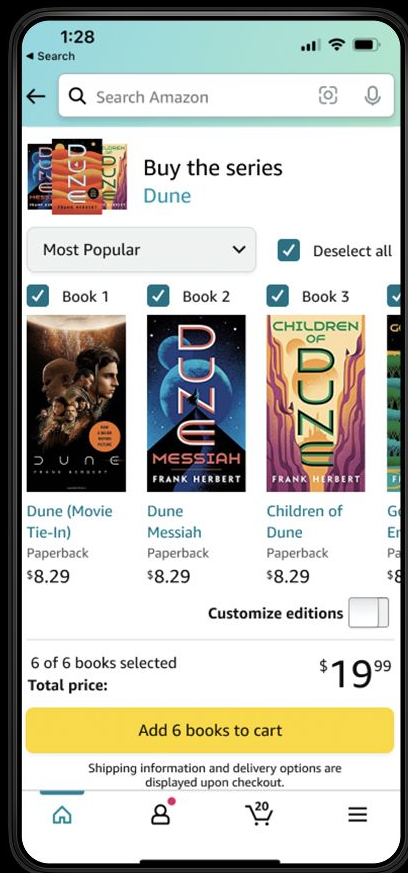
## The Solution – pBnX Series Widget

# Introducing the pBnX Series Widget

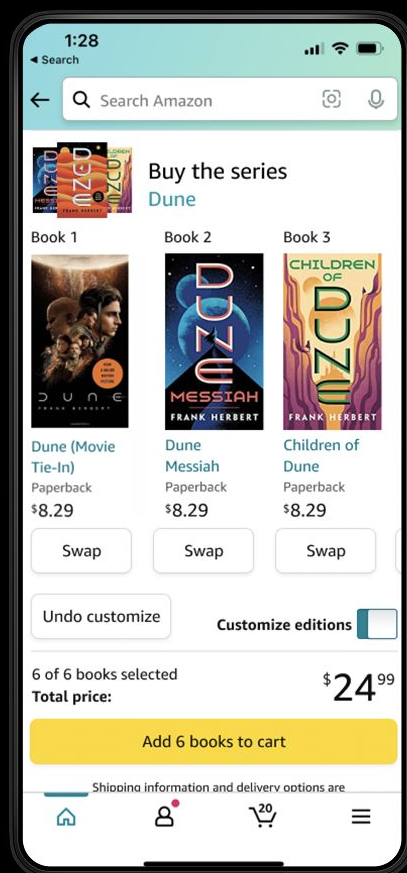
- Series page widget for custom title selection
- Preset bundles: Most popular, lowest price (format/print)
- Edition swapping for personalized bundles
- Future: Bulk discount support



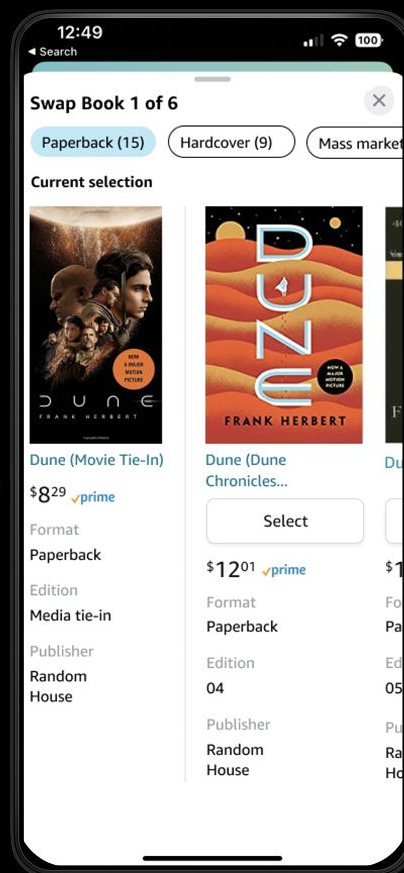
# Mobile Experience Overview



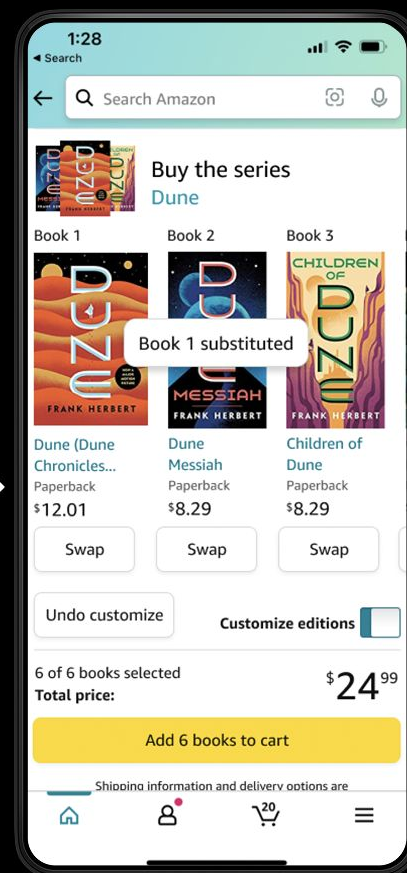
1. Toggle ON Customize editions



2. Tap Swap to change cover



3. Select desired cover



4. Change over popover confirmation

## Feedback & Iteration

# Customer Feedback and Iterative Improvements

“This is exactly what I needed. I don’t have to search for the next book anymore.”

“I love how easy it is to keep reading my favorite series in print.”

Positive:

“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

### Observed impacts based on feedback and available information:

- We saw a significant increase in Series Print Book Conversion.
- There was a notable reduction in the Time to Purchase Next Book.
- User Satisfaction (CSAT) showed a clear improvement.
- The Series Completion Rate also increased.



## Reflection & Recognition

# Reflection & Recognition

- 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

“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



## 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

