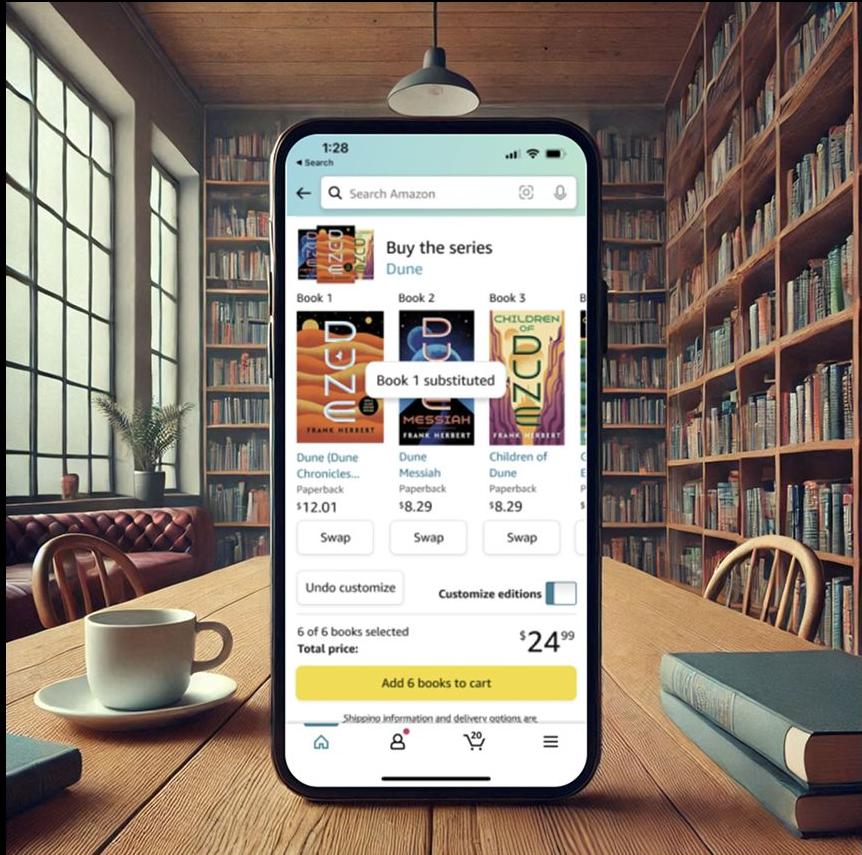


## Case Study 2: Title & Introduction

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

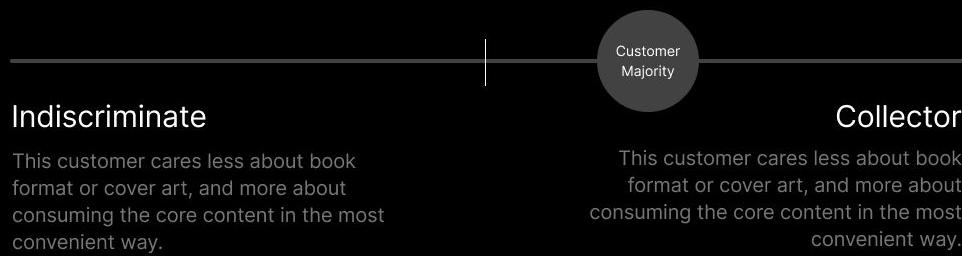
A bulk purchase feature for print book series customers



## 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



## 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

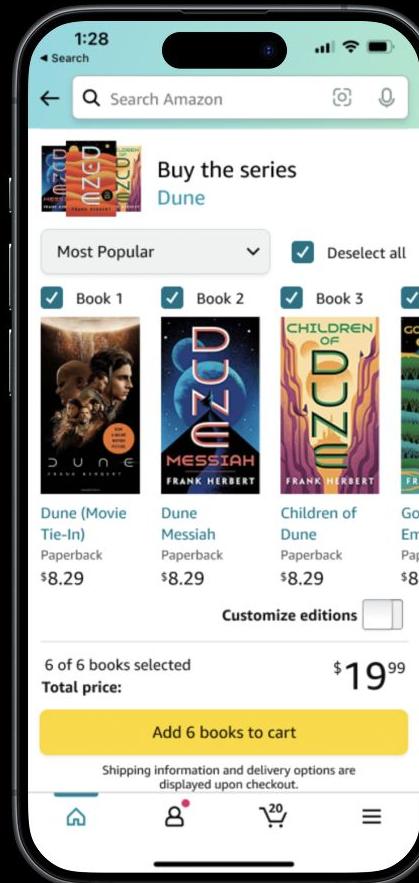
“I don’t want substitutions because I want the cohesion in all the books that I bought.”

Availability: No auto-substitutions

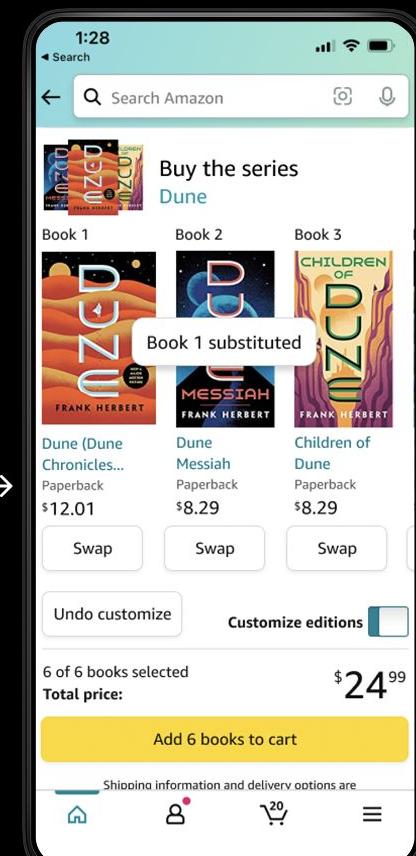
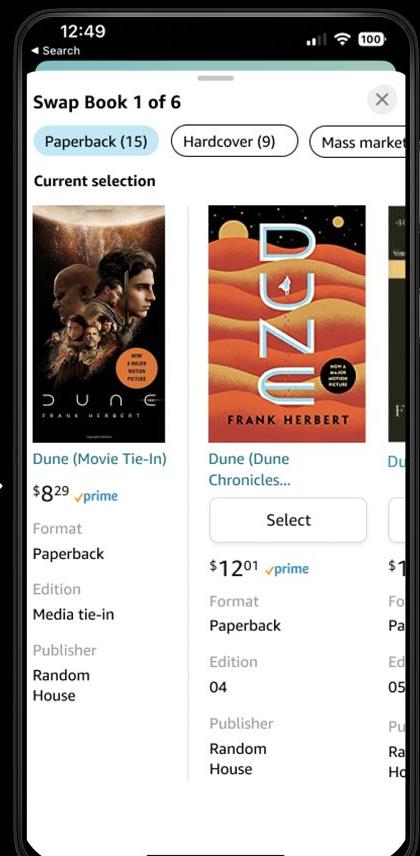
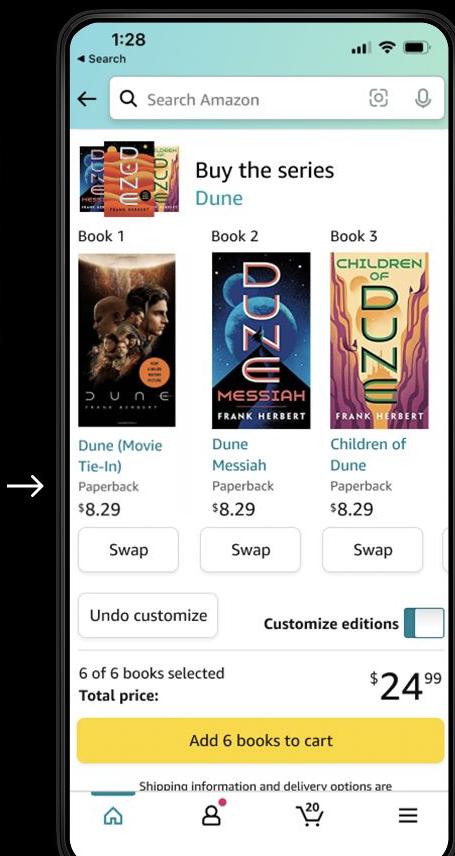
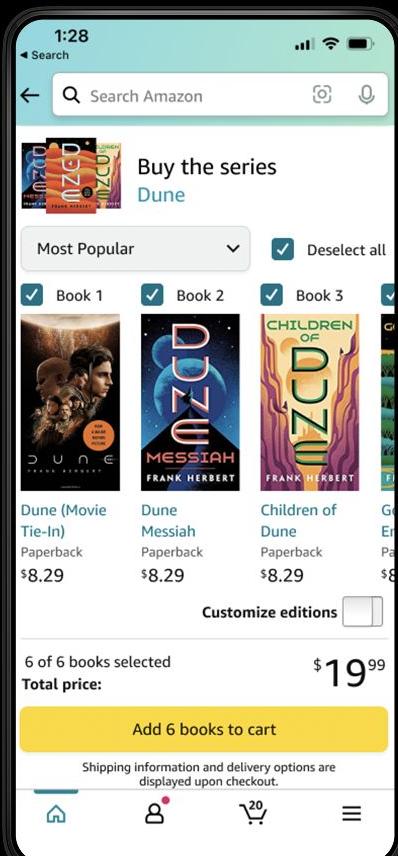
## The Solution – pBnX Series Widget

# 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



## 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

"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 four hand-drawn wireframe sketches of product list layouts, each labeled with a number and a name, followed by a screenshot of a mobile Amazon search results page.

- ① Single Carousel**: A wireframe of a single vertical carousel. It shows a header with a back arrow and a search bar, followed by a list of items. Each item has a small image, a title, a price, and a "Buy" button at the bottom.
- ② double Carousel**: A wireframe of a double vertical carousel. It features two parallel carousels side-by-side, each with a header, items, and a "Buy" button.
- ③ UI date picker style (apple)**: A wireframe of a grid-based layout. It shows a header with a back arrow and a search bar, followed by a grid of items. Each item has a small image, a title, a price, and a "Buy" button. A callout bubble points to one of the items with the text "Variant (edition)".
- ④ Cover flow style**: A wireframe of a grid-based layout with a 3D effect. It shows a header with a back arrow and a search bar, followed by a grid of items. Each item is a 3D-style card with a small image, a title, a price, and a "Buy" button.

**Screenshot of a mobile Amazon search results page:**

- The screenshot shows a search for "Search Amazon" with 4 of 6 selected results.
- The results list includes:
  - 1 Dune Dec 8, 2021
  - 2 Messiah July 15, 1987
  - 3 Children Dec 8, 2021
- Each result card shows the book cover, title, author, price (\$XX.XX), and a "Buy" button.
- At the bottom, there are buttons for "Customize set", "Buy the series", and "Add 4 books to cart".
- The footer of the screenshot shows standard mobile navigation icons.