

# Amazon Here

Case Study | Samuel Kancharla





# Table of Contents

<b>Background</b>	3
<b>Team &amp; My Role</b>	10
<b>Design Process</b>	14
<b>Customer Journeys</b>	22
<b>Pilot &amp; Findings</b>	30

# Background

1

# Online & offline shopping have their own perks!

Ratings & Reviews

Better Discounts

Large Product Catalogs

Digital Payments

Convenience of Shopping from Home

Touch & Feel

View Dimensions

Examine Quality

Talk to Sales Executive

Physical Documents for Warranty



PROBLEM

**Amazon customers buying expensive electronics missed the experiential features of offline shopping.**



*How is the picture quality ?*

*How big is this television ?*

*How do I get it serviced ?*

## OPPORTUNITY

# New Retail is on the rise!

New Retail is the term coined by Alibaba to describe the blending of online and offline commerce through the digitization of the entire retail value chain for the benefit of both the merchant and the consumer.



Smart Carts by Sobeys



Unmanned store by Amazon



Shelf Monitoring Robots by Trax



SOLUTION

## Amazon Here

Combines the best of both online and offline shopping.

Customers buying electronics from local retailers can now make more informed buying decisions, get the right price and seamless delivery with Amazon shopping app.

# **Team & My Role**

**2**

BUILDING THE PRODUCT

## Team & My Role

I was part of this project right from the beginning till the launch of pilot. Worked closely with the product managers in crafting the pitch & getting the leadership approvals to start this project.

Pallavi & I partnered to do the user research which was a parallel track to validate the brief, designs & test the pilot. Designed the user flows & prototypes to run & test the pilot.



**Sam** Design Lead



**Sourabh** Design Manager



**Pallavi** Research



**Girish** Product Manager



**Mahendra** Leadership

# Design Process

3

# Design Process

1

## PR FAQ

Write press release & frequently asked questions

2

## Research

Partner with a researcher to learn about the customers

3

## Design

Sketches, wireframes, customer journeys, reviews, redesigns

4

## Pilot & Test

Plan, and conduct studies with prospect customers

Just an Idea

Ready for Pilot

# Write Press Release & Frequently Asked Questions

12 March 2017

Press Release

Daily News

## Amazon Here launched in Bangalore

Customers buying electronics & appliances from local retailers can now make more informed buying decisions, avail discounts and cashbacks using Amazon App.

Jan 30, 2019 – Today, Amazon (NASDAQ: AMZN) launched Amazon Here – a new way to shop for consumer electronics and appliances products from stores around you. Customers can now enhance their experience of shopping in local stores by using the Amazon app to learn more about products they wish to buy, read customer reviews, get indicative prices, pay with Amazon App to get a seamless payments experience and avail promotional discounts and cashbacks. Amazon Here is now available at 100+ partner stores in Bangalore.

Customers shopping for high consideration technology products offline often rely on sales people to learn more about the product and on haggling, often without relevant data, to get a lower price. These sales personnel are designed to influence customers to buy products and financing offers which maximize their sales commissions. As a result, customers can make ill-informed choices and end up buying products which they don't need, over pay in some cases and get stuck with financial products they don't fully understand. Moreover this process can take several hours in a store as customers get bounced from ones sales associate to another. Confounded by this experience, customers then seek validation by visiting multiple stores and online sites, thereby wasting valuable time.

Amazon Here solves these customer problems by making product information transparent, enabling discovery of comparable products, and helping customers view the full range of promotions and discounts available to them. To start using Local Shopping, Customers simply scan the QR smile code placed alongside the product in the store using the Amazon app. Doing so lands them on the relevant product page with detailed technical information, customer ratings, reviews, product FAQs, and a short list of the features to try out at store before making a purchase. In addition they can see the price range for which product was sold at the store in the last 30 days as well as the best online price. Add on products and other comparable products available in the store are shown on the detail page. Once the customer chooses a product to buy, he simply agrees to a final price with the retailer, enters it in the Amazon app. Finally, he decides which payment method to use based on the discount, cashback and EMI offers which suit her needs. Based on the product, customers either pick up the product in the store and walk out or have the merchant deliver the product. The entire customer journey for a product like a HD TV completes in 25-30 min.

# Write Press Release & Frequently Asked Questions

- Heading & compelling description
- One-sentence summary
- Customer and offered benefit
- Describe what you're launching
- Problem & opportunity

- Solution & approach
- Quote an Amazon leader
- Describe the customer experience
- A customer testimonial
- Call to action

# Brief summary of research, studies & surveys



- Ability to Look and feel the product (29%)
- Better trust or after sales service (28%)
- Salesperson assistance (9%)

## Brief summary of research, studies & surveys

Customers who shop online find these advantages:

**22%**

Lower prices or higher discounts

**21%**

Availability of better product info and customer ratings

**25%**

Convenience of shopping from home

## Brief summary of research, studies & surveys



48%

customers feel that sales persons have a product bias & try to up-sell

- While customers prefer talking to the salesperson to get help in deciding the product, customers are skeptical about them.
- Transparency stands out as the key problem area in offline shopping, across price and product recommendations.

# Customer Journey

4

CUSTOMER JOURNEY

## Meet Aditya

He wants to buy to television. Visits Chroma, a retail store that sells televisions from major brands.



CUSTOMER JOURNEY

## Scans QR Code

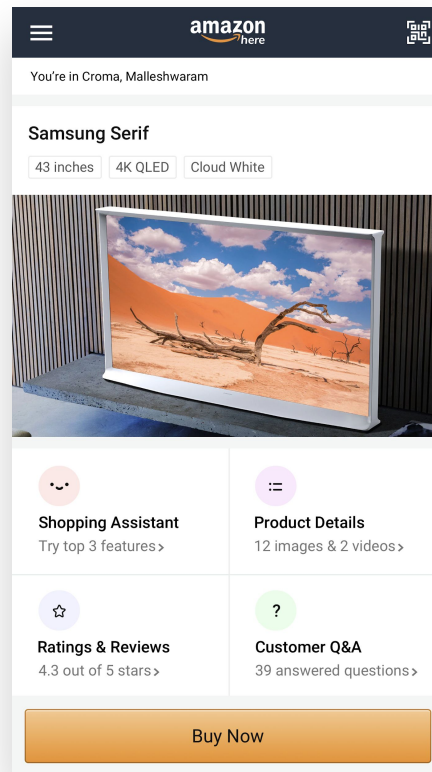
Inside the store, he notices Amazon smile code & scans it.



CUSTOMER JOURNEY

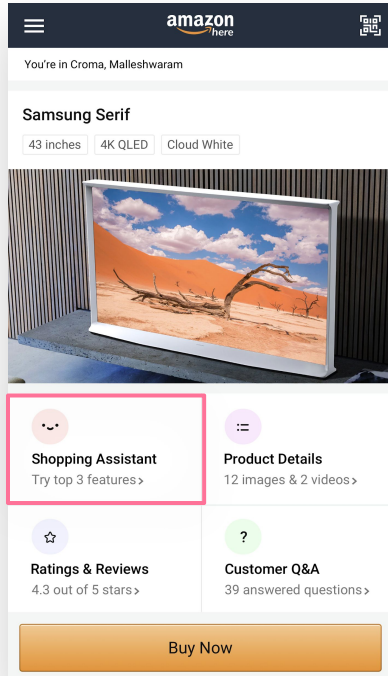
# Amazon Here Home

The scanned code redirects to the details page of that television on Amazon shopping app.



# Shopping Assistant

Aditya taps on Shopping Assistant & experiences the television features by following the given instructions.



## Try NFC on Television

### PLAY MUSIC

1. Play music on your phone
2. Place the phone on the television
3. You will now hear the music coming from the television speakers

### STREAM VIDEOS

1. Stream a video on your phone
2. Tap the phone on the television
3. You will now see the video playing on the television



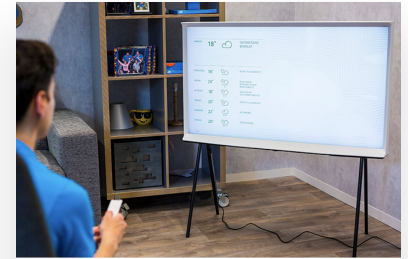
## Check Screen Ghosting

### SCREEN GHOSTING

It is an image artifact that shows up as a trail of pixels or "ghosts" behind moving objects.

### CHECK

Play a hockey game or fast paced action movie clip. Observe if there is a pixel trail.



## Alerts

### LIMITED VIEWING ANGLE

Images become darker and colors are distorted when you sit in front of the TV at an angle.

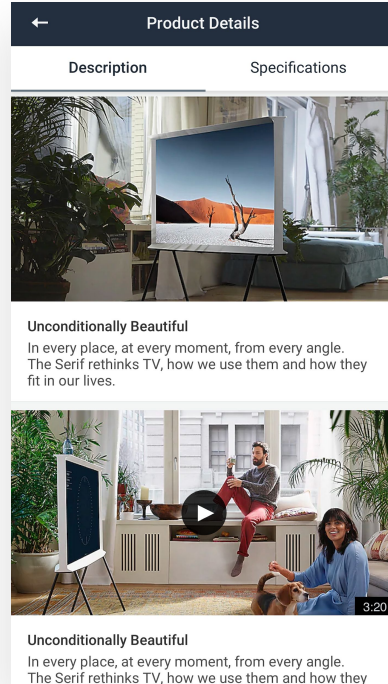
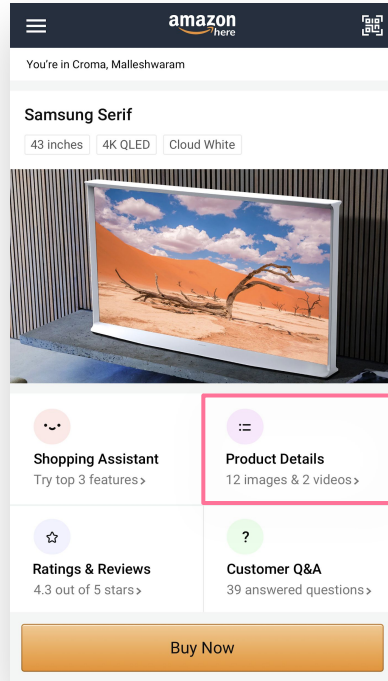
### NO PARENTAL CONTROLS

This television has no parental controls. If you've kids, you may have to invest in a 3rd party app.



# Product Details

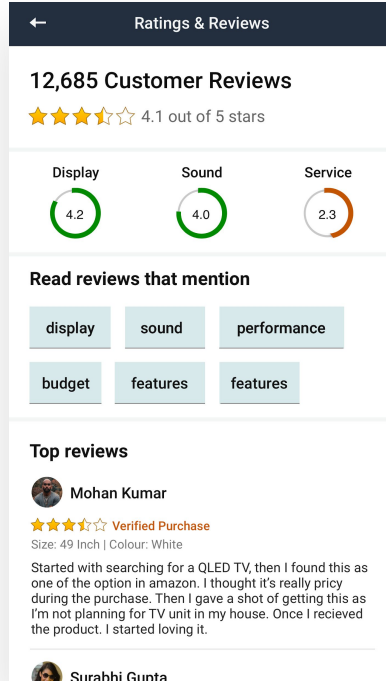
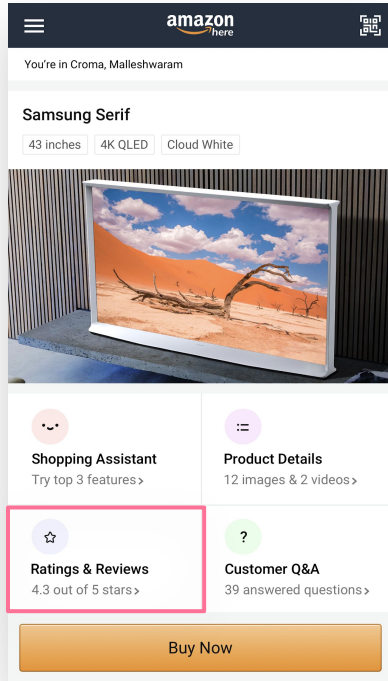
Aditya taps on Product Details to view the media & specifications provided by the manufacturer.



Description	Specifications
Product Dimensions	19.7 x 98.6 x 59.7 cm
OS	Tizen
Hardware Interface	USB, HDMI
Graphics Processor	Quantum Processor
Resolution	4K
Remote Control Type	IR, Bluetooth
Display Technology	LED
Display Type	QLED
Remote Control Description	Smart remote with Dedicated Hotkeys for quick and easy access
Supported Audio	Mp3_audio, Wma
Sound Configuration	Dolby Digital Plus
Power Source	AC
Refresh Rate	60 Hz
Refresh Rate	60 Hz

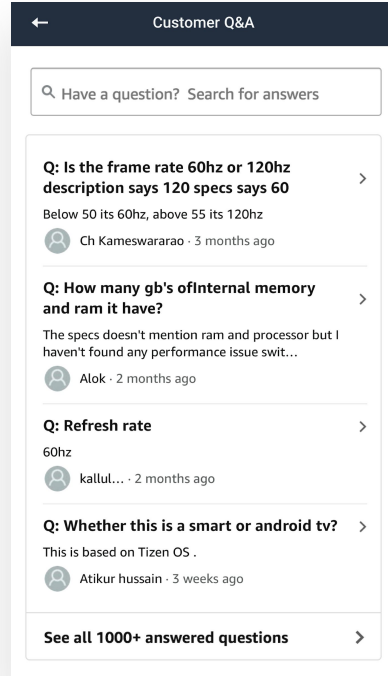
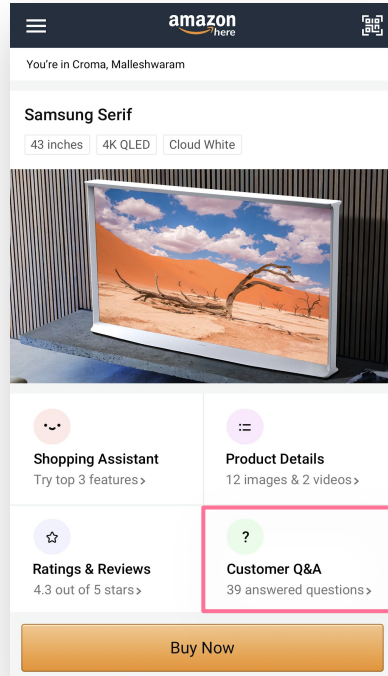
# Ratings & Reviews

Aditya taps on Ratings & Reviews to get a democratic view on the product performance.



# Customer Q&A


Aditya taps on Customer Q&A to get information on obvious concerns.



# Places the Order

Aditya taps on Buy Now, can buy add-ons & make seamless payment with Amazon Pay checkout flow.

← Buy Now



**Samsung Serif**

Select add ons

- 1 year extended warranty for ₹499
- V-Gaurd 500V Stabilizer for ₹1750
- Tata Sky DTH Annual Pack for ₹2999

Final Price

**₹64,999** ~~₹3,999~~ 15% off

Make Payment

← Make Payment

Continue

Use your ₹1,367.00 Amazon Pay balance

**Visa \*\*\*\*1368**  
Samuel Kancharla  
Expires 06/2021  
Enter CVV [What is CVV?](#)

₹64,999 for full payment >

i This card is recommended for you [Why?](#)


**Visa \*\*\*\*5802**  
Samuel Pushpak  
Expires 08/2018  
EMI available.

Credit card

Debit card

← Thank You

✔ Your payment is successful and the order is confirmed.

Invoice 

ID: P04-555-12323 **₹64,990**

4:22 PM, 16th Jun 2018 **Paid**

**Samsung Serif TV 49 Inch**

₹1000 cashback as Amazon Pay balance will be credited in 3 working days


Delivery Options

Pickup in store

Get home delivery

← Package Pickup

Please walk to the store delivery counter and show your invoice.

Invoice 

ID: P04-555-12323 **₹64,990**

4:22 PM, 16th Jun 2018 **Paid**

Honor 7X (Blue, 4GB RAM, 128GB Storage)  
WOW Imagine - Matte Hard Back Cover - Blue

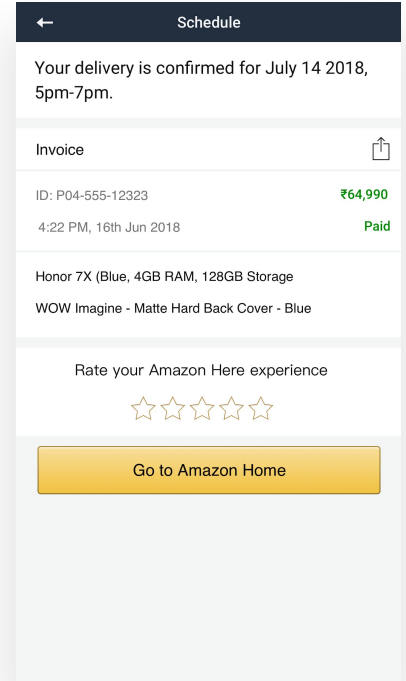
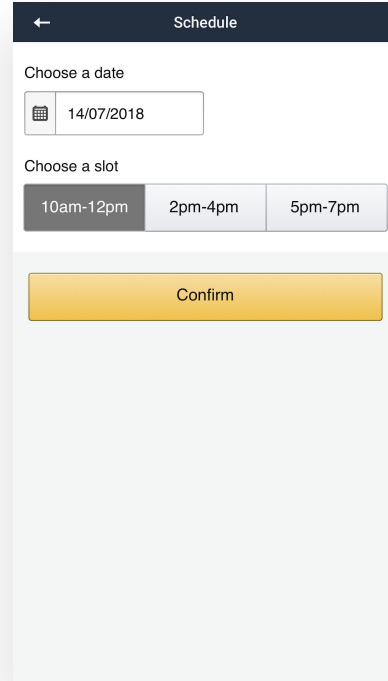
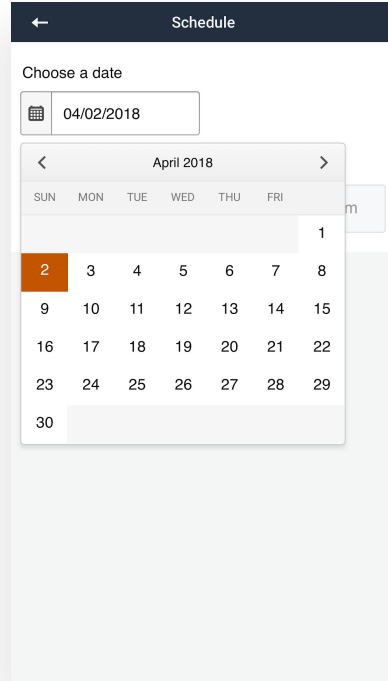
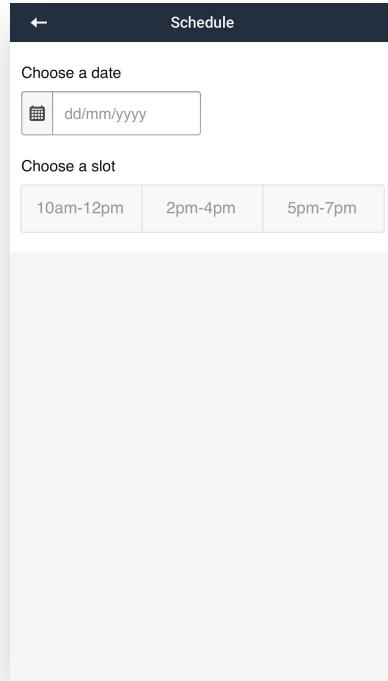
Rate your Amazon Here experience

☆☆☆☆☆

Go to Amazon Home

# Schedules Delivery

Aditya schedules a delivery for a future date.



# Pilot & Findings

5

# Pilot at Kindle Stores



# Learnings from pilot at Kindle & Prestige stores

## Results

**82%** of the customers found detail page experience to be useful.

**94%** of customers felt the Smile code experience was intuitive.

**91%** of customers were satisfied with the overall buying flow.

## Learnings

- Customers asked for product comparison information
- Most of them did not know that they can pay using any method & not just Amazon Pay
- Customers expected cashback processing to be faster
- Few customers tried to scan the QR code with their camera instead of Amazon shopping app



# Thank You

Any questions?