

amazon

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## Amazon App 2020 Redesign: Smart Ways for Driving Conversion with E-Commerce UX

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A great e-commerce user experience is the key to the success of an online retail shop. It's no secret that Amazon is usually the first company that pops up when it comes to the most successful e-commerce business nowadays.

Amazon's success is evidence of its competitiveness, and its growth & expansion is the result of the company's intensive strategies for growth.

Market Development, Market penetration, Product development and Diversification; these are the four main strategy pillars and part of the reason why Amazon has gone beyond its competition and succeeded in becoming a world leader in the online retailing sector, staying true to its vision statement:

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**Our mission is to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer customers the lowest possible prices.**

For the last 15 years, Amazon has maintained a continuously exponential growth in their annual net revenue, showing us that the sky is definitely not the limit, in fact, this is barely the beginning. The business model and main differentiator of Amazon in the larger market is still unbeatable by any other company out there, and it drags more and more users every day.

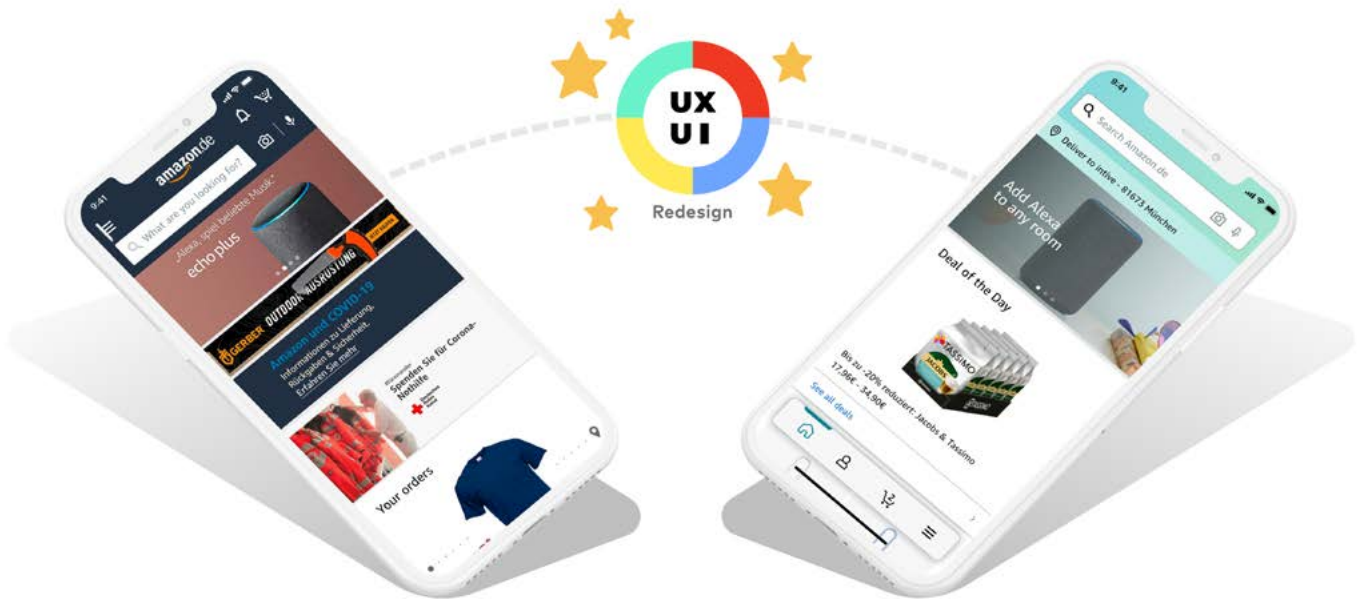
The special service that Amazon offers is focused on the efficiency in the shipping time of an article and guarantee of receipt by articles sent straight from their bases, in addition to a fair price and a variety of supply. But this comes at a high cost for the company, in fact, they have reported losses in shipping costs many times, but as they say:

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**Amazon doesn't care about losing money on delivery if it keeps customers happy.**

Now let's get real here, there is no company that wants to keep customers happy at a loss without a long-term growth goal or another strategy up its sleeve. They continue to do that because their stock price continues to hover near \$2,000 and this questionable allocation of spending doesn't seem to bring its stock price down.

This is how through the effective implementation of its generic competitive strategy and intensive strategies for growth, Amazon.com succeeds in the global e-commerce market and it's not planning on stopping anytime soon.



# E-Commerce

## UX Driving Conversion

So, if Amazon is doing that well so far... why do they continue to focus on offering more user-friendly e-commerce experiences?

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**Research shows that, on average, every 1\$ invested in UX brings \$100 in return. That's an ROI of a whopping 9,900%. – Forrester**

Well, that is exactly the thought that many other companies had in the past, before they eventually perished. A good known example is the gold era for eBay more than a decade ago, and the mistake of this company was something that Amazon is focusing on doing best: “reinventing business growth and rethinking their model within the market while being Earth’s most customer-centric company”. We could call it the “Madonna” of e-commerce.

In their vision we can already spot how critical UX for e-commerce really is, as it ensures that customers can easily navigate your site/retail App, find exactly what they are looking for, make the purchase and move on.

A bad UX is like entering a very messy and disorganised retail store, from which you will likely leave before attempting to buy anything.

The more transparent and easier the purchase process is, the more frequently those customers will buy, and the more likely they will recommend your product to other potential users. This is not a minor thing at all, according to the CEO of Amazon, Jeff Bezos, if you build a great experience, customers tell each other about that. Word of mouth is very powerful.

# Amazon's Overall UX Performance

Amazon's overall e-commerce UX performance (based on an exhaustive performance review of 620 design elements) is mediocre. This is mainly due to good On-Site Search and Order Tracking & Returns while simultaneously having poor Cart & Checkout.

On this performance analysis we can clearly see there is plenty of space for Amazon to keep improving products and achieve its vision, and we have been witnessing this process since 1994.

# Amazon iOS App Redesign 2020

This is why during Easter this year, Amazon rolled out its iOS App version 15.8 in Germany with a redesigned start screen and revised main menu. Two features that require a slight reorientation after the first start of the app.

It's worth mentioning that some users have already seen this new design a few months ago, as they do A/B testing for new solutions they want to explore. According to Amazon,

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**Experiments can help you statistically find the best A+ content for your listings, improve future content, and help drive more sales**

For this redesign, two key crucial factors were taken into account:

1. Navigation and operational simplicity
2. High-performing search experience (also easy to reach and use, including sub-functionalities such as search through code scan and voice)

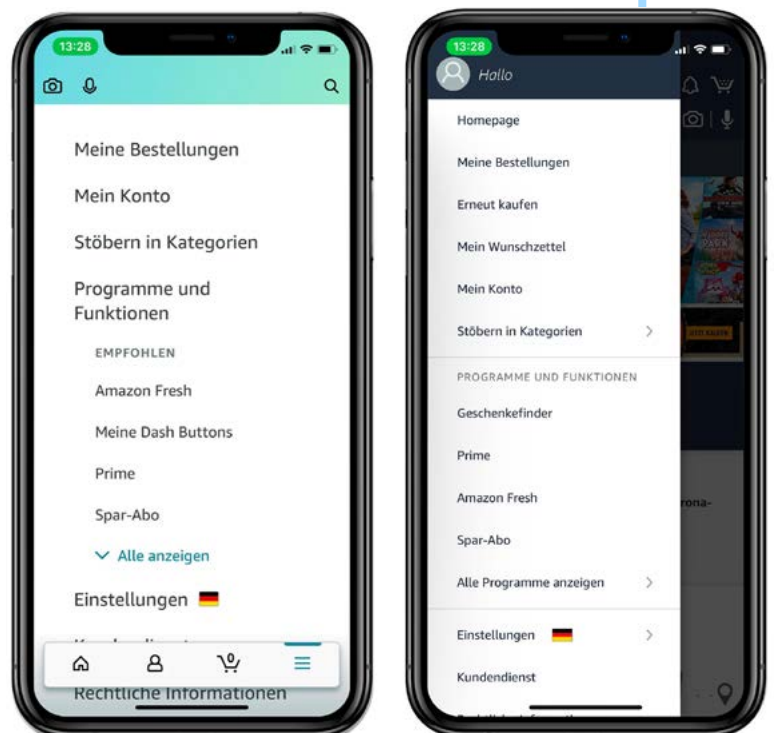
Here we'll explain to you what has changed and the benefits of these investments on UX Design for e-commerce shops.

## Simplified primary navigation

The biggest innovation is a floating navigation bar at the bottom of the screen, which enables quick access to the shopping cart, profile, main menu and start page no matter where you are standing in the App. At the same time, the menu can no longer be extended to the left, but has moved downwards.

The famously known "Hamburger menu", or most commonly known as "Navigation drawer" (originated by Material Design) was the most usual mobile navigation solution; only until 2014 when Apple sparked a fundamental change in thinking on how mobile navigation should work and established the "Bottom Tab Bar" navigation as a key best practice to offer users the best experience. Since then, Google has introduced the bottom navigation to their design guidelines as well

and it has The tab bar is visible on every screen and therefore offers users



a clear visual orientation at all times, while it fulfils all 3 main requirements for a good user experience:

**\_Where I am? (within the information architecture of the App)**

**\_Where else can I go? (other tabs—not highlighted)**

**\_What will I find when I get there? (icons and descriptive labels).**



## Tailored content on home start



Personalisation is a key UX pillar in e-commerce stores, it gives the user control to the site and this can enhance users' experience.

This new start screen personalised content is done down at the individual level which means that suggestions are based on past browsing and purchase history.

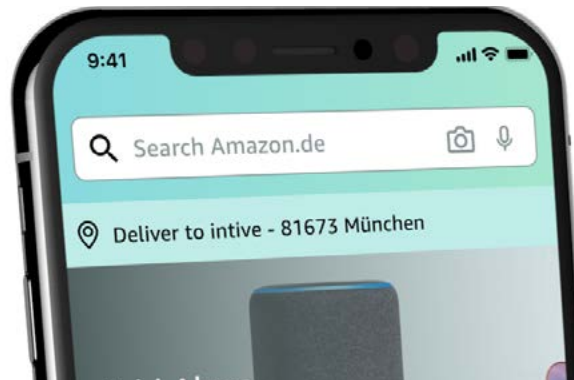
The main goal of personalisation is to provide content and features that meet the specific needs or interests of each user. The system profiles the user and adjusts the interface according to this profile (so that different visitors see different things on the "same" page). Personalisation also simplifies



transactions and processes by storing information about a user, which helps to make the checkout process a lot faster and simpler for registered users.

## Delivery address on start and shopping cart

The shipping address chosen as preferred by the user is now always visible on top of the Home screen and Shopping cart, which can save time for the user at the checkout process, as he no



longer needs to confirm the delivery address on an extra separate step.

By just tapping over this element shown below the search bar, the user can easily change the preferred delivery address to any other saved in the past, enter a single postal code or deliver outside of Germany. These options can affect the recommendations and product search results upon delivery restrictions.

## Search Bar

[Amazon's search function is "state-of-the-art,"](#) according to a recent study by the research group Baymard Institute. The autocomplete search, filtering, and guidance functionality excels at finding what visitors want.

The algorithm also personalises the homepage content to the user's search interactions in order to better enable future purchases.

The search bar now contains icons for integrated features such as "camera scan" (scan to search) and "microphone" (voice command search).



These feature elements used to be positioned outside of this element, taking predominance away from the search bar (diminished size) and somehow separating features that belong together (these are all <different> ways of searching for an item). This new approach is correctly complying with the “Law of Proximity”, which states that proximity helps to establish a relationship with nearby objects and helps users understand and organise information faster and more efficiently.



Other improvements on this feature:

- \_UX Writing: Simplified and concise hint text on the search bar: “What are you looking for?” => “Amazon.de search”**
- \_Search icon colour: Dark colour switch, bringing more affordance to this main feature iconography.**

## Shopping Cart access

This feature needs to be on-sight and easy to reach the whole time, as its the main connector for users to concrete a purchase. That’s why this single feature can determine the success or failure of an e-commerce site.

Amazon has taken a wise decision here to move the Shopping cart from the main App Header to the new Bottom Navigation Tab Bar.

E-Commerce user experience is all about the perception a user has after interacting with your online store – whether it be positive or negative.

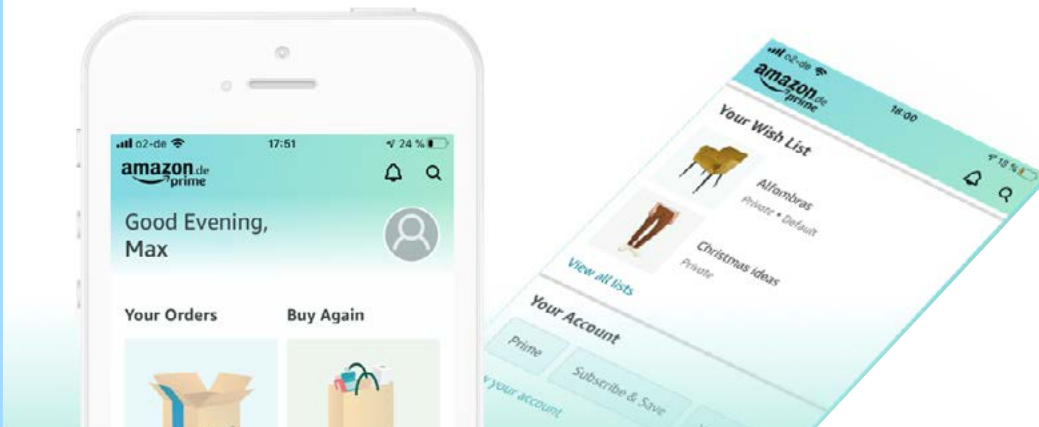
In recent studies, we can see that 76 out of every 100 of all visitors end up abandoning their cart. And the reason is simple – they aren't impressed at all.

## Personalised Profile Section

\_Engaging start with personal salutation (Personalisation present once more).

\_Clear categories for all main features related to each user's behaviour and history.

\_“My orders”, “Order again”, “Wish List” and “My account” main features & settings: Prime, Subscribe & Save, Browsing History and Gift Cards – as well as a direct link to all account-related content (Orders, Settings, Message Centre, Dash Buttons, Personalisation and Preferences).



## Other Changes on UI

1. Icons: Paths refined and tones darkened to correctly contrast the bright new colour palette, which is also working harmoniously against the fully white background from the new Navigation bottom bar.

2. Colour Palette: As for main solid highlight colour, used in some subtitles and icon highlighted on the tab bar, they have decided to go for one of the green tones conforming the gradient introduced on the main App Header bar.
3. Gradients introduction: The top header is now with a vibrant aquamarine-tone gradient instead of the usual dark blue which is part of the Amazon Logo since the biggest late redesign.
4. Font sizes: adjusted to fit the importance of elements/features.
5. Thin/Light font typo completely scratched out: this change leaves only font weights from Regular to Bold: thin and light font weights were part of a tendency mainly started by iOS 10 Design which is lately being scratched to offer solid readability instead of a riddle to decipher, starting by iOS itself. The Amazon App only uses its own typography called "Ember" that's still maintained and part of their unique Brand CI.
6. White space increased: Whitespace around the highlighted items tends to help make these stand out and look more prominent, driving users to create a focal point where you want them to.
7. Brand presence: Logo present on the profile page header taking the place of the search bar which is hidden behind the search icon on the top right (the only page accessible from the tab bar where this switch of predominance occurs).
8. Shadows usage: these provide visual cues that allow users to easily understand what is happening. In particular, they allow providing users with a "hint" about objects' relationships with each other, as well as potential interactions with these objects.

# UX Investment $\approx$ Money Well Spent



In e-commerce, millions of customers abandon goods at the checkout due to poor user experience. The figures are quite staggering. The industry could have saved \$1.42 trillion just by implementing better checkout flow and design which would result in a 25% improvement in conversion rates. Here is where Amazon excels at, investing constantly on the smallest (or biggest) design improvements assures them a reduced complexity for users, increased application usage, reduced bugs, reduced dropout rate during checkout process and therefore increased up-sells.

It's no secret this e-commerce king understands the value of a continuous user centric optimisation of their products and the return of investment on UX has on companies.

Their usual A/B testing allows Amazon to make careful changes to their user experiences while collecting data on the results. This lets them construct hypotheses, and to learn better why certain elements of their experiences impact user behaviour. In another way, they can be proven wrong – their opinion about the best experience for a given goal can be proven wrong through an A/B test. This together with the adoption of standard platform patterns and sticking to the most up-to-date design best practices, enables Amazon to stick to its long-term growth strategy and true to their vision.

The power of UX on e-commerce should never be underestimated, and Amazon is life proof of this.

# Are you ready to see the return on investment on UX Design on your own product?

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## About intive

intive is a global digital powerhouse headquartered in Munich, Germany. With a challenging, exploratory and agile mindset and international teams of software, design and business experts, intive partners with market leaders in accelerating digital transformation for products and services of tomorrow. intive's solutions driven by world-class innovation add value along the whole application lifecycle – from product conceptualization to its maintenance. The company's operations include 12 development centers and 6 design studios in Germany, Poland and Argentina, as well as regional offices in the UK and the USA. intive won the trust of the world's largest companies such as Audi, BASF, BMW, Credit Suisse, Discovery, Disney, Esprit, Facebook, Google, ING, Viacom and Vorwerk. Learn more at [www.intive.com](https://www.intive.com)

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