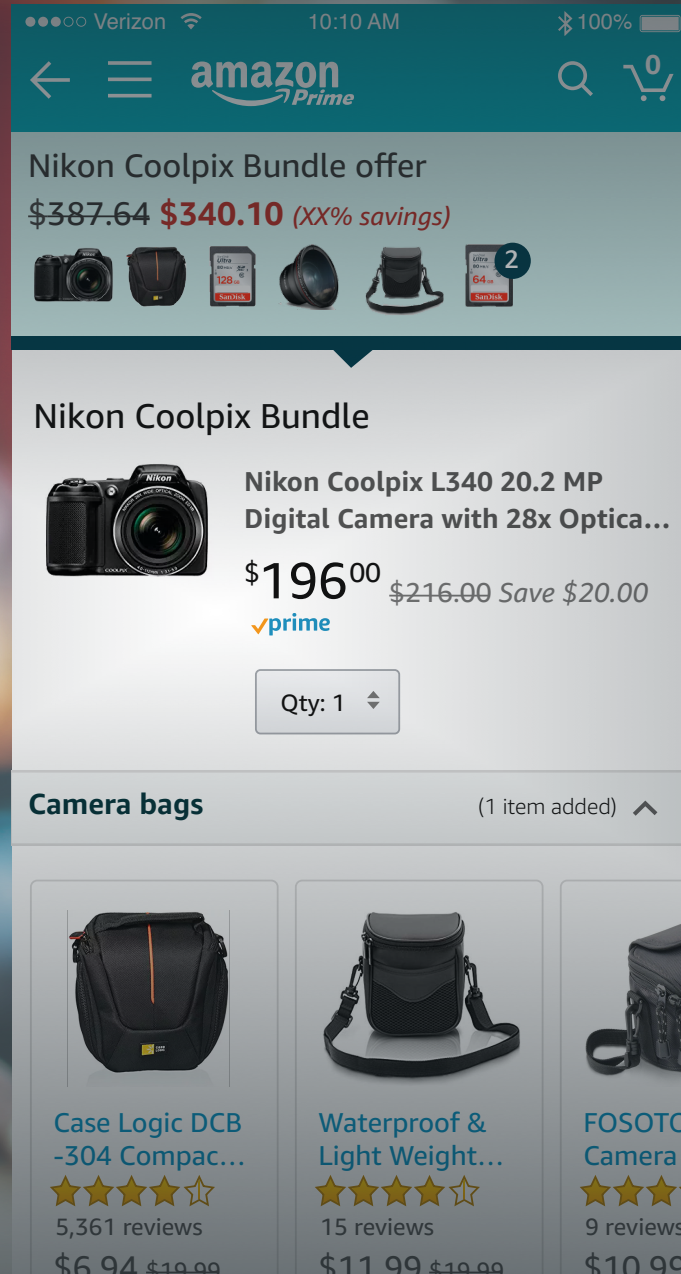


Custom Bundles

User Testing Report – 0228



STUDY OBJECTIVES

In this qualitative study, we wanted to learn more about how bundles are perceived by our customers, as well as explore UI and UX solutions that enable them to make better purchasing decisions in an intuitive and easy manner. In the following report, we will take a look at these customer responses, and turn them into actionable items that will help us iterate and improve upon the experience. This test was conducted with 5 Amazon customers.

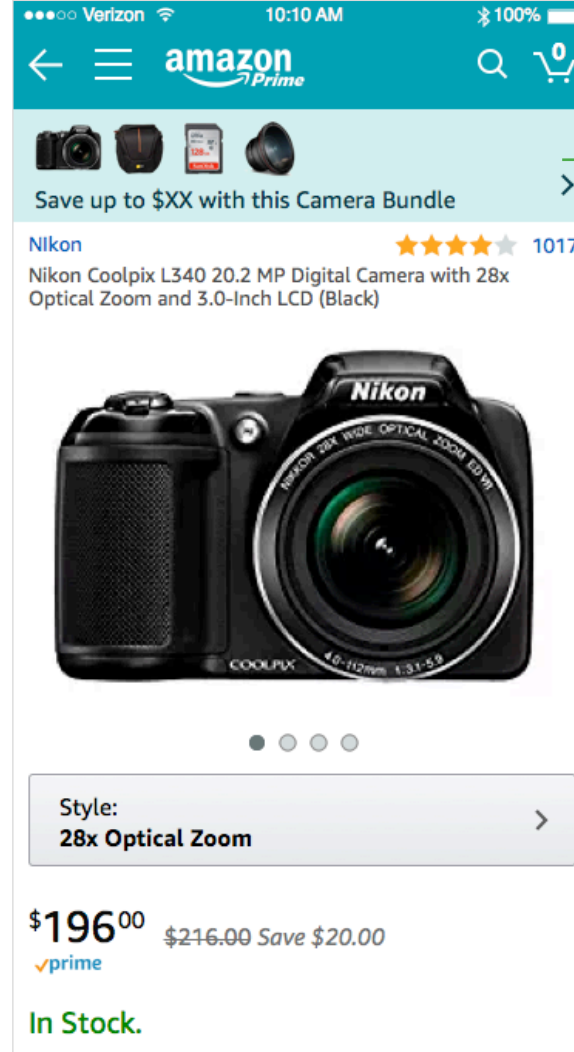
SUMMARY

- 1 Customers considers to purchase a Product Bundle (multiple items) when offered a Predefined bundles with the ability to customize.
- 2 Participants liked the idea of buying bundles only if cost savings were offered.
- 3 Offer bundle components that are highly complementary – meaning enhancing the use of items in bundle or provide convenience to the customer by purchasing them together
- 4 Provide a way for customers to browse and shop by category of products.

CUSTOM BUNDLES

Ingress point

- All participants naturally discovered the images on the teal banner indicating a bundle and tapping it would navigate them to a separate bundle detail page. (product details, price, ratings)
- The messaging on the banner “Save unto \$XX with this Camera Bundle” set the right expectation with participants that it is a value bundle.



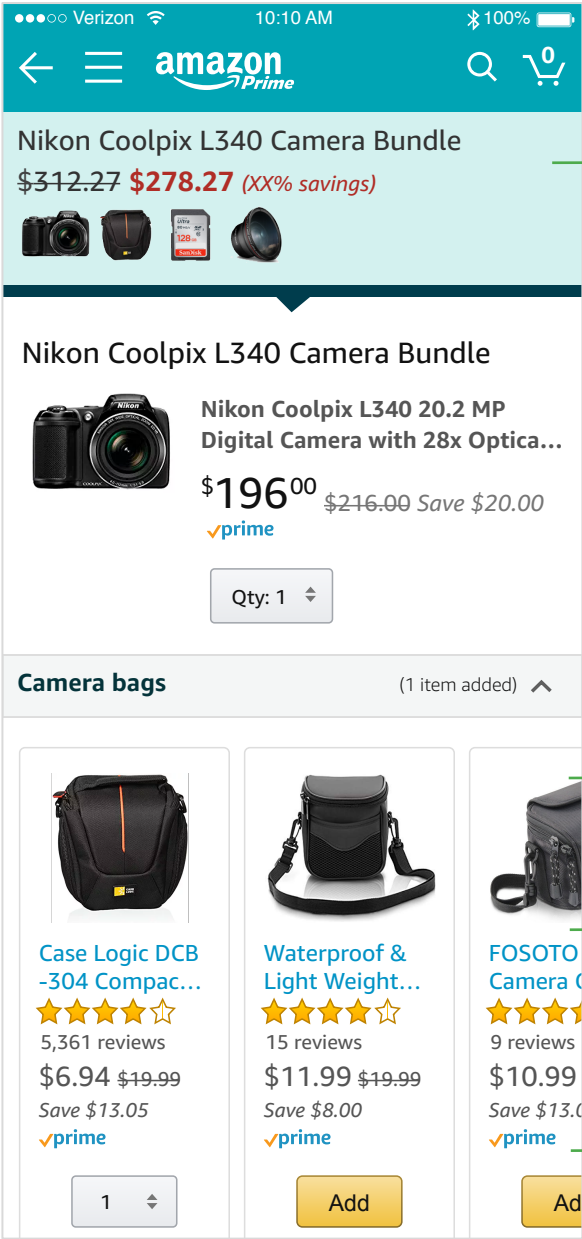
Strong visual Banner with images of Bundle Component & Savings message

5 /5: Clear indication that it's a camera bundle

CUSTOM BUNDLES

Bundle Detail Page

- All participants liked the fact that the recommended products would really go with the camera.
- 3/5 noticed the quantity selected for the first ASIN in the shoveler indicating that these are part of this bundle.
- 3/5 noticed “Add Bundles to cart” button at the bottom of the page
- 2/5 noticed popular bundles at the bottom of the page



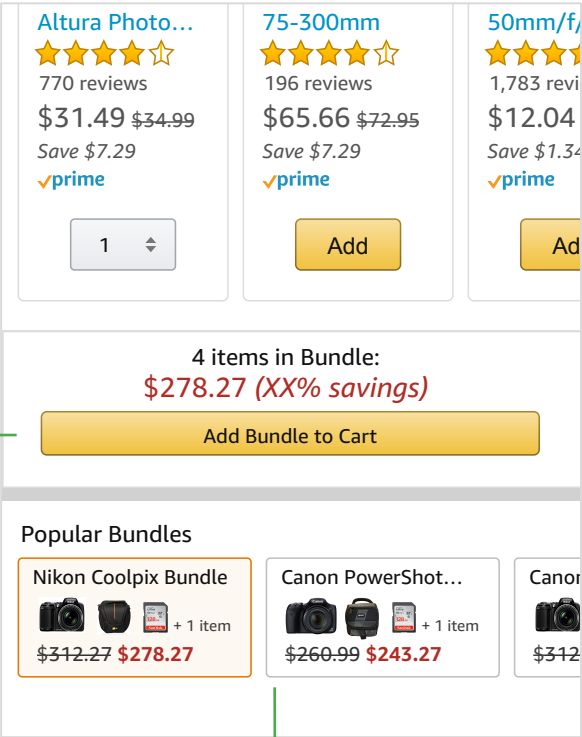
Clear messaging builds confidence in customers and helps make purchasing decision.

Add to Bundles button is noticeable.

3 to 6 items in each category is a good number.

Participants wanted to see items organized by Ratings, Price, Most popular

Add button & Quantity selector is very easy & intuitive.

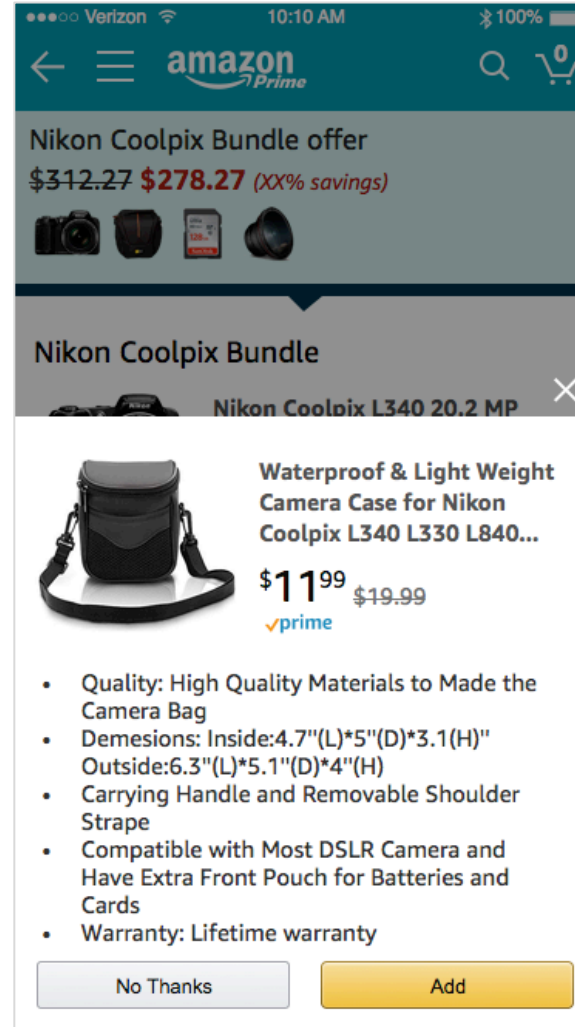


Popular Bundles is a good starting point for customers to customize

CUSTOM BUNDLES

Bottom Sheet

- 3/5 participants expected to see product details on clicking a product without leaving the bundle page.
- 3/5 participants expected to see reviews, star ratings and a link to Detail page.
- 1/5 participant expected more images of the product in bottom sheet (360 view)



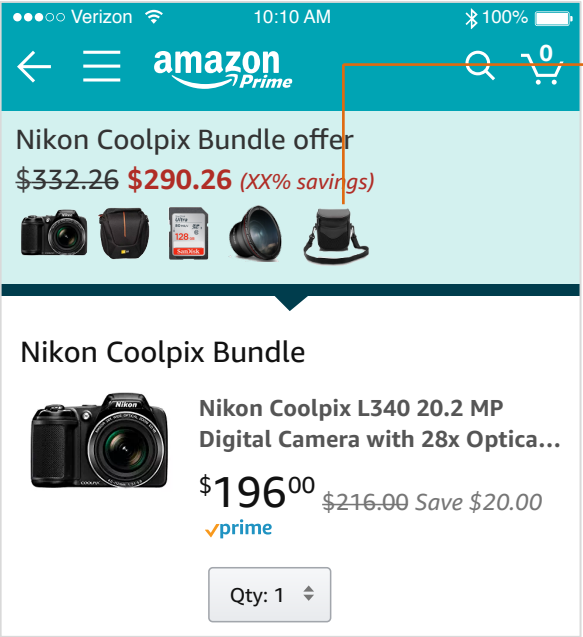
Bottom sheet met participants expectations exactly.

Reviews, Star ratings and a link to Full Detail page is missing.

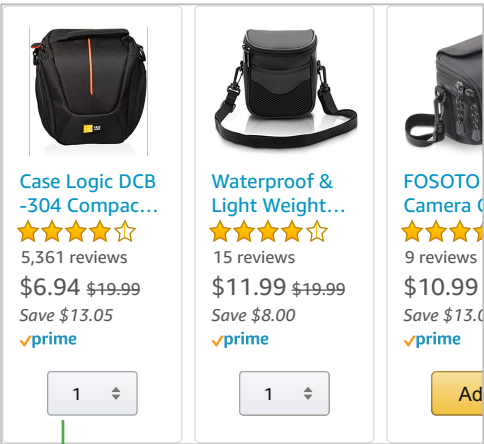
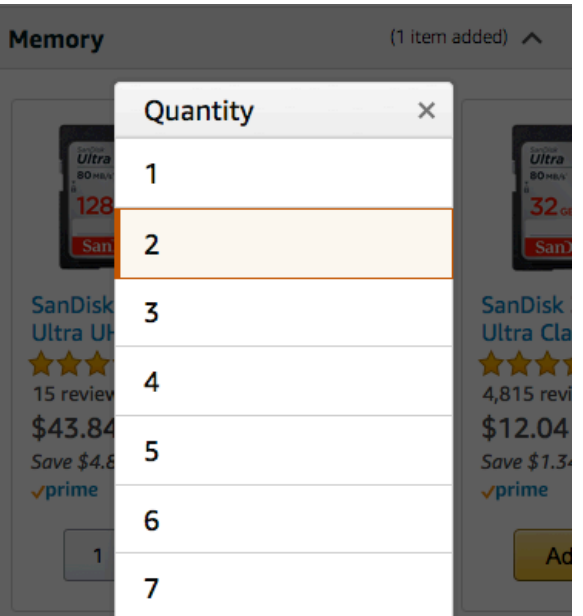
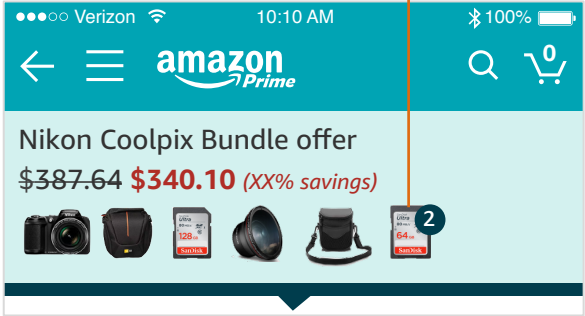
CUSTOM BUNDLES

Quantity Selector & Price update

- Quantity selector really worked very well. Every single participants knew how to add/remove items.
- Every participant noticed the dropdown change whenever they updated the quantity.
- Every participants found quantity selector extremely useful.
- 4/5 participants noticed the price updates in the banner
- 2/5 participants noticed the image updating in the banner.
- Bundle price & savings in red color and strike through price was hard for participants to ignore.



Good visual cue but participants tend to ignore. Consider showing micro animation to when add/remove an item

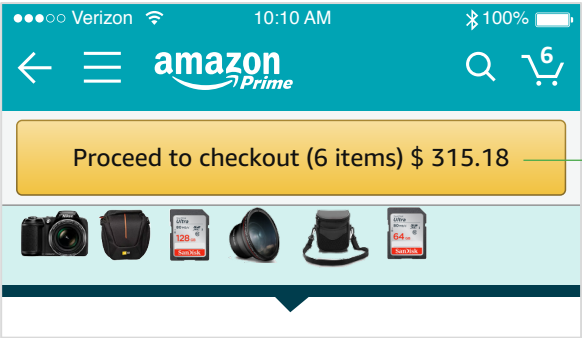


Quantity Selector worked as expected

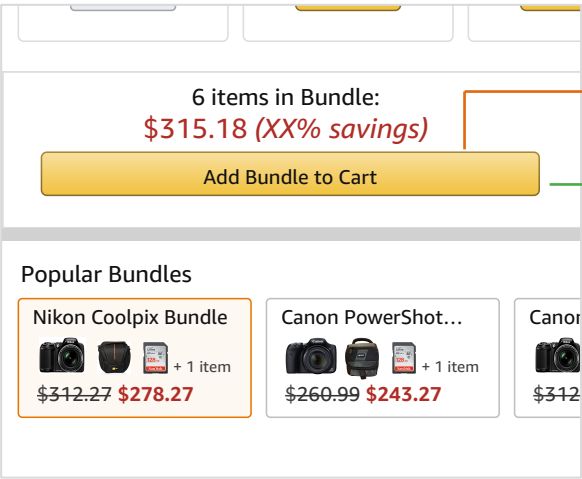
CUSTOM BUNDLES

Add Bundle to Cart & Checkout

- Participants didn't have any problems with Checkout experience as they were used to it.
- Most participants didnt have problem locating the Add Bundle to the Cart at the bottom of the page.
- 2/5 participants expected the shopping cart to change from 0 to 6.
- 1/5 participants expected to have a Add Bundle to cart button at the top banner.



Proceed to checkout met participants expectations exactly.



Move Add Bundle to cart above the fold or in the top banner

Clear bundle saving & number of items messaging builds confidence in customers.

CUSTOMER QUOTES

It makes it easy to shop items that are related to one another and that I can bundle it and save. So I'd like that concept of bundle and save which is very similar similar to any concept where bundling two or more services

I think that it's nice to have bundles but sometimes when you buy bonus at stores you don't have the option to choose the specific items you want and so I really like that you get to choose the specific items for the bundles so not only are you getting extra items that you probably were going to purchase and or need anyways but you're also saving money as well

The most important parts were definitely looking being able to see the reviews and having multiple products to choose from.

I want to be able to quickly easily get a little bit more information about it in that little pop up without going to that detail page.

If I am purchasing a product that is expensive and, then I would definitely use a feature like bundle builder. If it gives me an extra savings for using this feature, I would definitely use for extra savings

I liked the first product in each category was a product recommended by Amazon but it also had similar or related products which the user would be interested in not for the recommended bundle offer. This was an indication that I can go ahead browse and explore more products similar to bundle and not just go with the recommended bundle