



Amazon Book Discoverability Project

Team Synergy <no buzzwords>

Overview

- Our Process
- Problem Statement
- Project Vision
- Requirements
- Timeline
- UI Design

Our Process Overview

Collaborated via google docs, facebook, email and some in-person meetings.

Documents developed:

- Work Breakdown Structure
- Schedule
- Vision Document
- Specification
 - Work Items List
 - Requirements

Problem Statement

- Customers have difficulty determining their next read
- They don't think of Amazon as the go-to resource for discovering new content
- Customers prefer brick-and-mortar bookstores

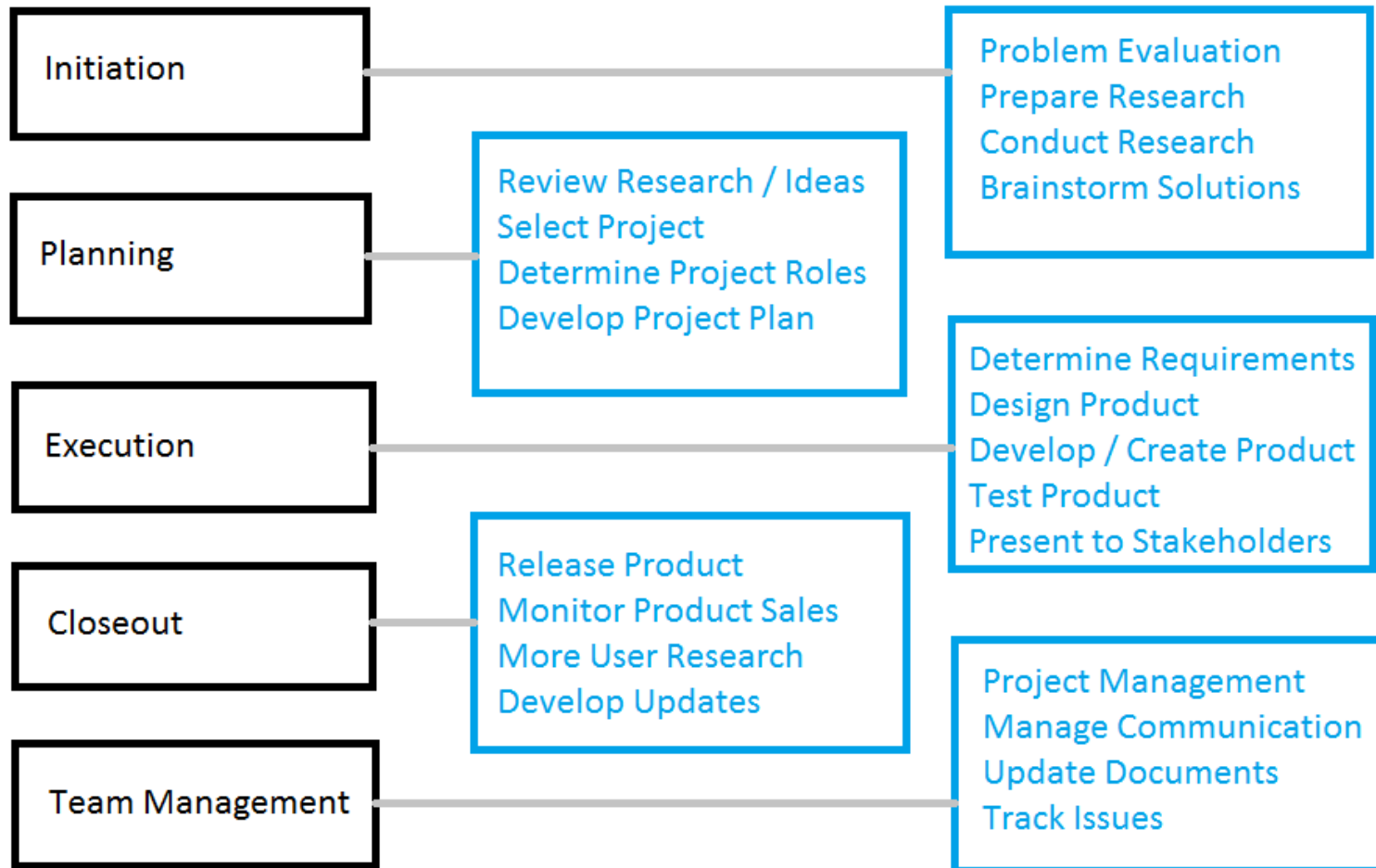
Business Case Information

- Amazon competes with brick and mortar bookstores and other tablet manufacturers for book sales.
- We think that brick and mortar bookstores are better for discovering books than online bookstores
- If we help people discover new books to read, they will probably buy them from us instead of our competitors.

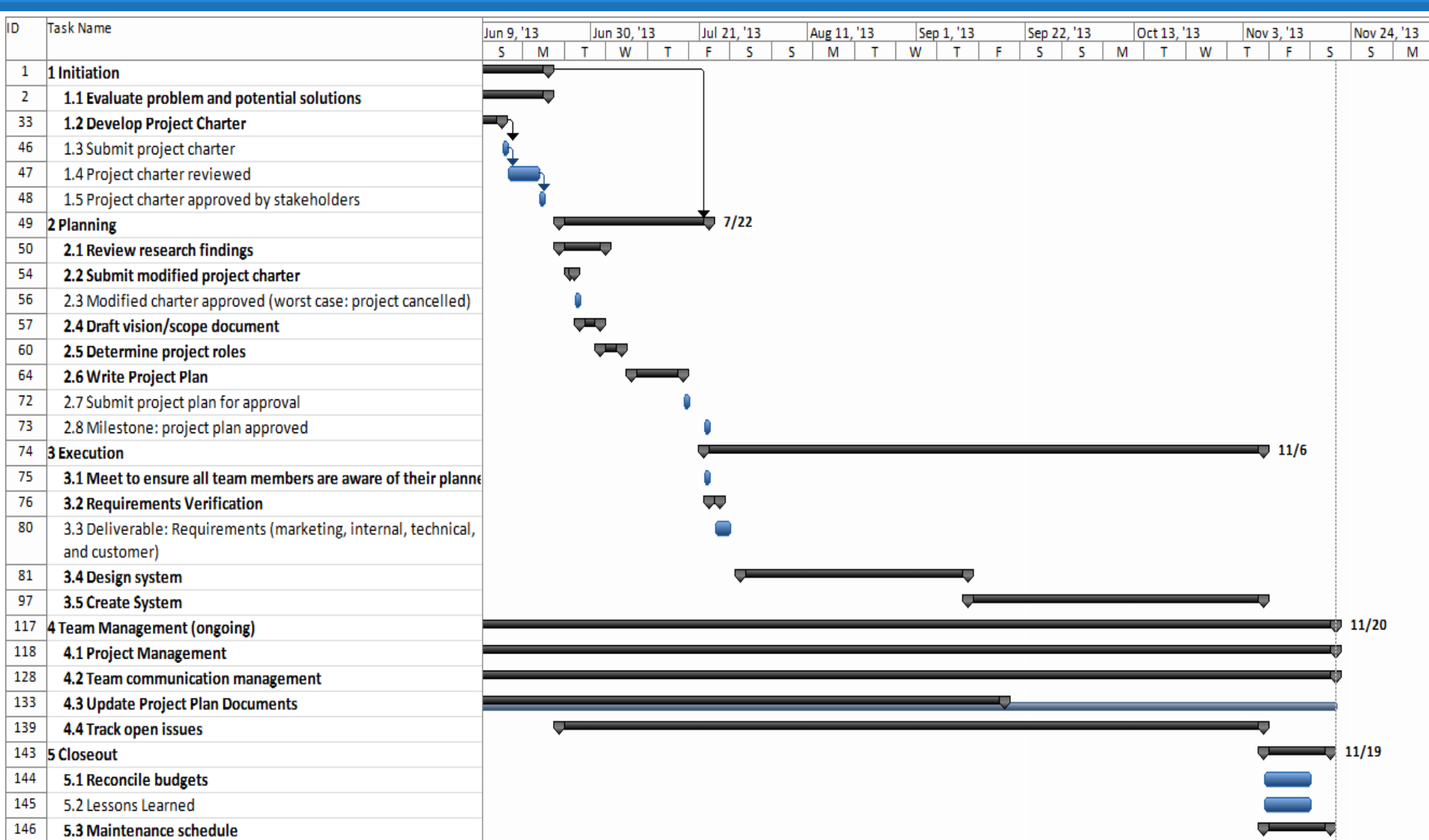
Vision

"This project immerses customers in Amazon's book discovery experience. We will provide customers with the emotional experience and discovery opportunities that mimic a brick and mortar bookstore. Ease of discovery and positive experience will take precedence over complex features and customizability."

Work Breakdown Structure



Visual Schedule



Project Timeline

I. Initiation

II. Planning

III. Development

IV. Release

Initiation

- Start research
- Research should prove (or disprove) our assumptions
- Contextual inquiry, focus groups, and reader surveys
- Time estimate: **4 weeks**

Planning

- Review of research
- Determine management, engineering, designer, and marketing roles
- Project documents/plan
- Time estimate: **3 weeks**

Development

- Design system: Brainstorm ideas, prototyping, narrow ideas
- Create system: Construction, testing in iterations
- Final testing
- Time estimate: **10 weeks**

Release

- Necessary documents submitted for approval
- If approved, product will be deployed into production
- Review budget, lessons learned, updates
- Time estimate: **4 weeks**

Estimated Time of Completion

- **21 weeks (about 5 months)**

Primary Requirements

- Establish Amazon as the place to find new books
- Make the process of discovering and purchasing new books easy
- Capture positive experiences of brick and mortar bookstores
- Increase sales of books and tablets

Key Features

- Best aspects of brick and mortar bookstores—engaging, tactile, visual
- Replicate the "thumb-through" experience
- Book recommendations from real people
- Recommendation quality monitored
- Search based on physical characteristics
 - length
 - small books for traveling,
 - big color hardbacks for coffee tables

Technical Overview

Substantial data tracking:

- Metrics on recommendation quality
- Physical characteristics
- "Look inside" content for all titles
- High resolution cover photos

Internal tools:

- Manage data sources
- Import data
- "Recommender console"

Project Resources

Personnel

- Software / Database Developers
- Interactive Designers
- Visual / Interface Designers
- Project Managers
- Book Recommenders
- User Researchers



Processes

- "Book expert" Hiring Procedure
- Question Development for Users
- Procedure for Updating Content

Project Resources (Cont.)

Hardware

- Testing Devices (Kindle, PC, etc.)
- Review expected load with internal cloud infrastructure team

Software

- Algorithm solution (internal or purchased)
- Leverage and extend existing Amazon tools and data
 - Book Properties, Reader Profiles, etc.

Funding

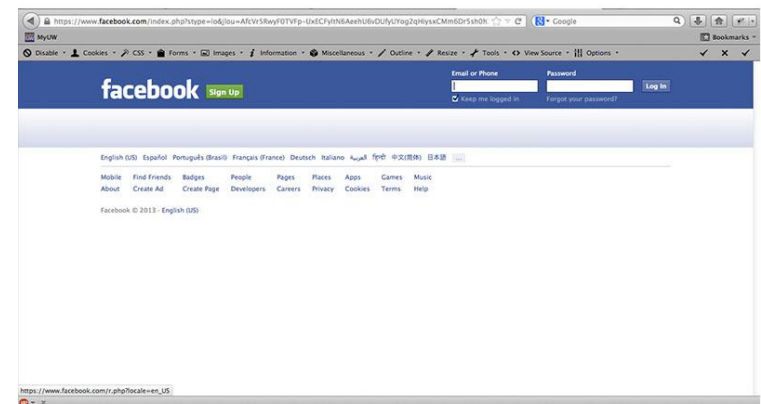


Overview of Proposed UI Design

What do we mean by "tactile" and "engaging"?



VS



Possible UI Design Solutions

- User data memory/user profile
- Personalized interface
- Friend-to-friend recommendations
- Personal recommendations

Summary

- Customers need help finding new books
- Expert recommendations and better algorithms
- Increase sales with better recommendations and integration
- ~5 months to complete
- Developed project documents through meetings and collaboration via Facebook and Google Drive

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