

Transparency Customer Touchpoints

UXR Findings

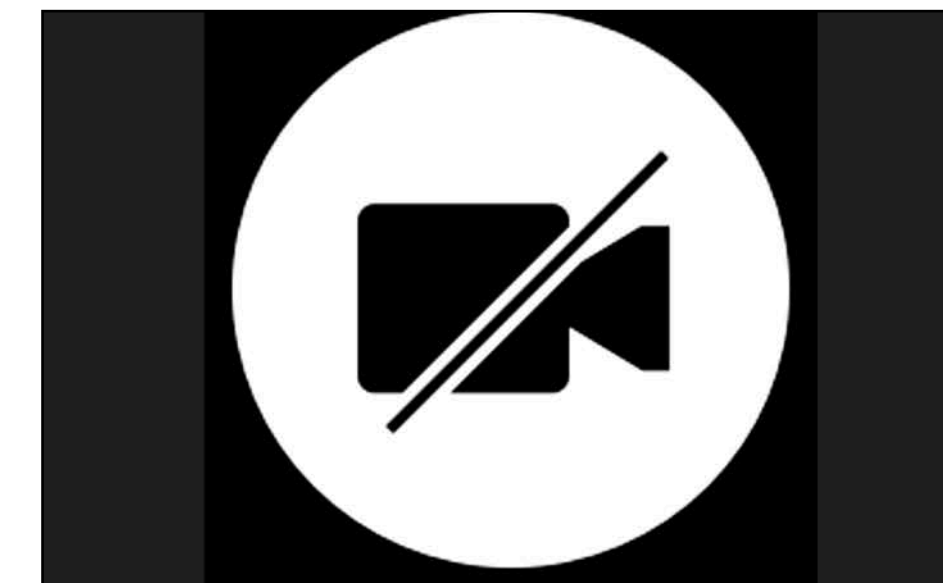
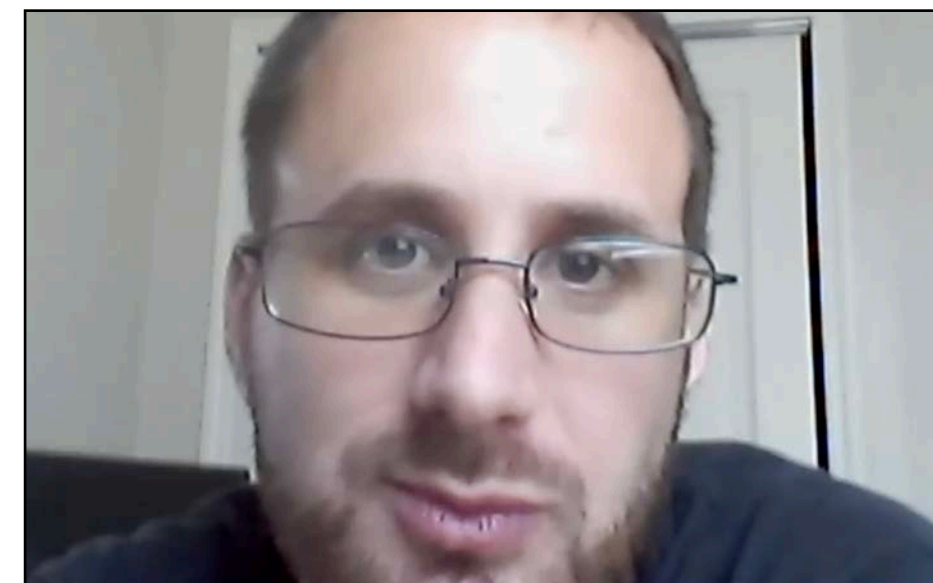
Background

PURPOSE

UX conducted lightweight concept validation testing with 6 US based participants through thirty minute live interviews conducted over Zoom (usertesting.com) and a follow along survey (Qualtrics). The purpose is to inform the Transparency PM team of any red flags and recommendations as a result of the customer feedback.

PARTICIPANTS

- Average age 52
- Equal mix of men and women
- All use, or have used, the Amazon Shopping mobile app
- All consider themselves to be moderate to advanced level of expertise with their mobile device



Finding #1

0/6 PARTICIPANTS

No participant was able to **accurately state what clicking the 'Verify by Transparency' button would do** from the Progress Tracker page.

RECOMMENDATION

Revisit the button label text to more accurately reflect and foretell what will happen when the customer clicks the button (e.g. **Verify an item's authenticity**). This may help to avoid confusion and lack of conversion to scan the item.

QUOTES

Question: What would happen if you clicked the Verify with Transparency button?

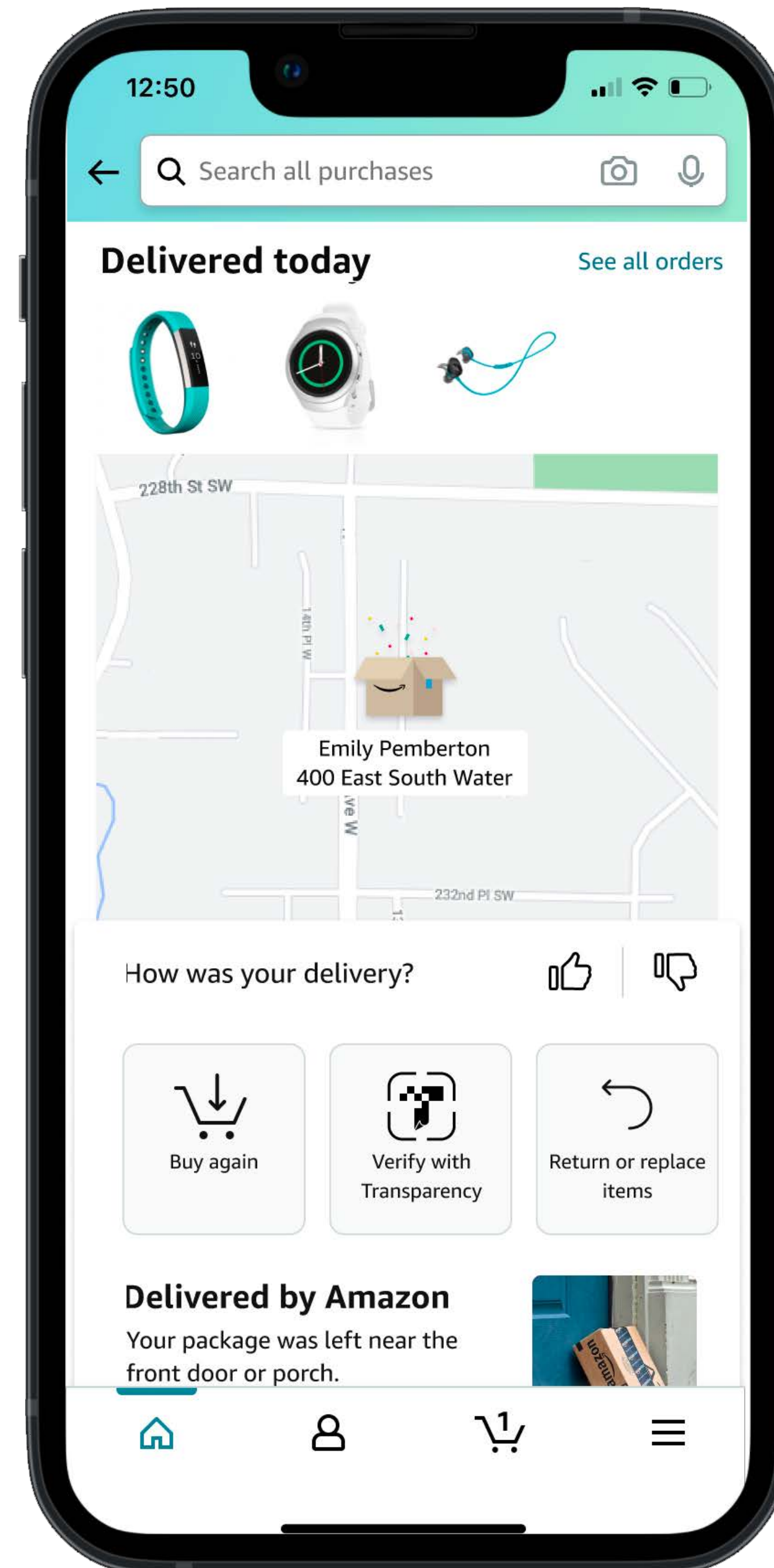
Show the photo of the delivery, even though I see it below

I would be verifying that I received the delivery

Would allow me to take a snapshot of my product

Show me contents of package, so I wouldn't have to open if I wanted to return

Nothing I can think of



Finding #2

4/6 PARTICIPANTS

Four participants were able to **articulate, generically, what would be done on the Amazon Lens page** based on content in the bottom sheet. They stated that there would be a scanning process and this would result in some type of verification of their item..

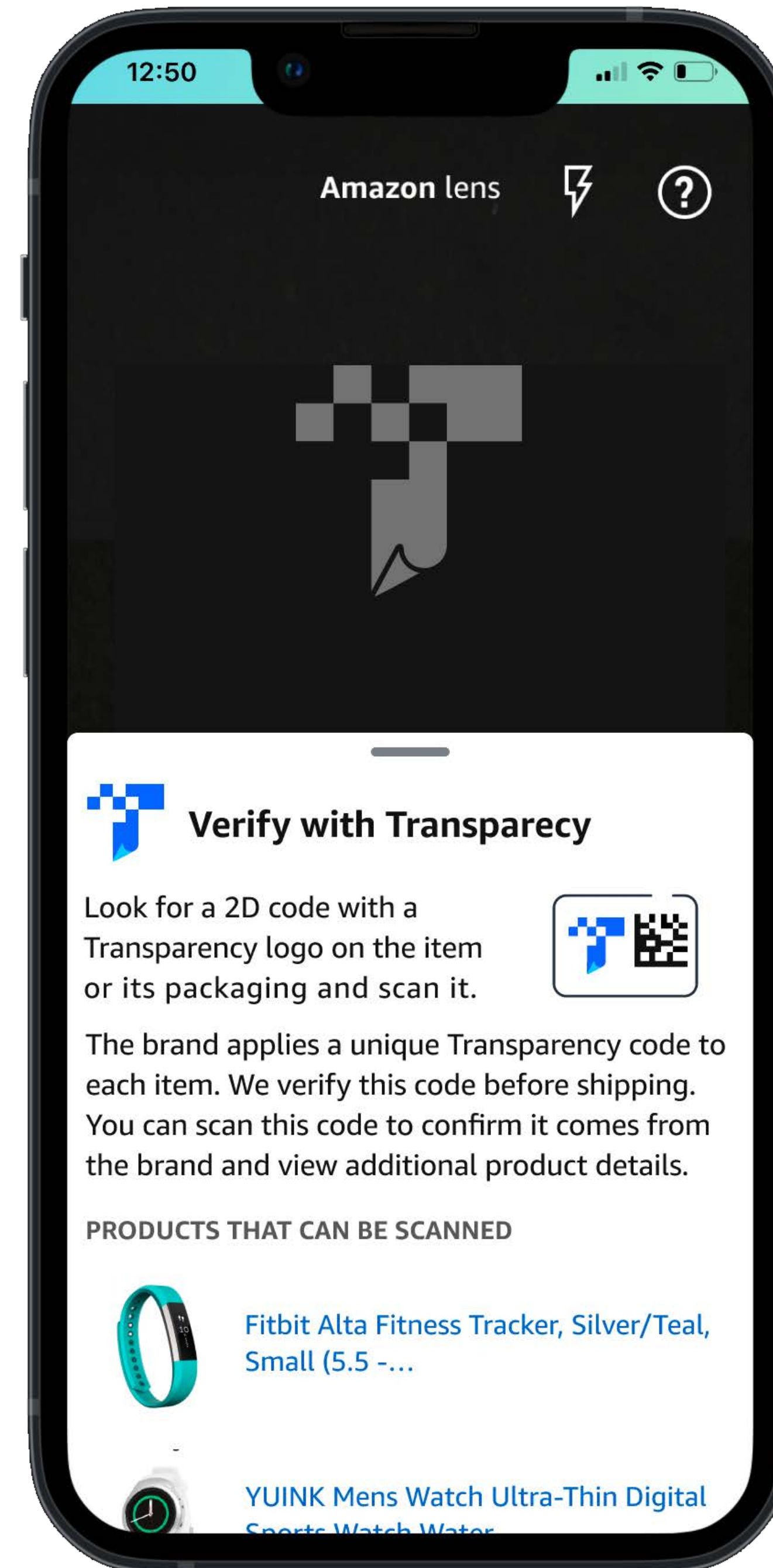
RECOMMENDATION

Work with UX writers and Marketing to **continue simplifying the verbiage.**

QUOTES

Question: Take some time to read through the text. Describe what you see on the page in your own words?

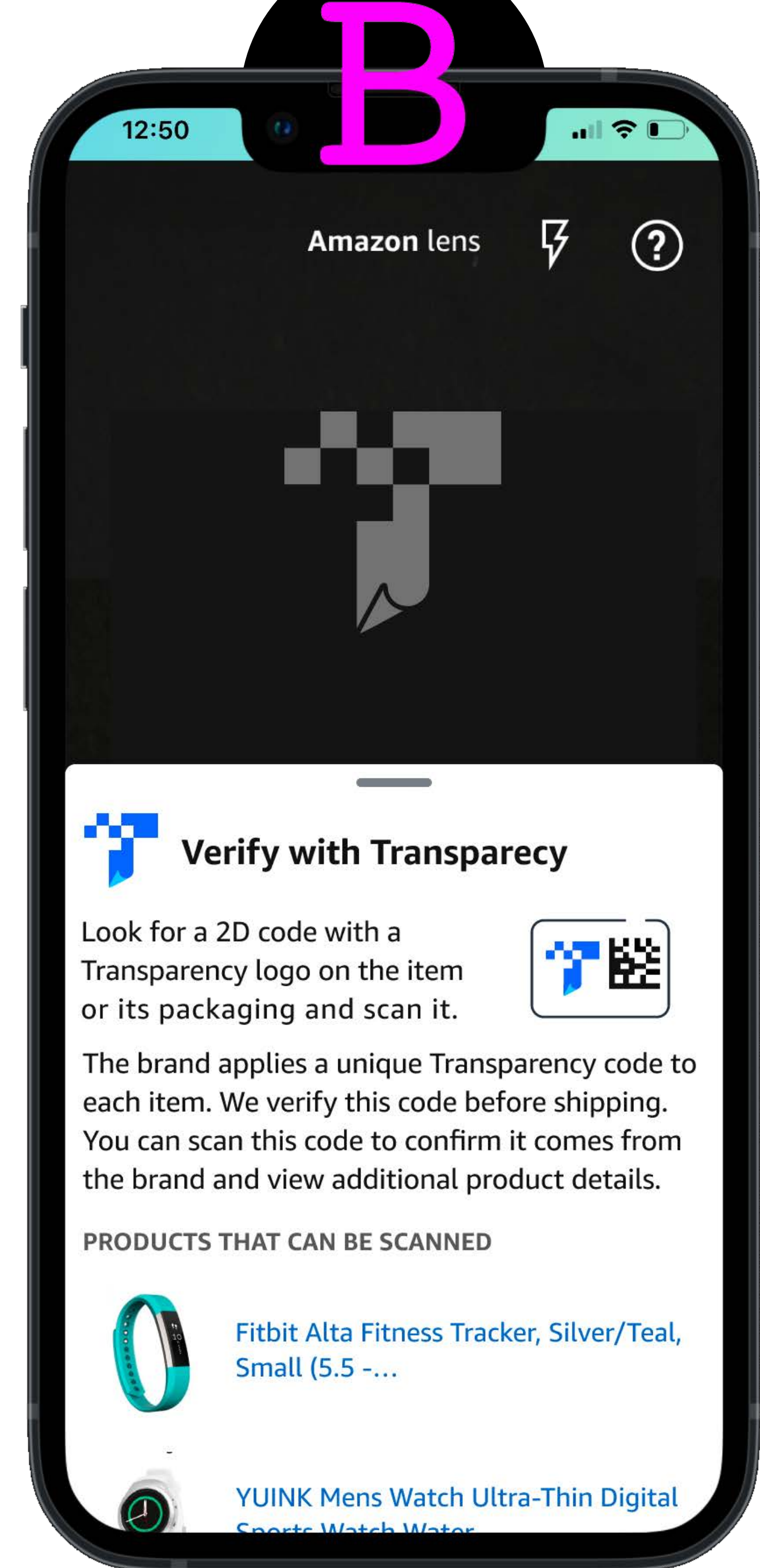
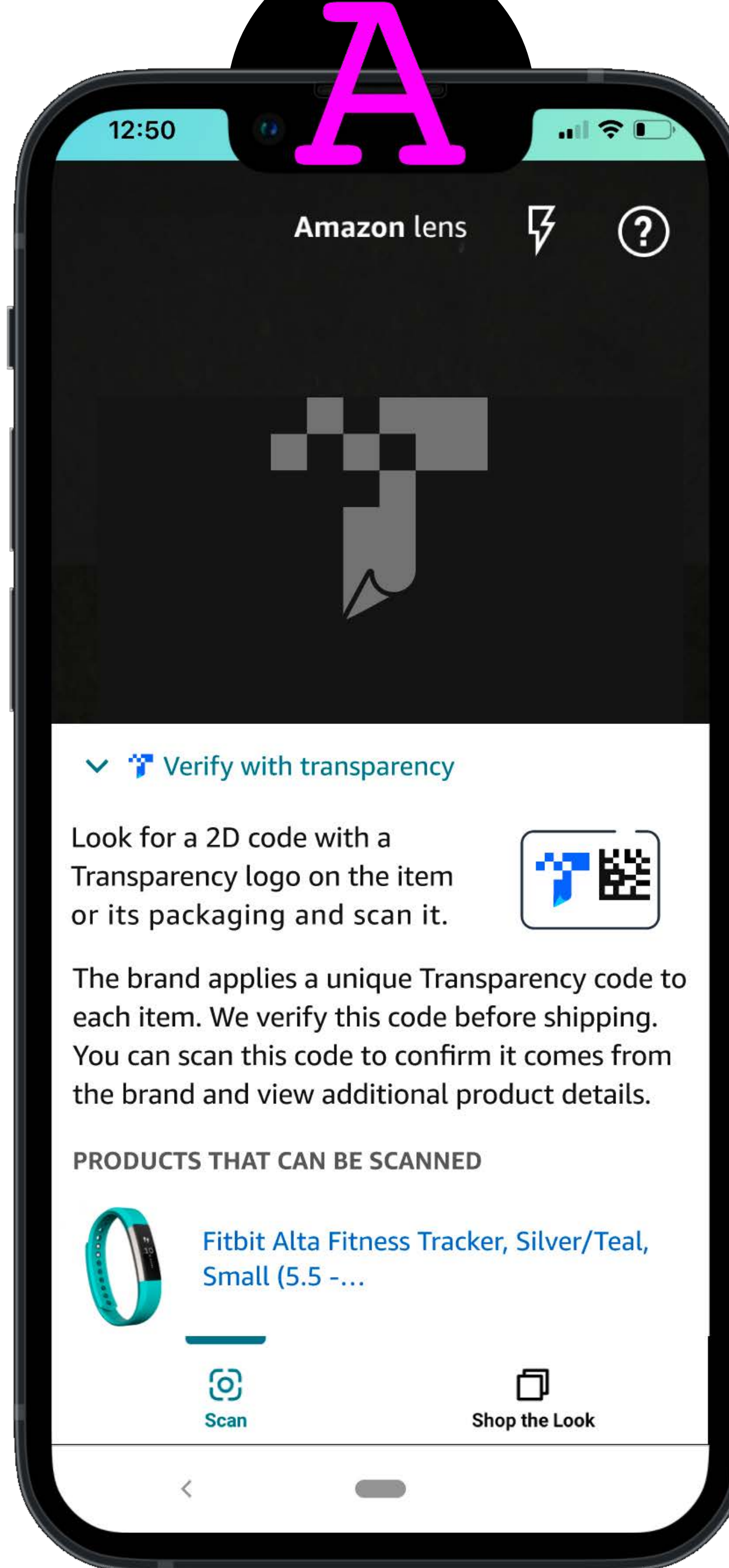
*This is overly complicated and I would only use this in case I needed to prove something to CS
This would show me the contents of my package so it would make returns easier, do not have to repack the item.*



Finding #3

5 / 6 PARTICIPANTS

Most participants preferred the bottom sheet design employing the "handle" (B) when compared to an expander "caret" (A).



Finding #4-8

3 / 6 PARTICIPANTS

Half the participants stated that **scanning the Transparency code would be very or extremely useful** after walking through the entire experience.

MOST COMPELLING

Participants noted the most compelling part of the process of scanning a transparency code is the ability to **verify the authenticity of the product**, especially on higher valued purchases.

4 / 6 PARTICIPANTS

Most participants stated the idea of scanning a Transparency code would be **very or extremely valuable** to them as a customer.

LEAST COMPELLING

Half the participants stated that the least compelling aspects of scanning a code involved **difficulty with the scanning process** and **questioning why Amazon is not doing this (authentication) automatically**.

TRANSPARENCY BADGE

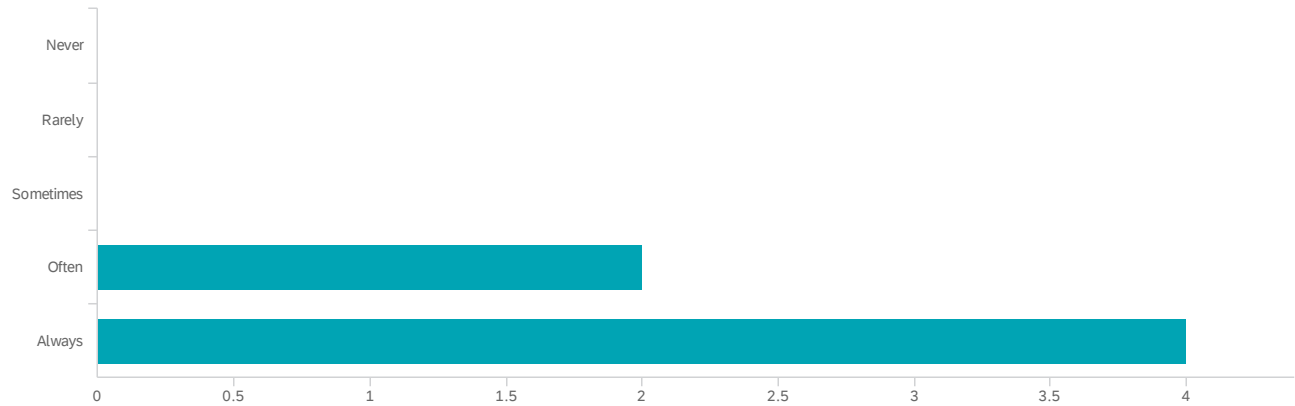
Appendix

Default Report

Transparency_Concept_validation_PT_POP

June 17, 2022 5:26 PM MDT

Q2 - 2. How often do you shop online at Amazon.com?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	2. How often do you shop online at Amazon.com?	59.00	60.00	59.67	0.47	0.22	6

#	Field	Choice Count
56	Never	0.00% 0
57	Rarely	0.00% 0
58	Sometimes	0.00% 0
59	Often	33.33% 2
60	Always	66.67% 4
		6

Showing rows 1 - 6 of 6

Q4 - 4. Describe what you see on the page in your own words, not using language from the page.

4. Describe what you see on the page in your own words, not using language...

saying package delivered today, can buy again, return or replace, just seeing that delivered and a map, indicated that box was left at address

See the maps of the delivery. See the buttons to either buy again, verify with transparency, and/or return/replace the packages.

received on the calendar event, images of 3 items, that were delivered, map with open box, box is very big and map is big. How was your delivery? I always give feedback on delivery. wouldn't do buy again..idk what VbT is supposed to mean. RnR is also a little premature at this time.

see the 3 items and the address being delivered to along with a few icons including one I have not seen before called verify with transparency which I assume would show me a picture of my delivery.

I see a message that it was delivered & a picture of where it was left & a map that may show the address it was left at - not sure about that

I see three product images. I see a map showing either location of the delivery or the proximity of the delivery. I also see a picture of my front door with the package delivered to verification purposes. I also see options to order again, verify with transparency and return/replace.

Q5 - 5. Focus on the 'Verify with Transparency' button near the bottom of the page. What do you think will happen if you clicked that gray button?

5. Focus on the 'Verify with Transparency' button near the bottom of the pa...

Not sure, through it was a barcode thing. I really don't know. Maybe comparing with a barcode on the package? My first thought was something about who delivered it (UPS, FEDEX).

I am not sure what to expect with the Verify with Transparency button.

I don't know, it looks like you want me to take a phone shot, maybe I could scan. Maybe a film would show the delivery route. Maybe its a call for confirmation. If yo had to pick one of the thme, what woudl it be? It has to do with confirmation.

it will show me a picture of my item being delivered.

no idea

I believe this is the cutomer scanning a barcode or a QR code on a the box for verification of delivery on my end.

Q6 - 6. Take some time to read through the text. Describe what you see on the page in your own words, not using language from the page.

6. Take some time to read through the text. Describe what you see on the pa...

So I guess you're scanning a QR code to verify that it is what your purchased. What does verify mean in this proces? They scan at warehouse and this ensures it's the same match.

I see the ability to scan my delivered item from my phone to the Amazon Lens, to determine the validity of the item I purchased.

I would do this later stage. Not sure I would have to do this, onus should not be on me to scan. I'm a customer, already went through the shopping process, I feel like my job should have to do anything else. Looks like trouble to me, is it CYA.

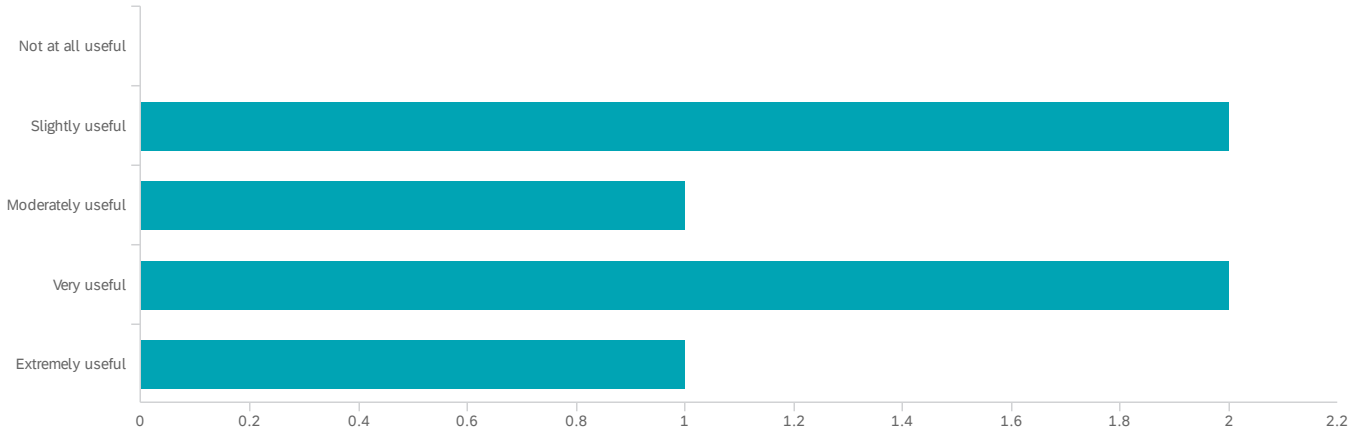
scan the code which would show me what is in the package is in fact what I ordered before opening it.

there"s a code to verify the item is not counterfeit - applied by the brand, not Amazon

We are verifying authenticity of brand of the product delivered. Also extra information from manufacturer as they determine is important related to your purchase. First product to be scanned is the fit bit as showing with the picture on the screen.

Q7 - 7. Thinking about the Transparency feature, how useful is this idea to you? Explain

your answer.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	7. Thinking about the Transparency feature, how useful is this idea to you? Explain your answer.	12.00	15.00	13.33	1.11	1.22	6

#	Field	Choice Count
11	Not at all useful	0.00% 0
12	Slightly useful	33.33% 2
13	Moderately useful	16.67% 1
14	Very useful	33.33% 2
15	Extremely useful	16.67% 1
		6

Showing rows 1 - 6 of 6

Q8 - 8. Which part of the idea is the least compelling to you?

8. Which part of the idea is the least compelling to you?

The fact that I have to scan barcodes and download an app to read it.

I guess what would be least compelling is the unsureness of whether the responsibility is on me as the recipient to do this or if should amazon be scanning these items.

the direct commands, look for the code and scan it. Why do I have to do this?

if there is more than one item in the package I would have to open it

I expect products to be authentic

Having a review of the product after I have already done the research and made the informed decision to purchase the product.

Q9 - 9. Which part of the idea is the most compelling to you?

9. Which part of the idea is the most compelling to you?

Scan on higher end products.

The ability to determine whether the packages I purchased are legitimate to what was being advertised in the Amazon listing.

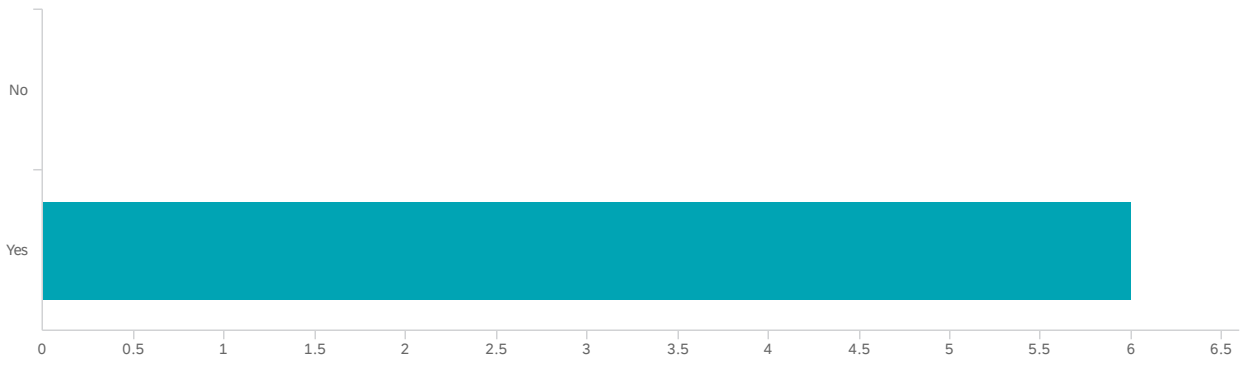
It's compelling if there is a problem and I need proof if I have to have a case. What would a problem be? wrong color watch, anything that's slightly different. Don't have to call the call center.

the fact that I don't have to open the package to know what's inside

my ability to verify authenticity

The scanner is fantastic for verification purposes, additional and potential future opportunities.

Q10 - 10. Do you see a way to hide or minimize the white box?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	10. Do you see a way to hide or minimize the white box?	22.00	22.00	22.00	0.00	0.00	6

#	Field	Choice	Count
21	No	0.00%	0
22	Yes	100.00%	6

6

Showing rows 1 - 3 of 3

Q11 - 11. Describe how you would hide or minimize the white window.

11. Describe how you would hide or minimize the white window.

drag up and down

I would hit the down arrow on the top of the summary of the white window.

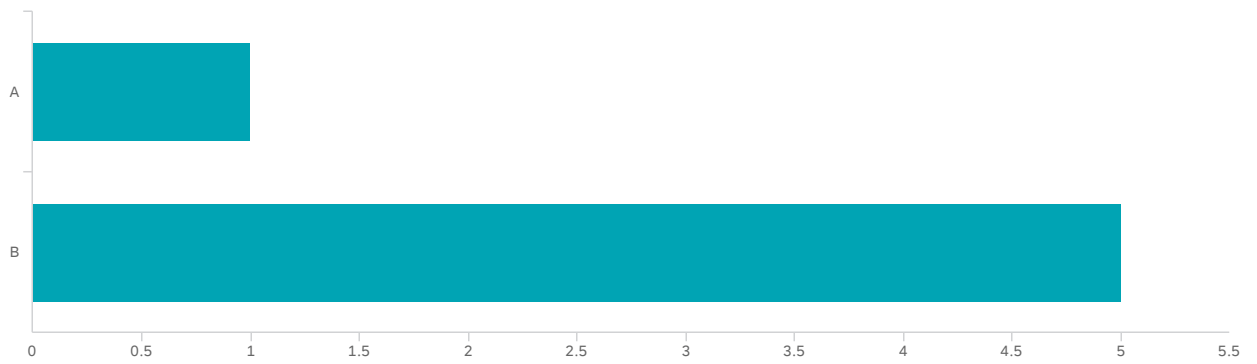
would try the line above the VbT

arrow point down can be chosen to minimize

pull down the gray line at top of the white box

originally i thought I could drag from the bottom of the screen where the small gray pill shaped icon was located (would drag up). Secondly, I noticed the downward arrow to the left of the word transparency,

Q12 - 12. Which version of the 2 designs do you prefer?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	12. Which version of the 2 designs do you prefer?	1.00	2.00	1.83	0.37	0.14	6

#	Field	Choice Count
1	A	16.67% 1
2	B	83.33% 5

6

Showing rows 1 - 3 of 3

Q13 - 13. Why is that design your preference?

13. Why is that design your preference?

see it more automatically, takes more space

I think it is better formatted for the phone, and has a cleaner more useful look to it.

A doesn't look like it can be dismissed.

they both look similar in design.

Verify looks like a title, not a link. On the A side it looks like a link, not sure where that would go or if it would open a new layer, get too busy

The small gray pill design is a natural inclination to drag up and down thus also showing the multiple products that can be scanned.

Q14 - 14. I'm going to click through the next part of the experience. After viewing this experience, describe what you saw.

14. I'm going to click through the next part of the experience. After viewi...

Pretty familiar with [process, click the T logo or the barcode button

I saw the ability to scan the bar code on the fitbit item, using the "barcode" button. The item was scanned and the next page showed the confirmation that the item was indeed the item that was advertised, indicated by a green check mark and verbiage. I also see the date it was manufactured, the company, and the location.

Is this what you would expect? Wondering why I would need to scan what I already had. Still perplexed why going through this?

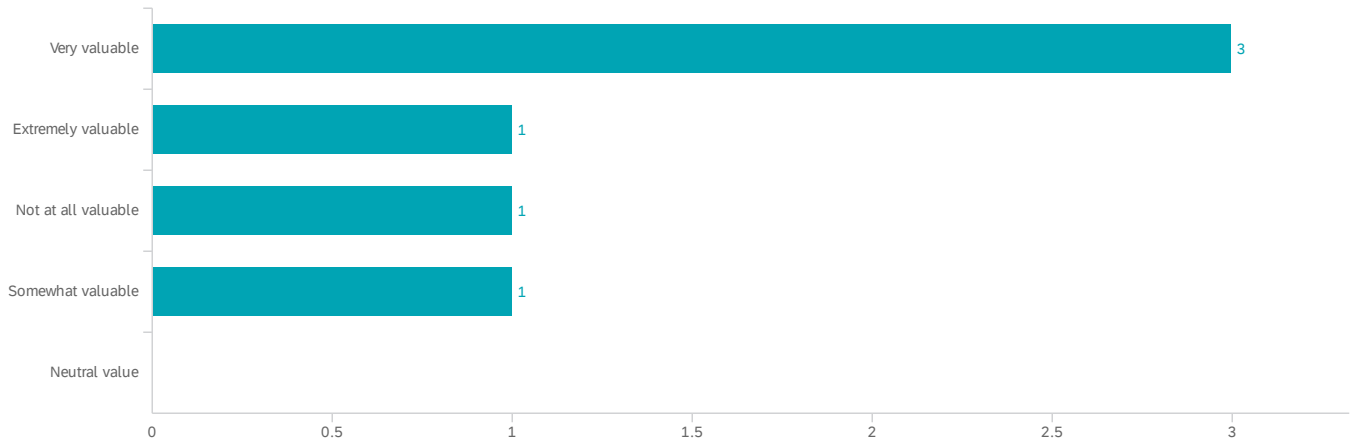
representation of the qr code being scanned and the output of what is tied to the code.

the QR code I had leads to a verification page with when & where the authentic item was produced

I dont believe this area needs a review on a product that I have already purchased - reviews should be at the point of decision on the shopping before adding to cart. Information here should be about tips and tricks to use your new product.

Q15 - 15. This concludes the walkthrough of the new feature. Think about the entire

experience, how valuable is this idea to you? Explain your answer.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	15. This concludes the walkthrough of the new feature. Think about the entire experience, how valuable is this idea to you? Explain your answer.	16.00	26.00	23.33	3.59	12.89	6

#	Field	Choice Count
16	Extremely valuable	16.67% 1
22	Not at all valuable	16.67% 1
24	Somewhat valuable	16.67% 1
25	Neutral value	0.00% 0
26	Very valuable	50.00% 3
		6

Showing rows 1 - 6 of 6

Q16 - 16. If you had a magic wand, what would you change when you reflect on the experience?

16. If you had a magic wand, what would you change when you reflect on the...

I don't see anything, easy to navigate.

Being able to decide if I as the customer should be authenticating the item after delivery, or having Amazon authenticate the item before delivery.

Explicitly state why a customer should scan it. Show me a practical use for this.

the only issue I see you would not know if an item received is actually defective and have to be alerted to someone other than just returning it.
overall it is a really great step in the right direction

seems fine as is

The inclusion of an automatic registration of the product (if applicable) with the manufacturer.

End of Report