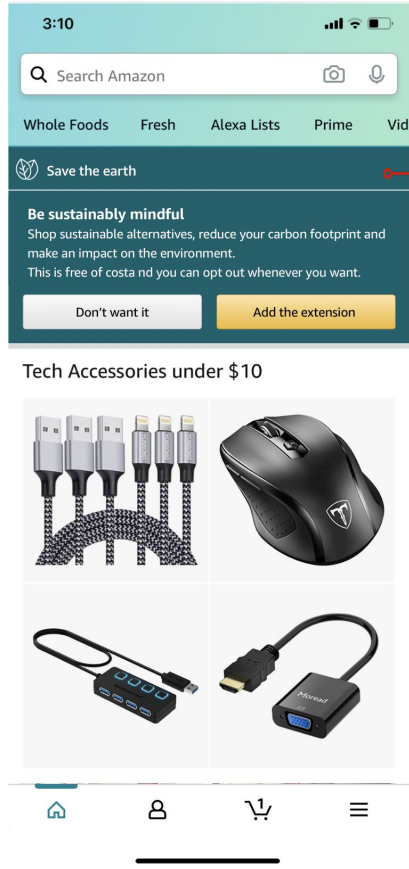


PROTOTYPE 1 AND USER TESTING



PROTOTYPE



This is the prompt to add an extension that helps users be sustainably mindful to their Amazon app.

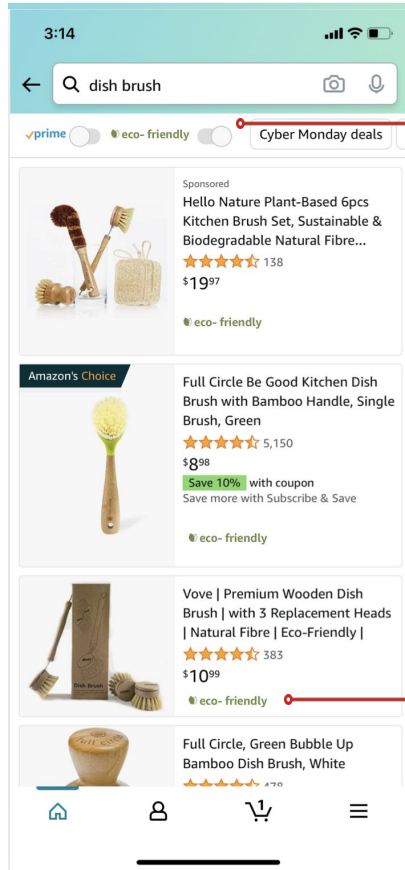
PROTOTYPE



Once subscribed, this appears at the top of the screen and users can choose to opt out of this extension whenever they wish to.

Along with the products that show up on the homescreen, there is an added category for eco-friendly products.

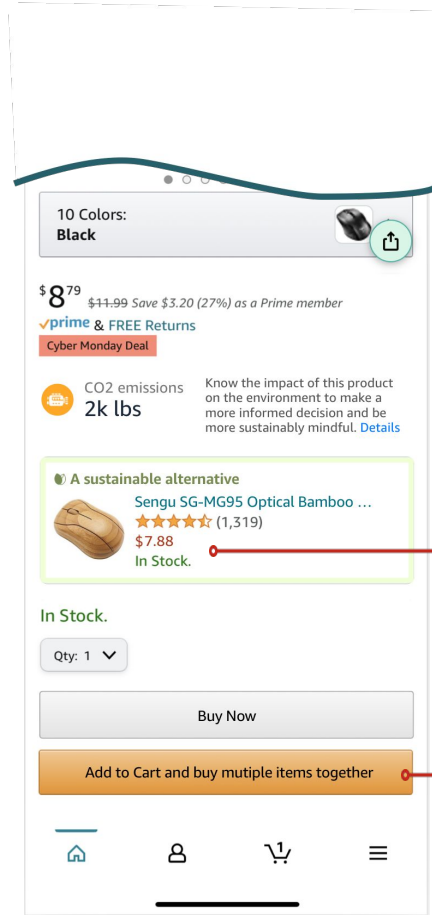
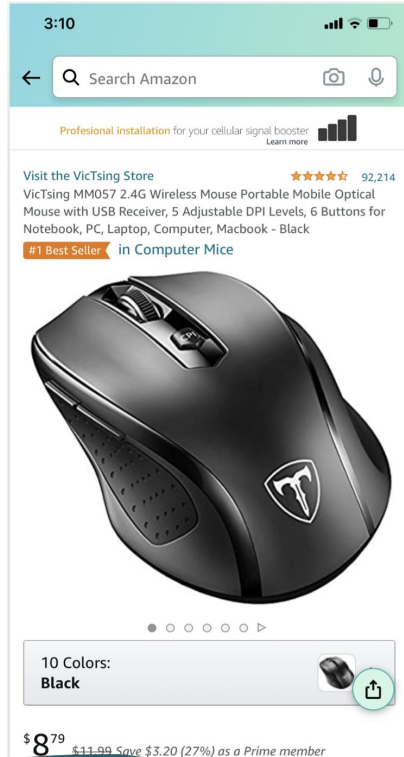
PROTOTYPE



Just like how it is for prime, there would be an eco-friendly toggle that once activated shows eco-friendly products for your searched keywords.

Every product that is eco-friendly has this label.

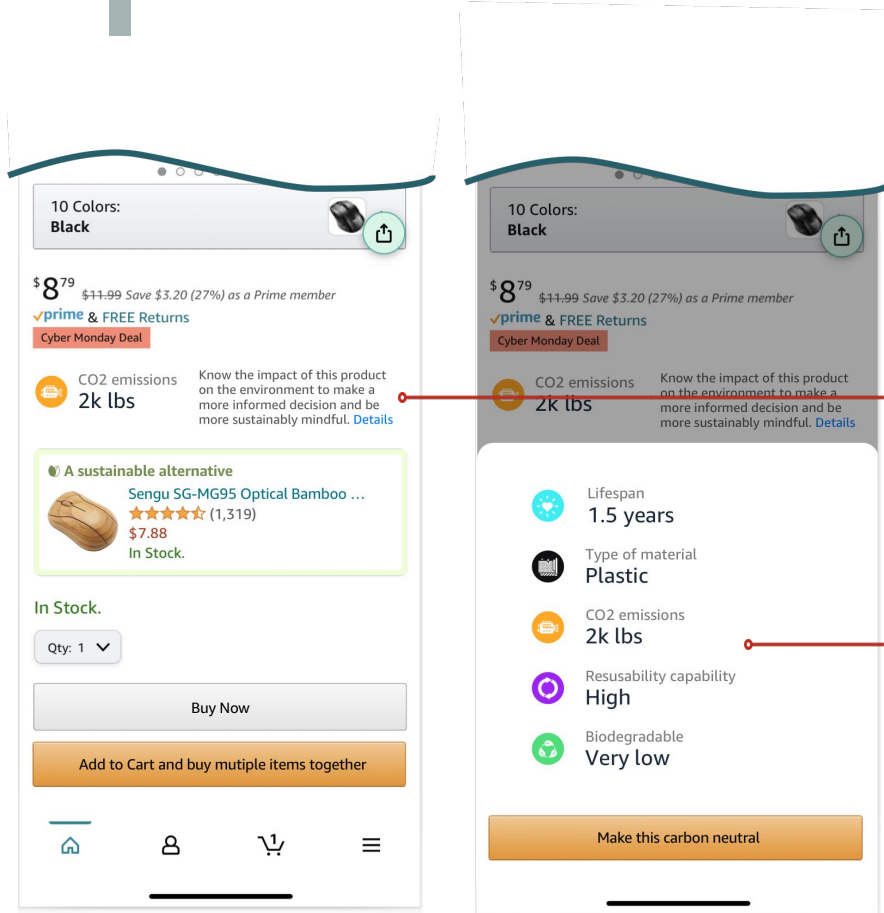
PROTOTYPE



A sustainable alternative in the same price range and type is shown for every product to encourage users to buy something that is eco-friendly.

Buying multiple items is encouraged by having this button highlighted.

PROTOTYPE



Users are shown the carbon footprint of the product and can get a detailed look at the product's environmental impact by selecting "Details"

The products impact on the environment so that users can make an informed decision. They can also take steps to make the product carbon neutral.

PROTOTYPE

Gift Card:

Order total: **\$0.00**

Shipment details

☒ **Tuesday, Dec. 1**
FREE Prime Delivery

☐ **Wednesday, Dec. 2**
FREE Amazon Day Delivery
Get your orders in fewer boxes.
Some orders may arrive a day early.
[Change delivery day](#)

A sustainable alternative

It is our duty to keep you informed. With that, with fast delivery comes an environmental cost. Expedited shipping means your packages may not be as consolidated as they could be, leading to more cars and trucks required to deliver them, and an increase in packaging waste, which researchers have found is adding more congestion to our cities, pollutants to our air, and cardboard to our landfills.

No Rush delivery

No, stick to fast delivery

Gift Card:

Order total: **\$0.00**

Shipment details

☒ **Tuesday, Dec. 1**
FREE Prime Delivery

☐ **Wednesday, Dec. 2**
FREE Amazon Day Delivery
Get your orders in fewer boxes.
Some orders may arrive a day early.
[Change delivery day](#)

☐ **Sunday, Dec. 6**
FREE No-Rush Shipping
~~Get a \$1 reward for select digital purchases. One reward per purchase.~~
[Details](#)

Delivery:
Dec. 1, 2020 If you order in the next 6 hours and 19 minutes ([Details](#))

A sustainable alternative

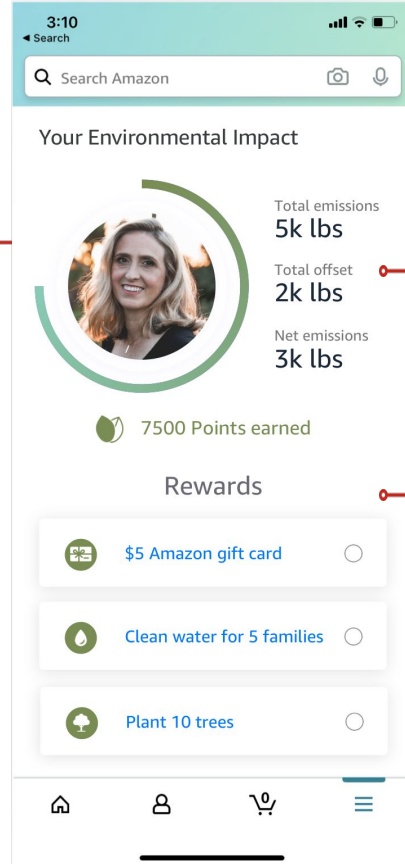
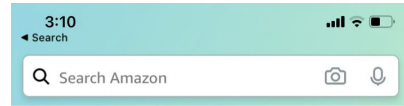
☐ **\$ 0.25** [Eco-friendly packaging](#)

Place your order

When users choose 1 day delivery, they are told about its negative environmental impact and told to reconsider.

The users can choose to get their items in eco-friendly packaging

PROTOTYPE



Users can see their offset and points that they have earned by being sustainably mindful,

They can further earn rewards using their points.

USER TESTING

User test the
prototyped
extension with
eco-minded users
and get their
feedback.

4 Participants



USER TESTING

User test the
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4 Participants

Insight 1

- All 4 users liked the idea of adding a sustainability extension and indicated that they'd like to have that added to their experience.

"I would like to have something that helps me to be more sustainable/provide sustainable options to me so I don't have to think about it as much" - (BK)

USER TESTING

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Insight 2

- 2 users indicated that they would want to know the criteria according to which the sustainability of the products is being measured.

"I would want a little more detail for that label 'eco-friendly' or at least some kind of info button I could click for each product to see what criteria were used and how the product rated on each one. There is a lot of greenwashing out there so being able to access data about the products would give me more confidence that the products were sustainable in ways that I care about the most." - (Anonymous)

USER TESTING

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4 Participants

Insight 3

- 2 users indicated they would prefer a different way of indicating the carbon footprint that is easier to understand instead of it being in lbs.

"I like the concept of knowing the details of the product. Not sure if knowing the material would be helpful because I don't know individual impact of each material, also not sure how impactful 2k pounds is. Maybe try to find a different way to represent it?" - (OB)

User test the
prototyped
extension with
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and get their
feedback.

4 Participants

Insight 4

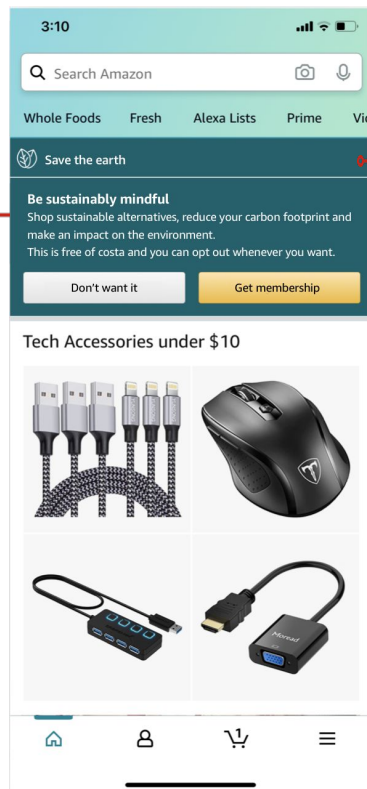
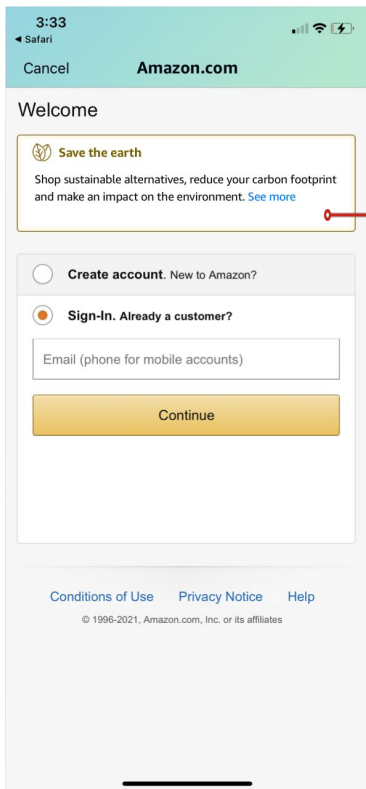
- 1 participant indicated that consumerism leads to unsustainability and the extension may promote that.

"I buy eco friendly products - which may be better than non eco friendly products but is still consumption of goods - and the more I buy, the more points I get so I can buy more. Seems like mixed messaging to me. I get that trying to add incentives may help people choose better products - but philosophically it feels like it is giving exactly the wrong message." -(AS)

ITERATIONS

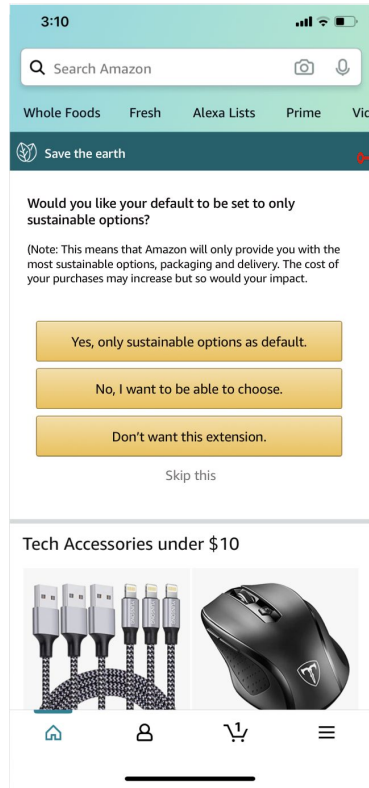


APPLICATION-ONBOARDING



Prompts that tell users to get a membership to Amazon Green

APPLICATION- ONBOARDING

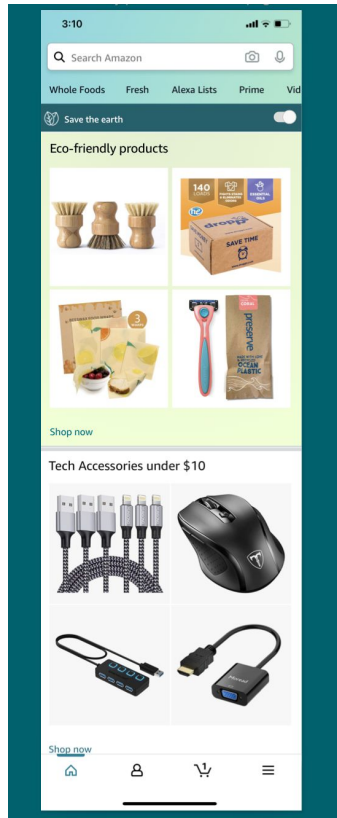


In my research, I found out that there are two types of users:-

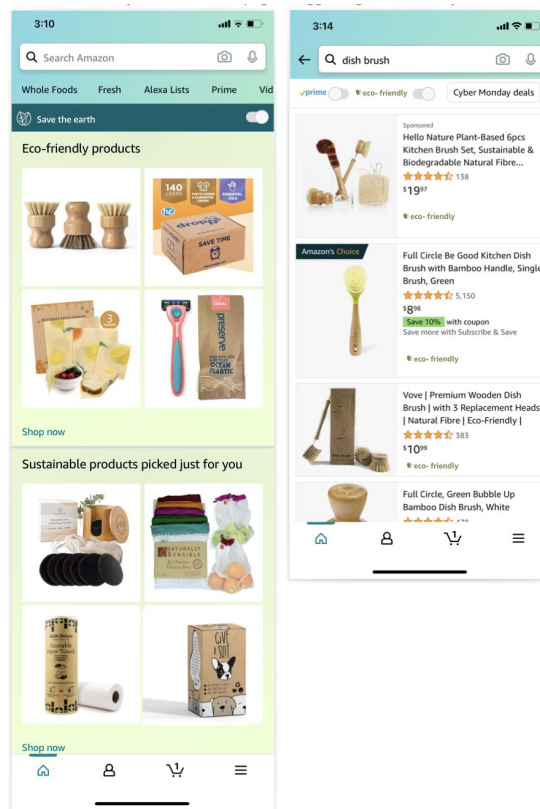
- 1) The ones that want Amazon to choose the most sustainable options by default for them.
- 2) The ones that want to be able to choose.

With that, as a part of their onboarding users would take a survey to accommodate to their preferences.

APPLICATION- ACTION



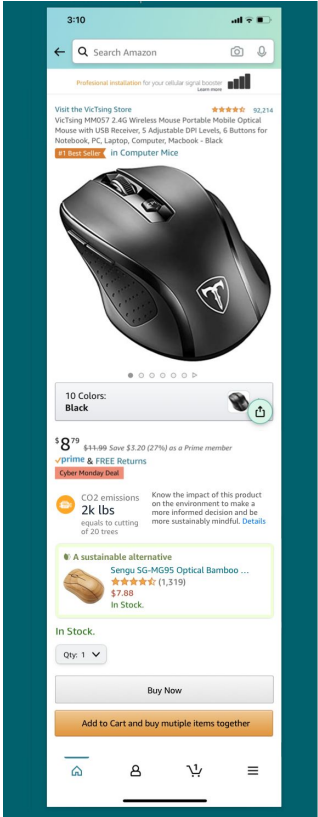
CHOICE



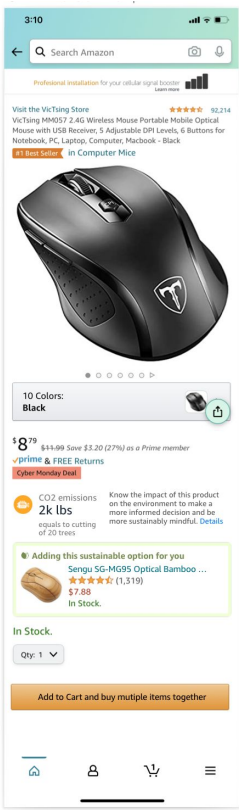
ONLY GREEN OPTIONS AS DEFAULT

Selection of products in home screen and search results.

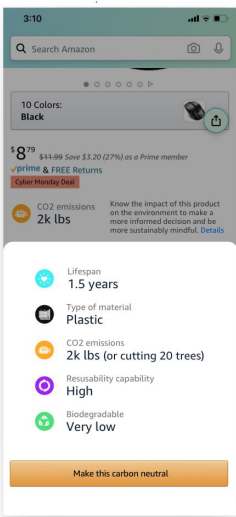
APPLICATION- ACTION



CHOICE



ONLY GREEN OPTIONS AS DEFAULT



Product detail page

APPLICATION- ACTION

CANCEL

Place Your Order

Total before tax:

\$8.79

Estimated tax to be collected:

\$0.75

Total:

\$9.54

Gift Card:

-\$9.54

Order total:

\$0.00

Shipment details

☒ Tuesday, Dec. 1

FREE Prime Delivery

☐ Wednesday, Dec. 2

FREE Amazon Day Delivery

Get your orders in fewer boxes.

Some orders may arrive a day early.

[Change delivery day](#)

☐ Sunday, Dec. 6

FREE No-Rush Shipping

Get a \$1 reward for select digital purchases. One reward per purchase.

[Details](#)

Delivery:

Dec. 1, 2020 If you order in the next 6 hours and 19 minutes [Details](#)

☒ A sustainable alternative

☐ \$ 0.25 Eco-friendly packaging

Place your order

CHOICE

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ONLY GREEN OPTIONS AS DEFAULT

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[Details](#)

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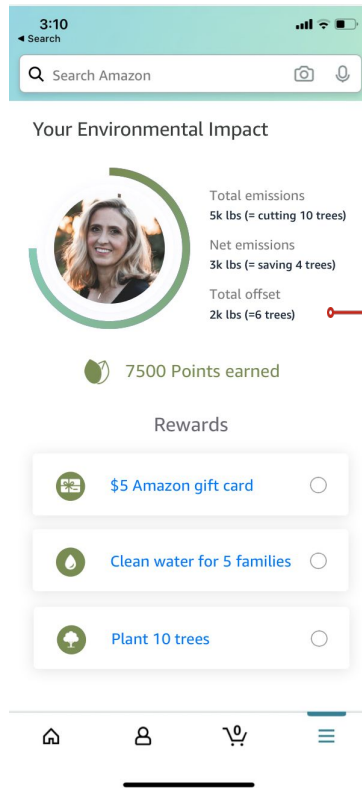
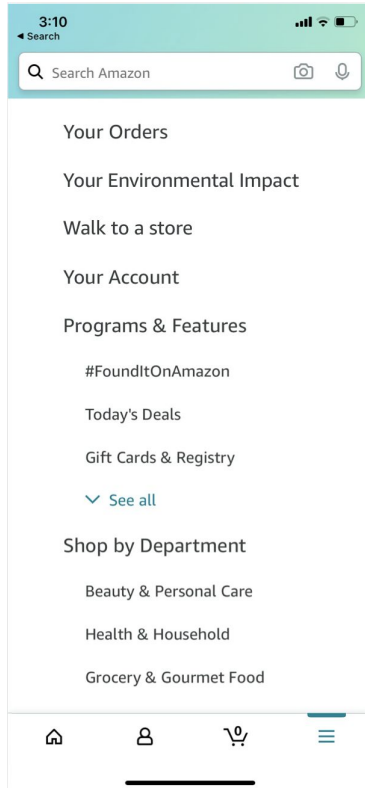
☒ Why no rush delivery?

It is our duty to keep you informed. With that, with fast delivery comes an environmental cost. Expedited shipping means your packages may not be as consolidated as they could be, leading to more cars and trucks required to deliver them, and an increase in packaging waste, which researchers have found is adding more congestion to our cities, pollutants to our air, and cardboard to our landfills.

Continue

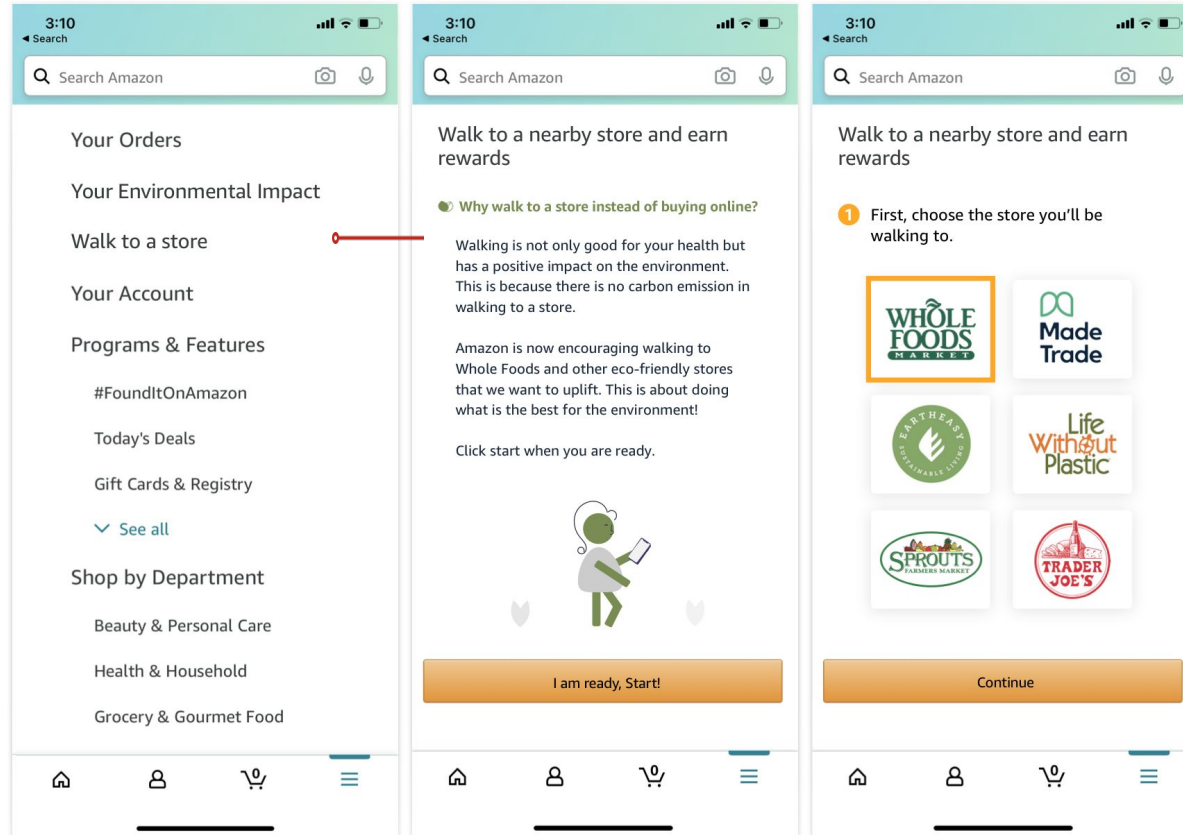
Checkout

APPLICATION- IMPACT



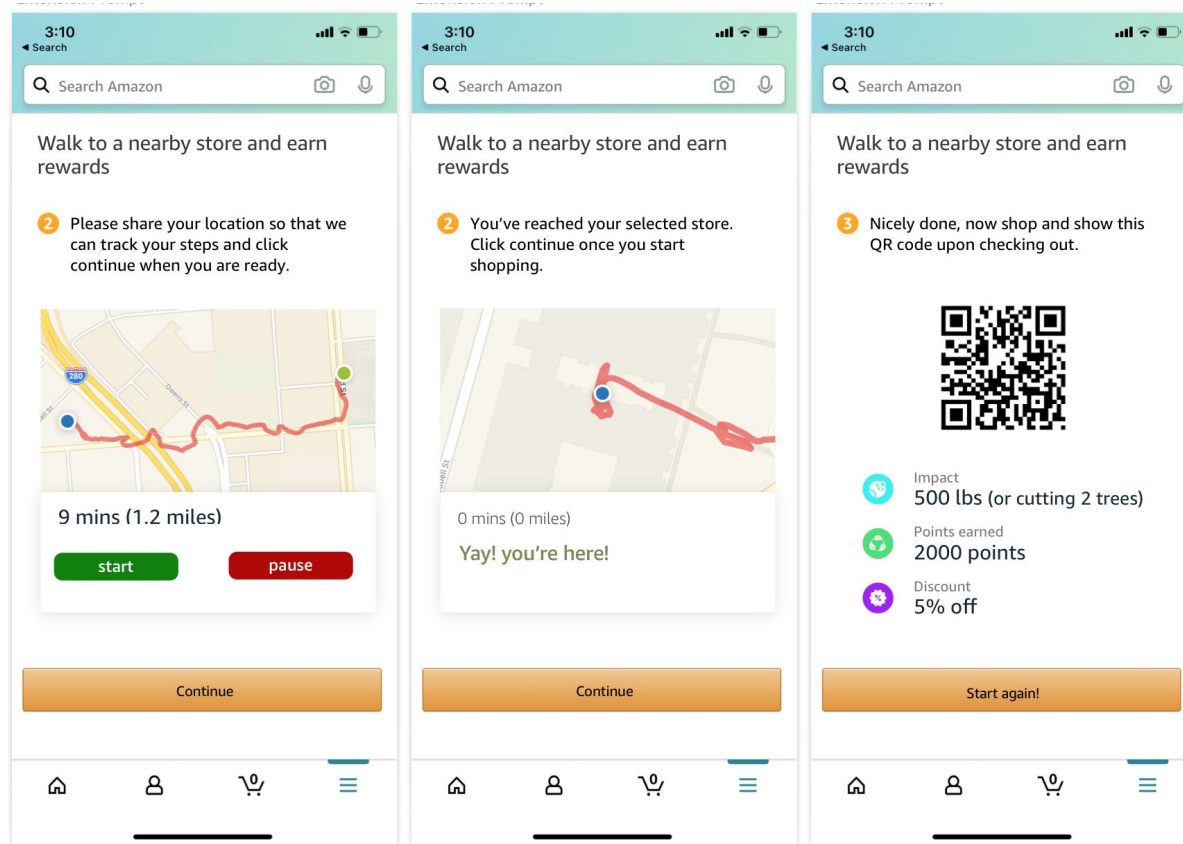
Carbon footprint in a more understandable language.

APPLICATION- WALK TO A STORE



This feature that encourages users to walk to a store instead of buying stuff online.

APPLICATION- WALK TO A STORE



This feature that encourages users to walk to a store instead of buying stuff online.

USER TESTING ROUND 2



USER TESTING

User test the
prototyped
solution with
eco-minded users
and get their
feedback.

3 Participants

FEEDBACK

1. Both users indicated that carbon footprint may not be the most effective way to show whether an item is sustainable or not.
2. Both users said they'd want to be able to see their performance and how others are doing when measuring their impact.
3. Both users expressed that they'd want to know their environmental impact and points they earned during checkout.
4. 1 user expressed they'd like to know more about Amazon green before installing it.

PLANNED ITERATIONS

1. Using icons to show whether something is sustainable or not-this'd take carbon footprint, lifetime of a product and other things into account.
2. Having Impact screen show one's performance over time, and how others are doing,
3. Show a breakdown of environmental impact with points on checkout.
4. Having a welcoming screen about Amazon Green with information about it.
5. Worked on the branding to make it uniform and consistent.