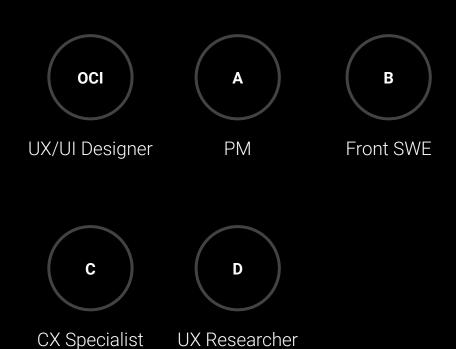
Agenda

Overview

Overview

Team at Amazon



Overview

Project

Problem Scope

The QD modules across AB had inconsistent user interfaces, copy content, system response feedback, and technical functionality.

Success Metric

Creating a scalable and unified Quantity Discount (QD) module for managing and adding QDs on Amazon Business (AB); increasing customer engagement, sales. Agenda

Prototype

Set quantity discounts

Your discounts will be available to business customers.



AmazonBasics AA Your B2B price High-Capacity Ni-M... \$10.00

\$8.99

Price V Quantity

\$8.49

\$10.00

\$7.99

\$10.00

See winning discounts

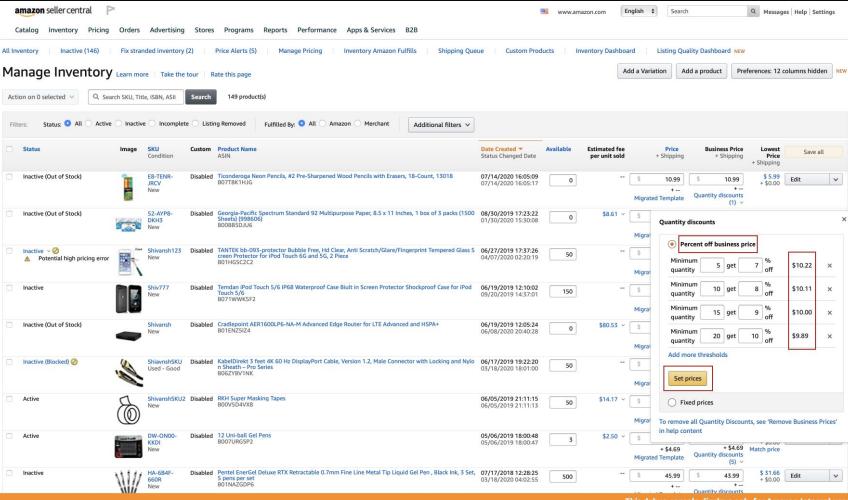
e.g. 48+

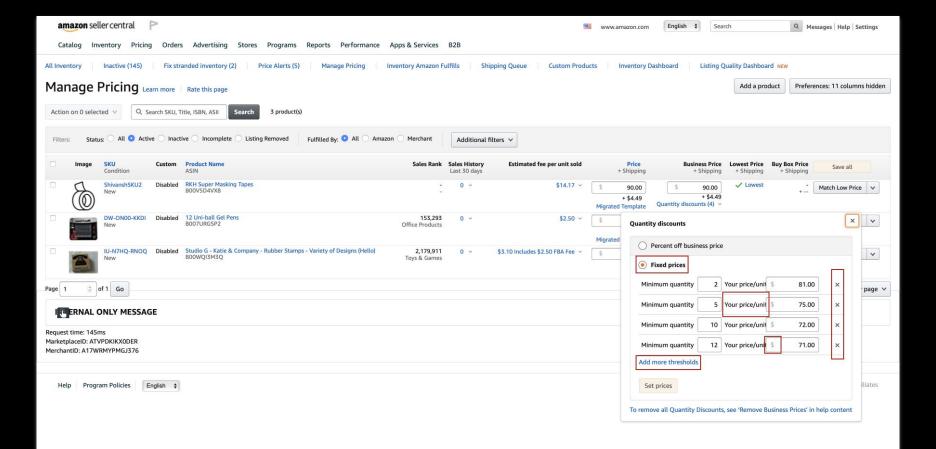
e.g. 156+

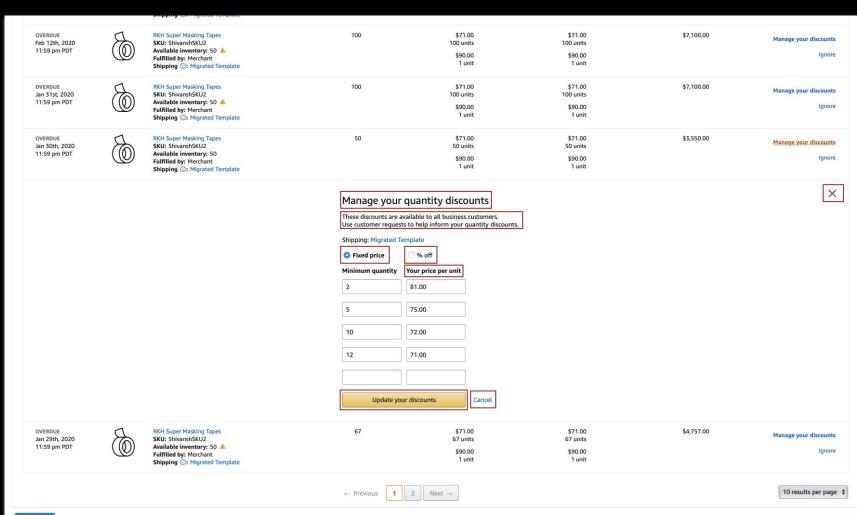
Save and apply

Agenda

Old User Experience







Automate Pricing Learn more | Leave feedback

Create a new pricing rule

1 Rule name

Business pricing rule ciditest4

Amazon.com

Amazon.com

At least

units for

amount

At least

qty

units for

amount At least qty units for amount

At least qty units for

amount At least qty units for

amount

Add a quantity discount threshold

Save this rule in Amazon.com

Provide a business discount:

You have chosen 1 marketplace:

Define below the pricing attributes you want to set in Amazon.com

% percent off

% percent off Remove

% percent off Remove

% percent off Remove

% percent off Remove

Close × Tips to set your

Edit

Edit

parameters

Tip 1: Remember to save your parameters selection before proceeding to the next marketplace.

Tip 2: You must select rule parameters for all Marketplaces that you have selected in '2 Marketplaces' before you can proceed to SKUs selection. If you change your mind for a particular marketplace, go to '2

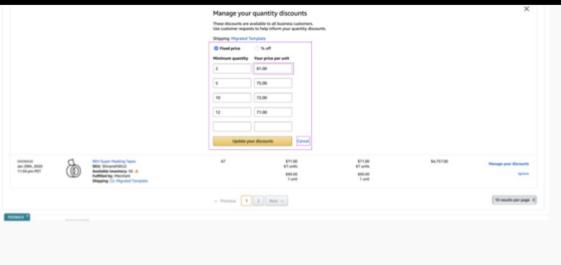
Marketplaces' to remove the marketplace or add additional marketplace(s) that you have missed.

Select the parameters for your rule.

3 Define rule parameters

2 Marketplaces selected

FEEDBACK



The "Fixed price" and "% off" can be confusing considering the latter is referring to taking a percentage off the business price aka "Fixed price".

The information icon tells users the QD

refers to their business price but it fails to mention that the business price is also the fixed price. So users may fail to make that connection.

The information icon which prompts a tooltip to display more relevant information may also be conveyed better as a question mark.

The cancel button is not consistent with the other QD module which does not have a cancel button. It only has an "X" to

exit the module.

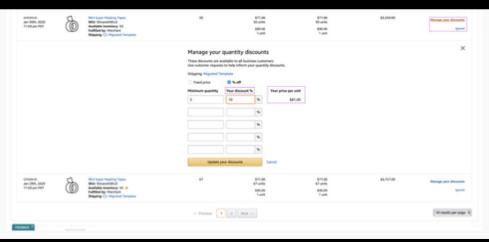
compared to the other QD module.

The threshold text field containters open

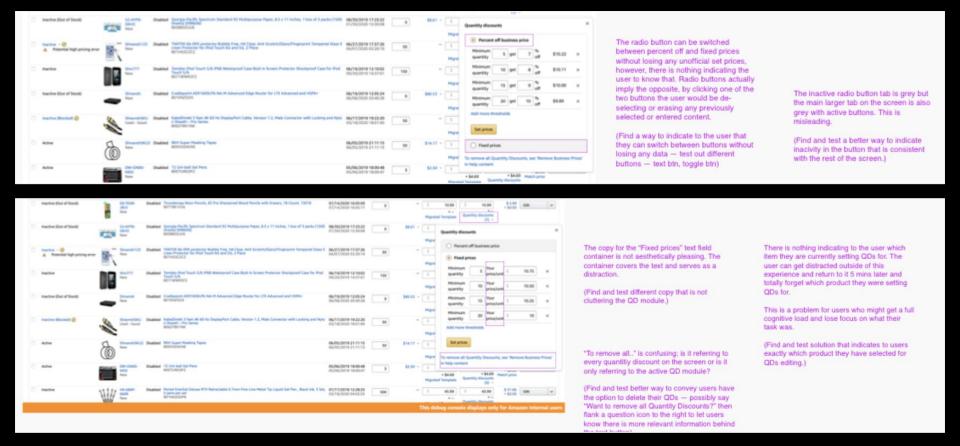
up all at once opposed to the other QD module which only shows a threshold if it is pre-populated or yet to be filled.

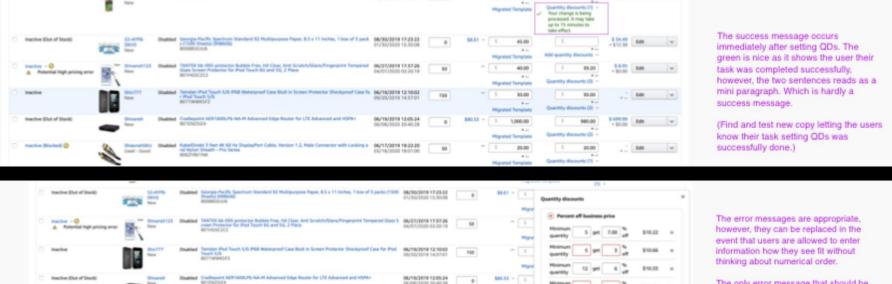
The "Your price per unit" text field

containers do not have "\$" placeholders



The "Your discount %" copy is different from Only one focus selector is necessary here. The other QD modules which read "Percent off underline makes the text button harder to read. business price" which can be confusing since The change in color of the text button is they mean the same thing yet say two different enough of a visual cue to let the user know that the text is clickable. (Potentially test different types of copy to see (What does the "Ignore" text button do?) which prompts more user engagement) "Your price per unit" is not aesthically pleasing. It is not a clickable feature, the way it flanks the action area is purposeful, however, it looks like a mistake. (Find and test different ways to represent the auto-calcuation without distracting from the action area)





06/05/2019 21:11:15

05/06/2019 18:00:48

10.89

High

Hope

\$14.17 - 5

Add more thresholds

Set prices

O Fixed prices

Studdard: Transferrage Neuri Pencils, 42 Pre-Sharpened Wood Pencils with Erseans, 16-Court, 15078. GOVIA/2820 16:05:09

Disabled KabelDinist S feet 4K 6D Hz DisplayFort Cable, Version 1.2, Male Connector with Locking and Nylo 06/13/2009 19:22:20

MICTORYTHIC

Disabled 12 Uni-ball Gel Pers

Inactive (Dut of Stock)

Inactive Misched @

Active

ACY

\$10.77 × Each threshold must be higher than the previous Each percent discount must be larger than the previous

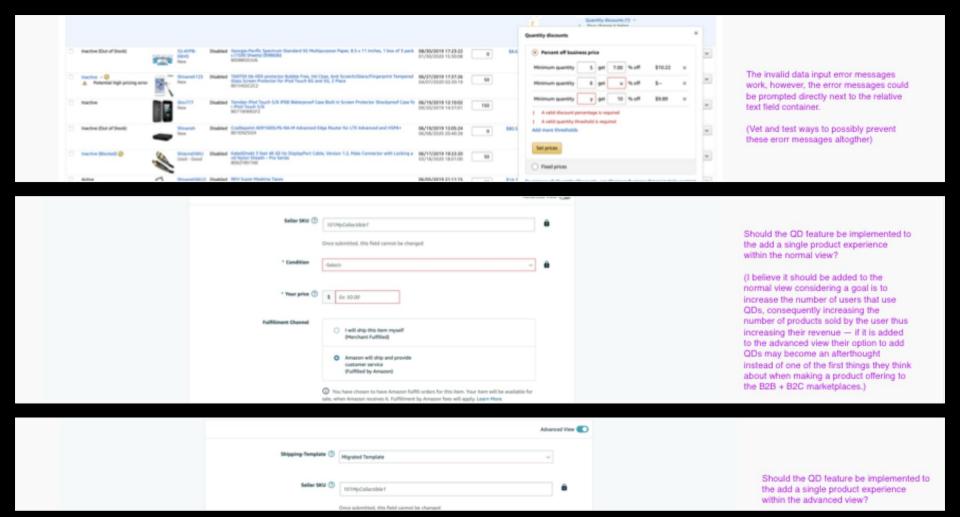
\$ 5.00 Edit W

10.89

The only error message that should be

implemented which is missing is the fact

users cannot enter two discount prices for the same minimum quantity. (Include in spec notes to SWE: automate the input to be output in numerical order)



Agenda

• User Research

1 million + customers



of users were SMBs and quantity discounts was offered on 79.3 million products



Freshly Picked NEW REPUBLIC

User Research

UsabilityFindings

Old User Experience

Sellers rarely knew how to delete QDs, they mainly used MYI to set QDs, and wanted flexibility when setting QDs.

New User Experience

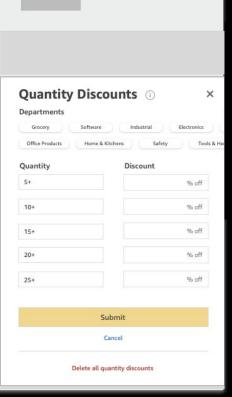
All the sellers rated ease of use for deleting discounts a 7, with 1 = very difficult and 7 = not at all difficult.

Half of sellers preferred to have quantity text field automated by Amazon.

Mocks

Explorations

izon Seller Ce	ntral		Amazon Seller C	entral
Intity Discountity and discount based of urchase and apply by proposed sees. Learn more	Ints on the number of units in a duct categories, SKUs, and	×	Quantity Disco	ounts ①
Discount price	Percent off		Dollar price	Percent off
ries 🔻			Quantity	Discount
			5+	
ces 🔻			10+	
	Discount		15+	
			20+	
			25+	
				E 128
tity discount tier				bmit
Save an	d apply			antity discounts



Amazon Seller Central

Quantity Discounts

Leverage Amazon's Quantity Discount recommendations based on competitive market prices for this ASIN to optimize your sales. Learn more

X

	Percent	Volume
Quantity	Discount	Price
0+	O % off	\$0
0+	0 % off	\$0
0+	0 % off	\$0
0+	0 % off	\$0
0+	0 % off	\$0
Market Pric	e 🕐	\$10.10

Preview on AB Marketplace

Save and apply

Quantity Discounts

Leverage Amazon's Quantity Discount recommendations based on competitive market prices for this ASIN to optimize your sales. Learn more

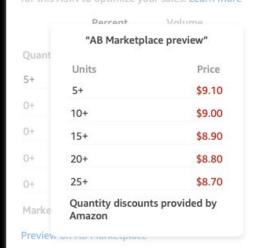
X

	Percent	Volume
Quantity	Discount	Price
5+	9 % off	\$9.10
0+	0 % off	\$0
0+	0 % off	\$0
0+	0 % off	\$0
0+	0 % off	\$0
Market Pric	e ①	\$10.10

Save and apply

Quantity Discounts

Leverage Amazon's Quantity Discount recommendations based on competitive market price for this ASIN to optimize your sales. Learn more



Save and apply

Quantity Discounts

Leverage Amazon's Quantity Discount recommendations based on competitive market prices for this ASIN to optimize your sales. Apply only one. Learn more

High Risk

16% sales increase

5 QD tiers

×

Amazon Recommendations

Moderate Risk

4 QD tiers 12% sales increase

Apply Apply

Low Risk
2 QD tiers

7% sales increase

Apply

Create your own discounts

Save and apply

Quantity Discounts

Leverage Amazon's Quantity Discount recommendations based on competitive market prices for this ASIN to optimize your sales. Apply only one.

Learn more

High Risk

16% sales increase

5 QD tiers

Apply

Amazon Recommendations

Moderate Risk

4 QD tiers 12% sales increase

Apply

Low Risk

2 QD tiers

Apply

7% sales increase

Create your own discounts

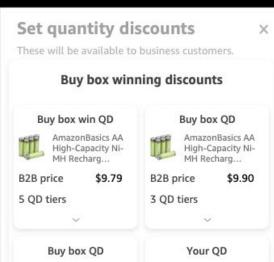
Save and apply

Cancel

Quantity Discounts

You updated your quantity discounts.

Preview your QD table on AB Marketplace



AmazonBasics AA

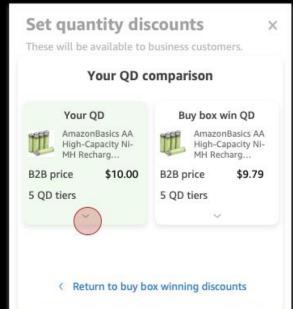
\$10,00

See your QD comparison

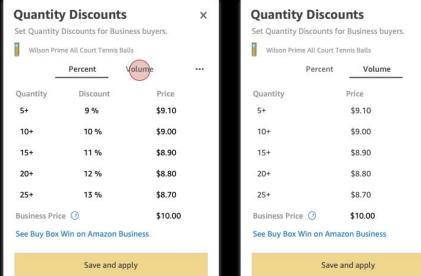
AmazonBasics AA

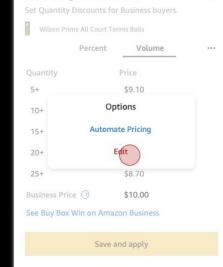
\$9.91

Dismiss



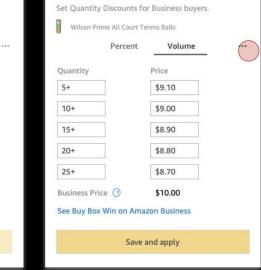






Quantity Discounts

×



Quantity Discounts

X

Quantity Discounts



You updated your quantity discounts.

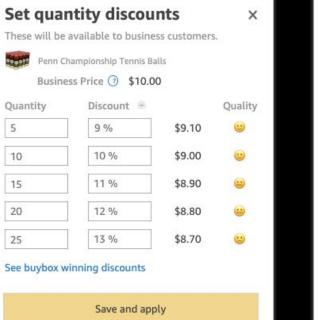
Set quantity discounts Set quantity discounts Set quantity discounts × × These will be available to business customers. These will be available to business customers. These will be available to business customers. Wilson Prime All Court Tennis Balls Wilson Prime All Court Tennis Balls Wilson Prime All Court Tennis Balls Business Price (3) \$10.00 Business Price (3 \$10.00 Business Price (3) \$10.00 Per unit Quantity Quantity Per unit Quantity *** Per unit e.g. 5+ % off e.g. 5+ % off e.g. 5+ \$10.00 % off e.g. 10+ e.g. 10+ % off e.g. 10+ \$10.00 % off e.g. 15+ % off e.g. 15+ \$10.00 e.g. 15+ e.g. 20+ % off e.g. 20+ % off e.g. 20+ \$10.00 e.g. 25+ % off % off e.g. 25+ e.g. 25+ \$10.00 See all available discounts See all available discounts See all available discounts

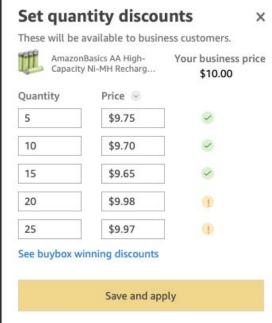
Save and apply

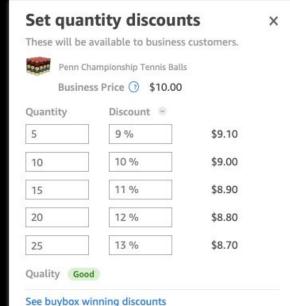
Save and apply

X

Save and apply







Save and apply

Agenda

New User Experience

New User Experience

Active States

Set quantity discounts

These discounts will be available to business customers.



e.g. 12+

e.g. 48+

e.g. 156+

Your business price AmazonBasics AA High-Capacity Ni-MH Recharg... \$10.00

Quantity Percent off Per unit

e.g. 4+ % off \$10.00

e.g. 8+ % off \$10.00

% off

% off

% off

\$10.00

\$10.00

\$10.00

See winning discounts

Save and apply

Set quantity discounts

These discounts will be available to business customers.



4+

8+

Quantity

X

Your business price AmazonBasics AA High-

Capacity Ni-MH Recharg...

Percent off Per unit

\$10.00

9 % \$9.10

10 % \$9.00

11 % \$8.90 12+ 48+ 12 % \$8.80

156+ 13 % \$8.70

See winning discounts



You've set your quantity discounts. It may take up to 15 minutes to update.

Save and apply

New User Experience

Error States

Set quantity discounts These discounts will be available to business customers.

AmazonBasics AA High-Your business price Capacity Ni-MH Recharg... \$10.00

Quantity Percent off Per unit

10 5 % \$10.00

40 1% \$10.00

e.g. 48+ % off \$10.00

e.g. 156+ % off \$10.00

See winning discounts

3 % \$10.00

Save and apply





Quantity

40

e.g. 48+

e.g. 156+



Set quantity discounts

AmazonBasics AA High-

1 %

% off

% off

! Enter a percent greater than 5

Capacity Ni-MH Recharg...

Percent off



These discounts will be available to business customers.





\$10.00

Per unit

\$10.00

\$10.00



Your business price









×





























See winning discounts

\$10.00

\$10.00





Set quantity discounts These discounts will be available to business customers. AmazonBasics AA High-

Your business price Capacity Ni-MH Recharg... \$10.00

3 %

10 5 %

1 % \$10.00

e.g. 48+ % off \$10.00

Save and apply

e.g. 156+ % off \$10.00

See winning discounts

Quantity Percent off Per unit

\$10.00

\$10.00

! Enter a quantity greater than 10 e.g. 48+

e.g. 156+

Quantity

10

% off

Set quantity discounts

AmazonBasics AA High-

3 %

5 %

10 %

Capacity Ni-MH Recharg...

Percent off

These discounts will be available to business customers.

% off

See winning discounts

Your business price

\$10.00

Per unit

\$10.00

\$10.00

\$10.00

\$10.00

\$10.00

×

Save and apply

Set quantity discounts These discounts will be available to business customers.

AmazonBasics AA High-Your business price Capacity Ni-MH Recharg... \$10.00

10 5 %

10 7 % \$10.00

e.g. 48+ % off \$10.00

e.g. 156+ % off \$10.00

See winning discounts

Save and apply

Quantity Percent off Per unit

3 % \$10.00

\$10.00

! Enter a quantity greater than 10 e.g. 48+

% off e.g. 156+ % off

Quantity

10

10

See winning discounts

Set quantity discounts

AmazonBasics AA High-

3 %

5 %

7 %

Capacity Ni-MH Recharg...

Percent off

These discounts will be available to business customers.

Your business price

\$10.00

Per unit

\$10.00

\$10.00

\$10.00

\$10.00

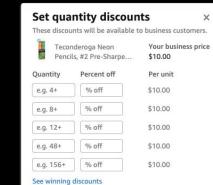
\$10.00

Save and apply

×

New User Experience

Amazon Buy Box Winning Algo



Set quantity discounts Teconderoga Neon Pencils, #2 Pre-Sharpe...

These discounts will be available to business customers. Your business price \$10.00 Quantity Percent off Per unit e.g. 4+ % off \$10.00 e.g. 8+ % off \$10.00 e.g. 12+ % off \$10.00 e.g. 48+ % off \$10.00 % off e.g. 156+ \$10.00 See winning discounts

Save and apply

Winning discounts Buy box dis

oox discounts that may help	increase your sales.
Teconderoga Neon Pencils, #2 Pre-Sharpe	Business price \$10.00
5	\$9.10 9 % OFF
15	\$9.00 11 % OFF
30	\$8.70 13 % OFF
100	\$8.00 20 % OFF

< Return to setting your QDs



Save and apply

Set quantity discounts

Save and apply



may take up to 15 minutes to update.

New User Experience

Manage Quotes

RKH Super Masking Tapes SKU: ShivanshSKU2 Available inventory: 50 ...

Shipping ①: Migrated Template

Fulfilled by: Merchant

Available invertory: 50 Availa	Manage your discour [gnc] Manage your discour [gnc] Manage your discour [gnc]
Jan 3 1st, 2020 11:59 pm PDT No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Merchant Shipping O: Migrated Template No. SkU: ShivanshSkU2 Available inventory: 50 Aprillated by: Migrated Templated by: Migrated Temp	Igno
Lan 30th, 2020 Tit59 pm PDT SKV: ShivnanthSKU2 Available inventory: 50 Fulfilled by: Merchant Shipping ①: Migrated Template Manage your discounts These discounts will be available to business customers. Buy box discounts that may help increase your sales.	
These discounts will be available to business customers. Buy box discounts that may help increase your sales.	
Business price \$90.00	3
Quantity Percent off Per unit e.g. 4+ % off \$90.00 5 \$85.50 \$80.00	
e.g. 8+	
e.g. 48+ % off \$90.00 30 \$81.00 10% off	
100 \$75.60 16% OF	

\$71.00

67 units

\$90.00

1 unit

\$71.00

\$90.00

1 unit

67 units

\$4,757.00

e.g. 8+ % off \$90.00

e.g. 12+ % off \$90.00

e.g. 48+ % off \$90.00

e.g. 156+ % off \$90.00

See winning discounts

Save and apply

a ≡

customers.

Quantity

e.g. 4+

RKH Super Masking Tapes

⇒ 0 ≥ ? ♦

Your B2B price \$90.00

Per unit

\$90.00

All Inventory Inactive (151) Price Alerts (10)

Add quantity discounts

Your discounts will be available to business

Percent off

% off



10 results per page \$

OVERDUE

Jan 29th, 2020 11:59 pm PDT New User Experience

MARS

Automate Pricing Learn more | Leave feedback

Create a new pricing rule

1 Rule name

2 Marketplaces selected

FEEDBACK X

Business pricing rule ciditest4

Amazon.com

Quantity

e.g. 4+

e.g. 8+

e.g. 12+

You have chosen 1 marketplace:

Amazon.com

3 Define rule parameters

Select the parameters for your rule.

Define below the pricing attributes you want to set in Amazon.com Provide a business discount:

Percent off

% off

% off

e.g. 48+ % off

e.g. 156+ % off

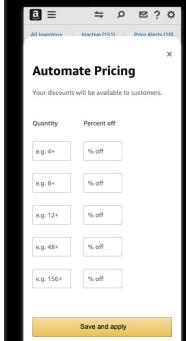
Save and apply

Proceed to SKU Selection

Close X Tips to set your parameters Tip 1: Remember to save your parameters selection before proceeding to the next marketplace. Tip 2: You must select rule parameters for all Marketplaces that you have selected in '2 Marketplaces' before you can proceed to SKUs selection. If you change your mind for a particular marketplace, go to '2 Marketplaces' to remove the marketplace or add additional marketplace(s) that you have

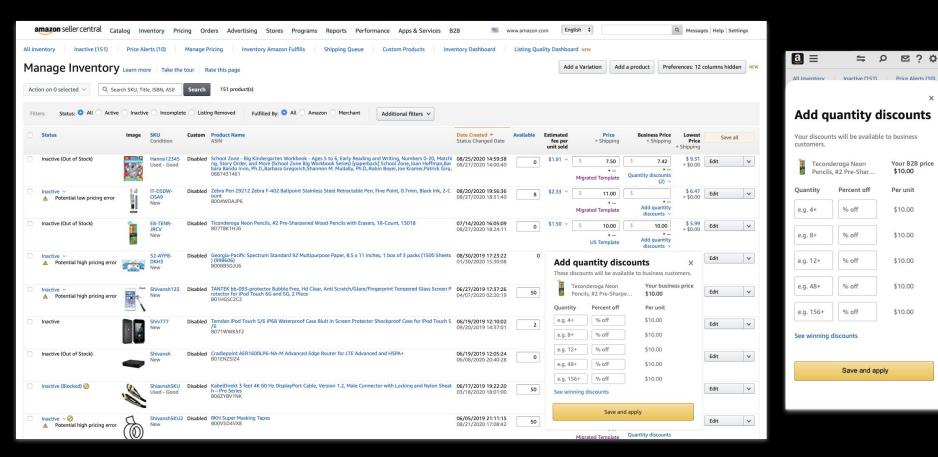
Edit

Edit



New User Experience





New User Experience

Initial Product Listing



Ticonderoga Neon Pencils, #2 Pre-Sharpened Wood Pencils with Erasers, 18-Count, 13018

= \$5 99 √prime

ASIN: B07T8K1HJG UPC: 072067130181 Amazon Sales Rank: 333

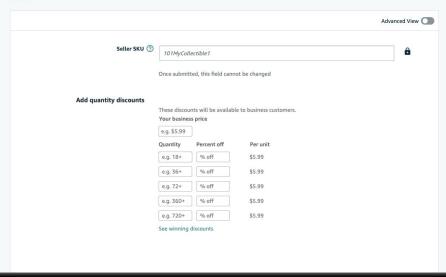
Competing Marketplace Offers:

8 New from \$5.99+ \$0.00 shipping

View Listings on Amazon

More Info >

Offer





Add quantity discounts

Your discounts will be available to business customers.

Your B2B price

\$5.99

Per unit \$5.99

\$5.99

\$5.99

\$5.99

\$5.99



Ticonderoga Neon

See winning discounts

e.g. 156+

Save and apply

% off