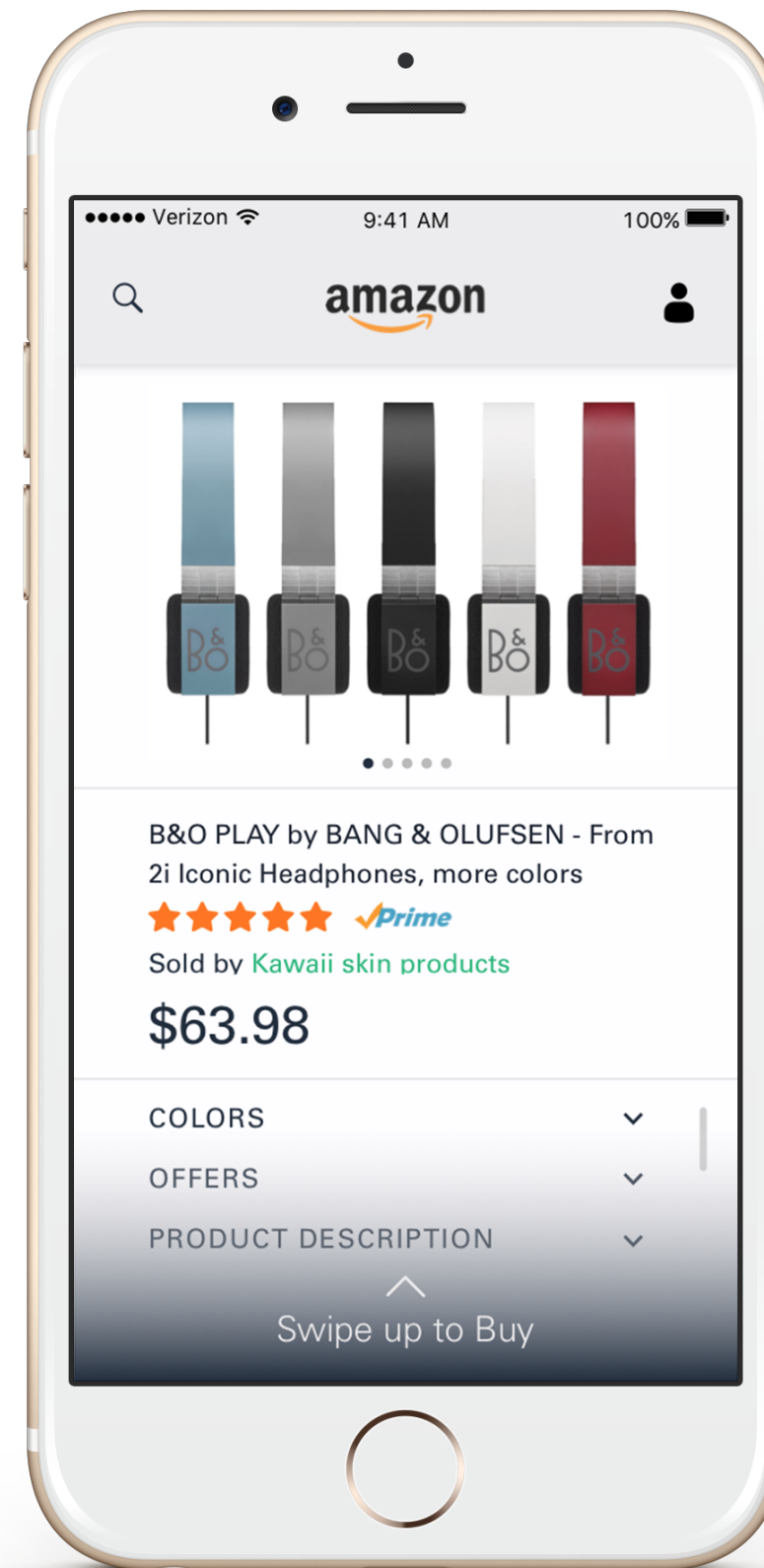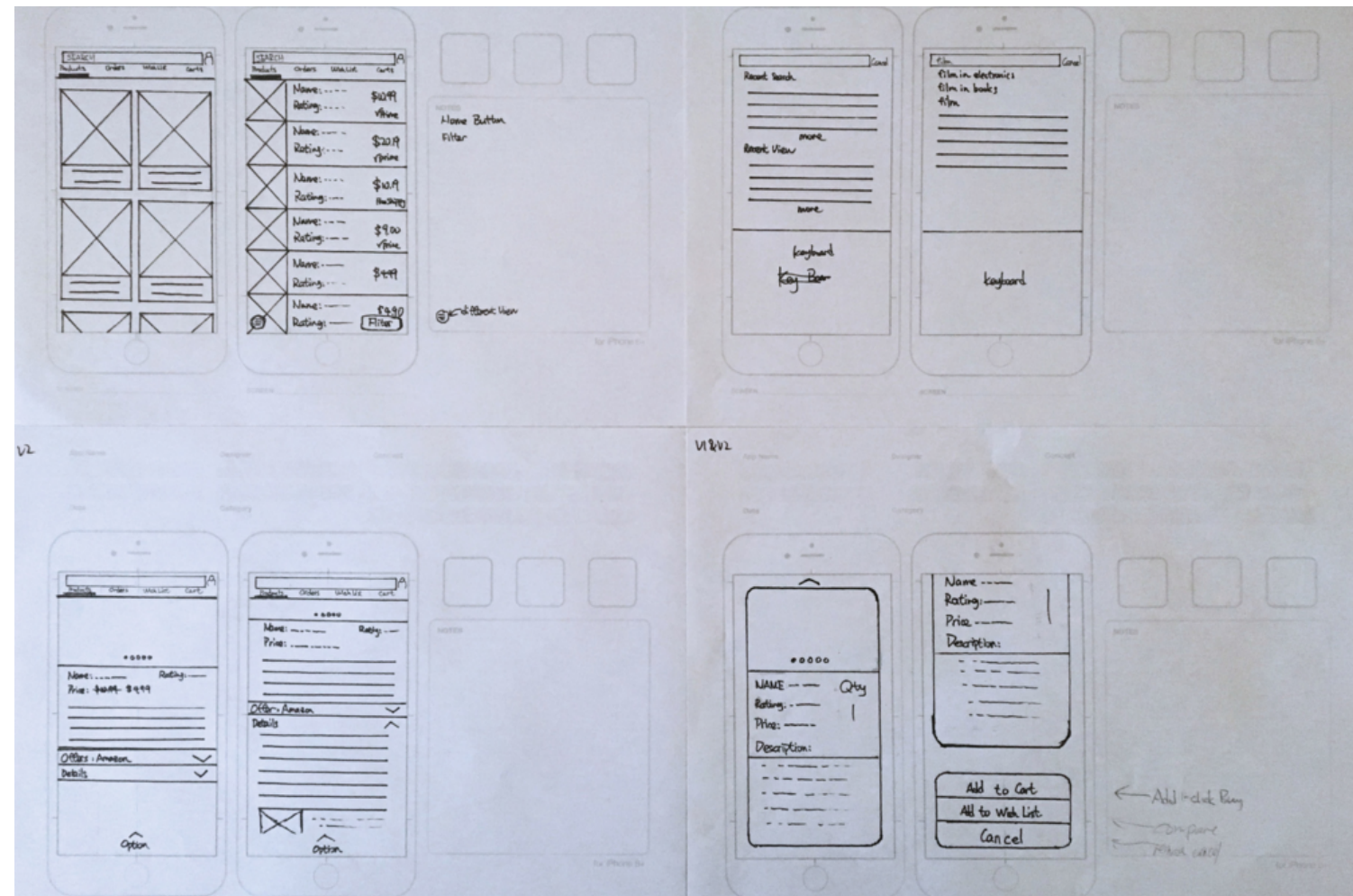# Amazon Mobile App

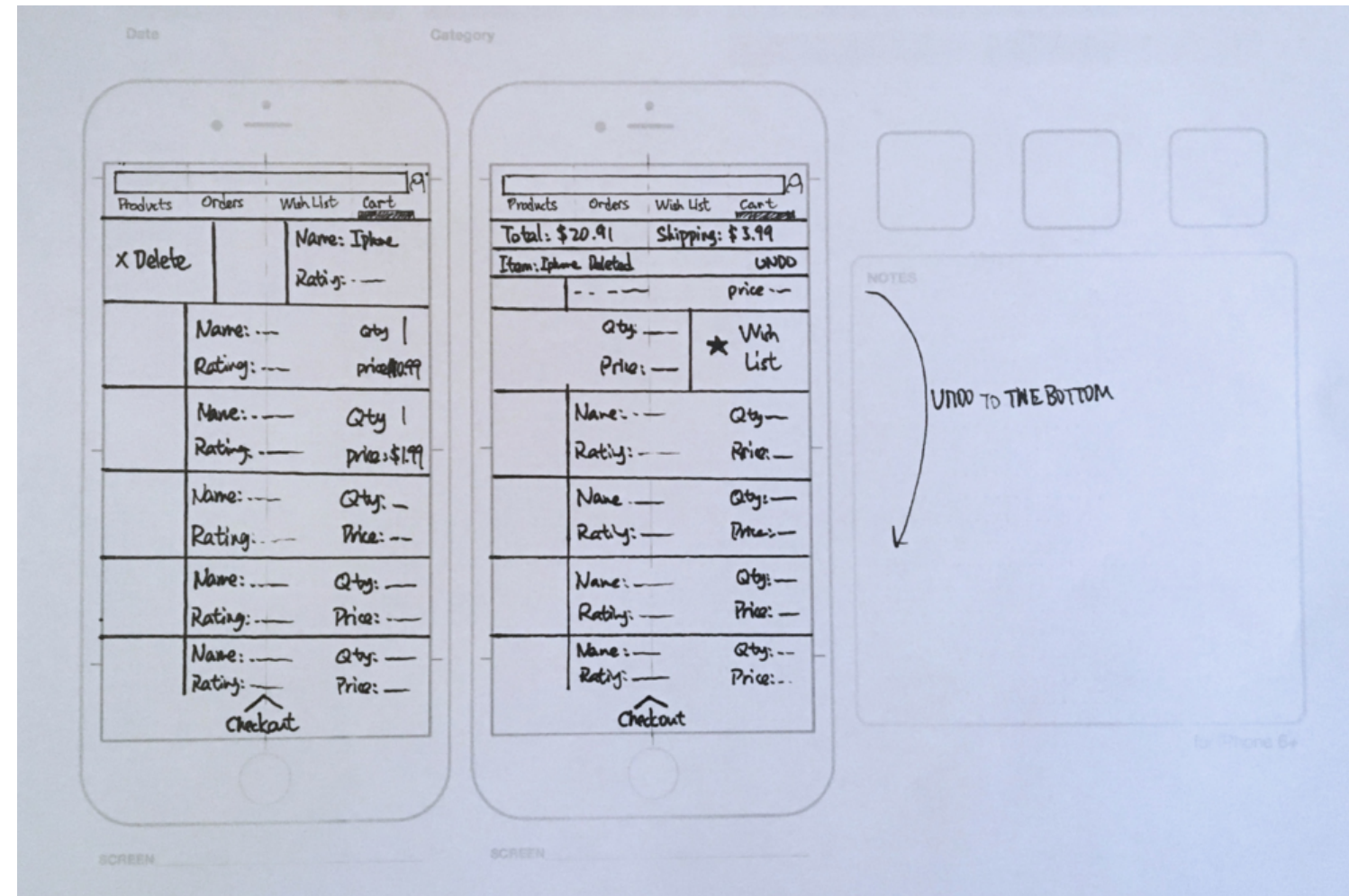Redesign for a better purchase experience

Wireframe

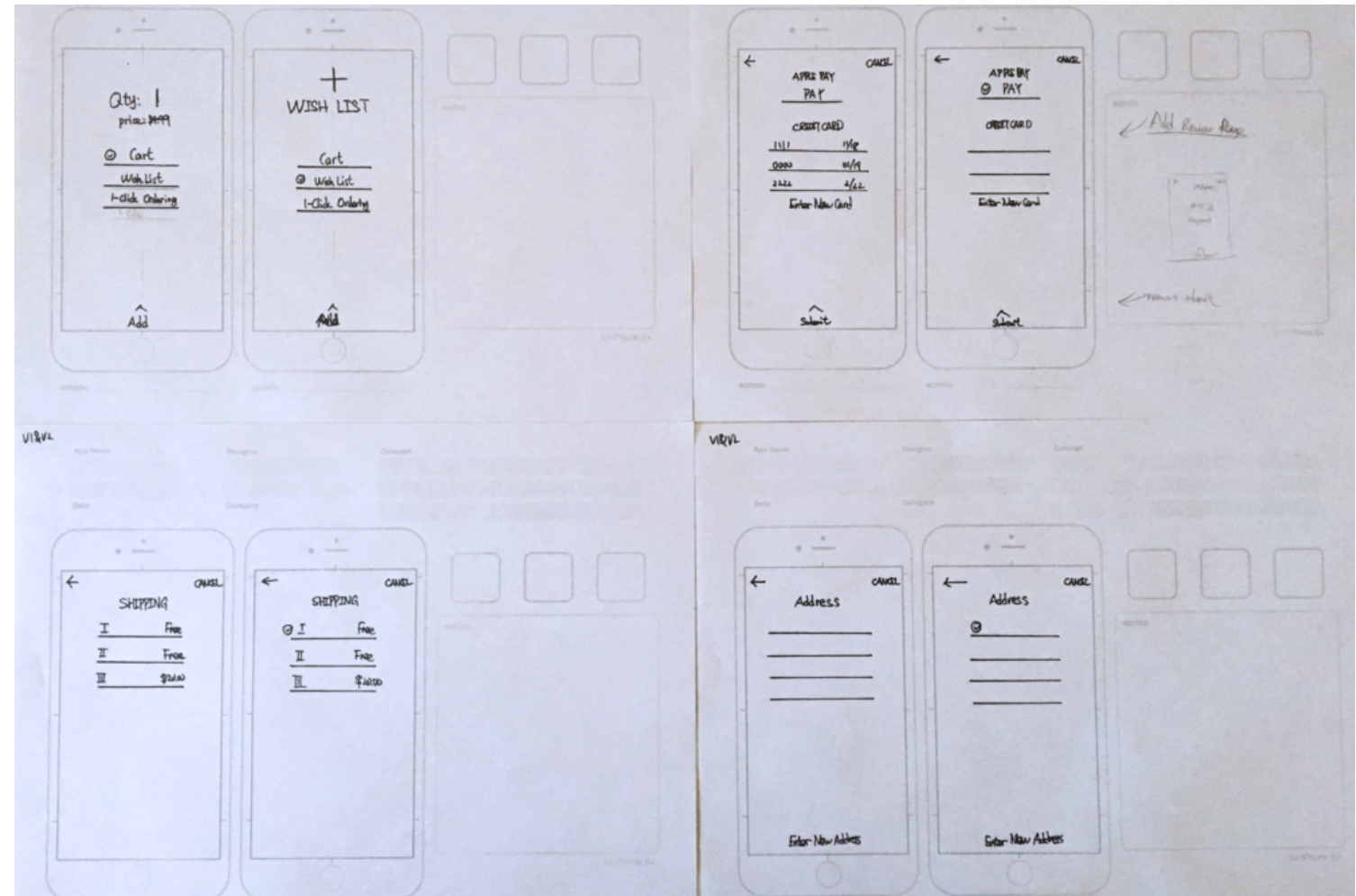List View, Product Detail, Search & Force Touch
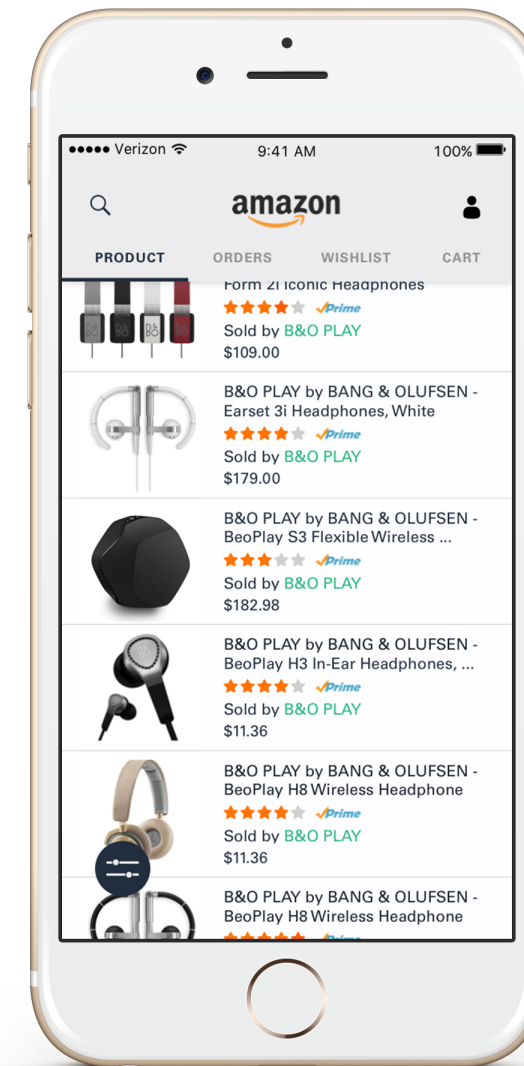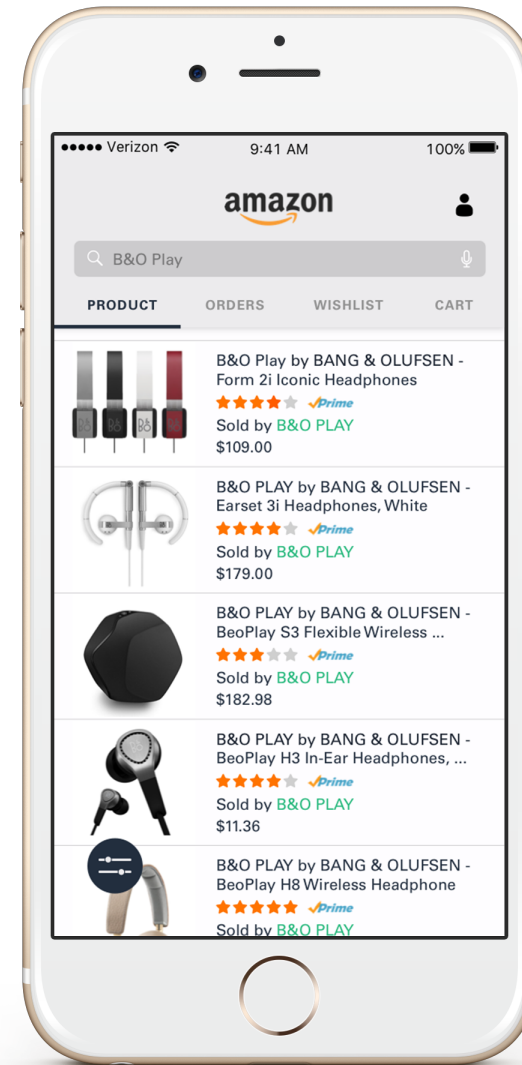
Wireframe

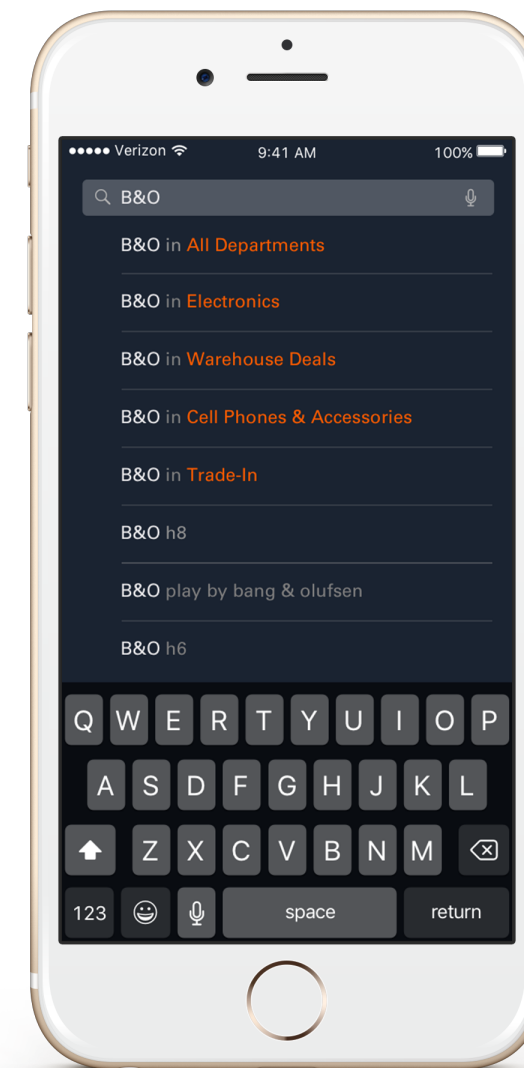List View Swipe Actions
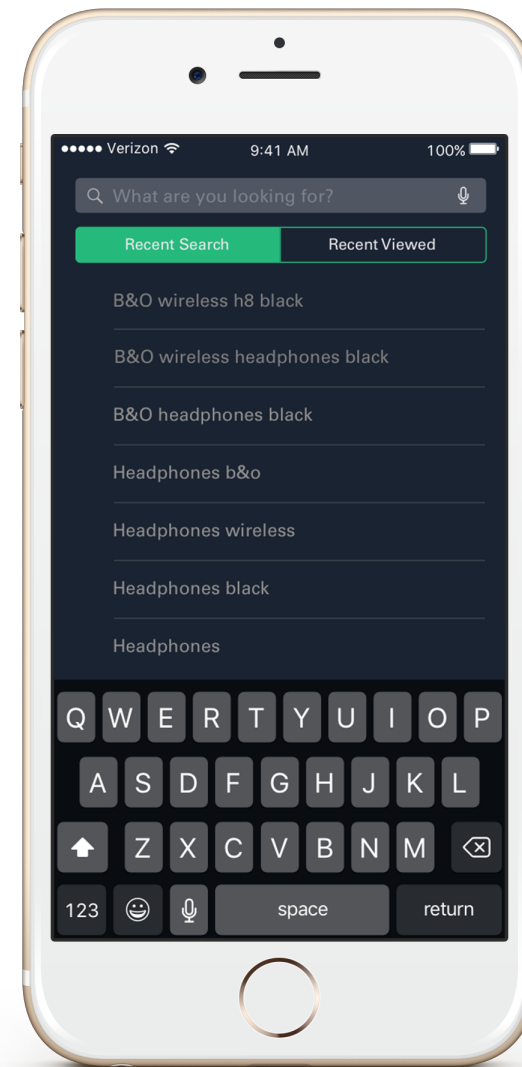
Wireframe

Cart, Shipping, Address & Credit Card Info

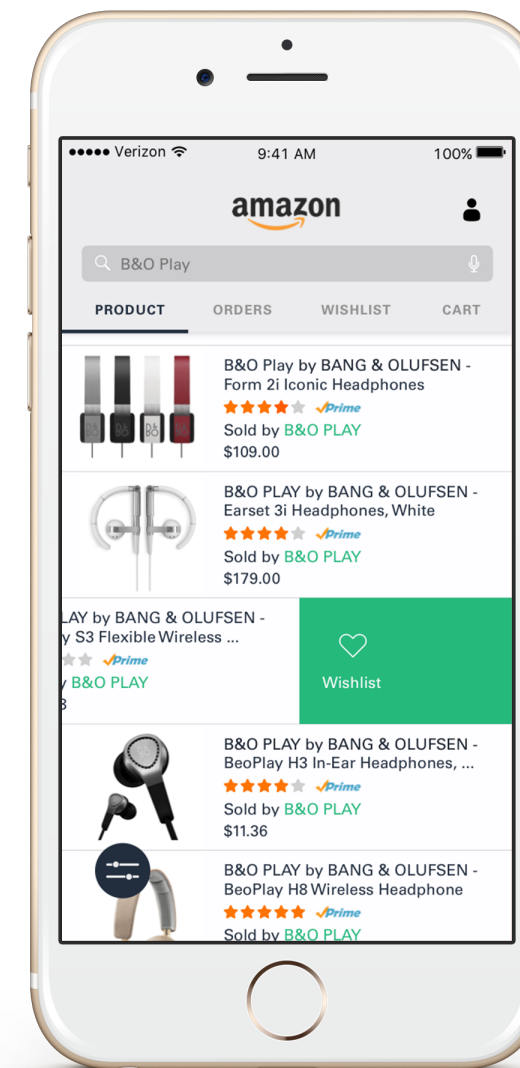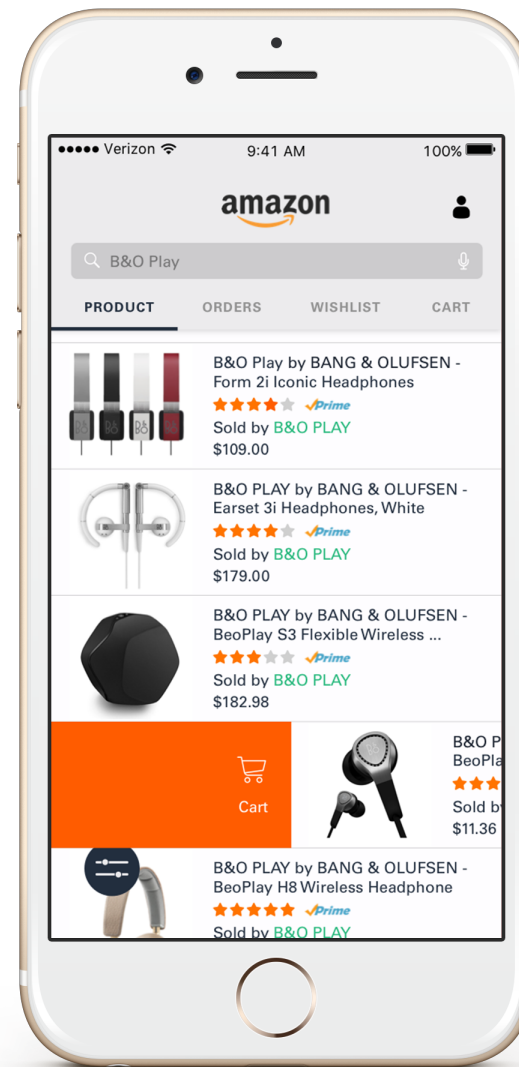# Product List

Tabs for main features and accessible seach bar

Search

Including search history and recently view items
under seach for quick access and comparison

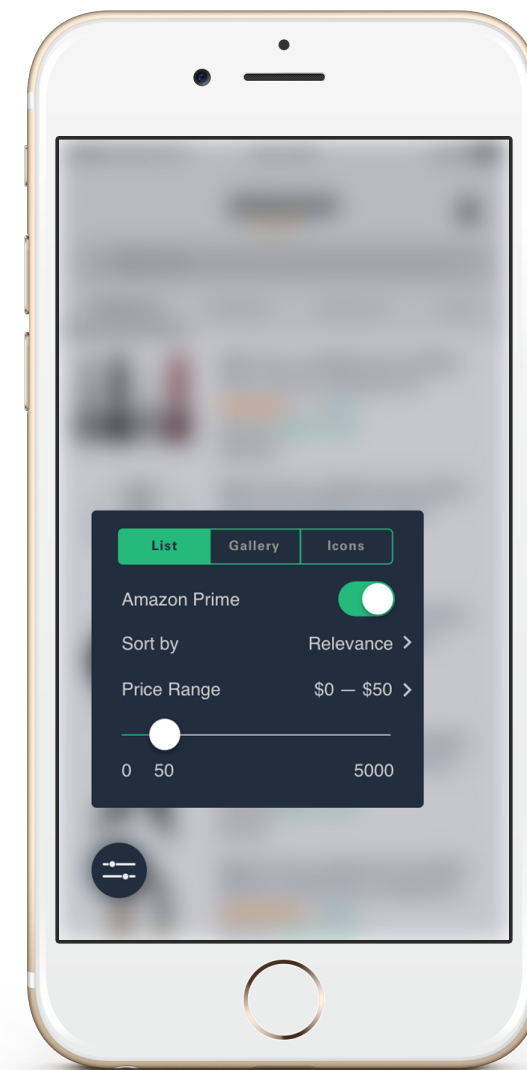# Quick Actions

Swipe left and right for adding to cart & wishlist
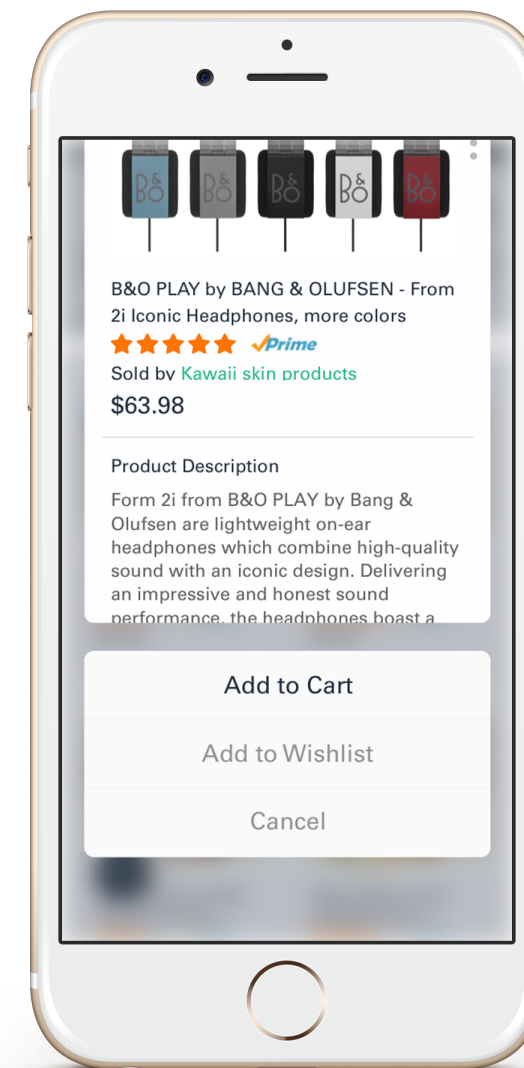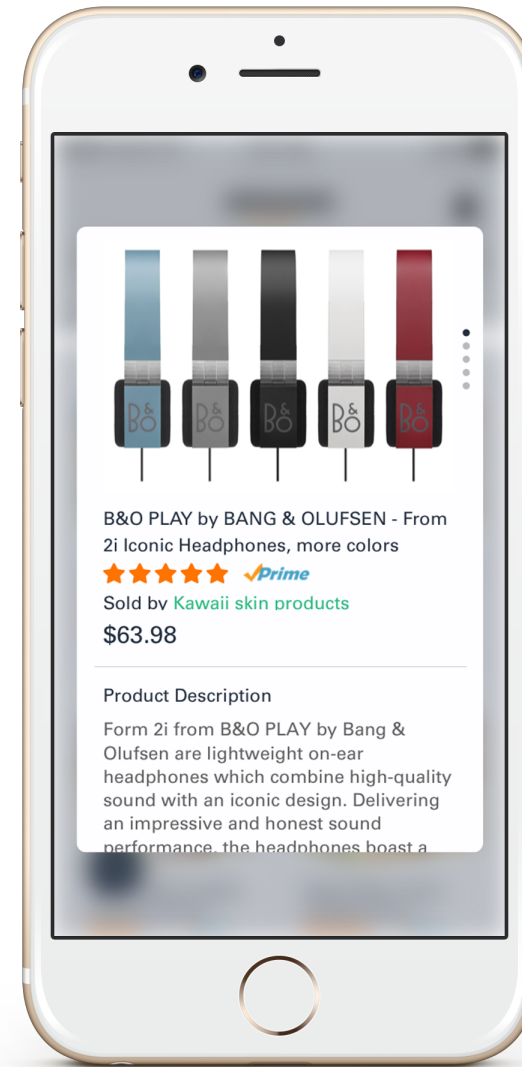
Filtering

Easy to use filtering for quickly indentifying
the product you are trying to purchase

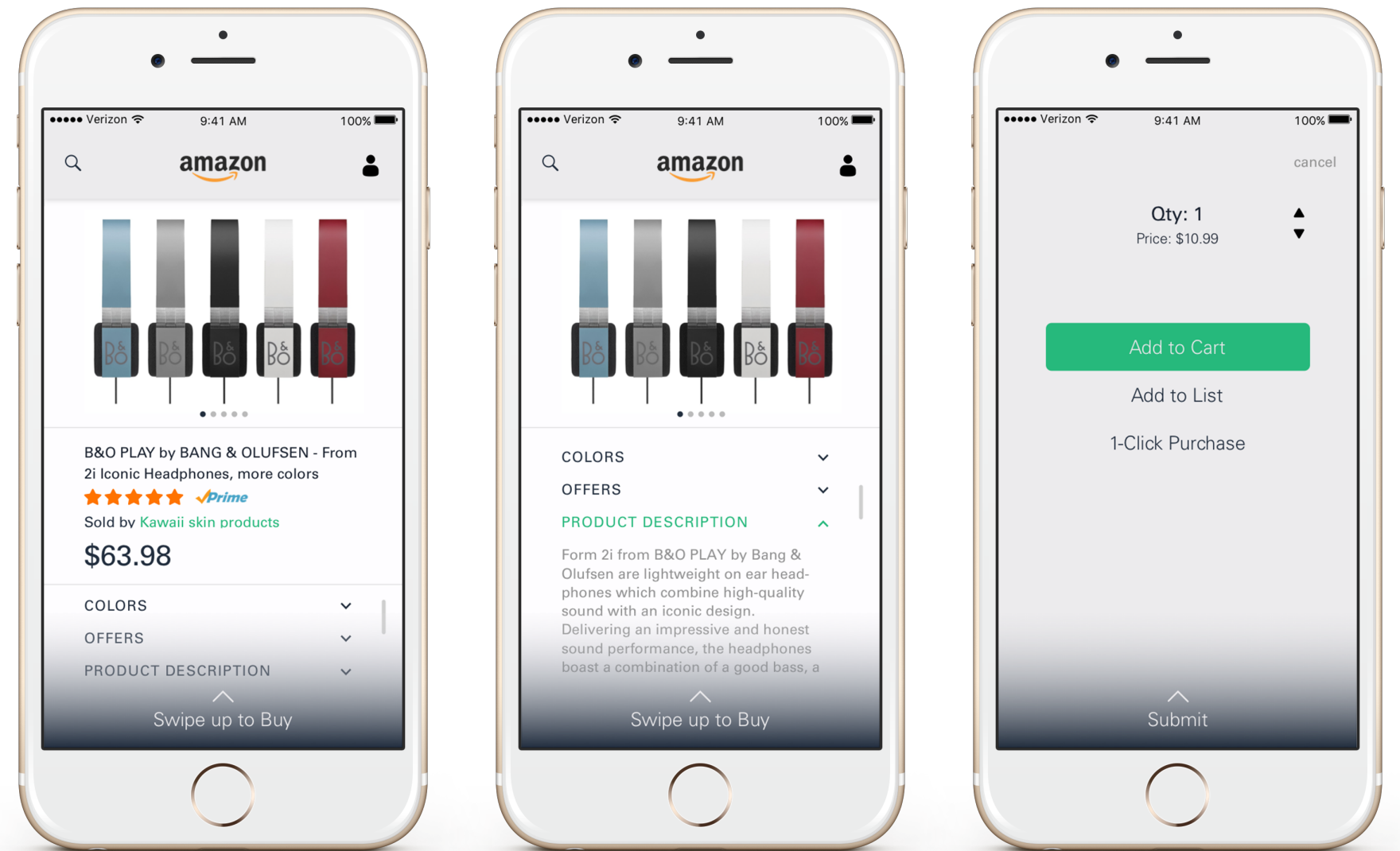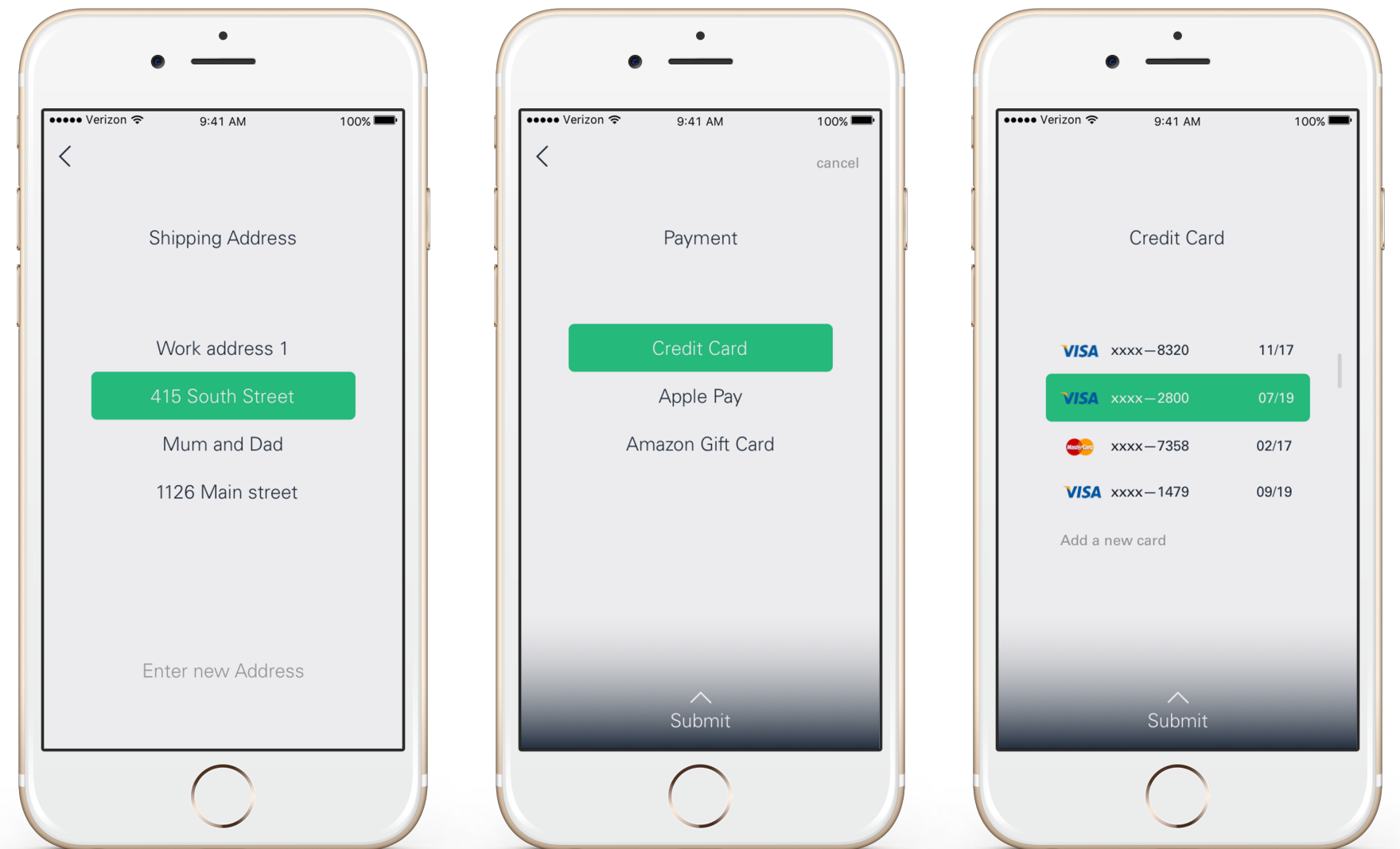# Force Touch

Preview product and quick actions

Product Page

Highlighting important product info on top with simple swipe up action for ordering options

Checkout

Simple checkout procedure to maximize retention
throughout the buying process

Feedback

Rohit said:

"The app is more accessible, organized, and navigation is much more intuitive. You don't have to exit your search results when you want to see your cart or orders, you can just switch tabs, unlike the current app."

Alison said:

"When you think about all the steps that go into an Amazon purchase, it's amazing that the whole process can be made to seem so smooth and simple. No unnecessary features that detract from the shopping process – just the features I need in a clean and easy app."