

amazon loop

An Amazon initiative to encourage customers to practice sustainability

UX Design | Design Strategy | UX Research



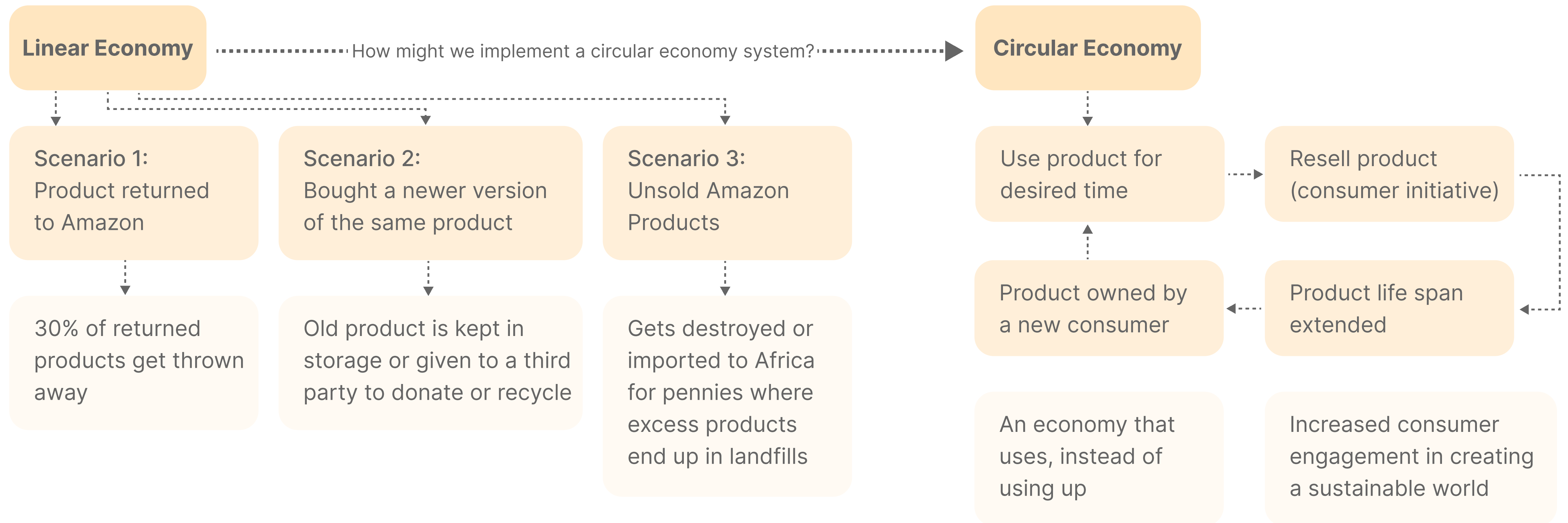
PROBLEM

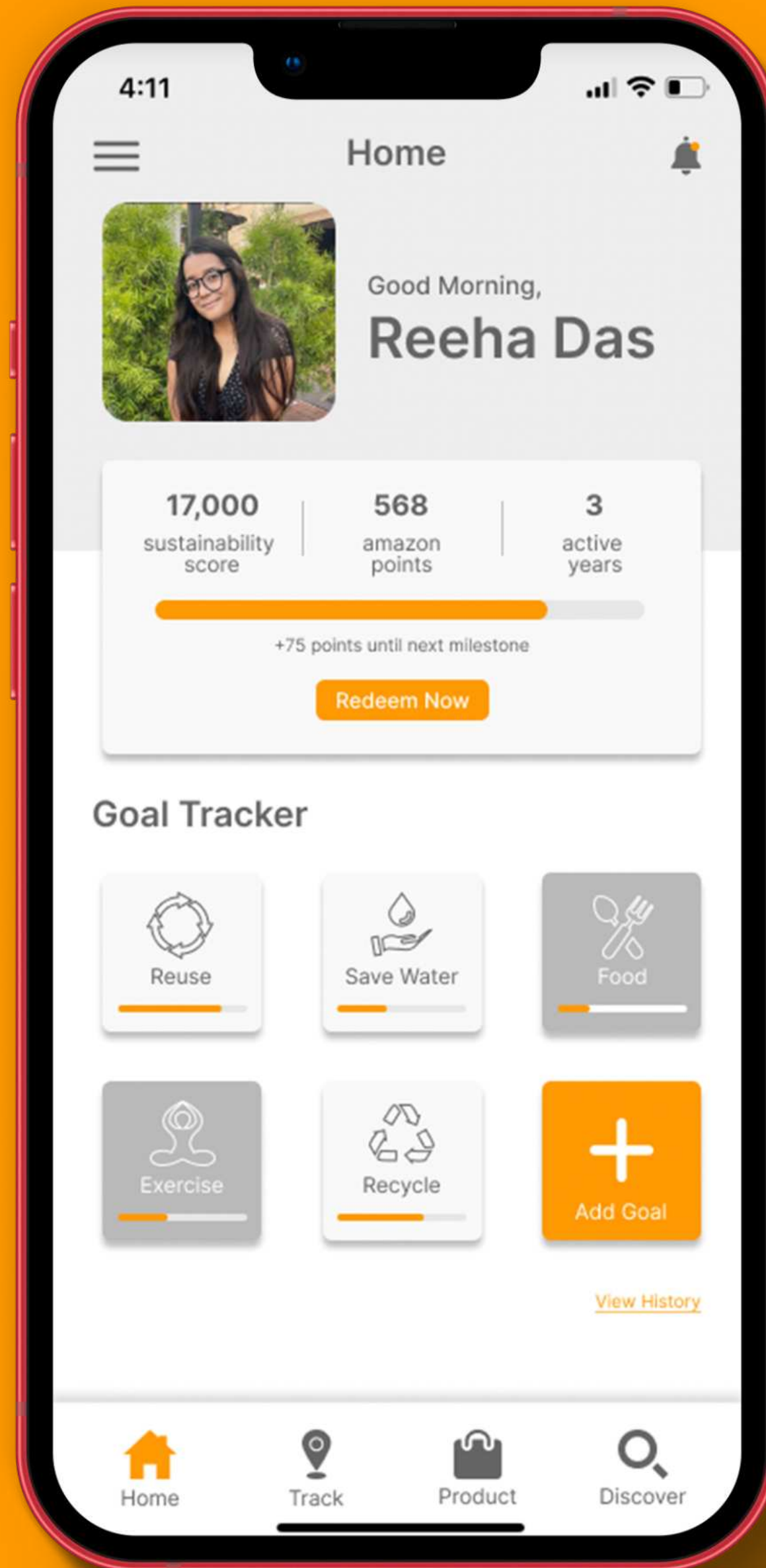
Amazon Throws Away Millions of Products Every Year

Amazon reportedly destroys millions of returned and unsold products every year; an investigation in the UK found 130,000 products a week being marked as 'destroy', including some that are brand new. An expert blames its giant third-party retail business.

Lack of Consumer Participation

Consumers face challenges in participating in creating a circular economy system with their Amazon purchases and are often forced to adopt a linear approach where their Amazon returns are either thrown away or they get rid of their older products. When left on Amazon or other third party recycling or donation services, products often end up in landfills.





Amazon Loop Goals

- **Educate** users on sustainable ways to use their products
- Build a strong eco-conscious **community**
- Allow **users to resell** their Amazon products and **track** their product's life cycle, thereby deepening emotional connection between user and the product
- **Enable users to co-own and co-create the circular process with Amazon**



Grace Fisher, Housewife



BIOGRAPHY

Grace is a housewife who loves to spend time gardening and cooking. She keeps herself busy with her household and is always looking for ways to make her life more efficient and sustainable. She is very particular about separating her recycling waste and is a big advocate for donating old products to Goodwill. She is active and walks or bikes to grocery stores for smaller grocery trips instead of driving her car.

- TECHNOLOGY ●●●○○
- CONVENIENCE ●●●●○
- SUSTAINABILITY ●●●●○

GOALS

- Wants to instill a recycling, circular and sustainable mindset for her two children
- Stay active and healthy so she can travel the world even when she is older
- Wants to live with simplicity instead of indulging in trends and tendencies

FRUSTRATIONS

- It's hard for her to find a balance between being sustainable and satisfying her children's desires for new toys
- Hearing about greenwashing makes her think her efforts are going to a waste

Daksh Gupta, Software Engineer



BIOGRAPHY

Daksh recently graduated from college and is working towards creating his own start-up company. As he delves deeper into creating a system with his co-workers, implementing sustainability is a key topic that often gets raised. He cares about the environment, and is trying to build a sustainable system for his company. He loves to travel and explore nature by participating in hikes, and other activities.

- TECHNOLOGY ●●●●●
- CONVENIENCE ●●●○○
- SUSTAINABILITY ●●●●○

GOALS

- Wants to be a successful entrepreneur in silicon valley with his start up
- Wants to make a positive impact in the world with software innovation
- Balance his professional work with his love for creating music and performing

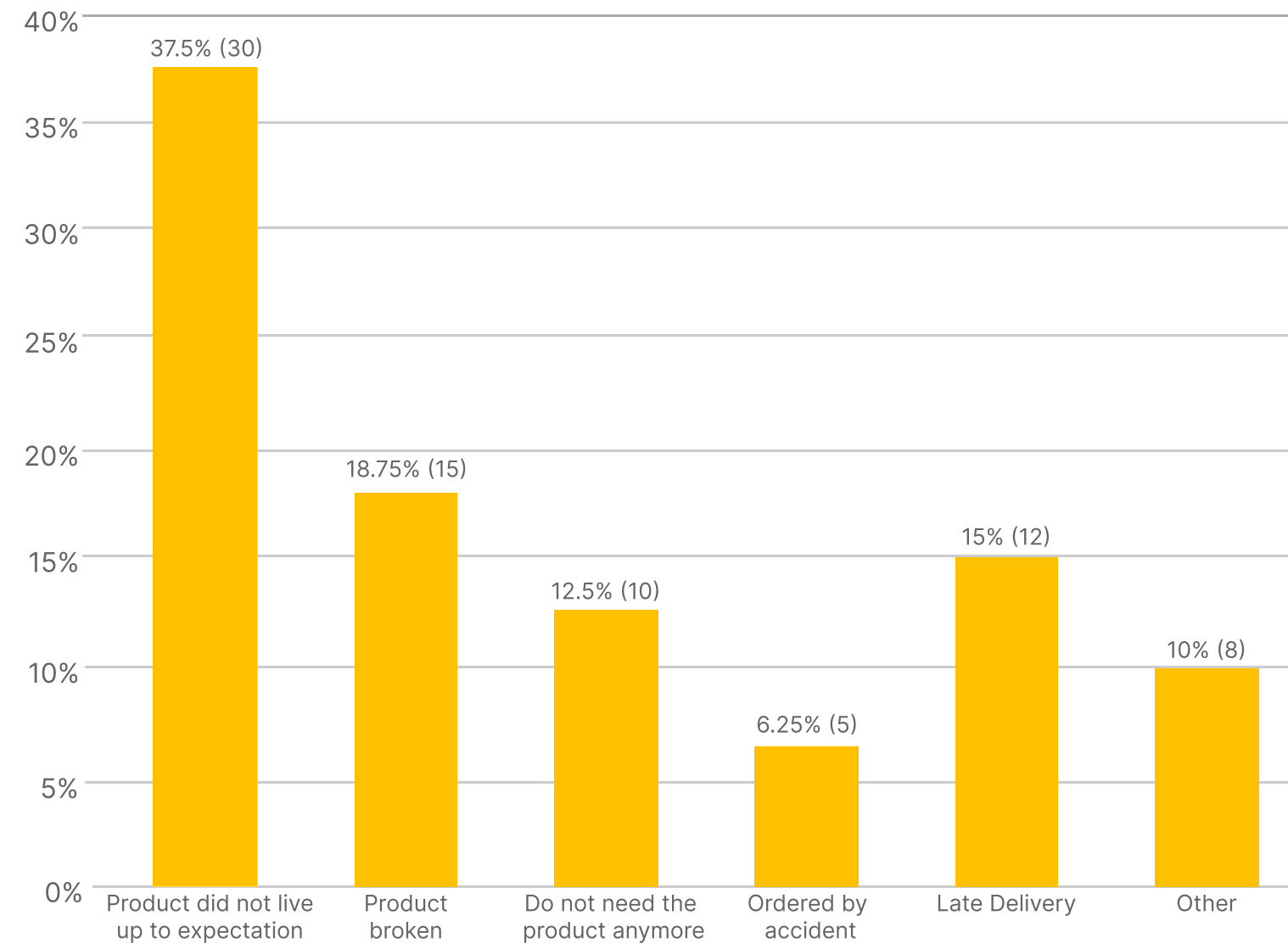
FRUSTRATIONS

- He lives a very busy life so often finds it hard to devote time to recycling
- As much as he wants to be sustainable, he is also very fascinated by new tech which is an industry that contributes to a lot of waste

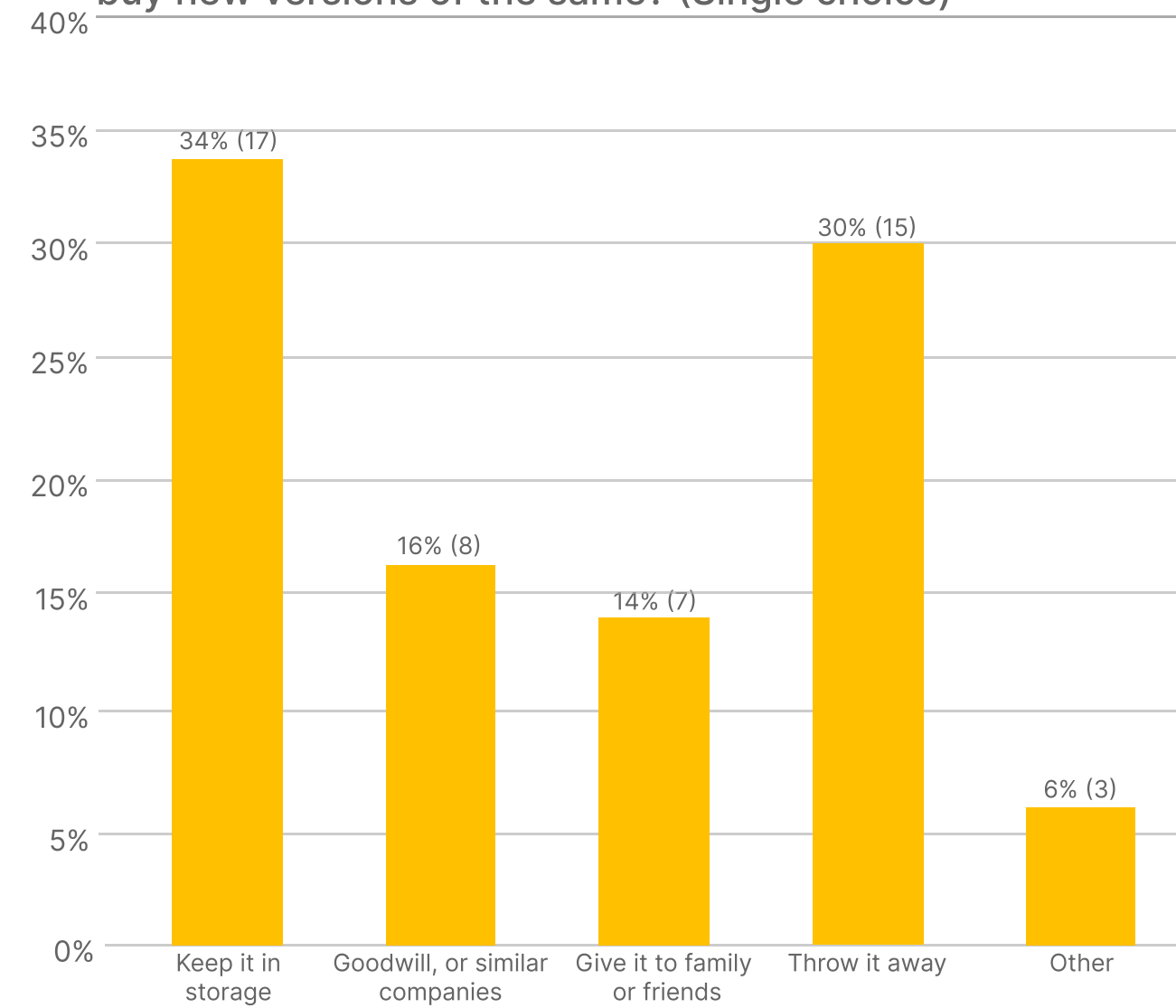


QUANTITATIVE RESEARCH FINDINGS

1 Top reasons for returning products (check list answers)



2 What do you do with your old Amazon products when you buy new versions of the same? (Single choice)

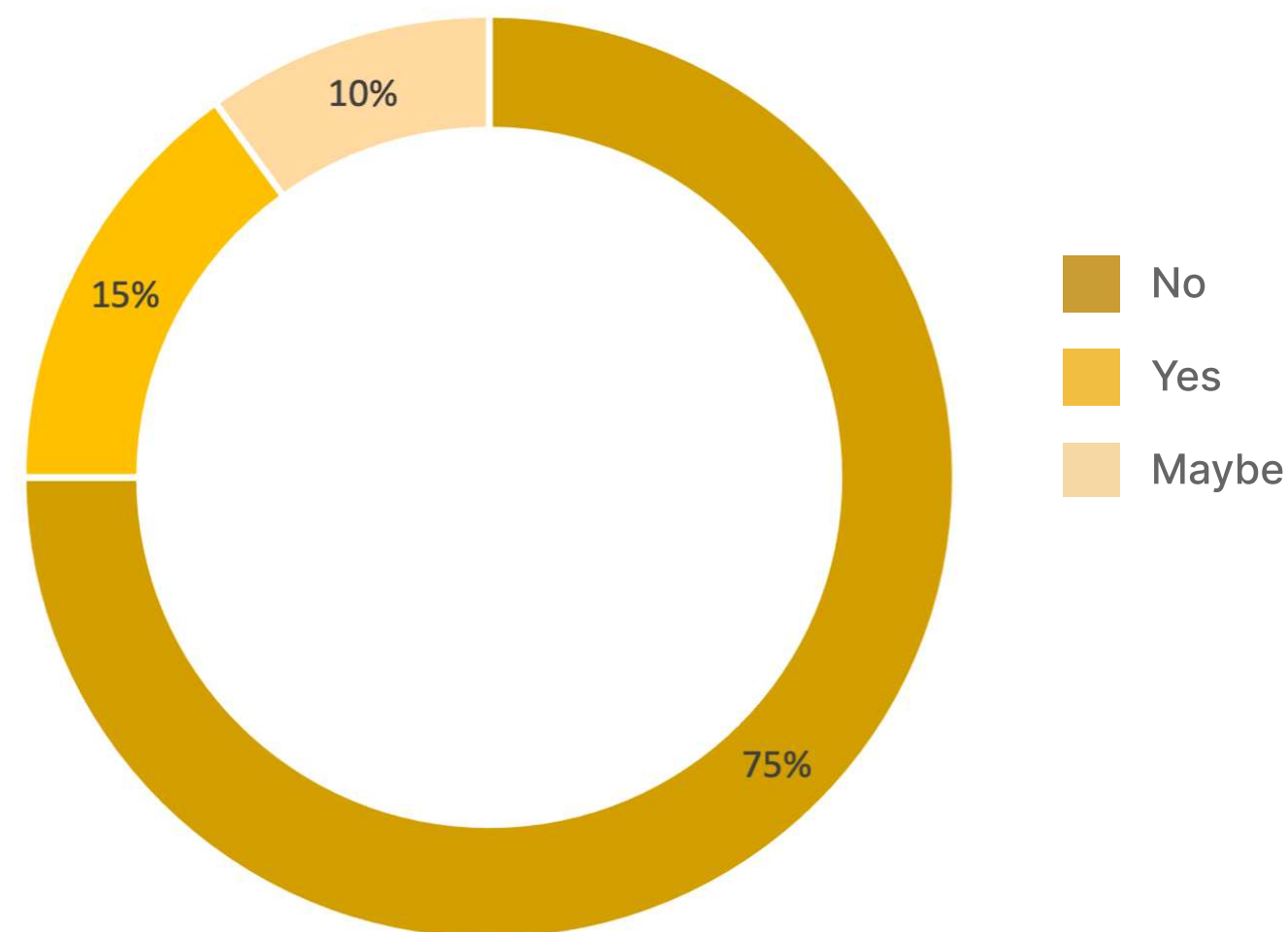


3 What do you think Amazon does with your returns? (Open ended)

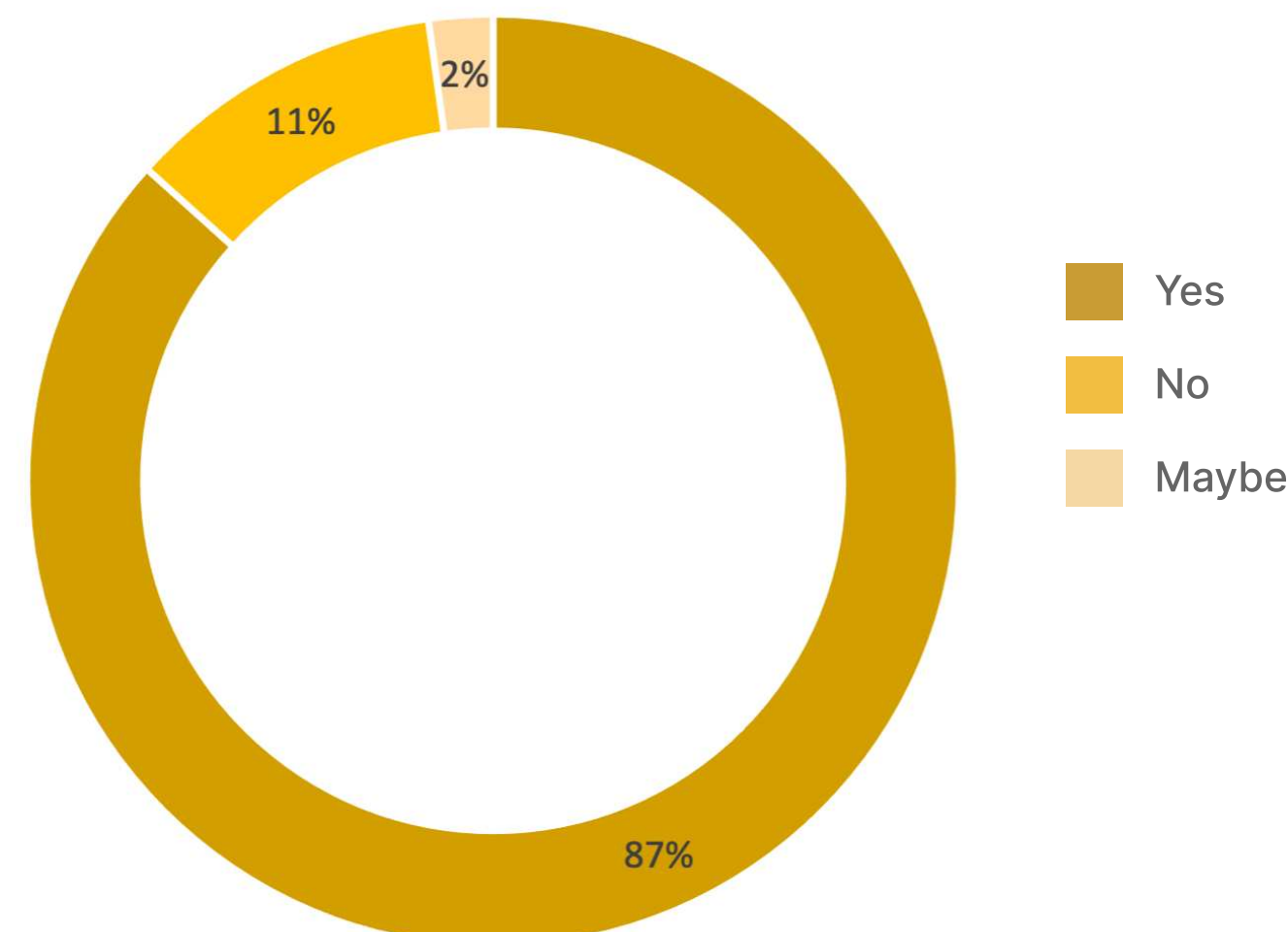
TOP 3

1. Throws it in a landfill (30%)
2. Recycles/ reuses/ refurbishes (10%)
3. Puts it back on sale online (7%)

4 Do you trust Amazon with being sustainable with your products?



5 Would you be willing to co-create a circular economy system with Amazon?



6 How are some of the ways could contribute to a circular system with Amazon? (Open ended)

TOP 3

1. Return products to Amazon after product serves its purpose (20%)
2. Buy used Amazon products in good condition (10%)
3. Use current Amazon products more sustainably (6%)



THEMES

Customers are inclined to think that Amazon throws away returns and is not being sustainable or transparent with its practices.

Customers keep old Amazon items in storage in hopes of using it again but do not actually use it.

INSIGHTS

Amazon is not transparent with where products go once they are returned or taking any extra initiative to have a sustainable reputation.

Customers are not taking any initiative to adopt to a circular economy system with regards to their Amazon products

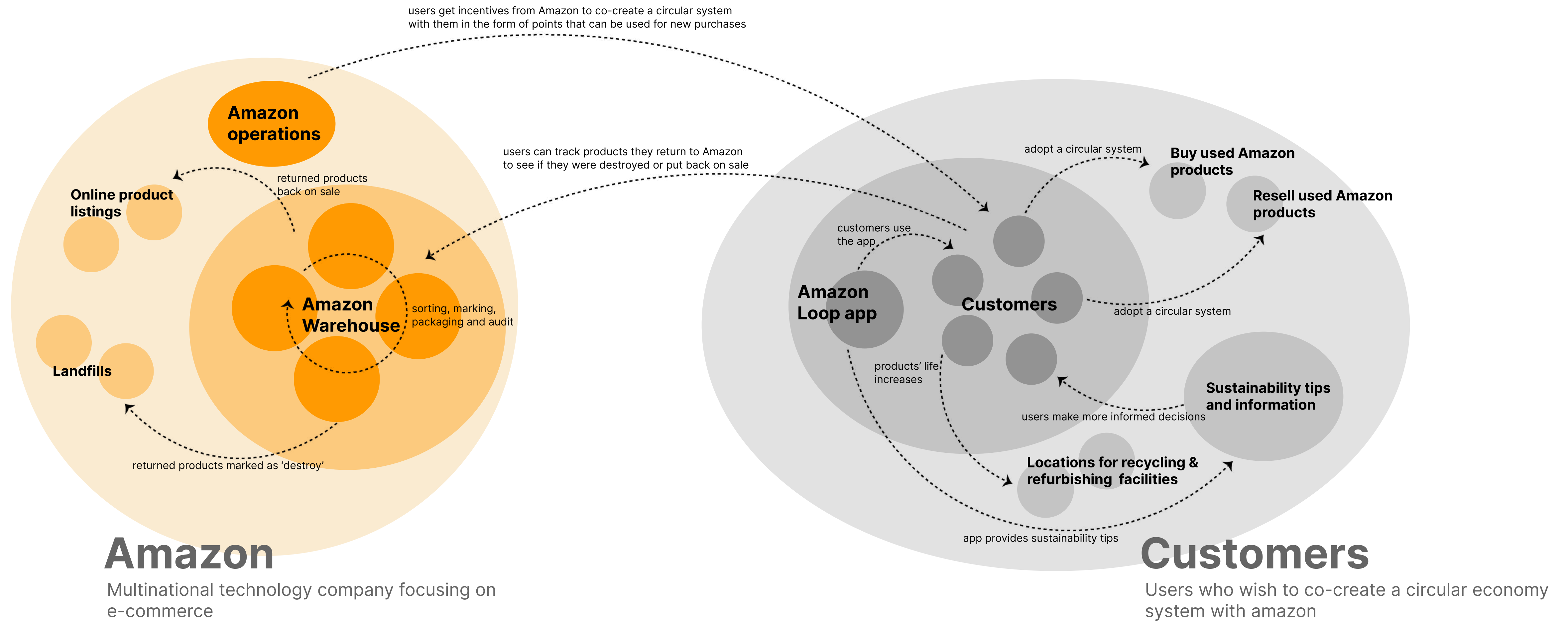
NEXT STEPS

Create a way that enforces customers' trust with Amazon being a sustainable company that shows them what is happening to their products.

Create a way that customers can contribute more to a circular economy system and be more sustainable

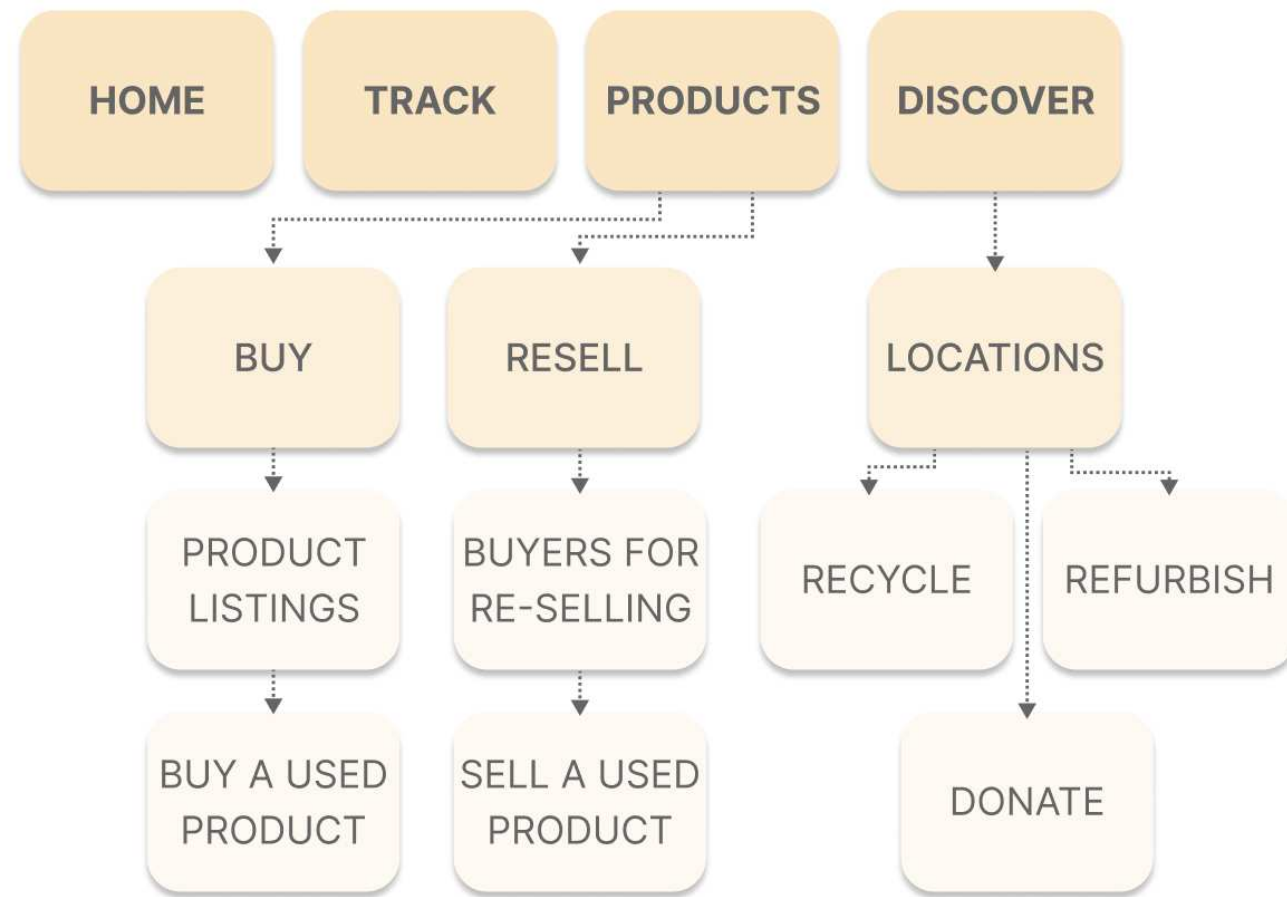


A Circular Approach with Amazon-Loop

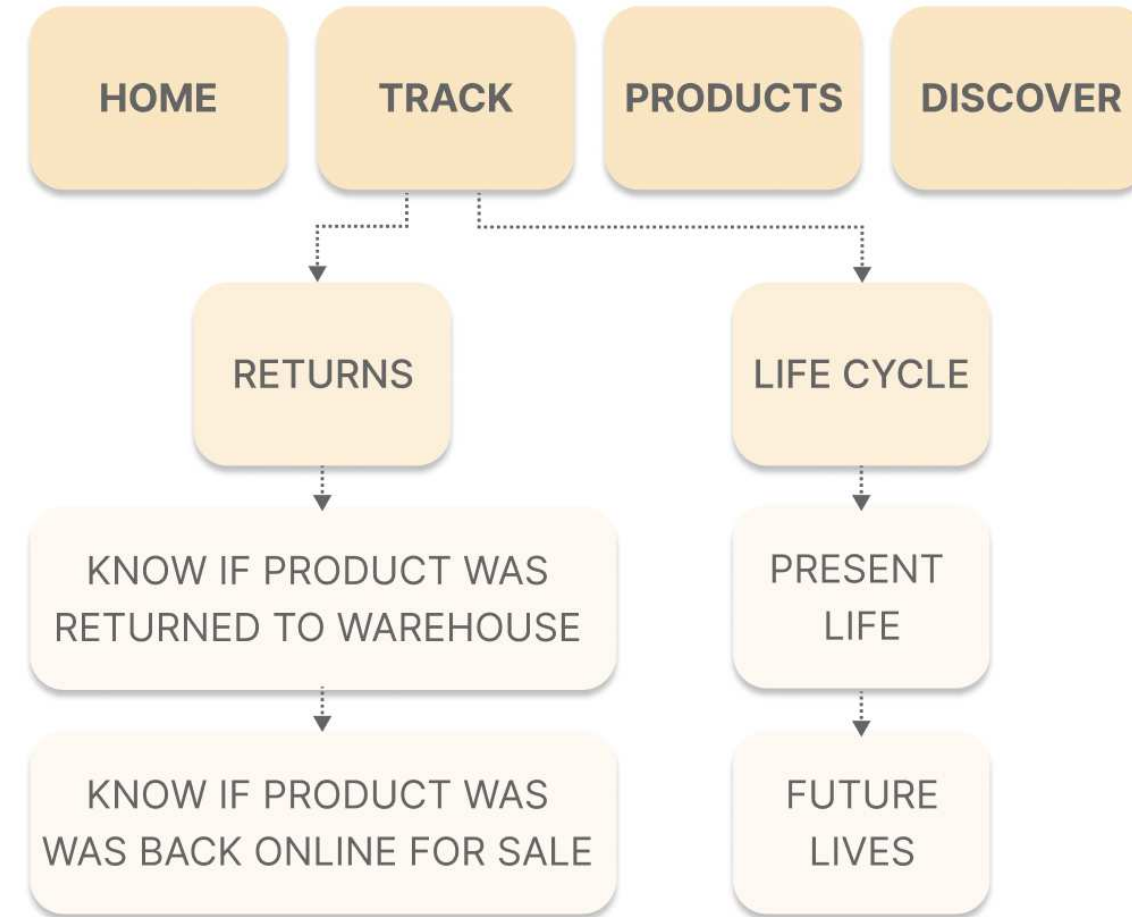




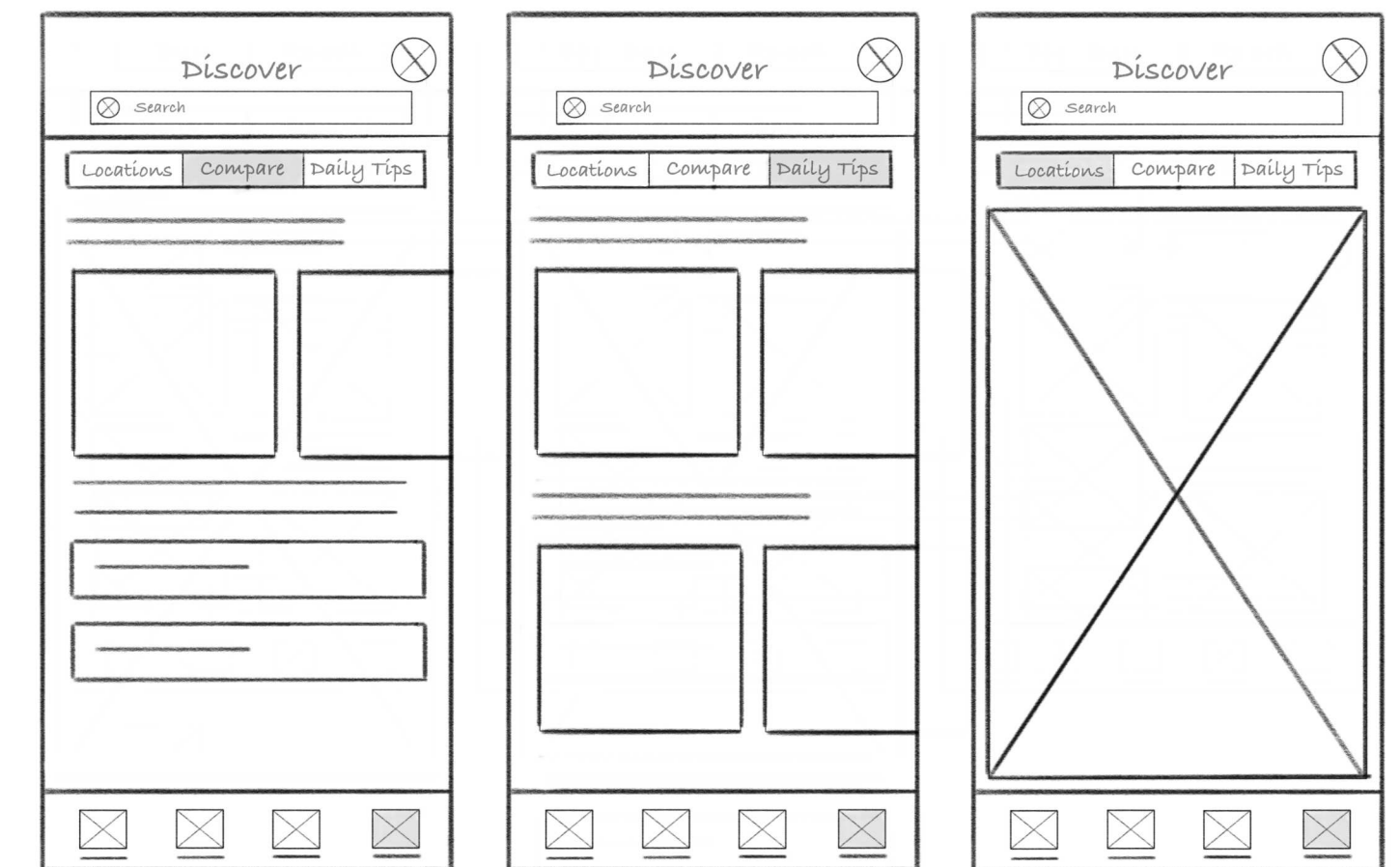
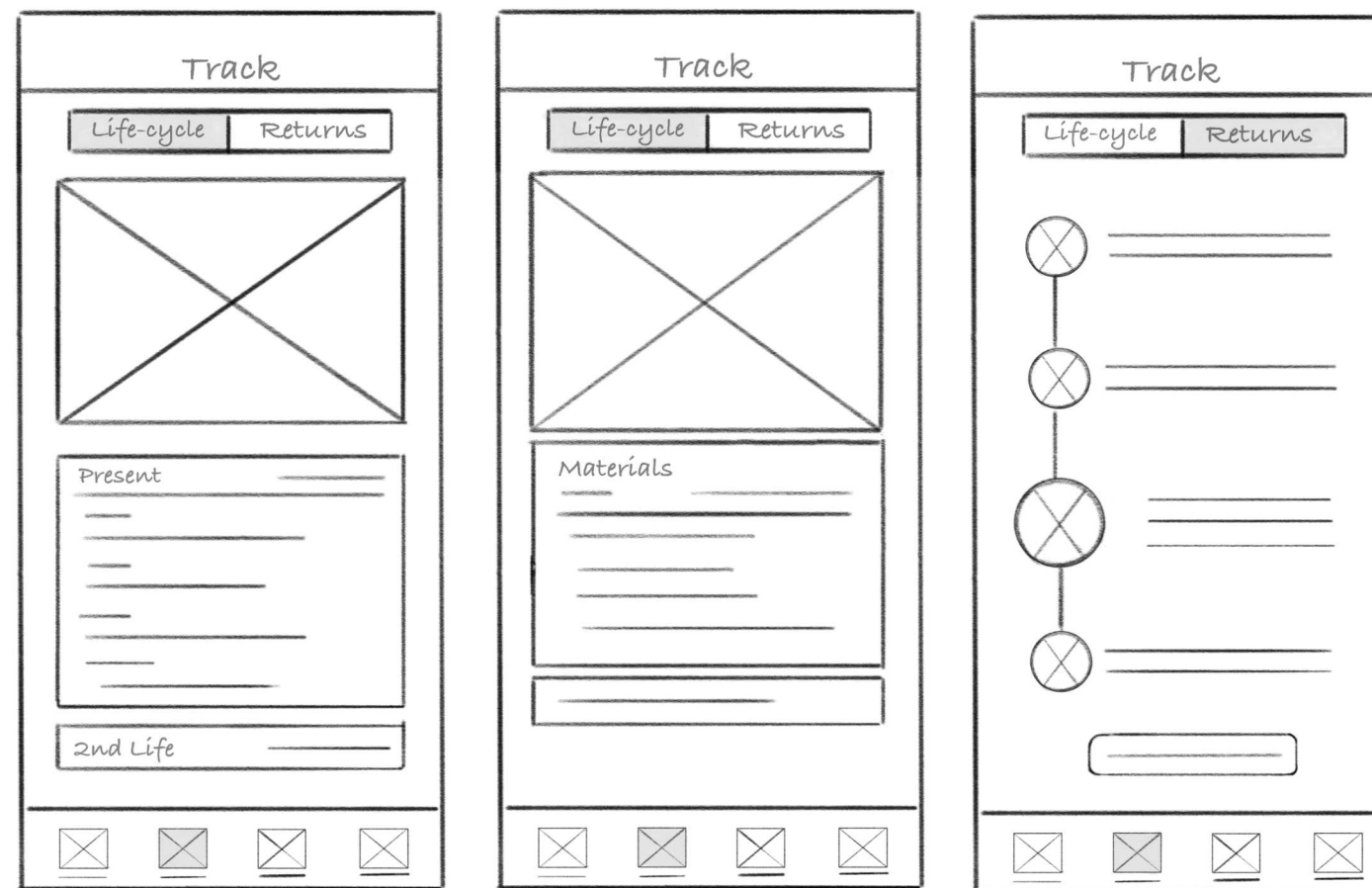
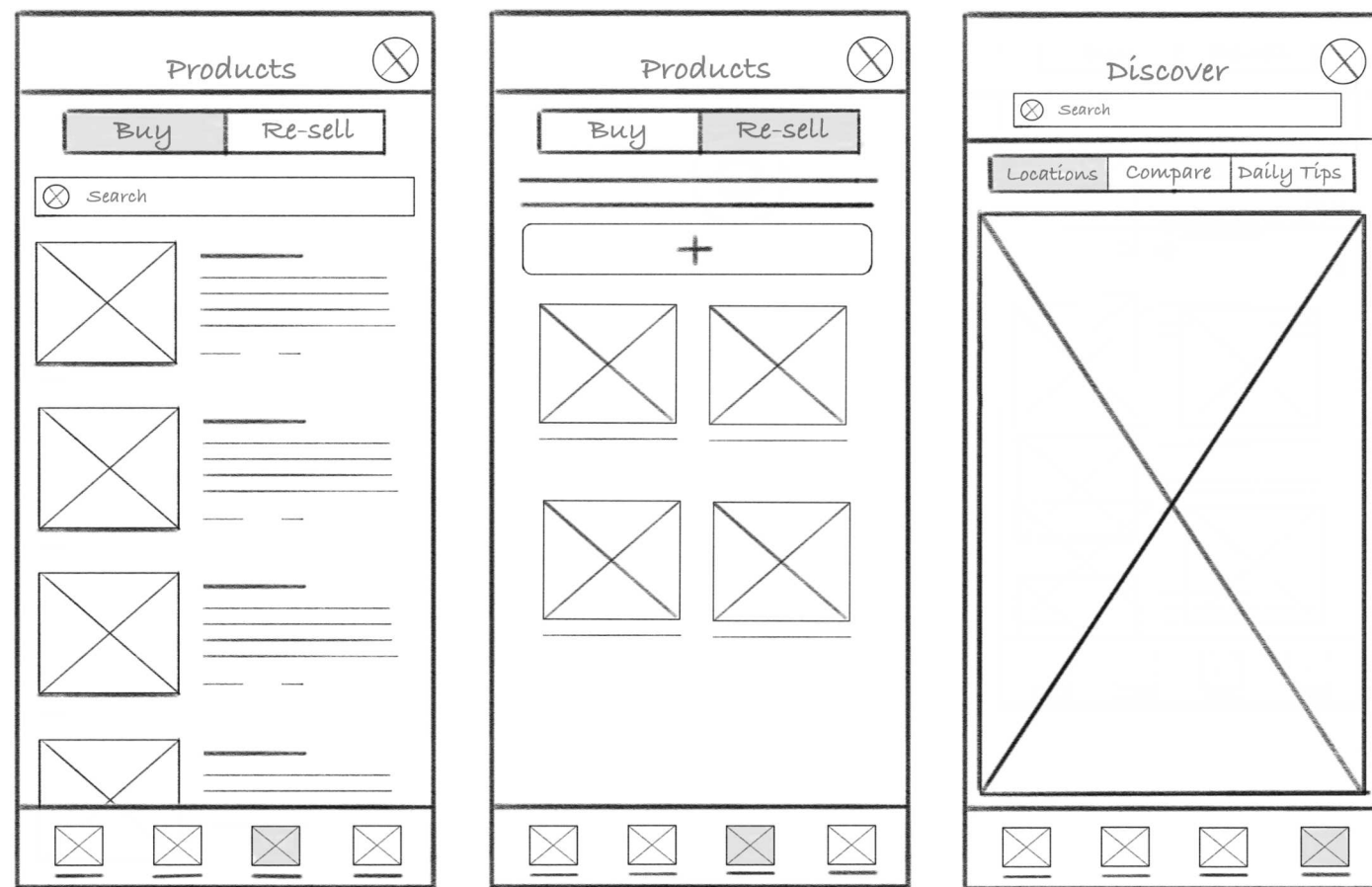
RECYCLE, REFURBISH, & RE-SELL



TRACK PRODUCTS

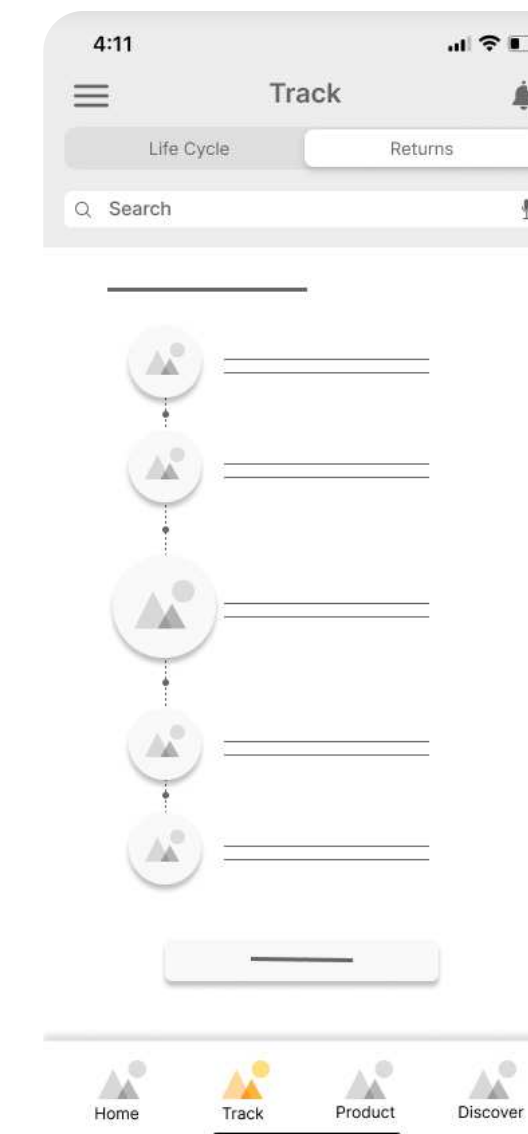
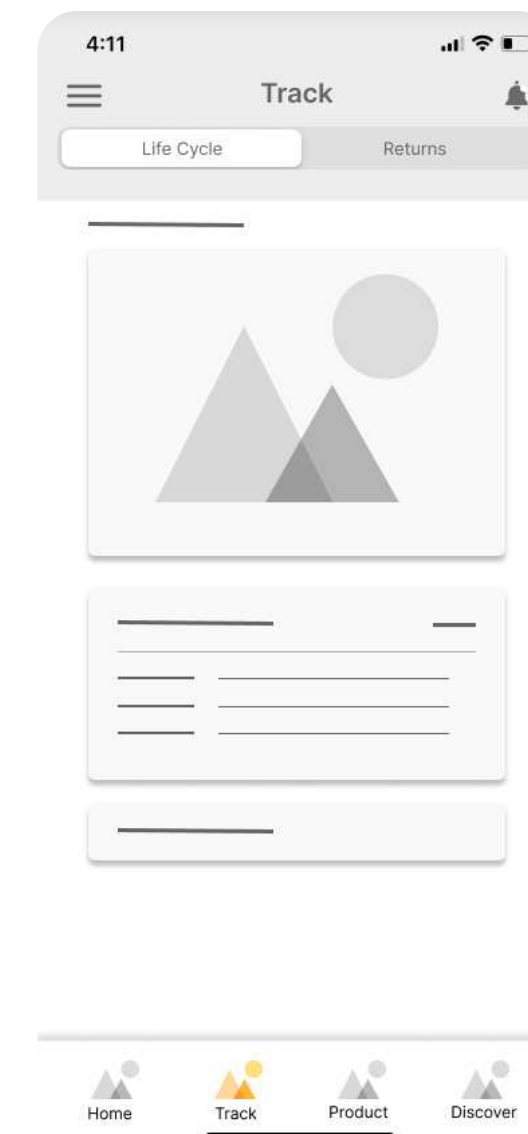
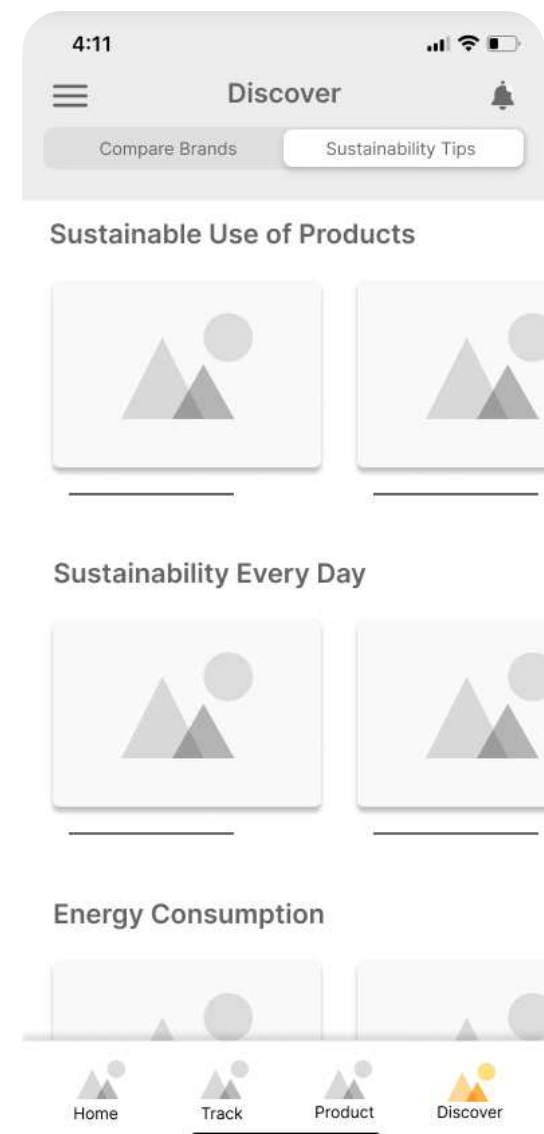
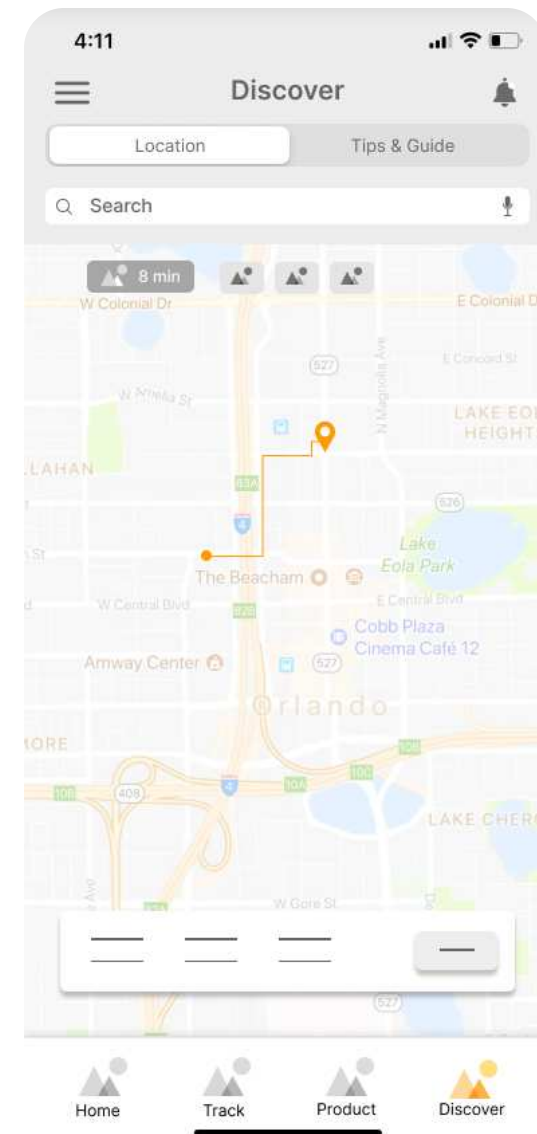


SUSTAINABILITY TIPS





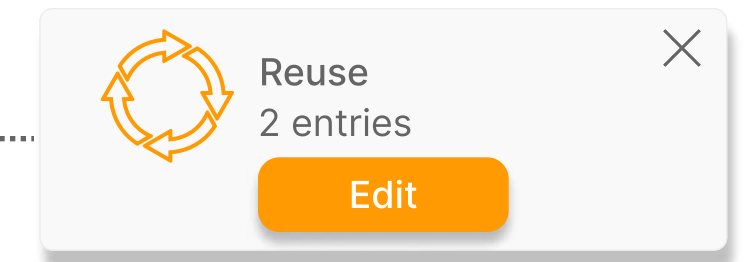
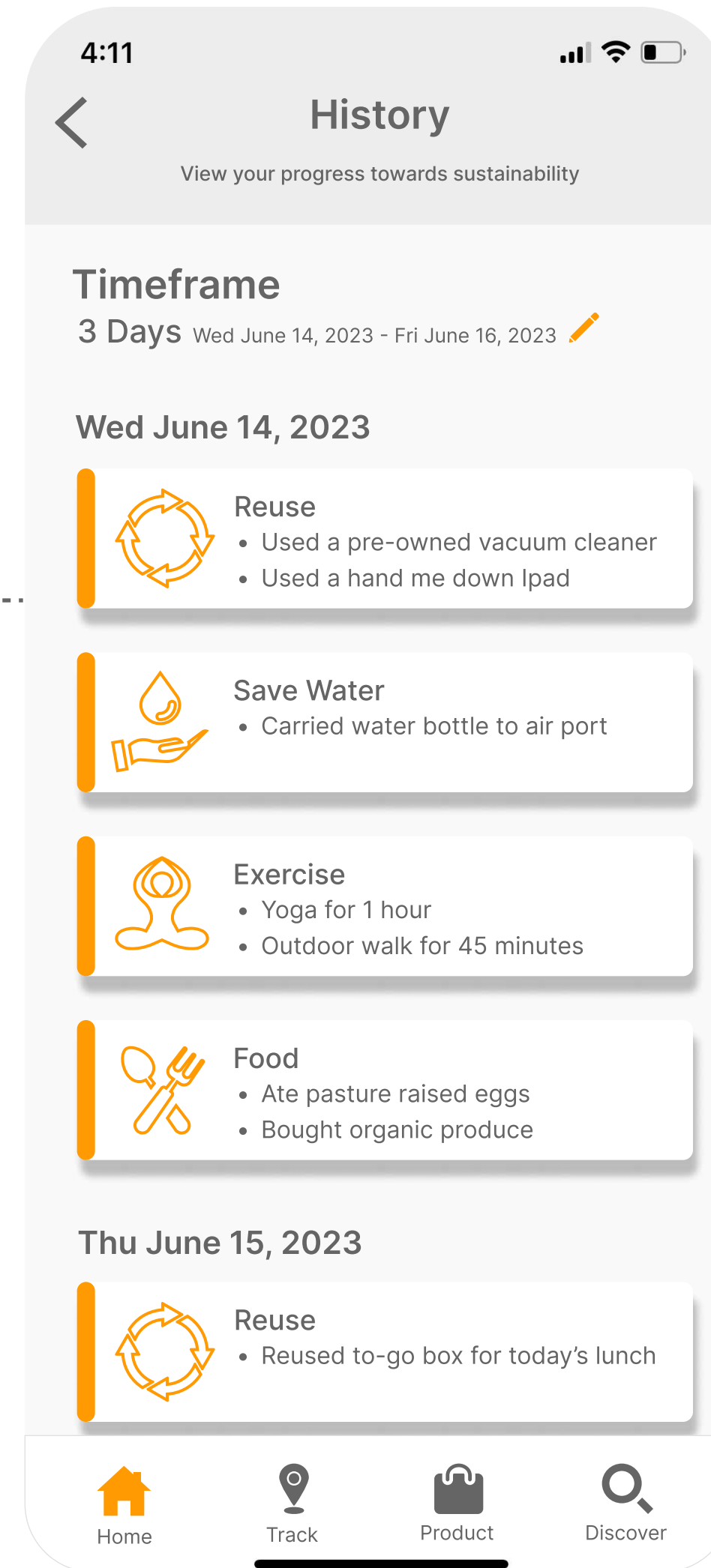
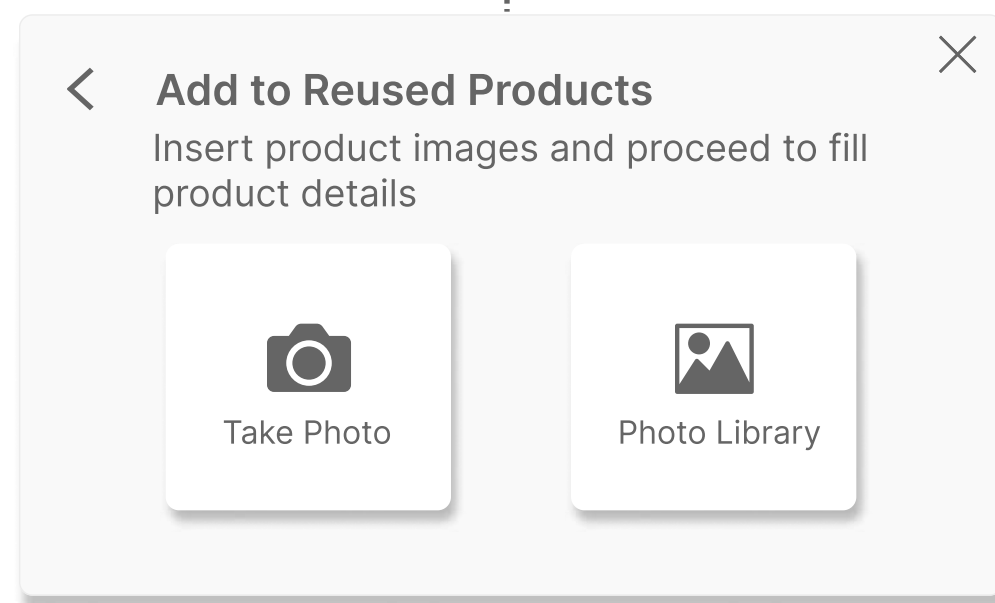
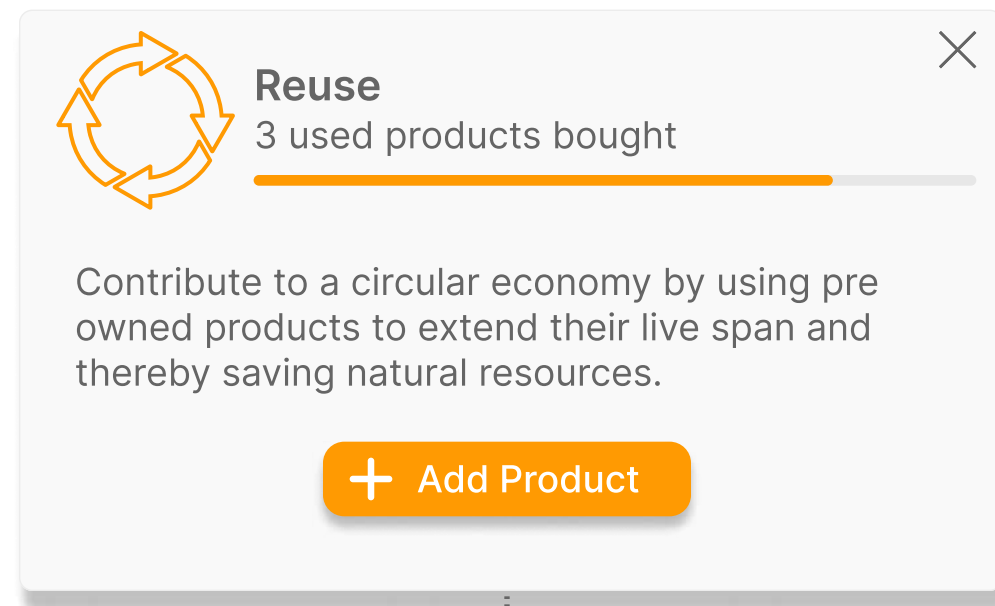
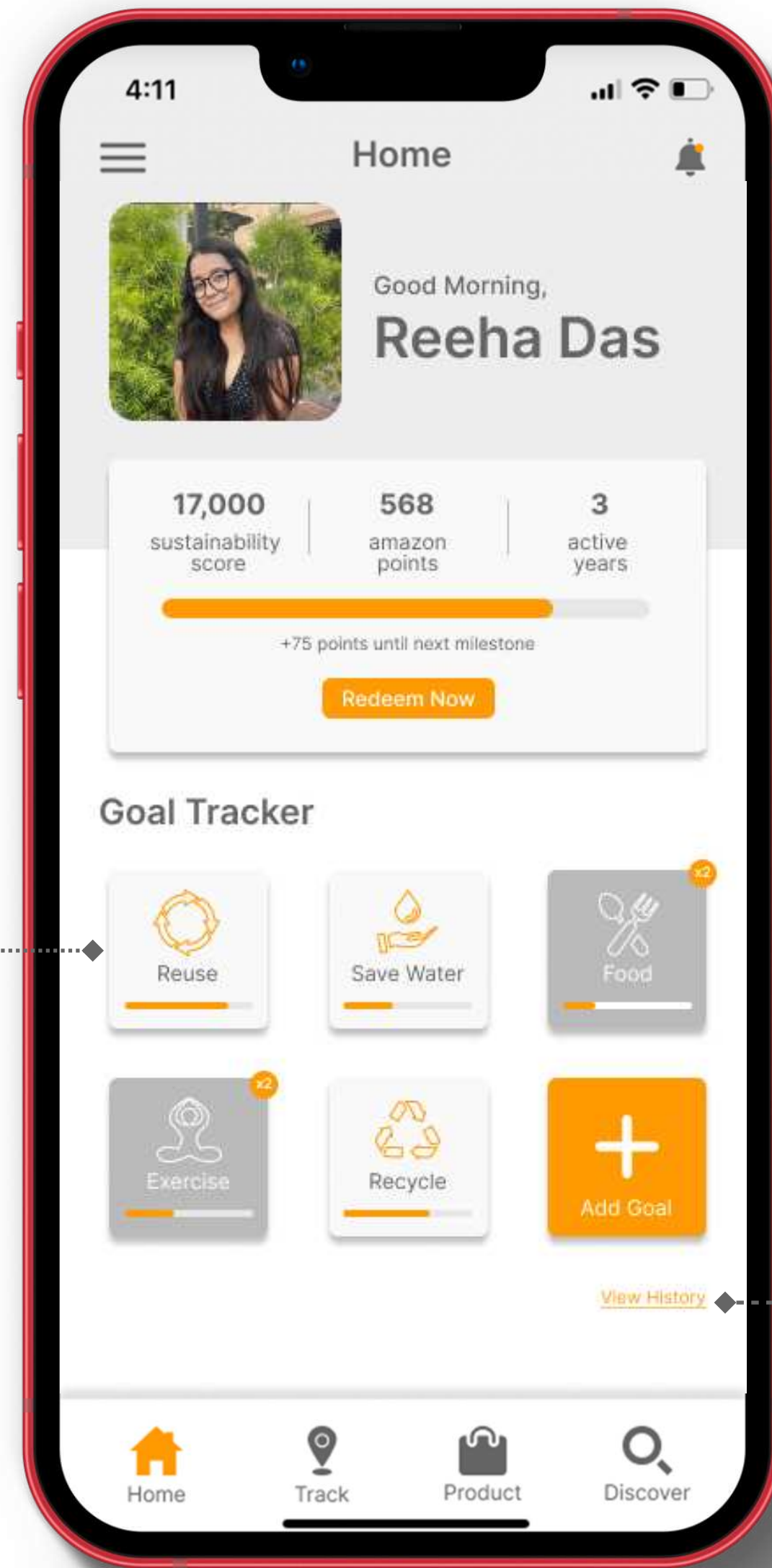
LOW FIDELITY WIREFRAMES





AMAZON LOOP





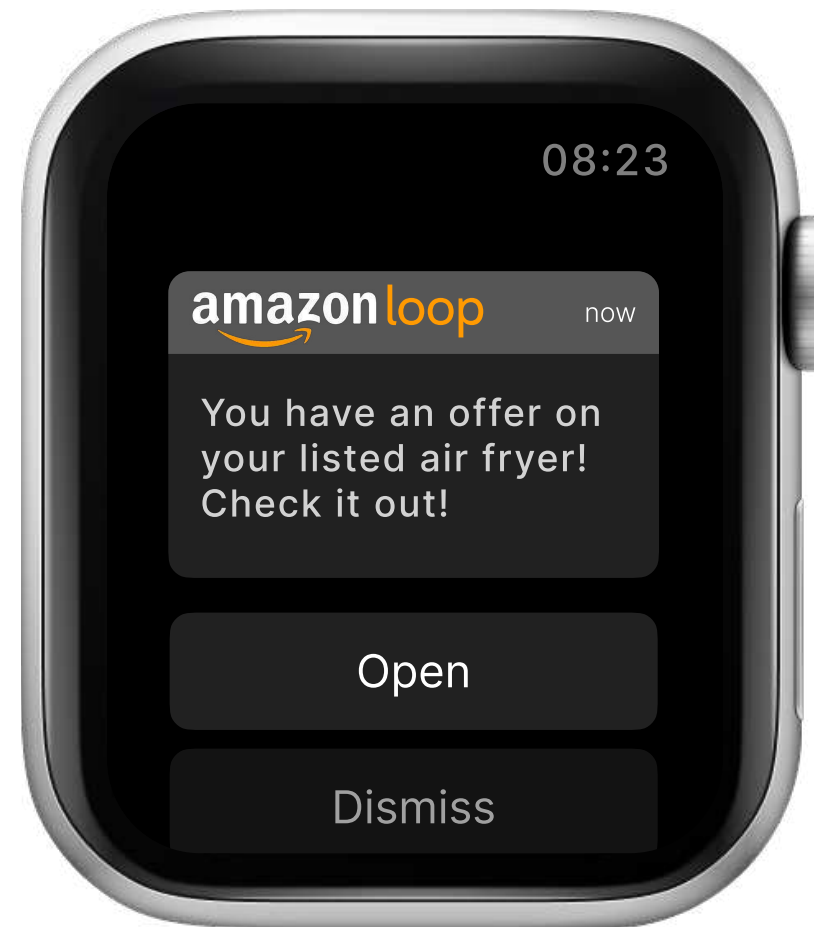


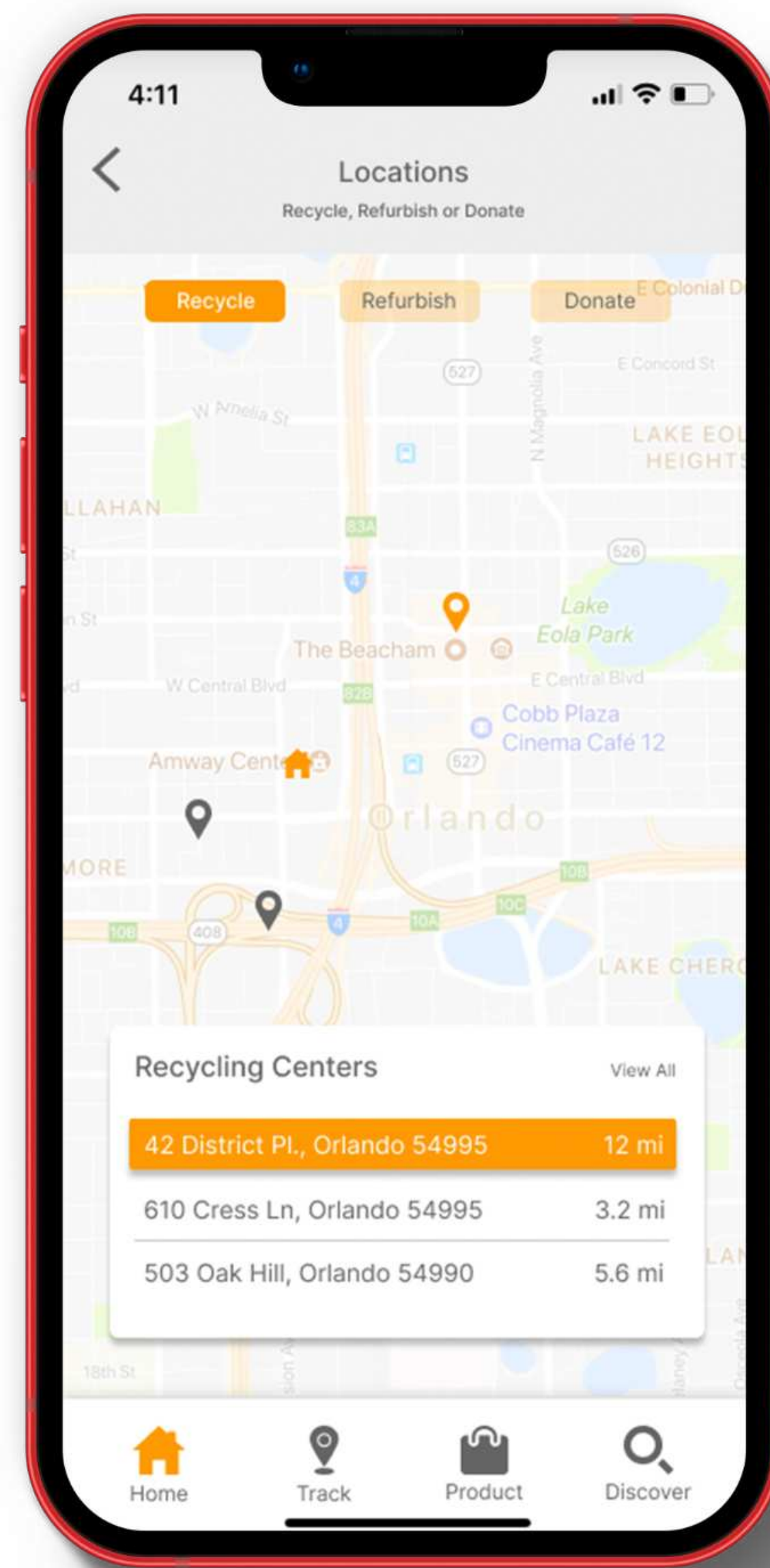
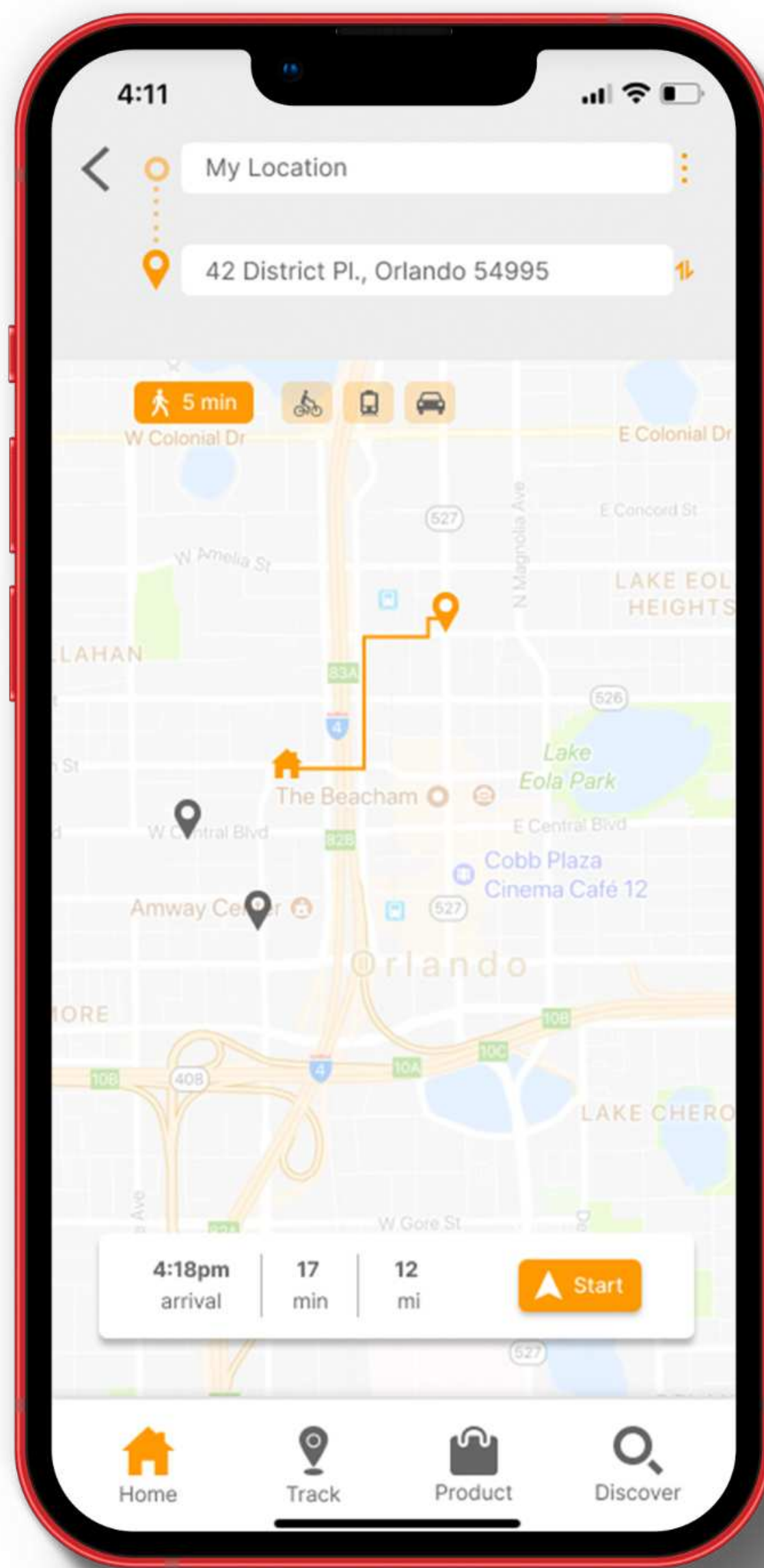
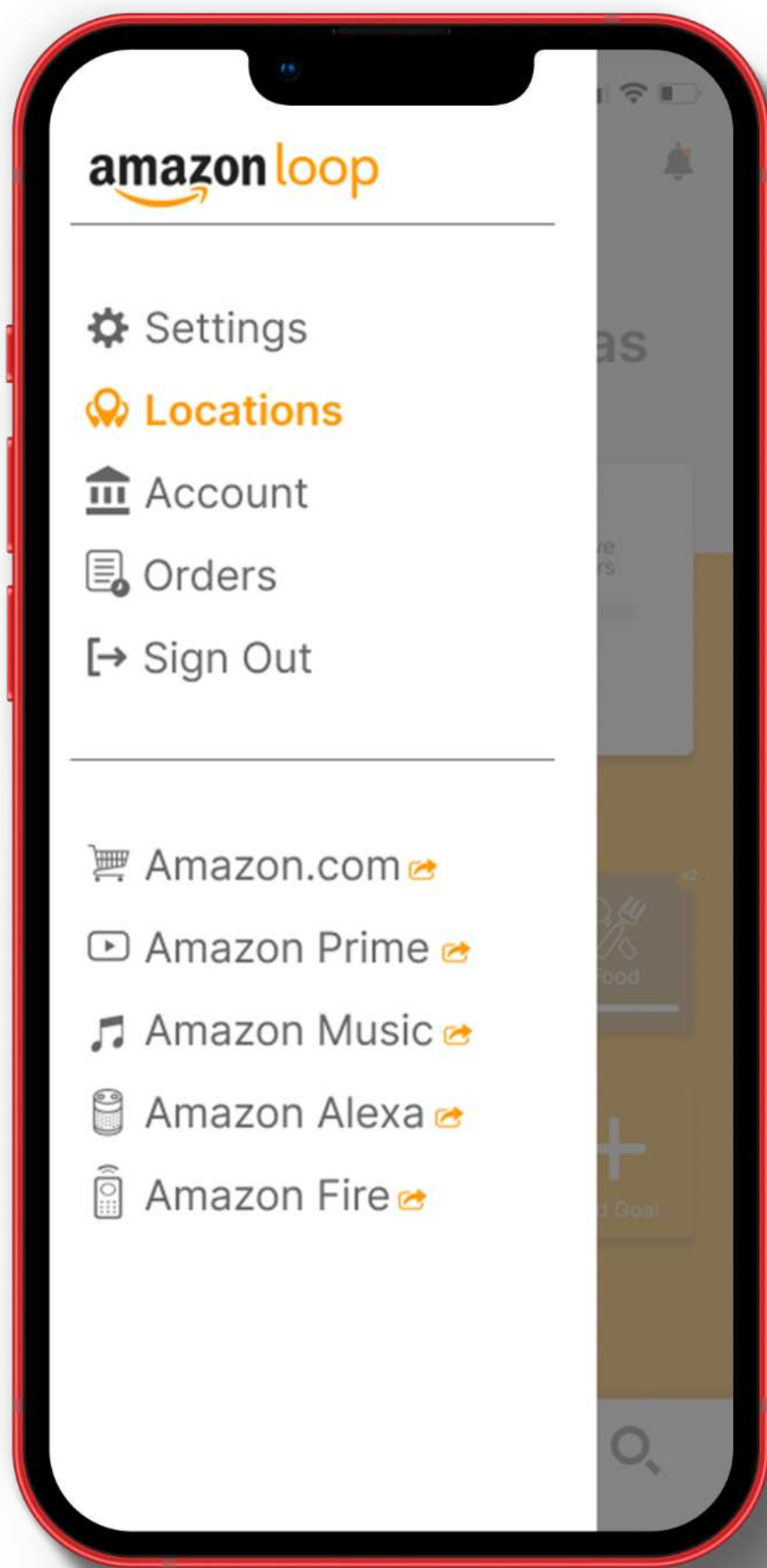
APPLE WATCH PLUG-IN

APP WORKFLOW



SETTING & NOTIFICATIONS



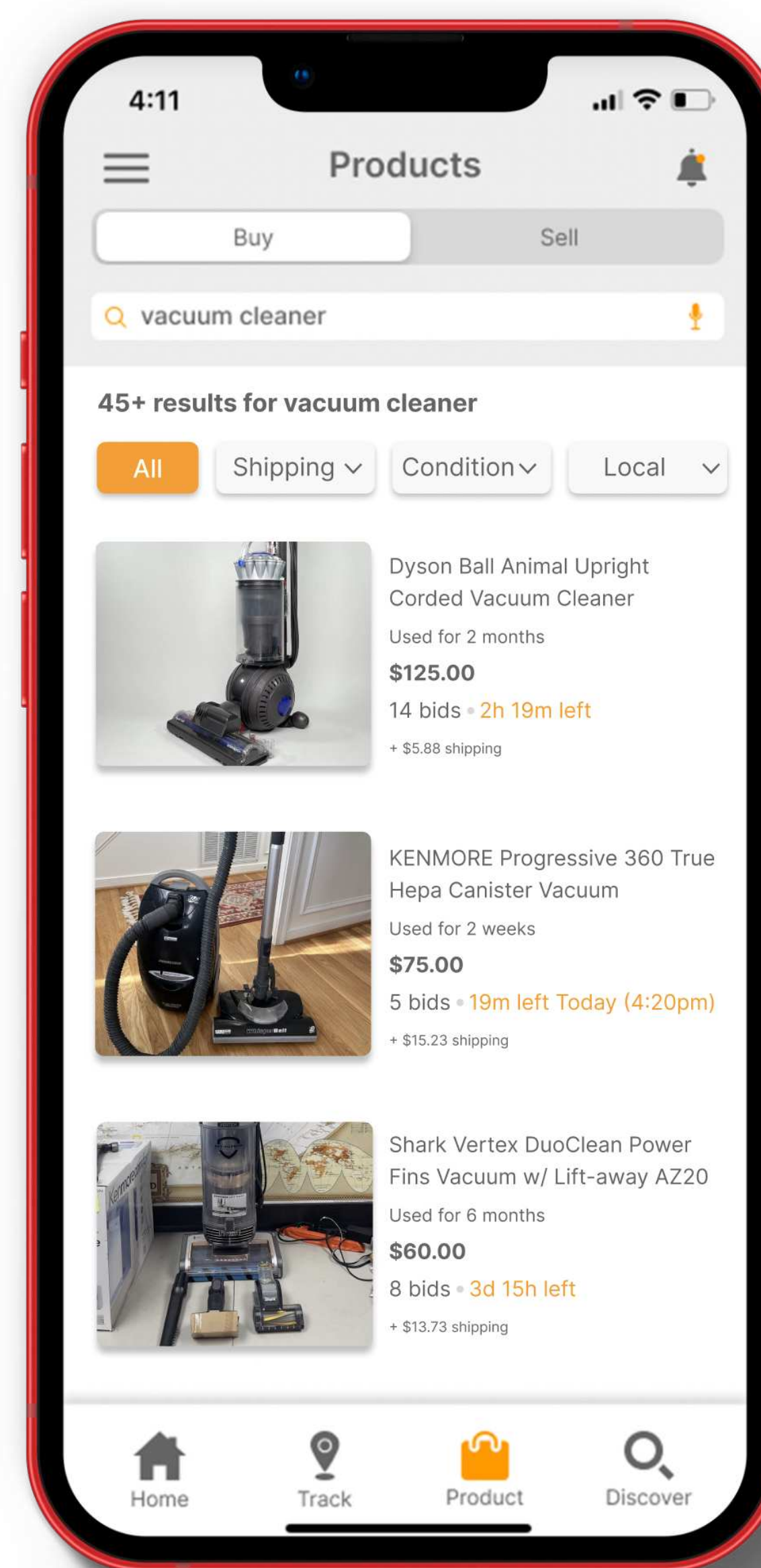
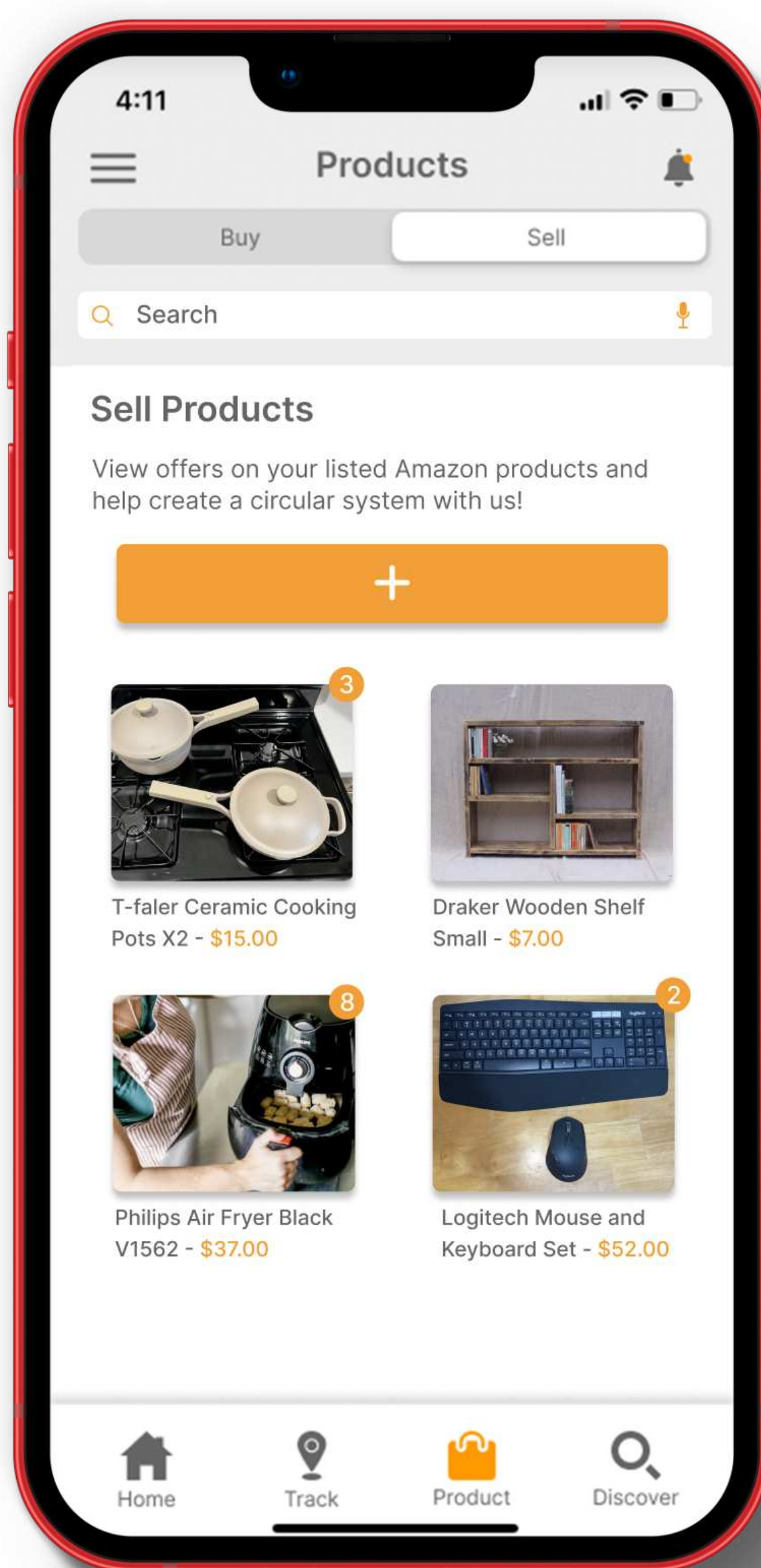


RECYCLE & REFURBISH

Amazon Loop helps customers find recycling, refurbishing and donation facilities near their current locations, making it easier for them to make sustainable choices. They will be motivated to think about product raw materials and be less inclined to throw away old products and in fact work towards extending their use.

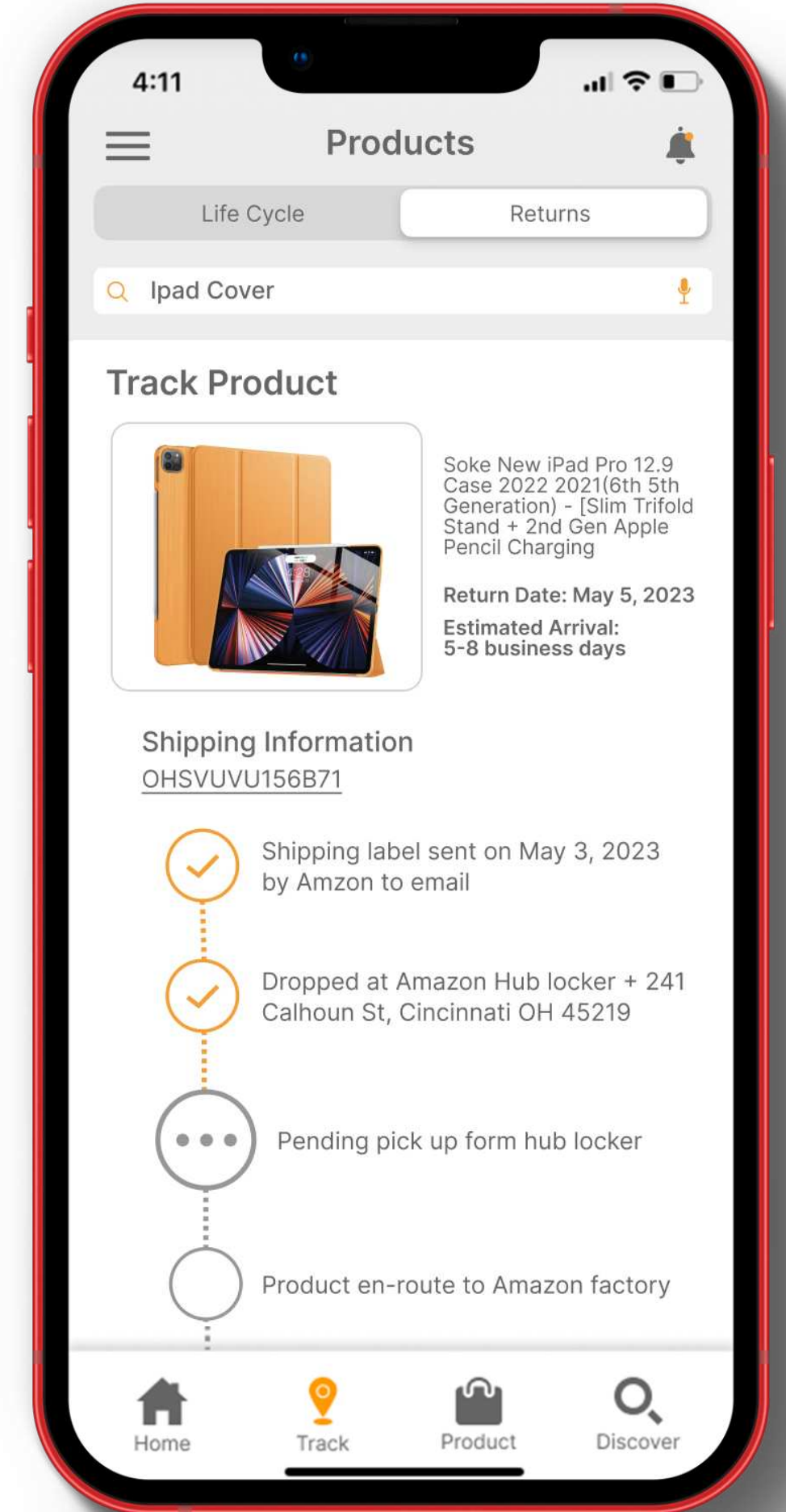
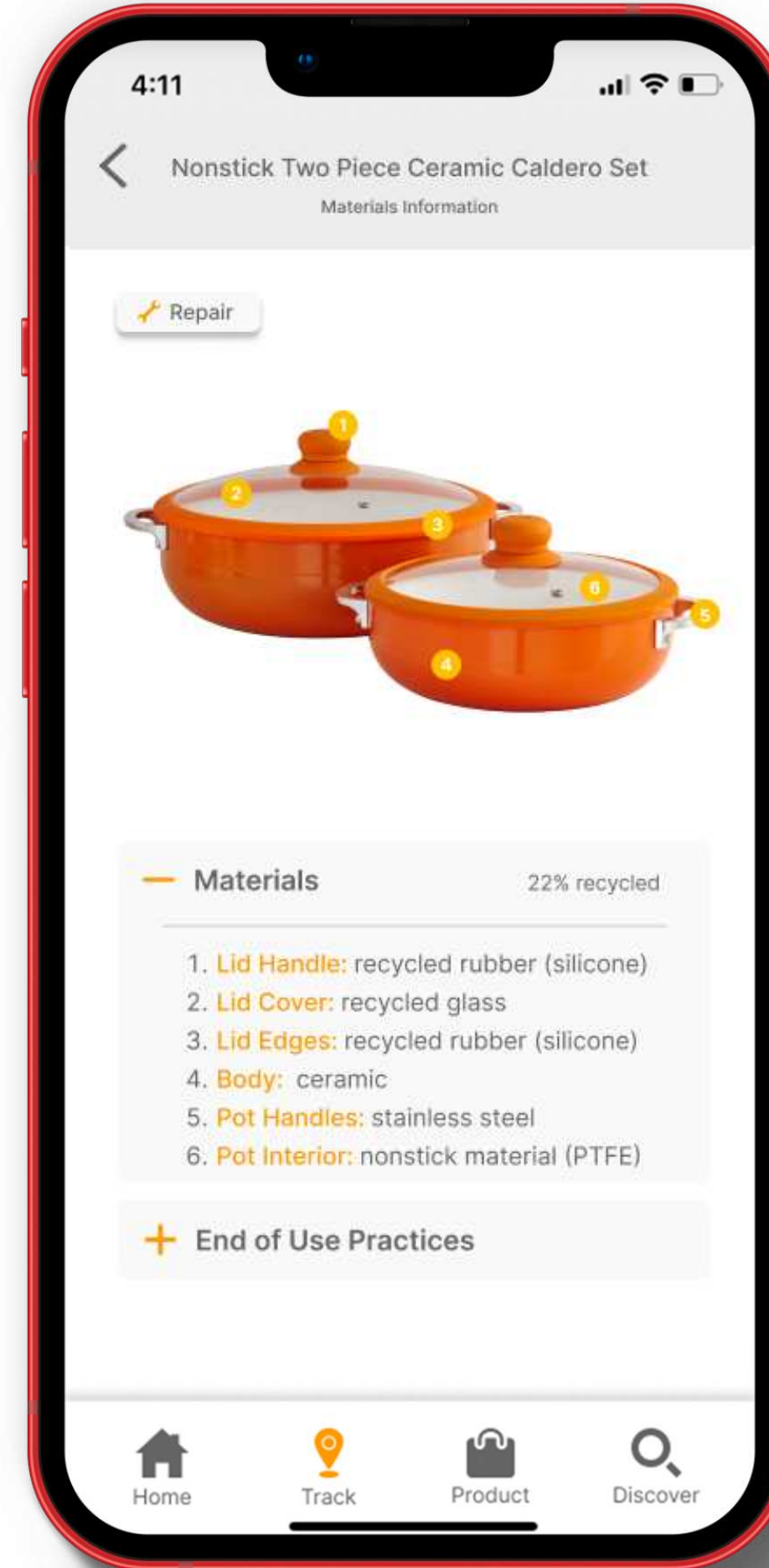
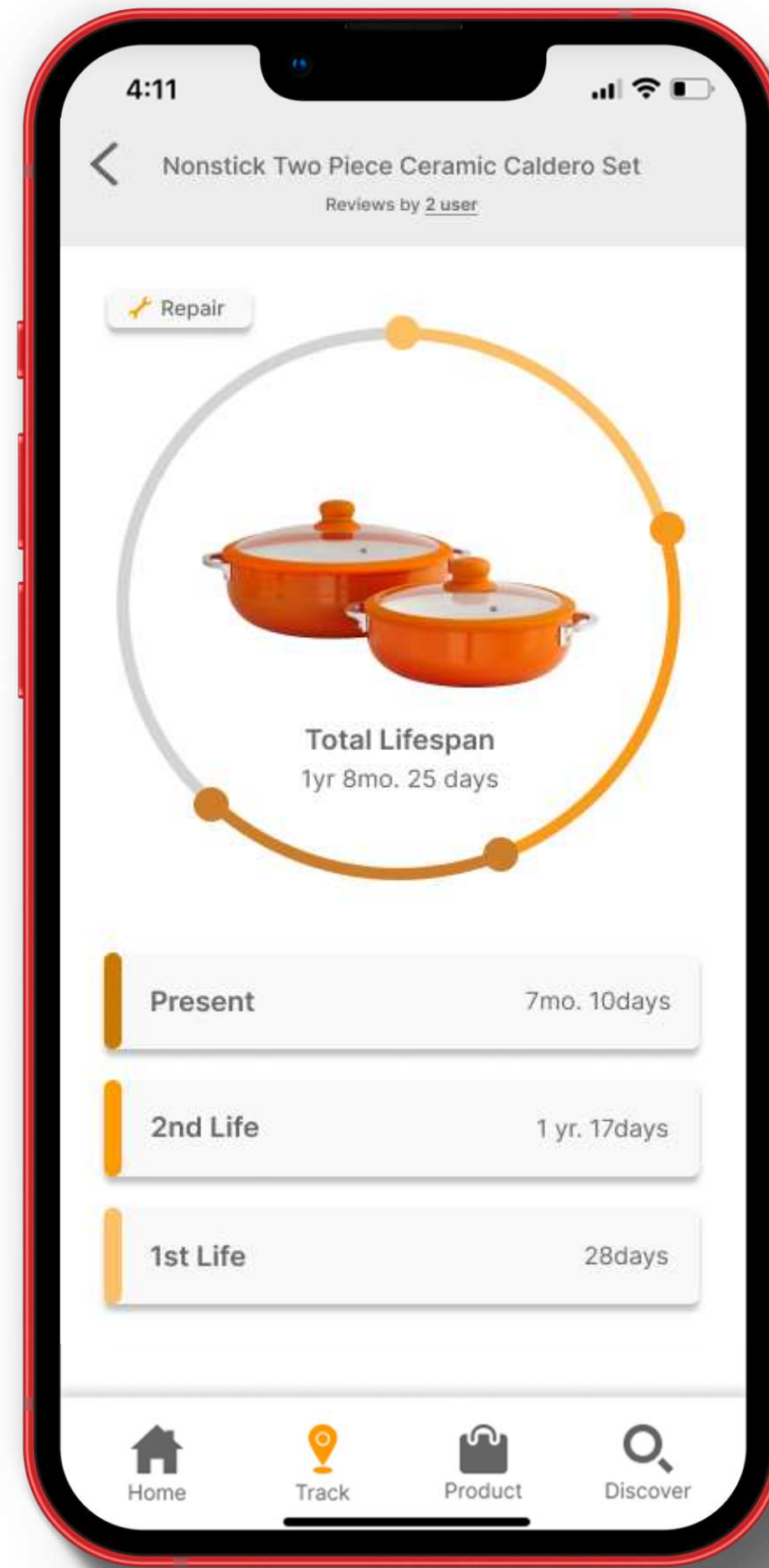
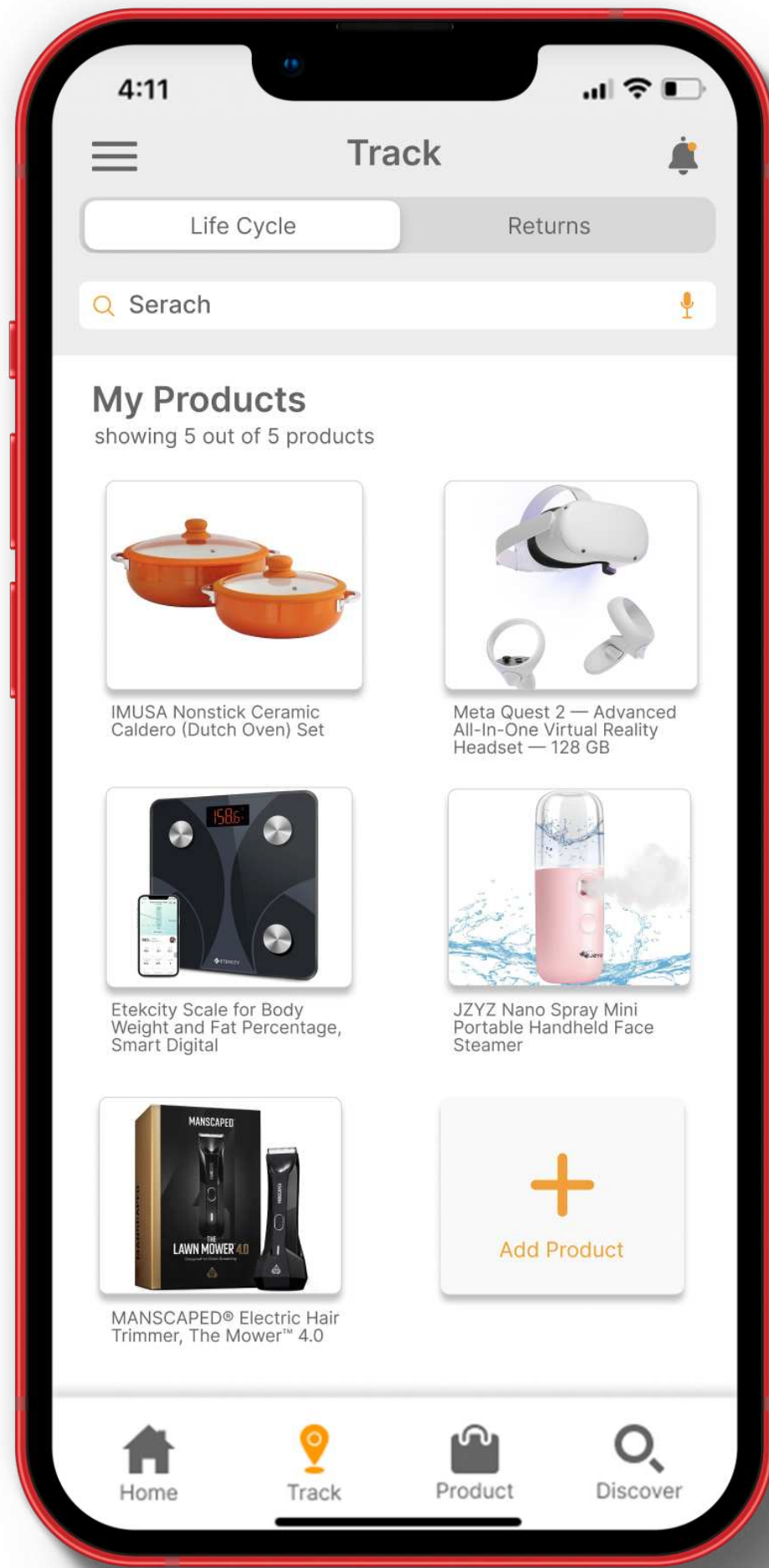
RE-SELL & BUY USED PRODUCTS

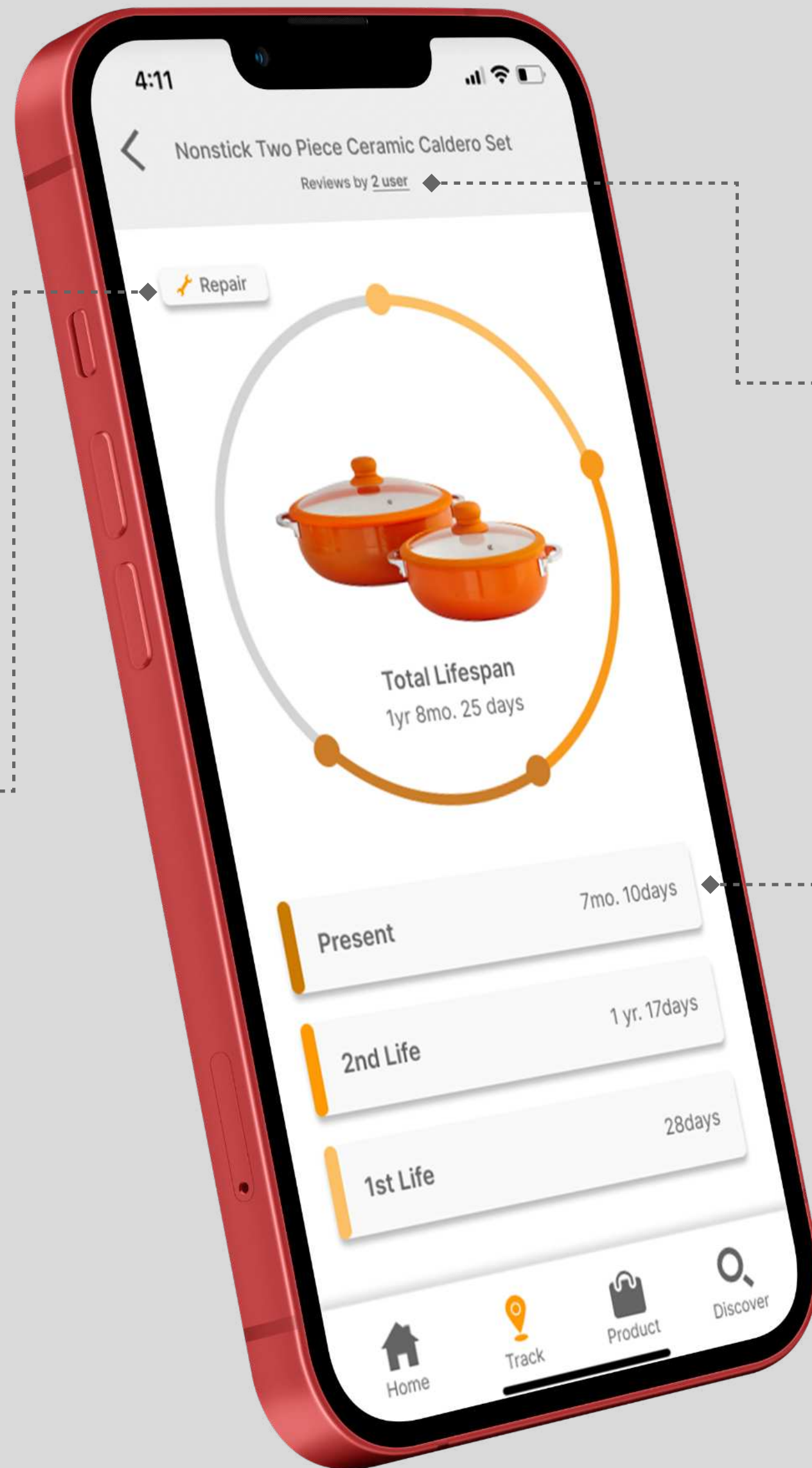
Amazon Loop allows customers to re sell and buy their used Amazon products so the products' life span increases and customers engage in co-creating a circular economy system with Amazon. Amazon gives incentives to customers like points and free shipping labels to motivate users to adopt a more sustainable lifestyle by optimizing resources.





TRACK YOUR PRODUCTS





Repair Help

Repair Tips

What problem are you experiencing?

Deterioration of materials

Broken Parts

Other

Self Repair Tips

[View Instructions](#)

External Help

[View Facilities](#)

Ex Users' Reviews

Matt Gilbert

1st owner

These were my favorite cooking appliances for the longest time until my mom gifted me new ones. They are super easy to clean.

4.5/ 5 rating

Sabrina Carpenter

2nd owner

I miss these so much, would have definitely kept them if I was not moving. The best part is that it cooks the food pretty fast.

4.6/ 5 rating

Product Life Stage

Present

7mo. 10days

- **May 05, 2023**
purchased by Reeha Das on Amazon Loop
- **May 07, 2023**
product picked up and did not require any delivery resources



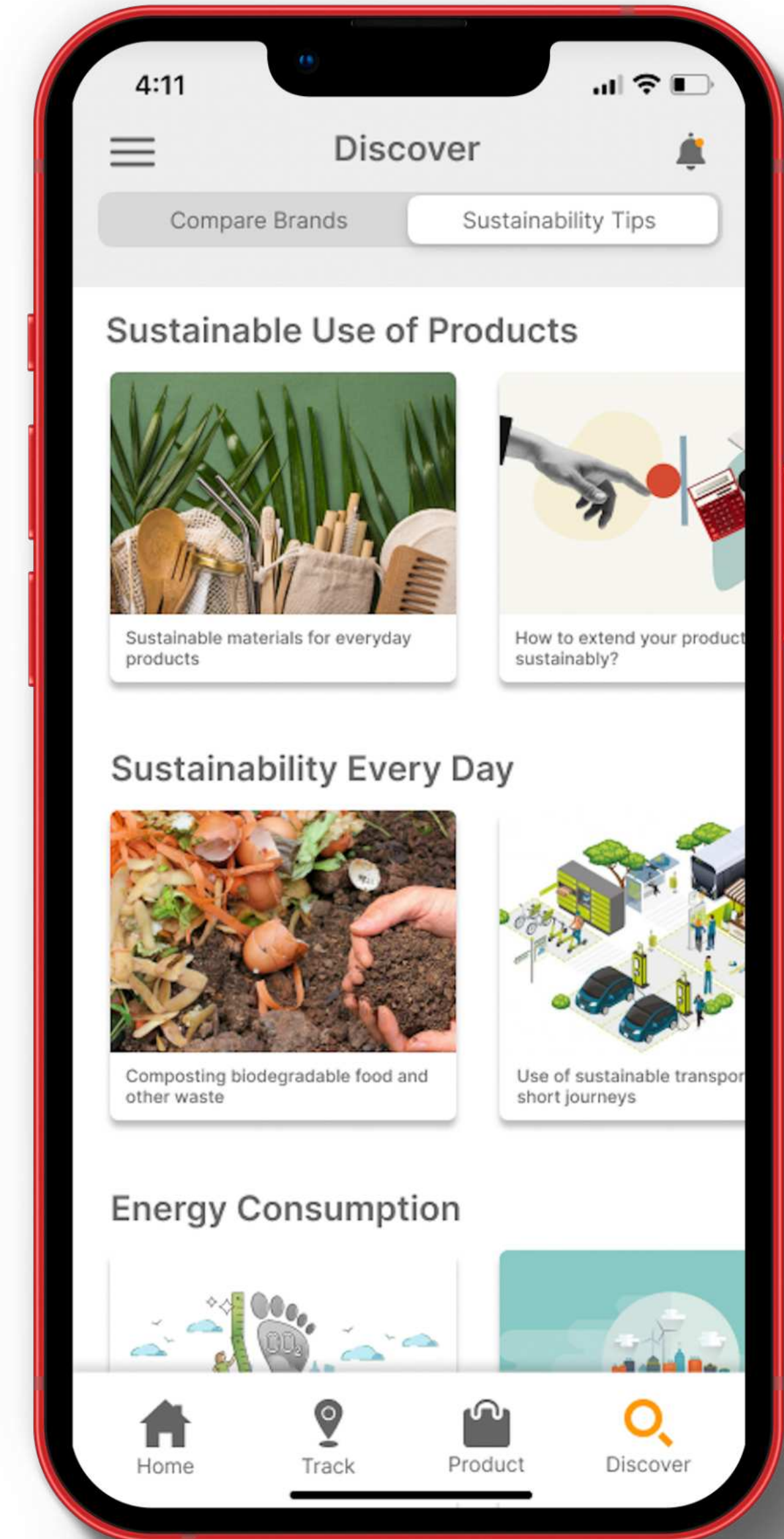
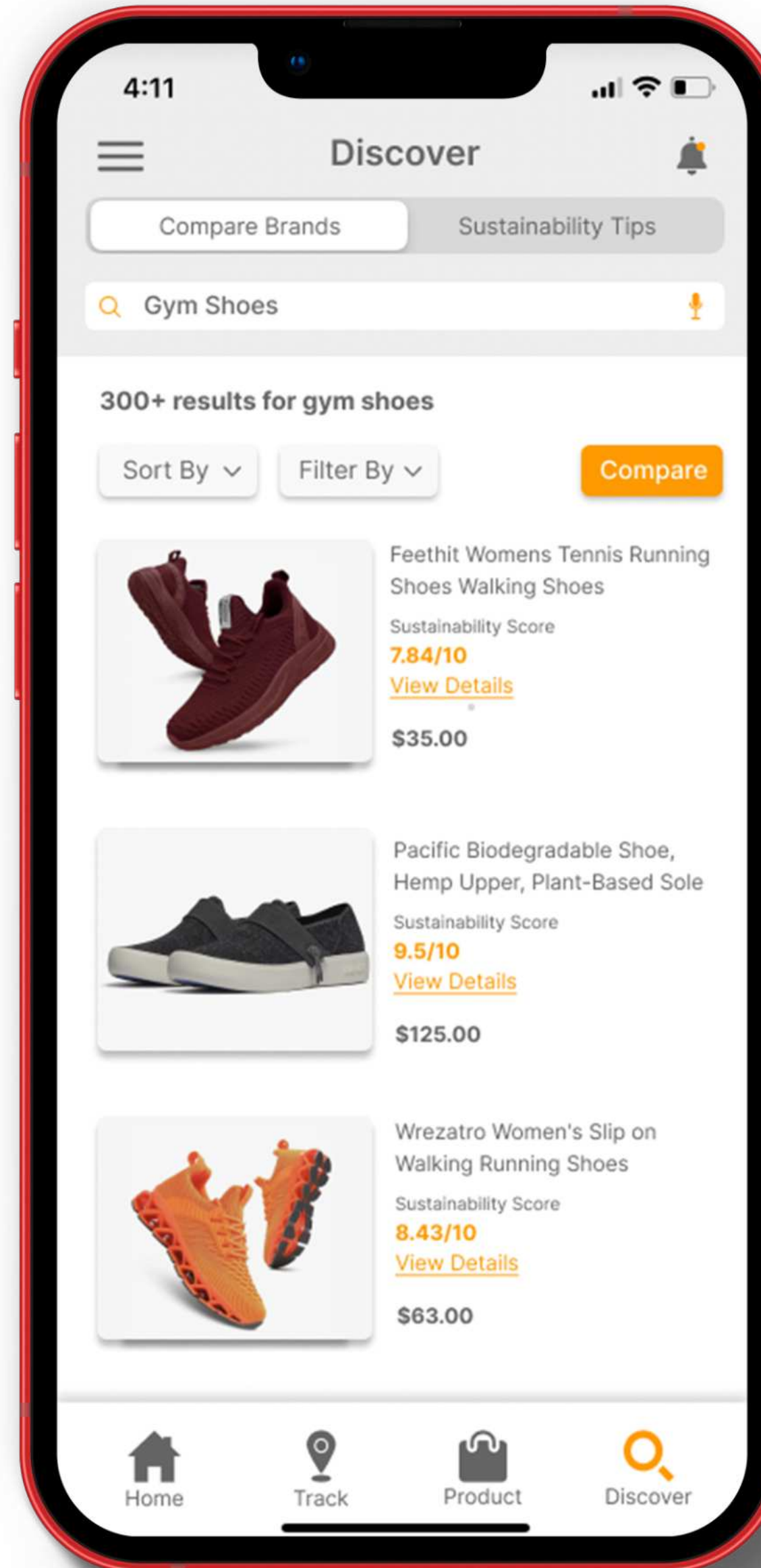
TIPS TO SUSTAINABLY USE AMAZON PRODUCTS

COMPARE BRANDS

Amazon Loop allows customers to compare different brands for the same product based on sustainability so customers can make a more informed decision. Once they select their product, it links to their Amazon shopping account where they can complete the purchase.

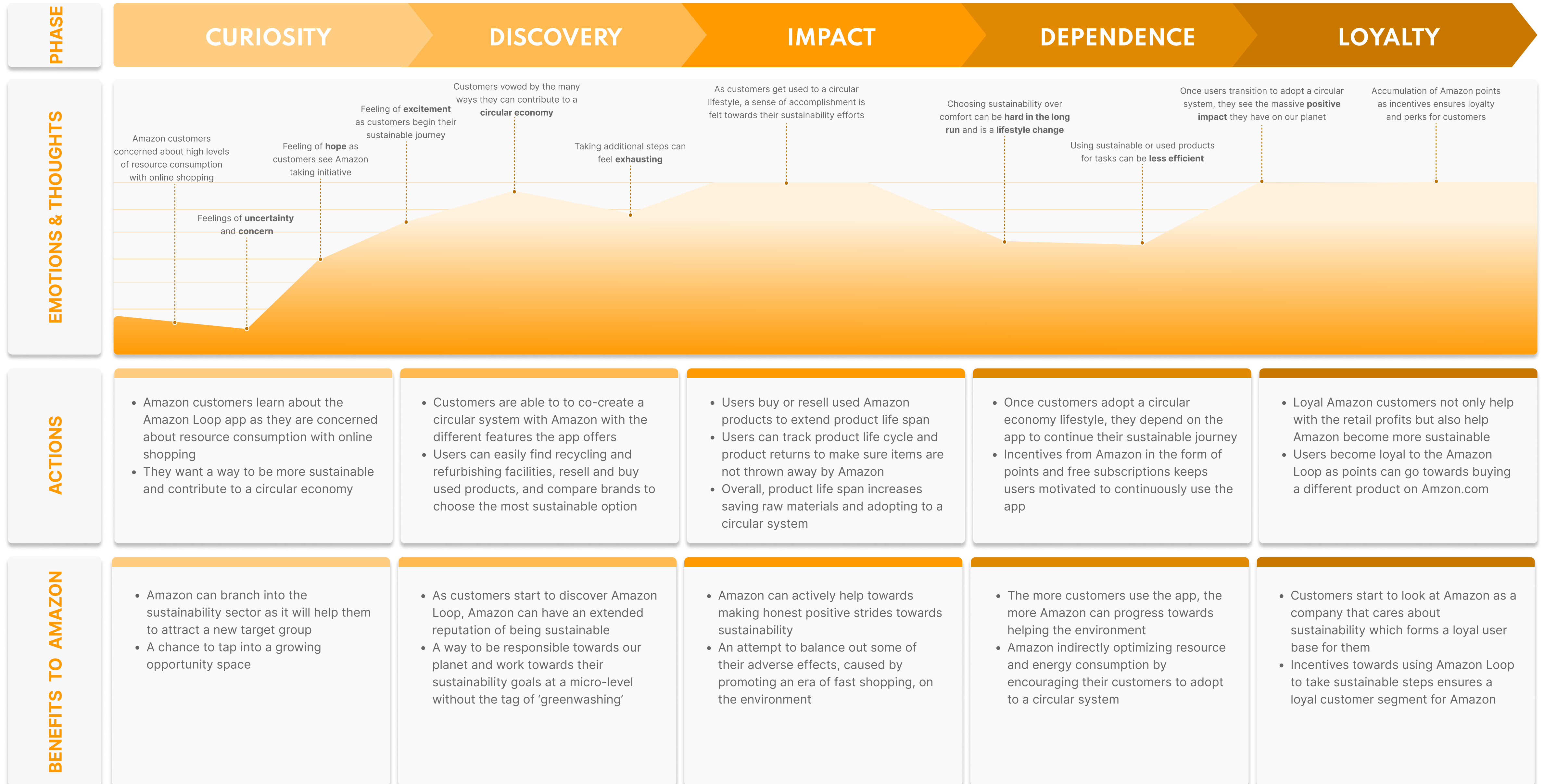
SUSTAINABILITY TIPS

Amazon Loop gives customers tips on 'sustainable use of products', 'sustainability everyday' and 'energy consumption' so they are more educated on leading a more circular and sustainable life.





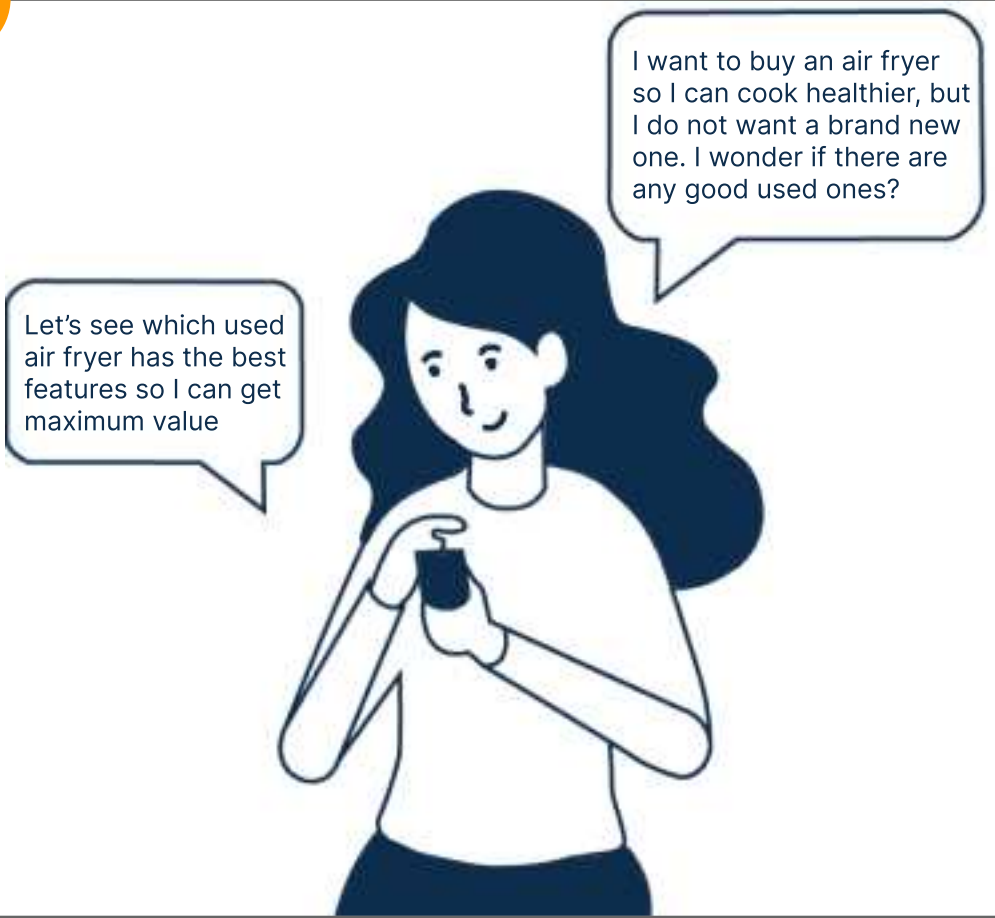
JOURNEY MAP





RESELLING A USED PRODUCT

1



Amy, an Amazon Loop customer wants to buy a used air fryer so views listed air fryers.

2



Karen, a customer who lists her air fryer for sale, sees Amy's offer and decided to accept it.

3



Since Amy wants the product shipped, Karen receives a shipping label and a box from Amazon.

4

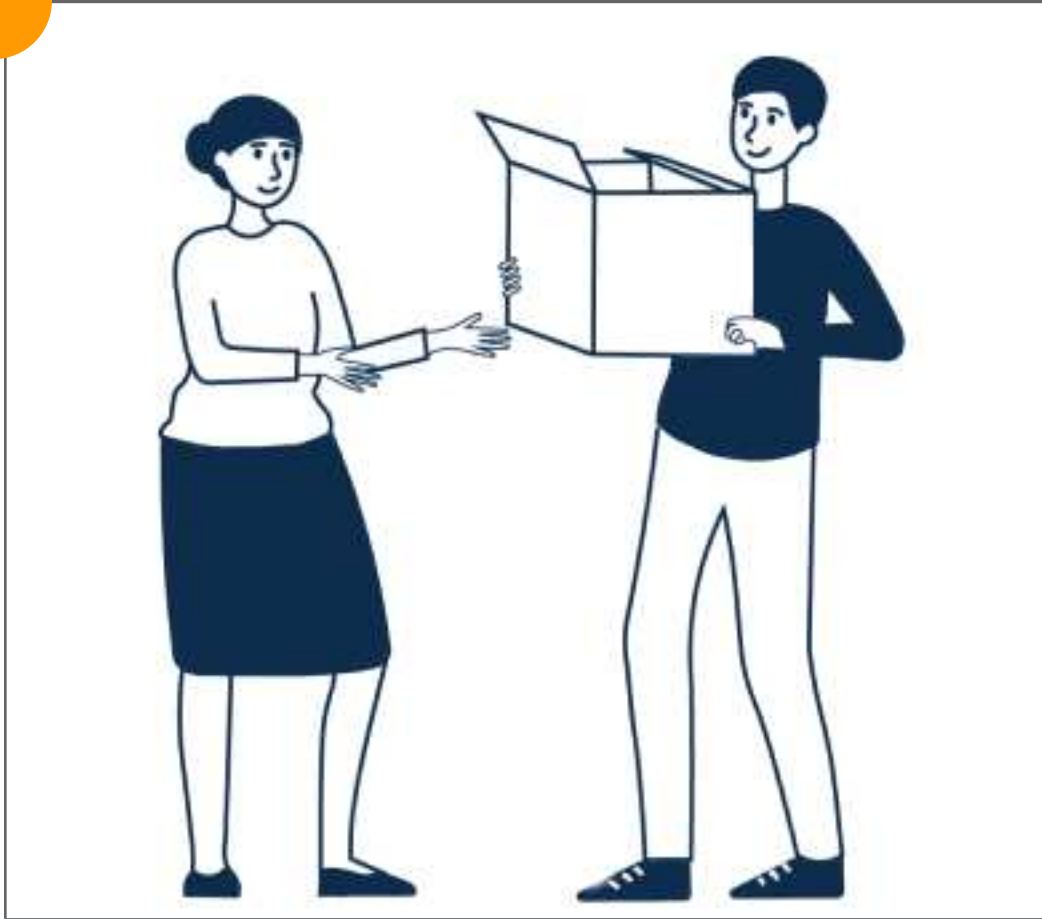


Karen takes the products she sold to an Amazon Hub Locker store to get it shipped to the buyers.



TRACKING PRODUCT LIFE CYCLE

1



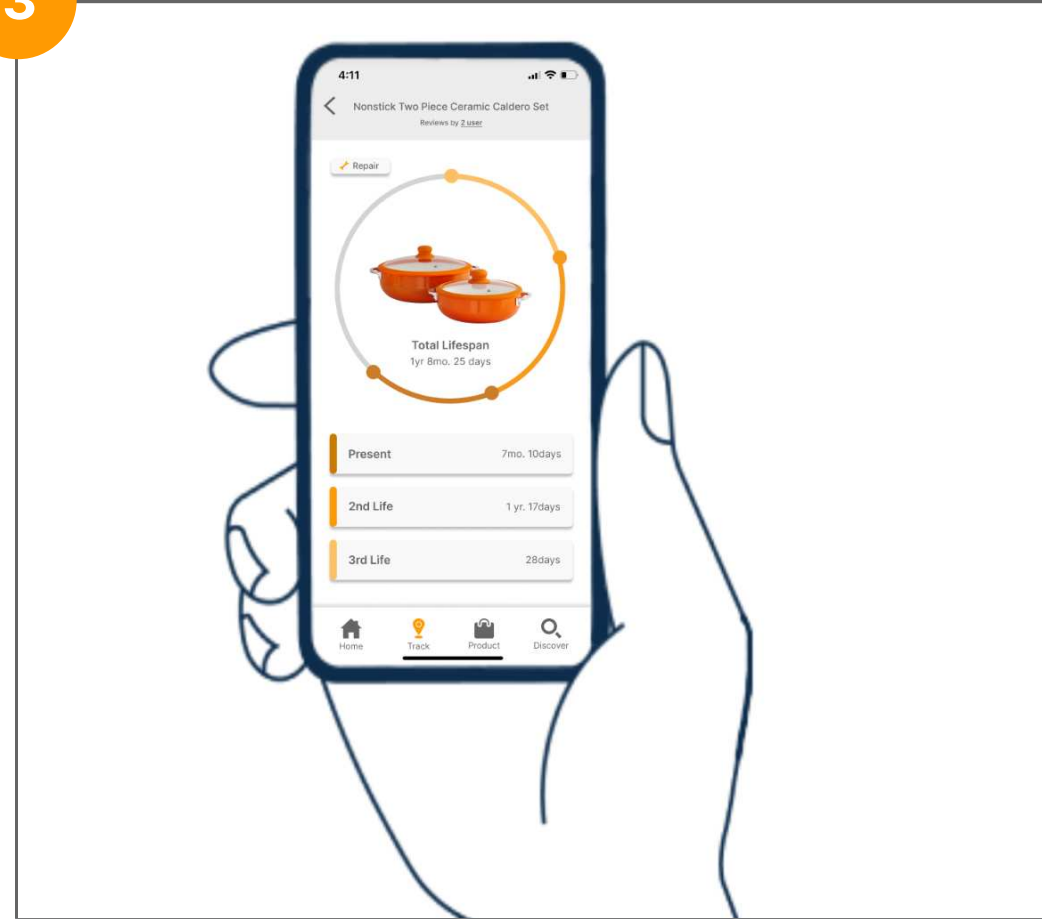
Sabrina decides to sell her old pot set to Tom via a pick up delivery method, instead of shipping.

2



Tom uploads product to Amazon Loop by either entering RFID number or scanning barcode.

3



Tom can view product's life journey from its first life to its present life.

4

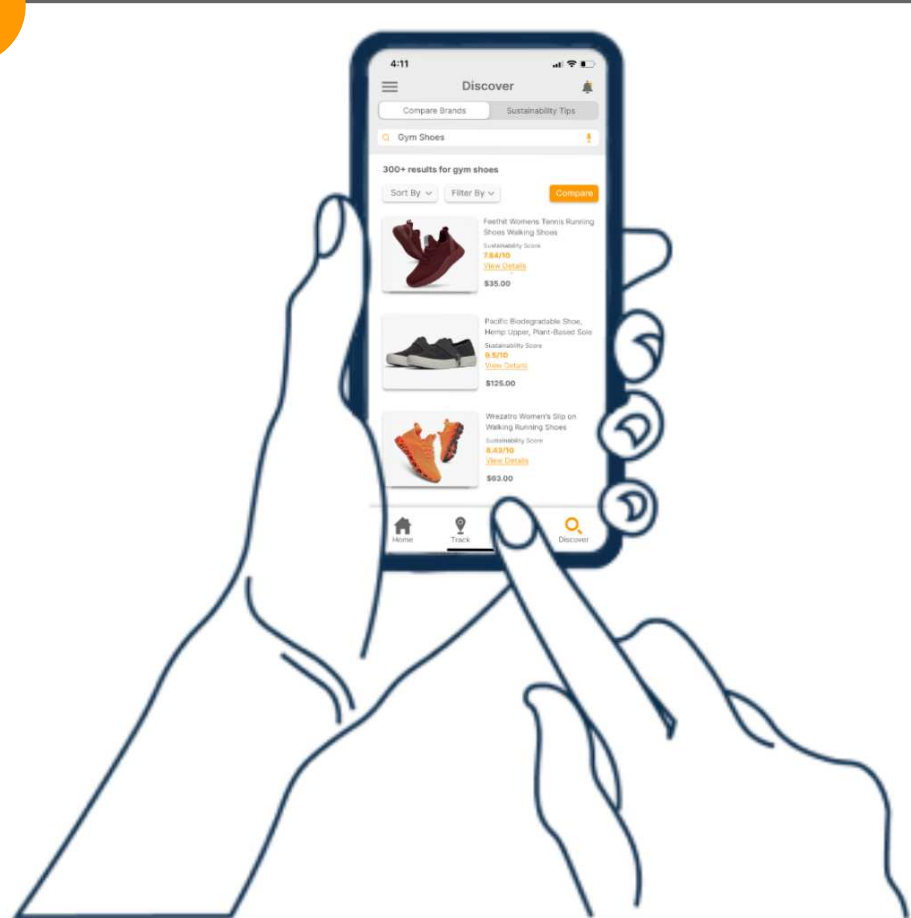


Tom can upload reviews and view reviews left by previous and future owners as well.



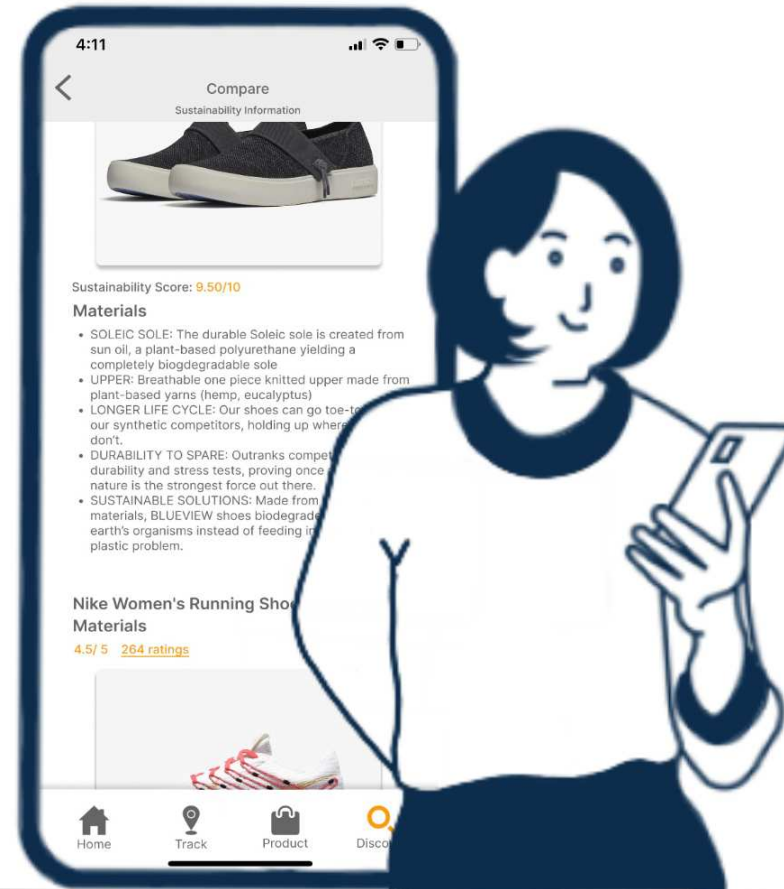
COMPARE BRANDS

1



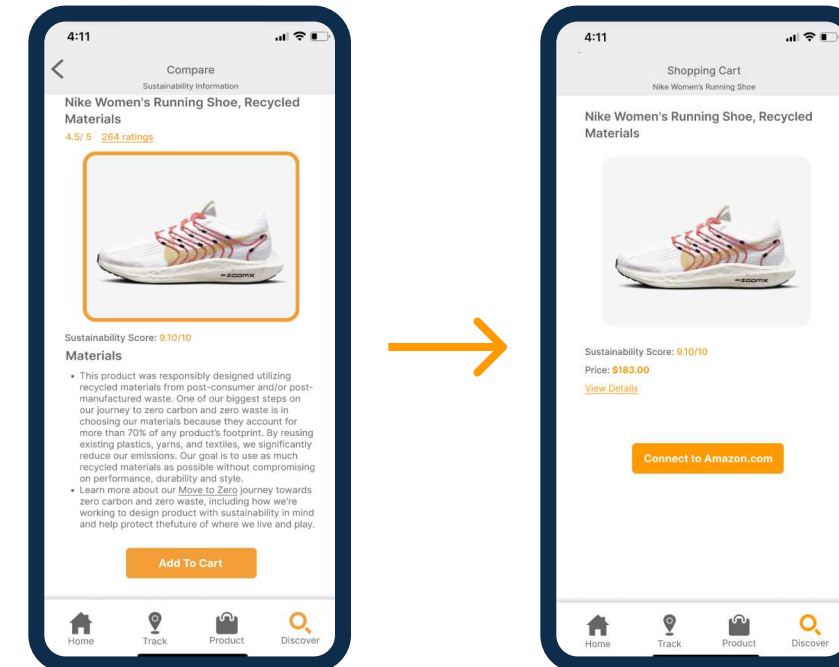
Karen wants to buy a sustainable pair of gym shoes and is unsure which brand to choose.

2



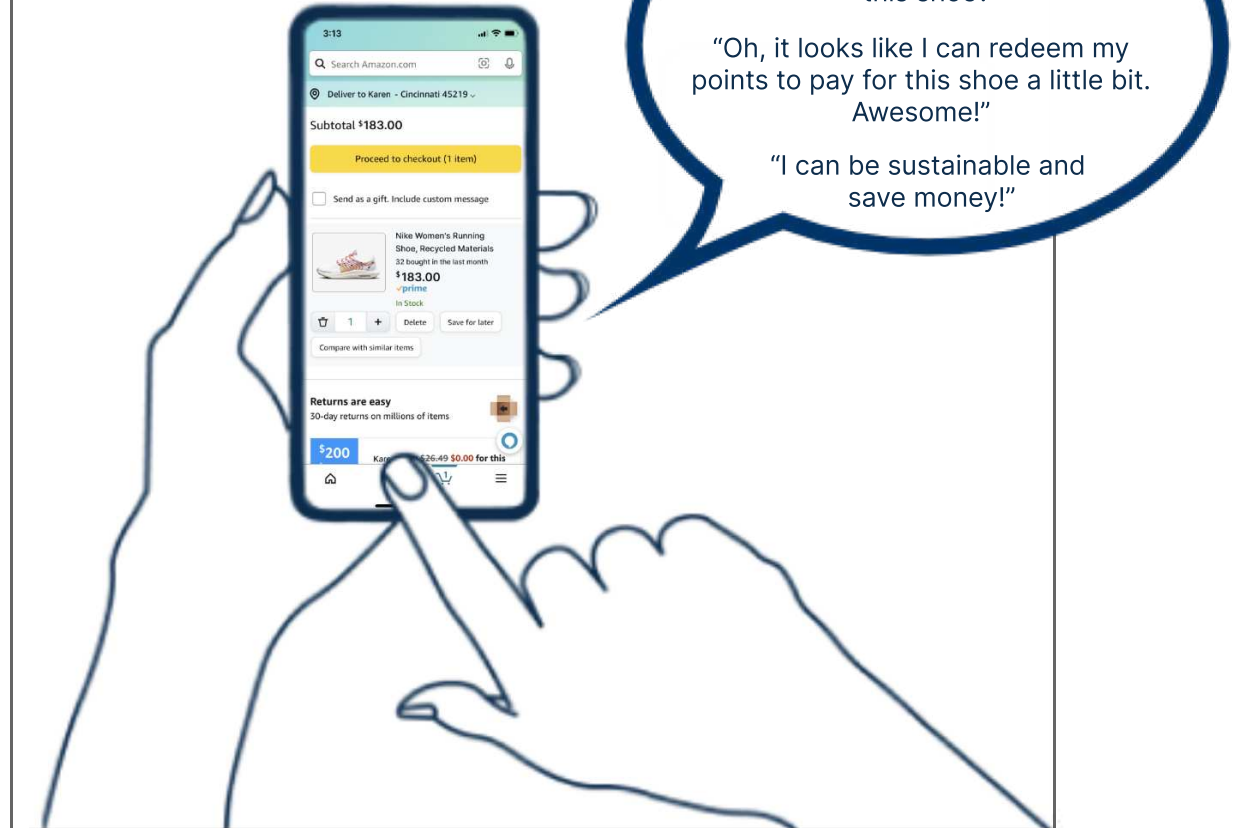
Karen compares two sustainable shoes on Amazon Loop to make a more informed choice

3



Karen can add her chosen sustainable shoe to her cart and direct connect to Amazon shopping

4



Karen can use her existing Amazon Loop points to go towards buying the shoe on Amazon.com

