



# Phase 1 – Points Earned

Kindle Points Program (Japan)  
High Level Findings

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# Introduction

Between May 15, 2019 – May 16, 2019, six Amazon customers evaluated Kindle Price Block Redesign experience on detail page. Customers varied from intermediate to advanced users. Most were frequent Amazon customers, and none was a new or infrequent Amazon customer. All 6 customers owned a Kindle device. Customers who participated will receive a Team Hachiko phone tool icon.

The customers were asked to complete a series of tasks which enabled them to evaluate the Price Block Redesign experience in the following touch points namely: Review, purchase and post purchase confirmation.

The study was conducted in varied meeting rooms since the usability lab is not available. Customers are being instructed to read each task aloud, think out loud as they attempt to complete the task and notify when the task is complete. We asked them to complete tasks around discoverability and usability of the Price Block Redesign. We observed their behavior and asked for their directional feedback on the experience.

The high-level findings presented on subsequent pages illustrate these primary customer touch points:

- Search and discover
- Review & purchase
- Post purchase confirmation

# Key Findings

## 1. General insights on Points

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### 1.1. Customers' perceived value of Amazon Points is low

All customers (6 out of 6) don't check their Amazon Points because they do not earn as much compared to Rakuten, T-Points or Tokyu Points. They check their points when they shop on Amazon. They tend to apply all the points to a purchase since they don't have a lot to start with. They are not sure where they will manage their points.

#### Do you own a Kindle?

6 of 6 participants have a Kindle.

#### How often do you buy books?

3 of 6 participants purchase books 1-2 times per month

1 of 6 participants purchase once a week

1 of 6 participants purchase 3-5 times per year

1 of 6 participants purchase 1-2 times per year

#### How often do they check their points? And why?

4 of 6 participants only check their points when they purchase (via checkout)

1 participant likes to check his points regularly because it makes him happy to see the points grow which means he can buy more things

1 participant doesn't check his points. He doesn't care.

#### How do you normally use your points?

6 of 6 participants use points when they shop

6 of 6 participants use all points to apply to their purchase because it is not a lot.

#### Are you familiar with Amazon points? If yes, do you know how it works?

6 of 6 participants are familiar with Amazon Points and know how it works

2 of 6 participants don't care about Amazon Points because they earn very little

#### Do you use Amazon points? If no, why?

6 out of 6 participants use Amazon Points when they purchase on amazon.com

6 out of 6 participants have Rakuten or T-Points

1 of 6 participants use Tokyu points mostly because he can earn a lot of more points doing his regular grocery shopping

*"Yes. Point is very important. I feel the right experience to get discount. I love no expiration date compared to T points or Rakuten point." (P1)*

*"Tokyu Points by Tokyo Credit Card. When I shop at my nearest supermarkets, they give 3% every time you purchase." (P5)*

*"I don't use amazon often because I am not earning much Amazon points. Like \$2.00." (P5)*

*"Use it all. I don't want to calculate." (P6)*

## Recommendations:

- Provide tiered points programs to increase behavioral loyalty
- Periodic promotional point multipliers
- Expand points across all categories
- Include an ingress “Manage My Points” on Your Orders and other post purchase touch points to enable customers to manage their points efficiently.

### 1.2. Customers are driven by these factors Price, Reviews, Content and Points to inform their purchase decision}

All customers (6 out of 6) will go for the lowest price despite they may not earn a lot more points compared to physical books. They question the cost versus content of the book to ensure they are getting the most value out of what they are paying for. They will read the reviews to justify the price they are paying. They don't pay a lot of attention to the points because they know Amazon Points offer very little points. They prefer to look for the cheaper price. 2 customers find the points promotion ad banner helpful because it motivates them to buy more books to earn points.

#### Looking at the information here, what can you tell me about this book?

6 of 6 participants compare the price between Kindle and physical book

2 of 6 participants look for Kindle format

2 of 6 participants compare the cost of the book with manga and other books

1 of 6 participants noticed the ad banner on physical book page

#### Can you tell me what do these points mean to you?

4 out of 6 participants do not care for Amazon points

2 out of 6 participants feel that they are getting some value with Amazon points

1 out of 6 participants feels content and price matters more than points

*"If you buy 2, Amazon gives 4 percent. I find the info helpful." (P4)*

*"57pts (3%) It's almost nothing for me." (P4)*

*"I usually buy manga and less than 1,000 yen. Should I pay such an amount for a single book? I believe this is a business book." (P6)*

## Recommendations:

- Increase marketing campaigns to raise awareness about Amazon Points on Kindle
- Display Kindle price on physical book detail page for price comparison



## 2. Twister CX

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### 2.1. Customers preferred Kindle because it is cheaper than physical books

All customers (6 out of 6) prefer Kindle because it offers them lower price and do not take up too much physical space due to their small living spaces. They tend to do mental math to justify which price point is attractive to them. The points do not matter to them because they were “too low”. 2 customers felt that since both points is at 1%, they don’t feel motivated to consider the physical book. 1 customer was confused about the percentage value beside the points. He prefers to see actual number rather than a percentage.

#### **Suppose you want to get the Kindle book for yourself, how do you go about doing it?**

3 of 6 participants look to customer reviews to validate the value of the book

1 of 6 participants notice the ad banner at the top of the physical book page and feels motivated to purchase more books to earn points

#### **[Stop at Twister] What can you tell me about this page?**

6 of 6 participants will buy the Kindle format because it is cheaper

4 of 6 participants will do mental math to justify which price point is attractive to them

#### **[Points] What does this mean to you?**

6 of 6 participants' perceived value of Amazon Points is low

*“10pt is 10cents not significant. It is not going to change your buying decision.” (P3)*

*“First of all, I think because Kindle is cheaper I will buy Kindle. They both have 1% each that will not make me buy the physical edition.” (P5)*

*“Not so much because it is only 1%. I don't care that much. 7pt and 10pt is not much difference. Just 3 cents.” (P6)*

*“Kindle is Oh! 778Yen. It is 300Yen cheaper than physical book. I should buy this one in Kindle format. This book is for me as I don't borrow or rent to anybody. This book is for myself. I prefer to purchase the cheaper one.” (P6)*



## 3. Price Block Redesign

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### 3.1. Customers were delighted by the amount of savings they were getting

All customers (6 out of 6) noticed the strikethrough Print List Price and Savings block. Most participants were delighted with the amount of savings they were getting and drove their decision to purchase the Kindle format. 1 participant would prefer to see such price comparison on Physical Book detail page as well.

#### What has change on this page?

6 of 6 participants notice the discount and strikethrough pricing

4 of 6 participants find the strikethrough Print List Price and savings helpful

3 of 6 participants are delighted to know the amount of savings they get

1 of 6 participants prefers to see the Kindle Price on the Physical Book page so he can compare

1 of 6 participants finds the text label Savings misleading because to her, it means more like a discount

1 of 6 participants find the book image too small

1 of 6 participants doesn't find the Send Sample Button option user friendly

*"The discount amount 302 yen. The savings is a lot to me." (P1)*

*"28% WOW. That is a very good offer." (P6)*

*"Seeing the printed book price to compare is very important. If I only see the Kindle Price, I cannot decide which format. Because I know it is available in printed and Kindle format, I want to compare. If it is only in Kindle, I don't care. Very important. This discount value is driving me to purchase the Kindle one." (P6)*

### 3.2. Customers do not find value in the tooltip messaging

They do not find the tooltip adds value to them because they knew they will earn 7pt from the Price Block. When asked what they would like to see if they select Details (about Points), they mentioned they would like to see what type of items they can purchase with their points and to check current remaining points balance.

#### [Points Tooltip] Go ahead and tap on it. What do you think this means?

6 of 6 participants find the tooltip information redundant

6 of 6 participants prefer to know how Amazon Points can benefit them if they see Details link beside points

*"I can get 7pt which is 7Yen. This message is not helpful." (P2)*

*"If I am not familiar with the Points, how can I use the points? What type can I purchase with points? Is it only Kindle, or books or retail products?" (P3)*

*"You will earn 7pt with this purchase. For details, see here. Helpful? Not really. It already says 7pt." (P5)*

**Recommendations:** Use machine learning to predict and recommend Wish List Items customers can purchase with their points.

### 3.3. Customers prefer to see pt spell out in Japanese character e.g. ポイント

All customers (6 out of 6) feel that most Japanese customers will not understand what pt means. They believe spelling it out in Japanese characters will provide better context and do not make them figure out themselves.

*"Pt means point. Not common for Japanese customers. My mother will not understand what pt means. Most of the Japanese will not understand. It doesn't matter if points are repeated."* (P1)

*"Most Japanese don't understand what pt means. Better to specify the name of the unit which is clearer."* (P2)

*"No, some of the customers will not understand because pt is not common usage for point in Japan. We need better context."* (P3)

**Recommendations:** Web-lab pt vs. ポイント to collect data to build a business justification to remove this ambiguity which creates customer friction.



## 4. Thank You Page CX

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### 4.1. Points Earned motivates customers to plan for their next purchase

All customers (6 out of 6) found the Points Earned information helpful because it lets them know how much they can apply their points in their next purchase.

#### What can you tell me about this page? Was it helpful? Why or why not?

6 of 6 participants find the Points earned information helpful

6 of 6 participants want to know the current remaining points balance

2 of 6 participants want to know the final purchase amount

1 of 6 participants dislike 1-Click button because he wants to confirm his payment details.

1 of 6 participant prefers to see Cancel Order at the top of the page

*"It is really important to know how much money is deducted from my credit card." (P1)*

*"It is easier to see the total balance points rather than going to Manage my Points. Having the total points balance may make me to buy again. The link can be helpful as an option to manage" (P2)*

*"If I already have Amazon points before I purchase this book, did I use my points or not? I want to know if my existing points have been applied here. I don't like 1-Click button because I cannot confirm if my GC, points are being used. There is no way to select my points." (P2)*

*"Now I am interested how much points I already have. I like to check the points balance." (P3)*

*"I like 7pt. In some retailers, it is not 1pt for 1 yen e.g. Tsutaya." (P3)*

*"It is strange to mention the points but not the price of the book." (P4)*

*"The Cancel Order needs to be at the top. If I accidentally purchase this item, I need to cancel asap and I am very confused. The direct message how to cancel this product should be shown visible without scrolling." (P6)*

### 4.1. Customers want to see their current remaining point balance

All customers (6 out of 6) find Manage my Points helpful because it provides an information scent to let them manage their points. Some participants mentioned they only check their points when they were at checkout. Hence, having this link after purchase lets them go check their current point balance. 2 customers prefer to see the final purchase amount to show up. They want to know the current remaining points balance.

*"It is easier to see the total balance points rather than going to Manage my Points. Having the total points balance may make me to buy again. The link can be helpful as an option to manage." (P4)*

*"It's making me curious how many points I have. On desktop, I know how to get there. Top section. Amazon Points. On mobile, I don't care much. But on desktop, it is visible to me." (P5)*

#### Recommendations:

- Display points earned and current remaining balance to enable customers have a good overview of their Points history.
- Consider providing customers an option to apply points with other promotions such as Gift Card to their purchase



## 5. Design Evaluation | Phase 2: Point Redemption

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### 5.1. Customers prefer a simple and effortless way to apply their points to their purchase.

Half of the customers (3 out of 6) like Treatment 3. They tend to use all their Amazon points to apply to their purchase because they know they do not earn much points on Amazon. They find Treatment 3 is easier to use because they don't need to do mental math and they can easily check and uncheck to apply points.

2 out of 6 customers like Treatment 2 mainly because they can enter X number of points. 2 out of 6 customers find Treatment 2 confusing and difficult to understand between the price block display and order summary. 1 participant wasn't sure if the Order Summary is associated with the 1-Click button ("Not sure if this order summary is related to the 1-Click. Prefer to see the button inside the box." - P4).

When reviewing Treatment 2, all participants scroll up and down the page to compare the price block and the integrated Order Summary. When reviewing Treatment 3, 2 out of 6 customers questioned why only certain amount of points were recommended to them. They were confused and prefer to either apply all points and/or have the ability to enter their desired amount of points to apply to their purchase.

**[Launch P1 to compare] This is the one which you have completed some tasks with earlier. Take a look at both designs. Which one do you like the most? Why?**

3 out of 6 participants prefer T3 (Check/uncheck to use all my points)

2 of 6 participants prefer T2 (Integrated Order Summary)

2 of 6 participants find T2 confusing and difficult to understand between the price block & order summary

2 of 6 participants do not understand why Amazon will decide a specific amount of points to apply for them

1 of 6 participant gets confused about Credits.

*"Like the last one best. I can buy with 50yen discount. It is simpler compared to second one. I have to read a lot. It is obvious to me I can use 50pt. I don't have read much text. I still save some so that is good information to me. If I have 500 Yen, that is good news to me. I don't like to do much with 50yen (5c)." (P1)*

*"3rd option is not user friendly. It doesn't let me enter points. I don't know why it comes up to 50pts. Because the decision process is not written as in why can I only use 50pts to apply. The remaining 31 pts is weird. If I'm not sure, I will uncheck." (P1)*

*"Second and third one both confusing. Second one and third one is useful to choose how many points I can use for purchasing. Second one is busy so I want to understand what this block says. Third one is less confusing. But still prefer the first one." (P3)*

*"The third one I can only use 50pt out of 81pt. Why? Why I cannot choose all the points? Who decided the 50pts? Why?" (P6)*

*"I don't know what Credit is. Where and what is my credit? If I see some numbers? Why Credit? Where did this Credit comes from? If the credit is additional discount, then I get it. Is it charging to my credit card or some amount has already charged? Very confusing. Credit is not common to say to Japanese customers. I play games. Credit means pre-charged amount. Doesn't mean discount or anything. If I have some promotion applied, I prefer to see everything spell out." (P6)*

### Recommendations:

- Provide options for customer to apply all or some of their points
- Move order summary to Thank You page to reduce visual clutter and unblock customers to fast track their purchase from the detail page

- Benchmark against other retailers and seek an appropriate term which is the Japanese equivalent of Credits.

Treatment 1



Treatment 2



Treatment 3

