



# Kindle Points Program

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This is an evolving design benchmarking documentation to have a good understanding how Amazon Japan retail competitors display and/or evangelize their Points program across various touch points in the purchase experience. For deep customer insights, please contact user research lead.

Design Benchmarking

Updated on Thu Aug 08 2019

## Version History

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Date	Owner	Updates
May 1, 2019	jazzy@	Using Non-Kindle Unlimited & Non-Prime Member as the primary use case to benchmark against other Japan top retailers e.g. Rakuten, Yahoo Japan

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# [JP] Rakuten

Japanese. Original rendition of the product pages.



Product Detail Page

**Price Block** clearly calls out the effective period and displays a link to help customers to further understand how these points are being calculated

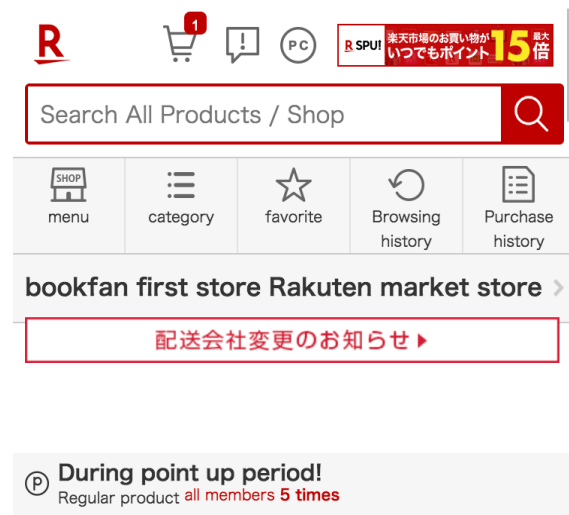
**Points Breakdown** illustrates how the points are being calculated and accumulated (Earn customer trust). It provides an up-sell to non-authenticated customers to sign up to take advantage of the point rewards program.

**Points Upsell Landing** displays information to help customers understand how the Points program works

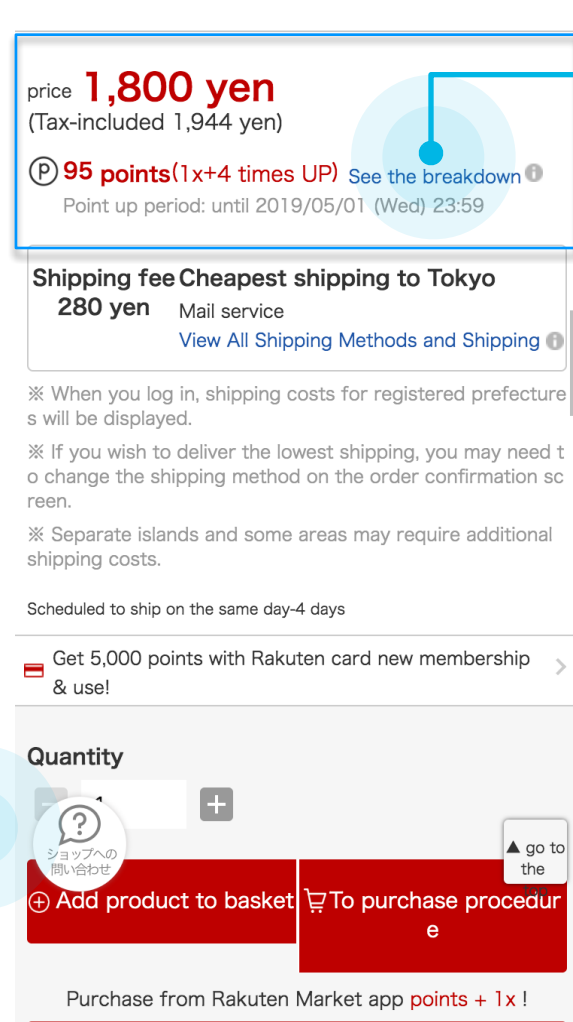
**Points Upsell Continue...** Scrolling further displays the various Rakuten Credit Cards and benefits.

# [EN] Rakuten

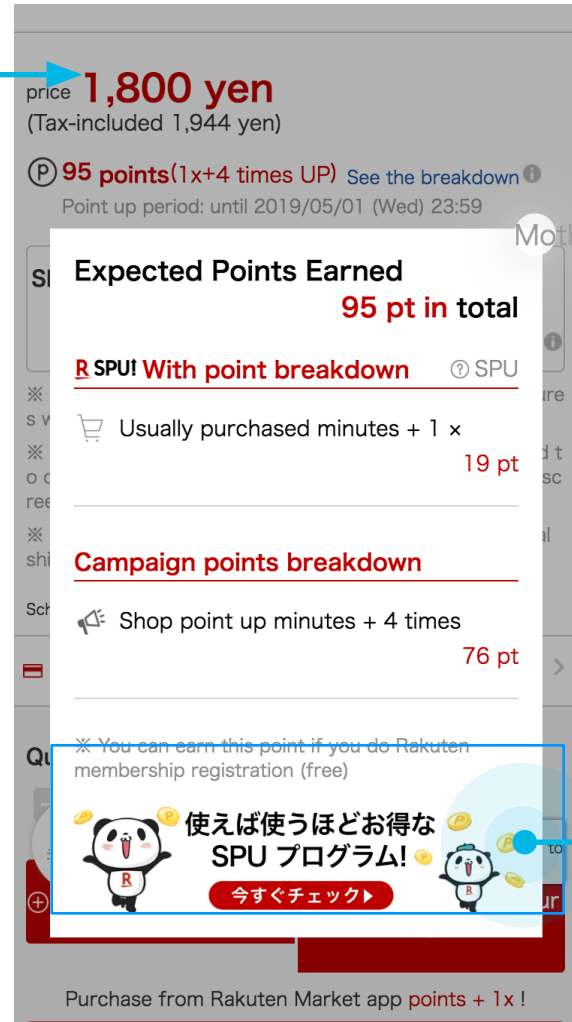
Google Translate Translation is meant to help non-native Japanese speaking team members to have a good background context. It is recommended to reference the Japanese version first.



Product Detail Page



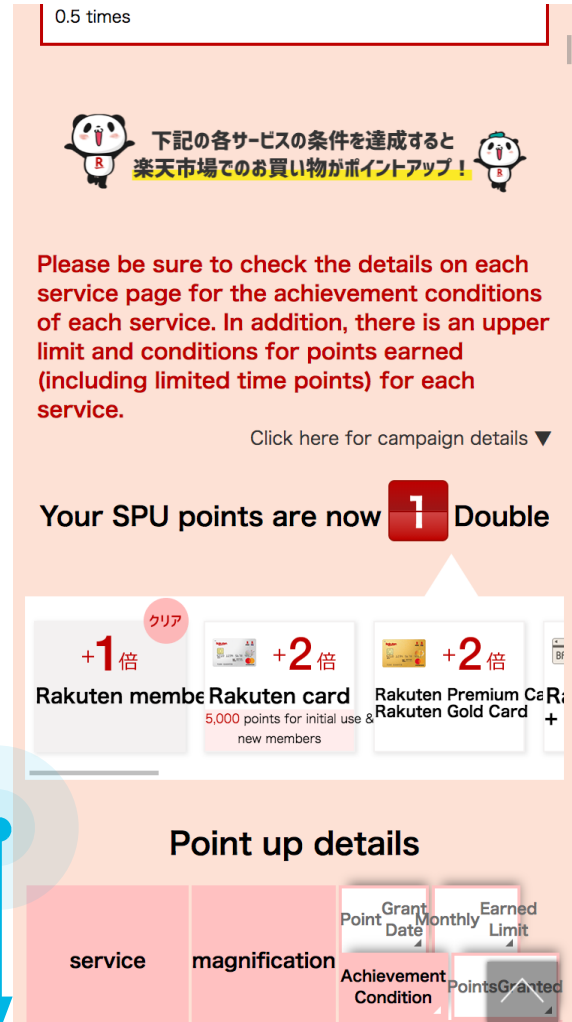
Price Block clearly calls out the effective period and displays a link to help customers to further understand how these points are being calculated



Points Breakdown illustrates how the points are being calculated and accumulated (Earn customer trust). It provides an up-sell to non-authenticated customers to sign up to take advantage of the point rewards program.



Points Upsell Landing displays information to help customers understand how the Points program works



Points Upsell Continue... Scrolling further displays the various Rakuten Credit Cards and benefits.

Japanese. Original rendition of the product pages.

The collage consists of five screenshots from the Yahoo Japan website, illustrating various UI elements related to the Kindle Points Program and product listings for the book 'FACTFULNESS'.

- Search Results:** Shows search results for 'factfulness'. It displays the product title, price (1,944円), and the amount of points earned (57ポイント (3倍)). A blue circle highlights the point calculation.
- Informational Popover:** A detailed view of the product listing, showing the title, author (Hans Rosling), and a detailed description of the points earned (19ポイント (1倍)). A blue circle highlights the point calculation.
- Detail Page Price Block:** A close-up of the price and point information on the product detail page. It shows the price (1,944円 (税込)), a '0円で購入する' button, and the point calculation (57ポイント獲得 (3倍)). A blue circle highlights the point calculation.
- Points Breakdown (Modal Dialog):** A modal dialog showing the breakdown of points earned. It lists '最大でもらえるポイント' (228ポイント (12倍)) and '今もらえるポイント' (57ポイント (3倍)). A blue circle highlights the point calculation.
- Points Upsell Landing:** A promotional banner for the '毎日ポイント10倍' (Daily Points 10x) campaign. It features a Hachiko dog icon and text explaining the campaign details. A blue circle highlights the Hachiko icon.

**Search Results** displays the amount of points customers entitle to earn. It provides an ingress (downward caret) to help customers to learn more (progressive disclosure of information).

**Informational Popover** displays more detailed information to better set customers' information.

**Detail Page Price Block** clearly calls out the effective period and displays a link to help customers to further understand how these points are being calculated.

**Points Breakdown (Modal Dialog)** illustrates how the points are being calculated and accumulated (Earn customer trust). It provides an ingress (text link) which directs customers to the Points Upsell Landing page.

Symbol of Loyalty (Hachiko) conveys trust and loyalty the Points program brings to customers.

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The image is a composite of four screenshots from the Yahoo Japan website, illustrating different user interface elements related to the Kindle Points program. Blue circles and arrows highlight specific features and their connections to the explanatory text below.

- Search Results:** Shows search results for 'factfulness'. A blue circle highlights the '57 points (3 times)' reward, with an arrow pointing to the 'Search Results' caption.
- Product Detail Page:** Shows the book 'FACT FULNESS' by Hans Rosling. A blue circle highlights the '57 points (3 times)' reward, with an arrow pointing to the 'Detail Page Price Block' caption. Another blue circle highlights the '1,944 yen' price, with an arrow pointing to the 'Detail Page Price Block' caption.
- Point reward information modal:** Shows a modal dialog titled 'Point reward information'. A blue circle highlights the '228 points (12 times)' total reward, with an arrow pointing to the 'Points Breakdown (Modal Dialog)' caption. Another blue circle highlights the '57 points (3 times)' reward, with an arrow pointing to the 'Points Breakdown (Modal Dialog)' caption.
- Points Upsell Landing:** Shows a landing page for a '毎日ポイント10倍' (Daily Points 10x) campaign. A blue circle highlights the '10倍' (10x) multiplier, with an arrow pointing to the 'Points Upsell Landing' caption.

Symbol of Loyalty (Hachiko) conveys trust and loyalty the Points program brings to customers.

**Search Results** displays the amount of points customers entitle to earn. It provides an ingress (downward caret) to help customers to learn more (progressive disclosure of information).

**Informational Popover** displays more detailed information to better set customers' information.

**Detail Page Price Block** clearly calls out the effective period and displays a link to help customers to further understand how these points are being calculated.

**Points Breakdown (Modal Dialog)** illustrates how the points are being calculated and accumulated (Earn customer trust). It provides an ingress (text link) which directs customers to the Points Upsell Landing page.

**Points Upsell Landing** displays information to help customers understand how the Points program works.

# [JP] Amazon Japan - Print Book

Japanese. Original rendition of the product pages.



**Search Results** displays the amount of points customers entitle to earn.

[Pain point] It doesn't provide an ingress to help customers to learn more how points work.

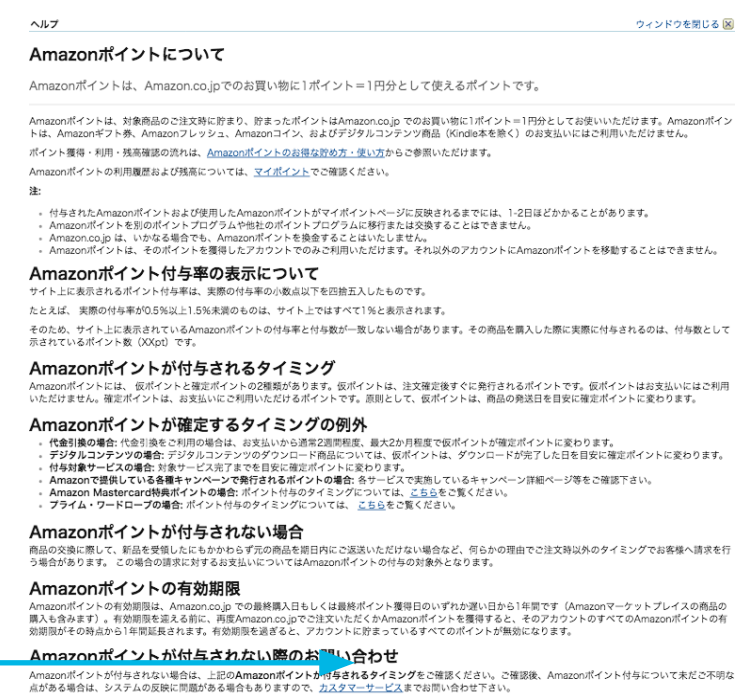


**Informational Popover** displays more detailed information to better set customers' information.



**Detail Page Price Block** displays points and an ingress to help customers learn more about how points work.

[Pain point] It doesn't display effective period or any ingress to inform customers how the points are calculated or earned.



**Amazon Points FAQ** is rendered as a desktop view within a mobile device (Pain point).

# [JP] Amazon Kindle 1-Click - First Time Purchase

Japanese. Original rendition of the product pages.

The screenshots illustrate the user journey from search to order confirmation. Key elements include the search bar, product details, the 1-Click purchase button, the payment confirmation screen, the Thank You Page with a personalized message, and the final order summary page.

**Search Results** displays the amount of points customers entitle to earn.

[Pain point] It doesn't provide an ingress to help customers to learn more how points work.

**Detail Page Price Block** doesn't display Amazon Points. If customer is not authenticated, System prompts them to sign in or create a new account with Amazon.

**Payment Method** First time purchase of Kindle 1-Click will select a preferred payment method.

Returning customers will bypass this screen and head straight to TYP.

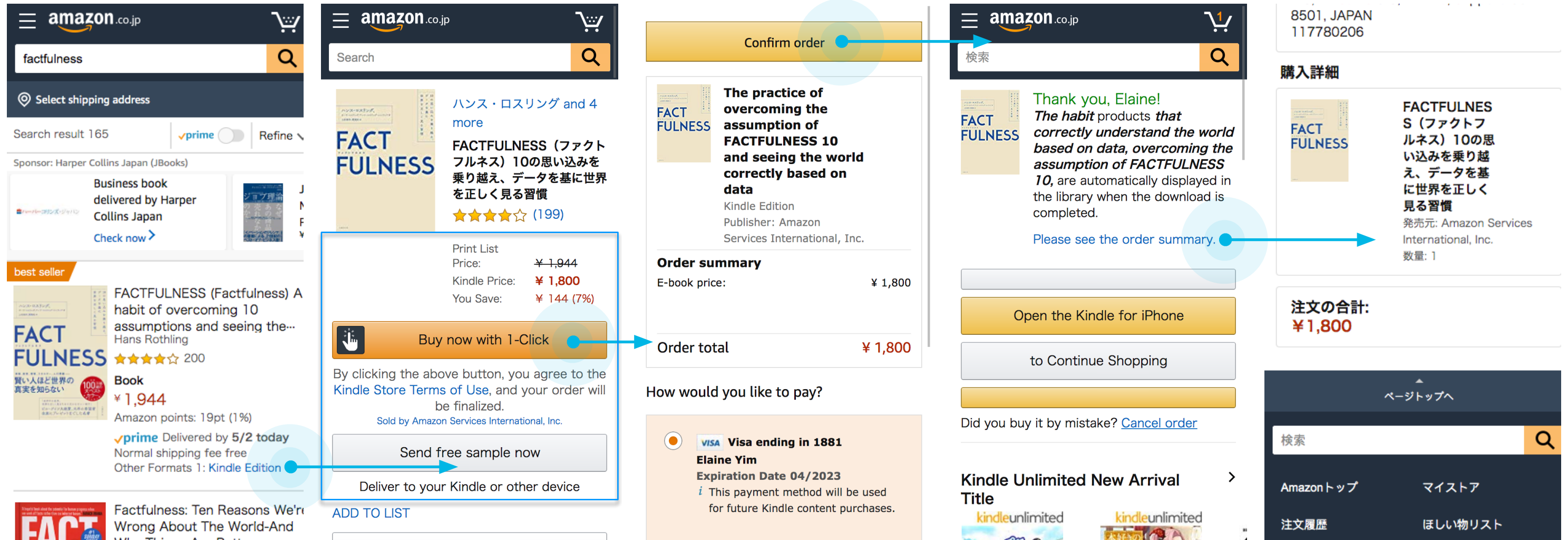
**Thank You Page (TYP)** lets customers download to their reader and consume the book instantly.

[Pain point] It doesn't display a link to manage their Kindle content or Points.

**Order Summary (YO)** doesn't display points.

# [EN] Amazon Kindle 1-Click - First Time Purchase

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**Search Results** displays the amount of points customers entitle to earn.

[Pain point] It doesn't provide an ingress to help customers to learn more how points work.

**Detail Page Price Block** doesn't display Amazon Points.

**Payment Method** First time purchase of Kindle 1-Click will select a preferred payment method.

**Thank You Page** lets customers download to their reader and consume the book instantly.

[Pain point] It doesn't display a link to manage their Kindle content or Points.

**Order Summary** doesn't display points.