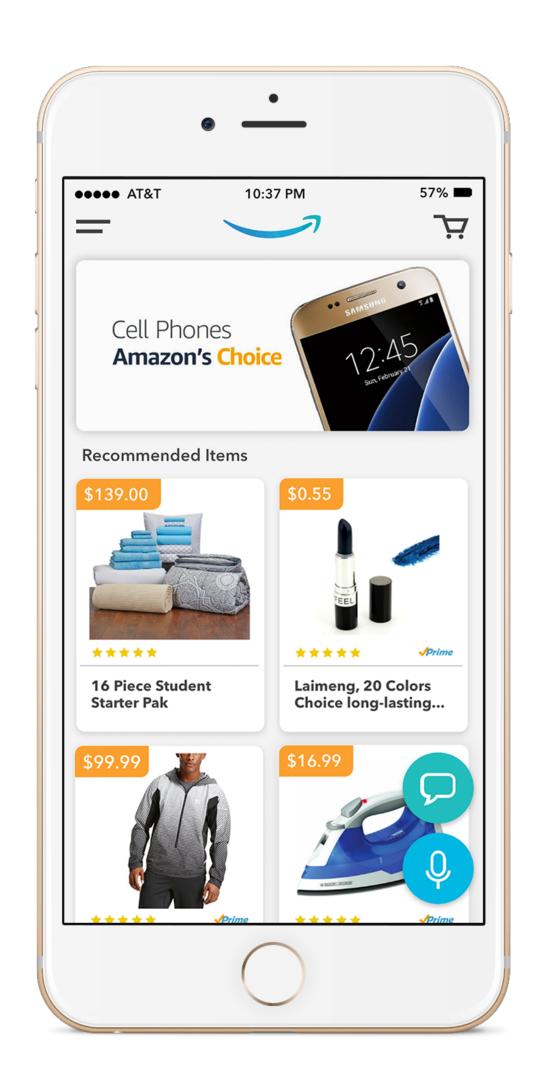


# 

# A personalized social shopping experience utilizing Alexa for Generation Z.

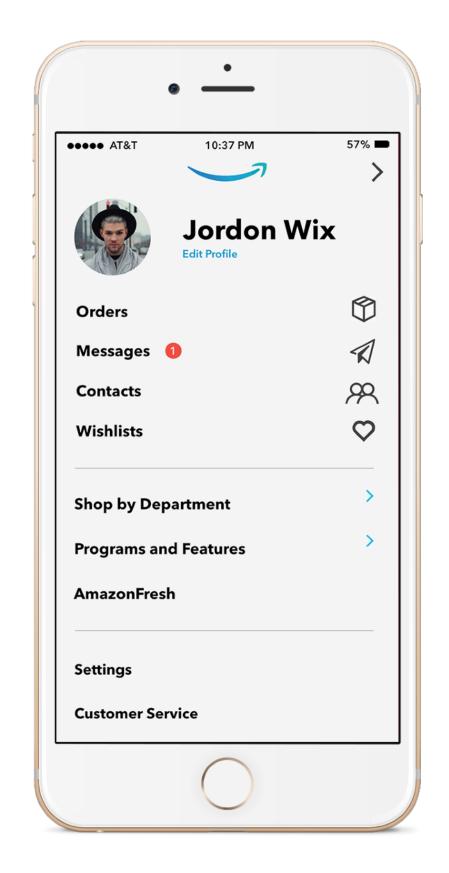


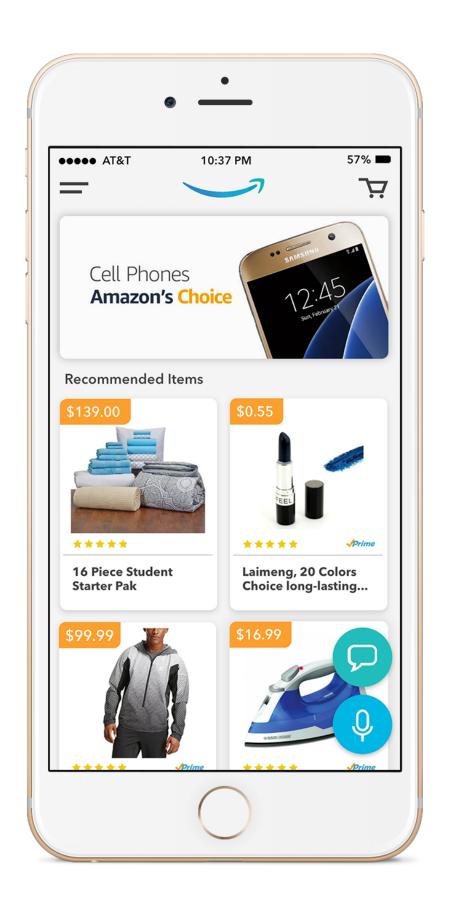
Hello, Gateway.

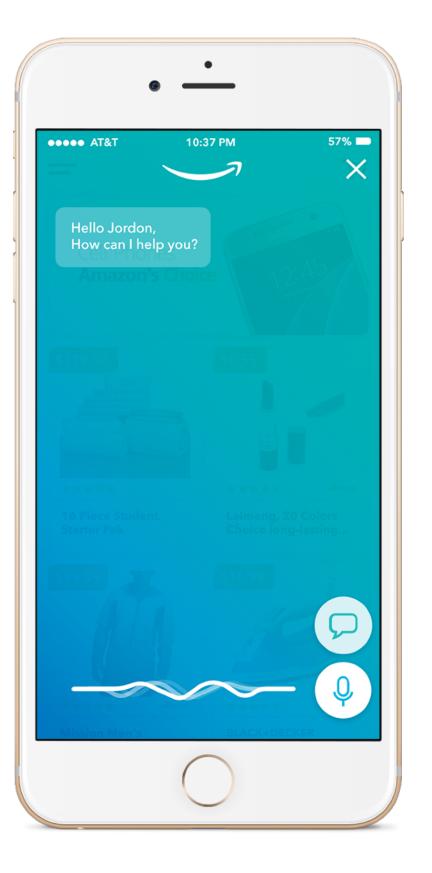


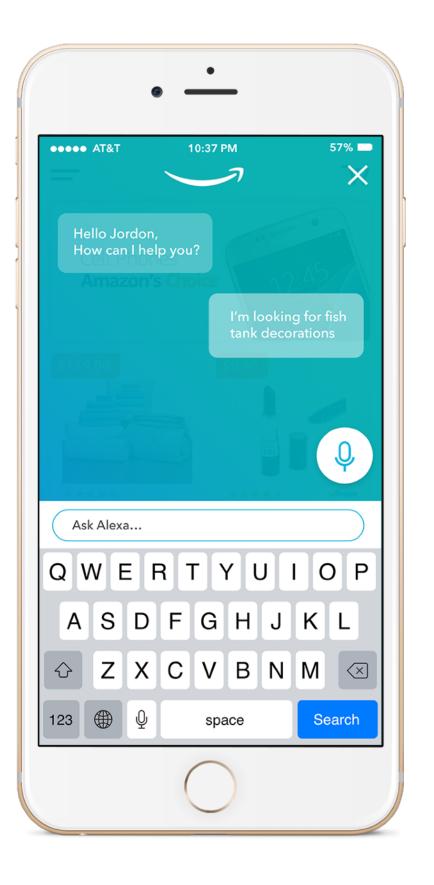
Minimal. Personal.

Inviting.









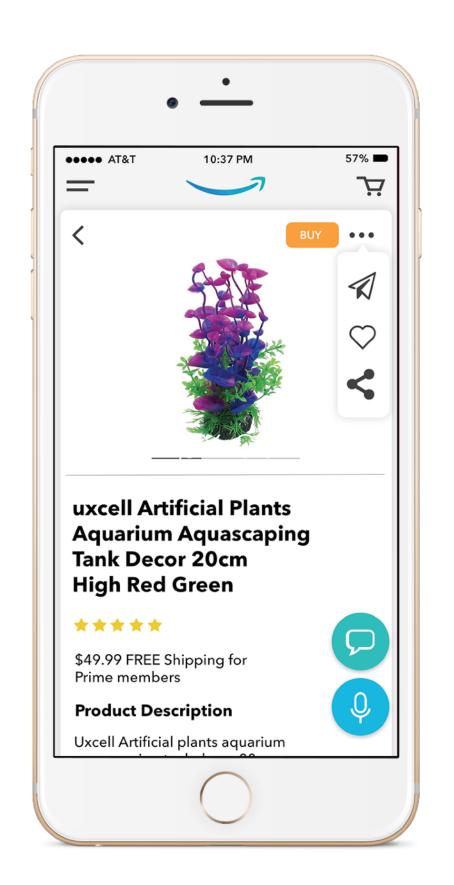
Hamburger Menu/Profile

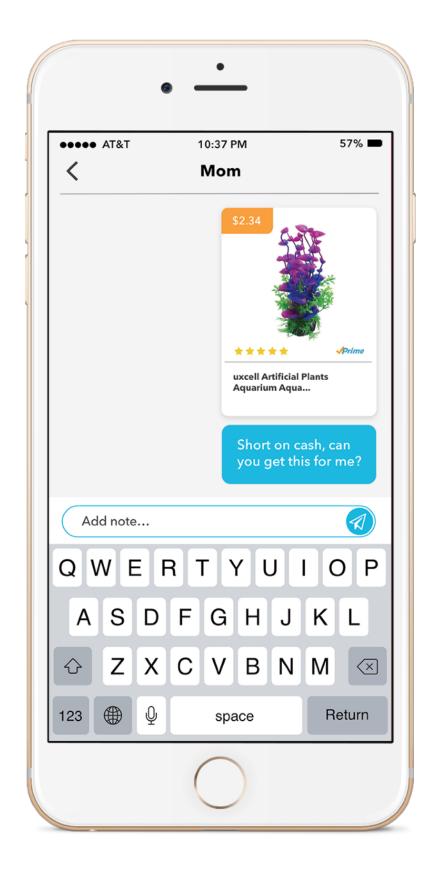
Gateway/HomeScreen

Voice

Chat







**Card Expansion** 

Messaging



## **Main Components**





### Personalization

Alexa Remembers. User adds personal information.

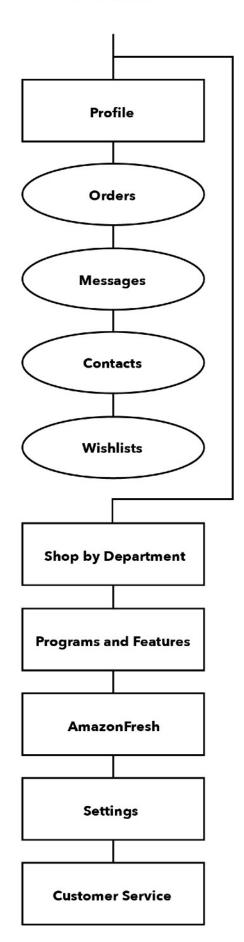
Card Swipe off.



### Site-Map

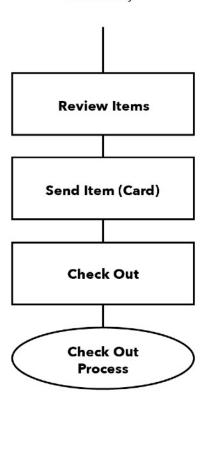
#### Hamburger Menu

The hamburger menu offers access to the users profile as well as distinct and alternative shopping categories offered on Amazon.



#### **Shopping Cart**

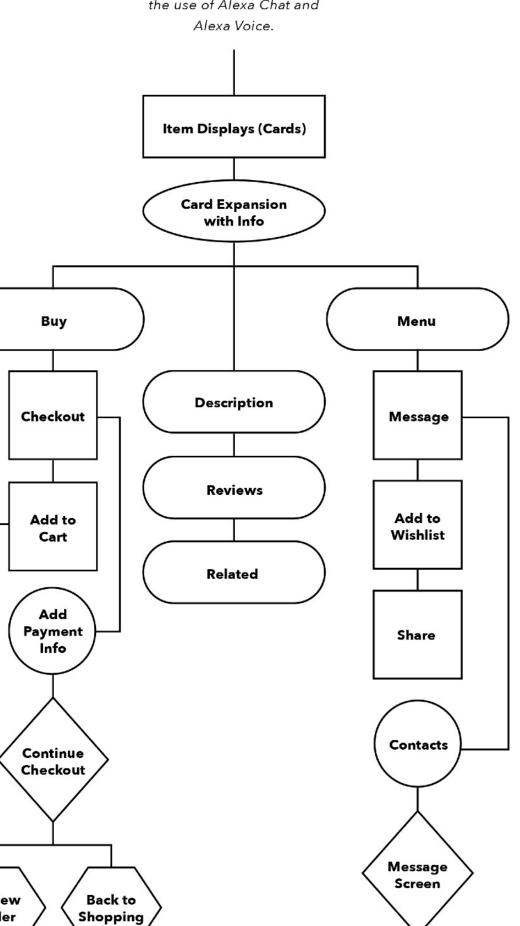
The shopping cart allows users to review items saved for purchase and continue to check out. The user also has the ability to send these items to their friends and family.



#### Shopping

**HOME SCREEN** 

The main shopping
experience where users
can save, review, send
cards or purchase items.
Navigation to this
shopping happens through
the use of Alexa Chat and
Alexa Voice.

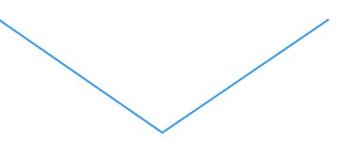


#### Alexa Chat

Alexa Chat utililizes conversational messaging through text.

#### **Alexa Voice**

Alexa Chat utililizes conversational messaging through voice.



Alexa Chat and Alexa Voice are the core components of this new application for Amazon. Through Alexa, the user is able to navigate the entire application and perform actions such as search for items, bring up forms, send items to family and friends, filter by category and beyond.

- Bring up Forms
- Messaging
- Filters
- General Search > Preferences
- History
- View Cart
- Change Profile Settings





# Jordon Wix

Age: 19

Gender: Male

Occupation: Student

- + Enjoys cosmetics, tech and art
- + Student at UW majoring in fashion
- + New to the Northwest, just moved to Seattle
- + Needing new housing essentials for dorms
- + Picky
- + Loves outdoor adventuring
- + Owns fish named Skippy



# Prototype

# Motion

