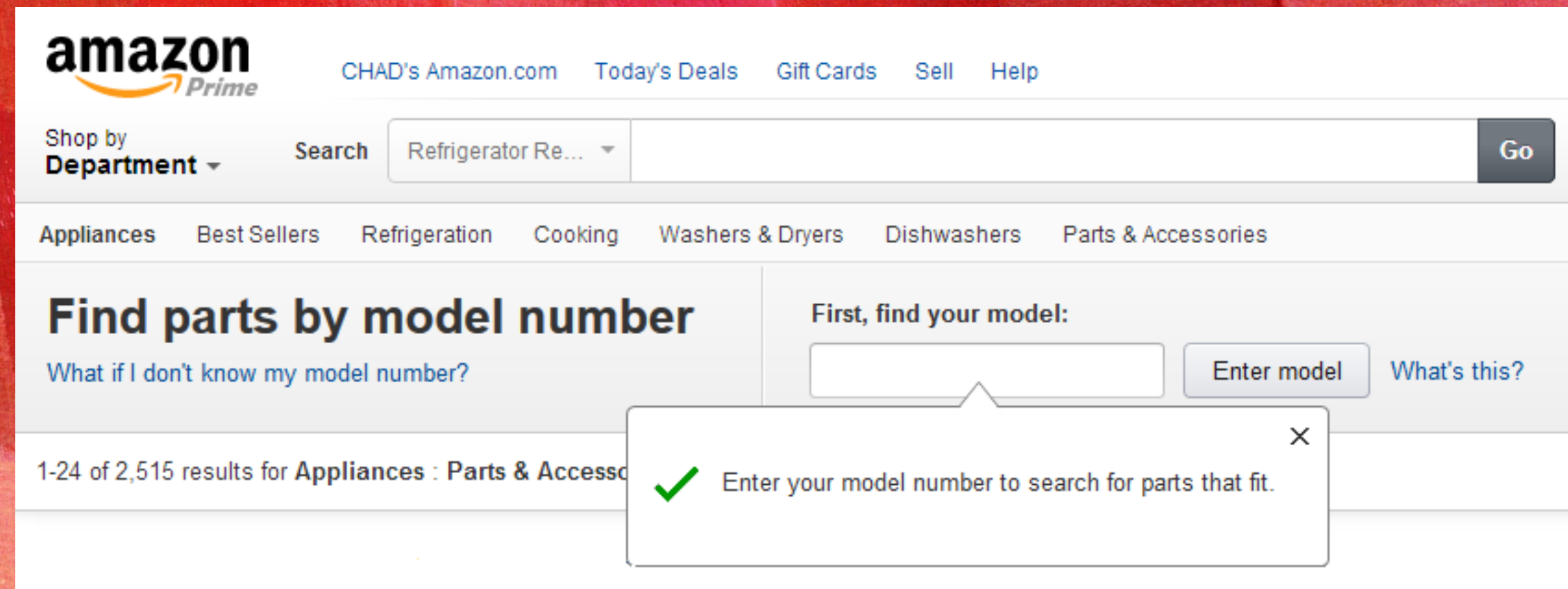# PCP MANAGER

Amazon | May. 2015-Present

Background: PCP is an existing experience to help customers find compatible parts that works with products they own. PCPM is the portal tool I designed to help manage the world's largest compatibility database that is the backend to enable accuracy & broad selection of PCP experience in Amazon.com.

USER PROFILE

··

➤ Internal users like PMs, Vendor Managers, RBS (3rd party auditing service)

➤ Vendors of Sellers who sell whole good or the part (eg: water tank to a fridge)

➤ Need to reduce manual work and increase efficiency managing compatibility data relationships and periodic audits without relying on redundant/trivial engineer work in command lines
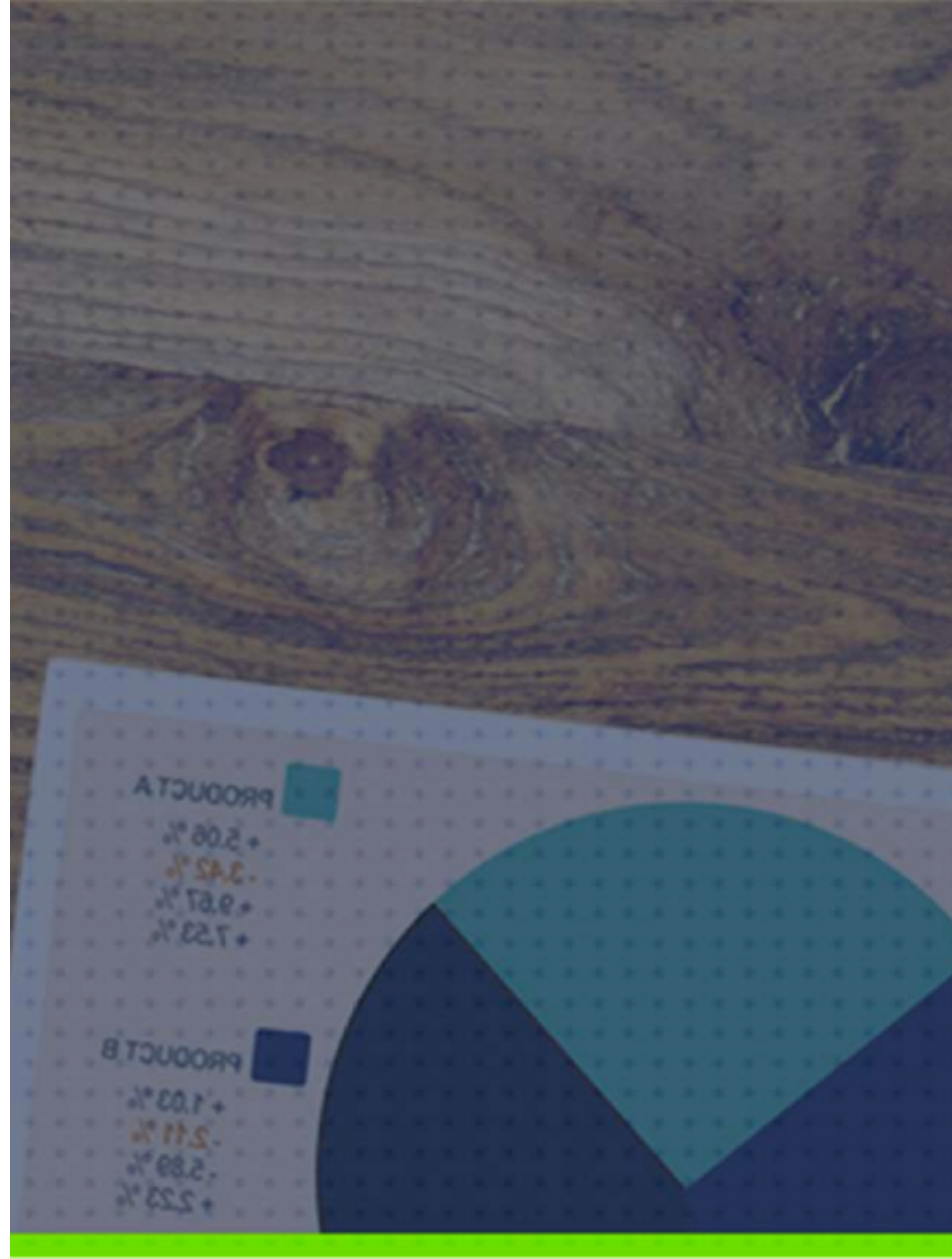
I took ownership leading the v1.0 of this portal tool experience that is facing eCommerce vendors & internal users, enabling efficient data relationship management, monitoring & auditing, simplifying complex normalization process, as well as educating & tracking data uploading approval process.
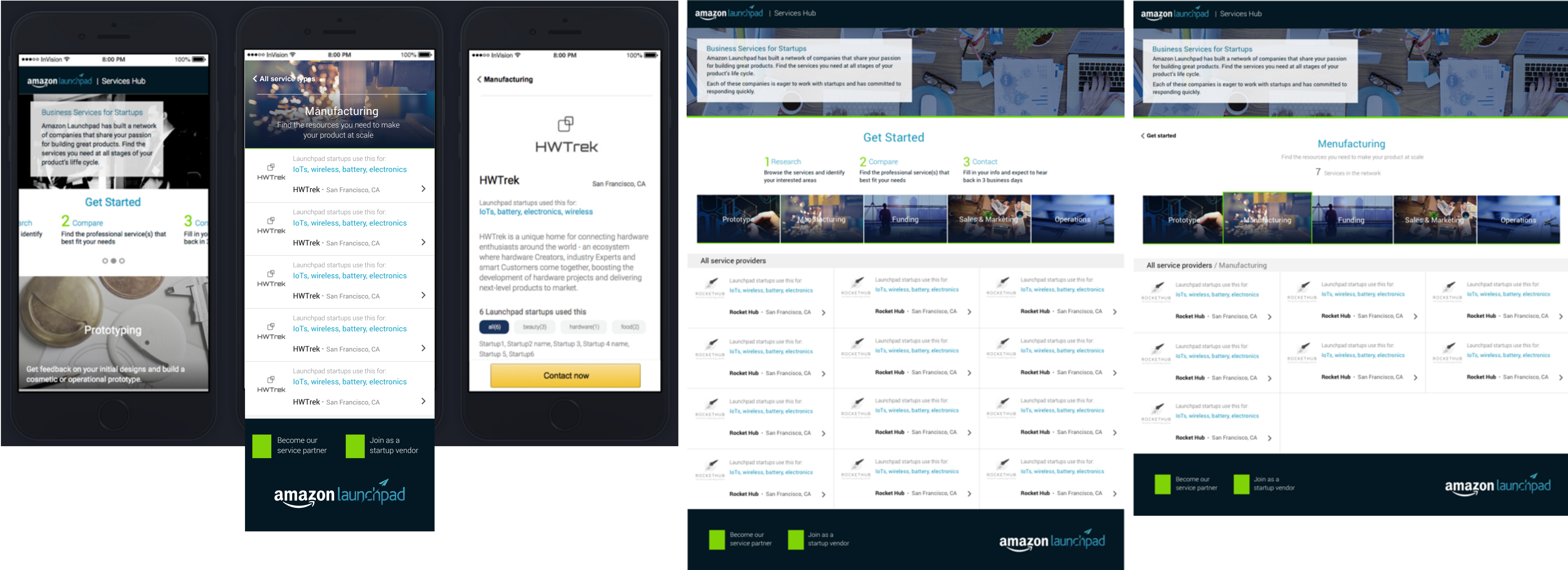
LAUNCHPAD STARTUP MARKETPLACE

Amazon | Jan. 2016 - Present
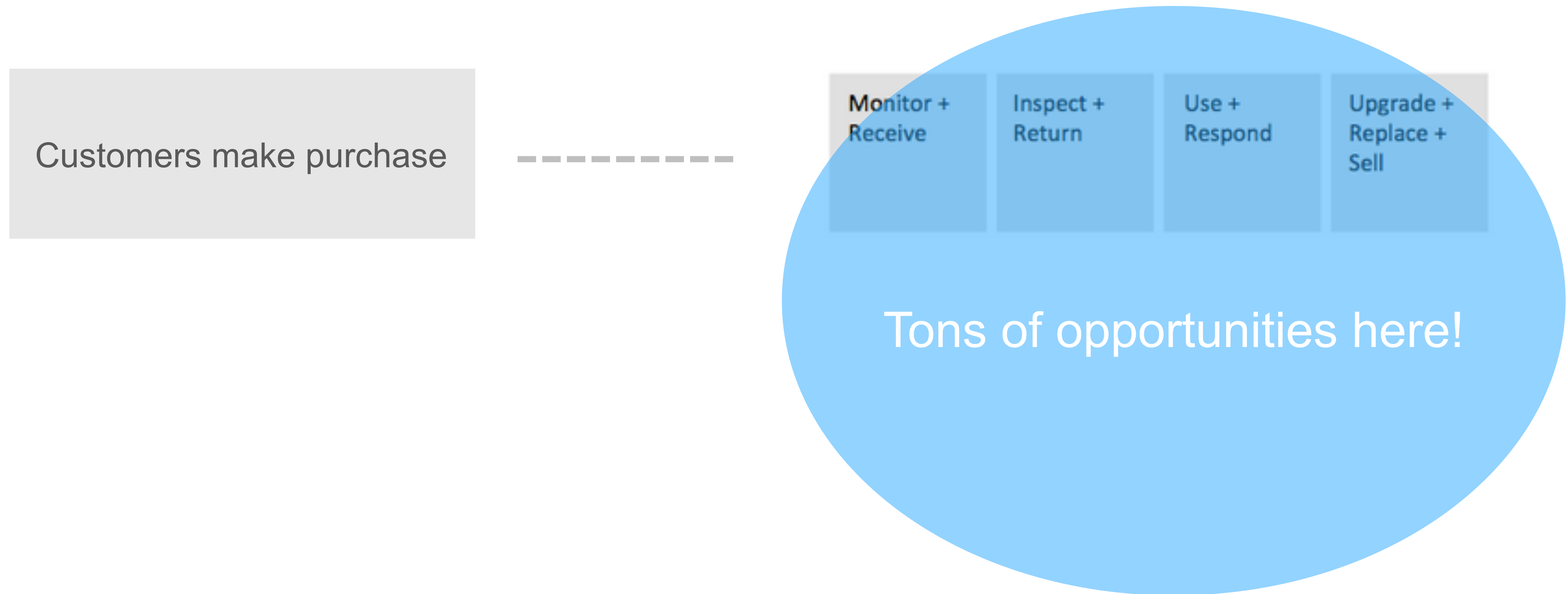
View wireframes

mobile: https://invis.io/865OZV5WU
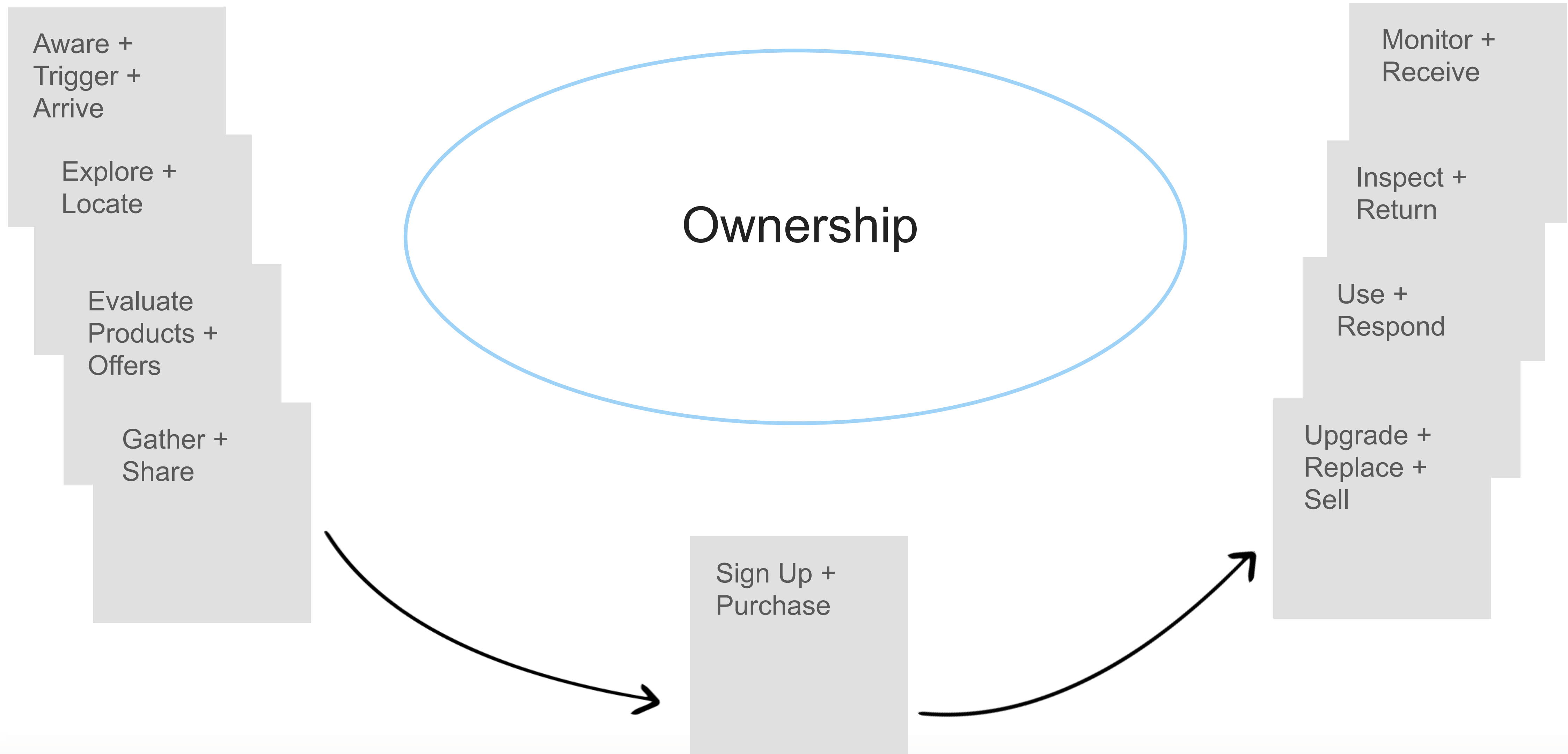
desktop: https://invis.io/K35WFT6YM

AMAZON MY STUFF

Post purchase: where are we taking customers to?

Customers make purchase

- - - - - - - - -

Monitor + Receive	Inspect + Return	Use + Respond	Upgrade + Replace + Sell

Tons of opportunities here!

OK, we help customers surface things they own.

Aware +
Trigger +
Arrive

Explore +
Locate

Evaluate
Products +
Offers

Gather +
Share

Ownership

Monitor +
Receive

Inspect +
Return

Use +
Respond

Upgrade +
Replace +
Sell

Sign Up +
Purchase

Amazon "MY STUFF"

Activities

Users

Objects

Interactions

Environments

-Ownership-

User needs taken care of? What're the benefits?

*Past 5 years' (2010-2014) user research about 550+ Amazon-wide customer needs, **15%** of them concerning customer's **post purchase behavior**.*
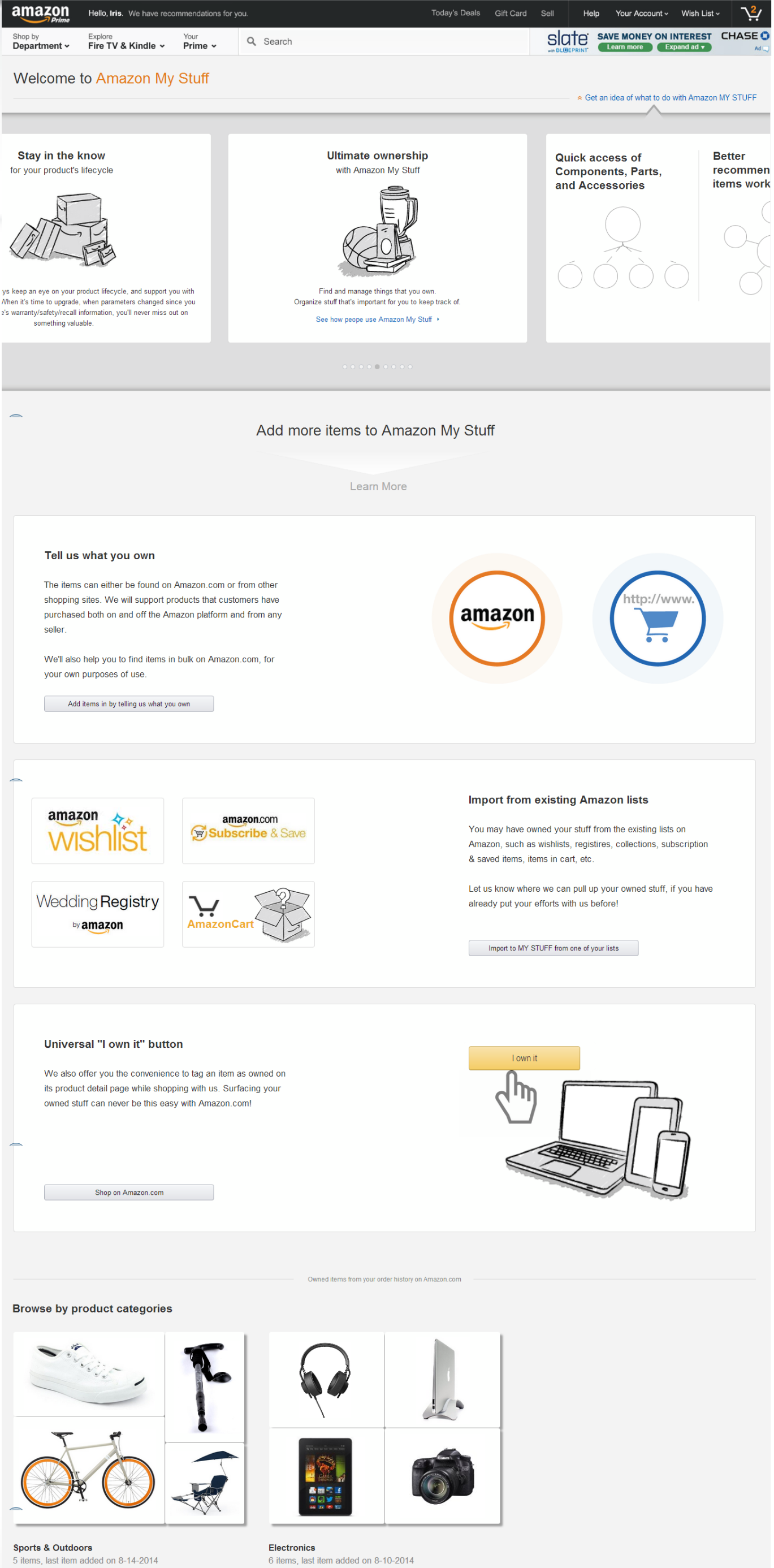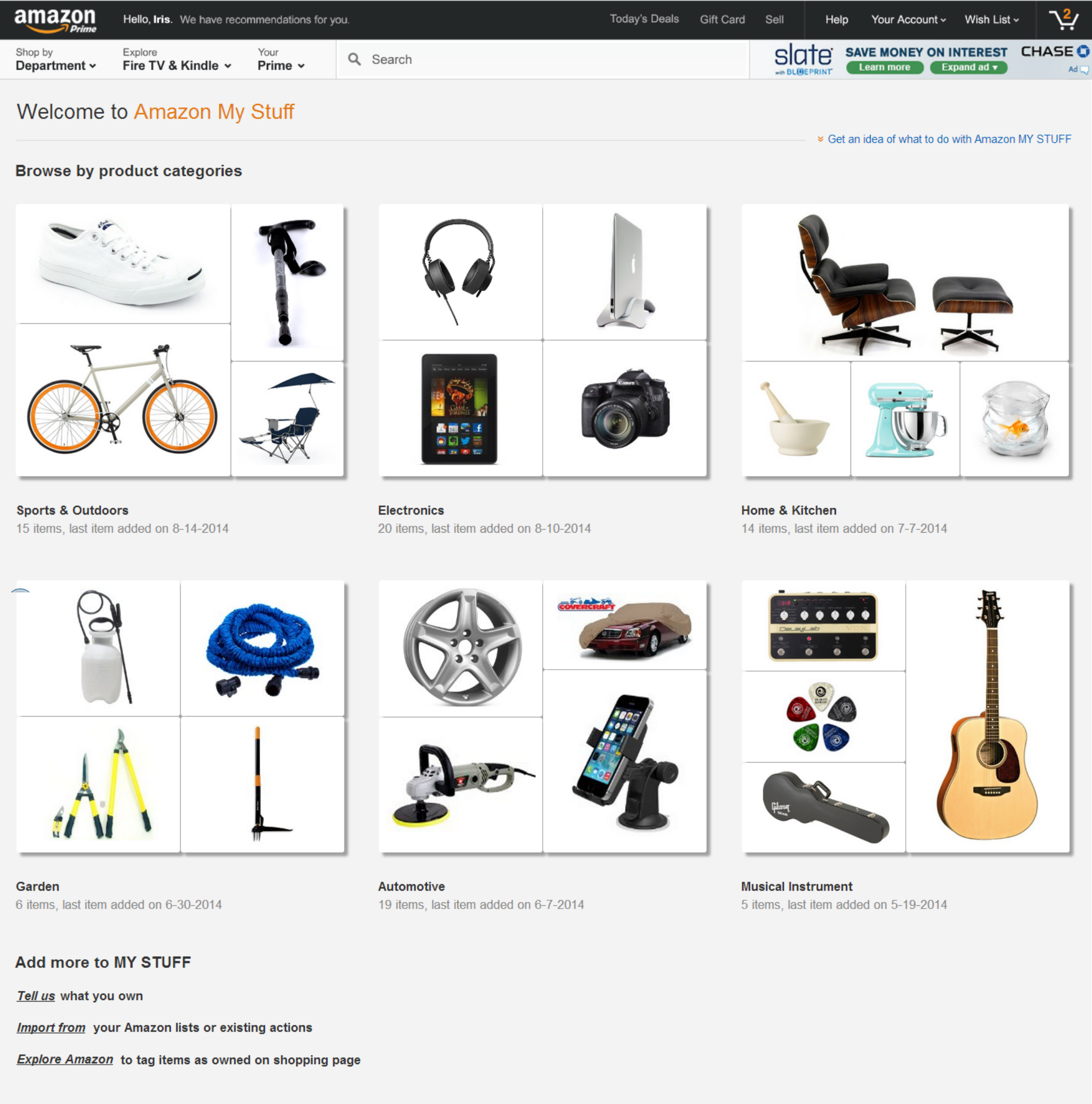
Ownership Management
Compatibility Problem
Recommendation & Personalization
Post Purchase Advice
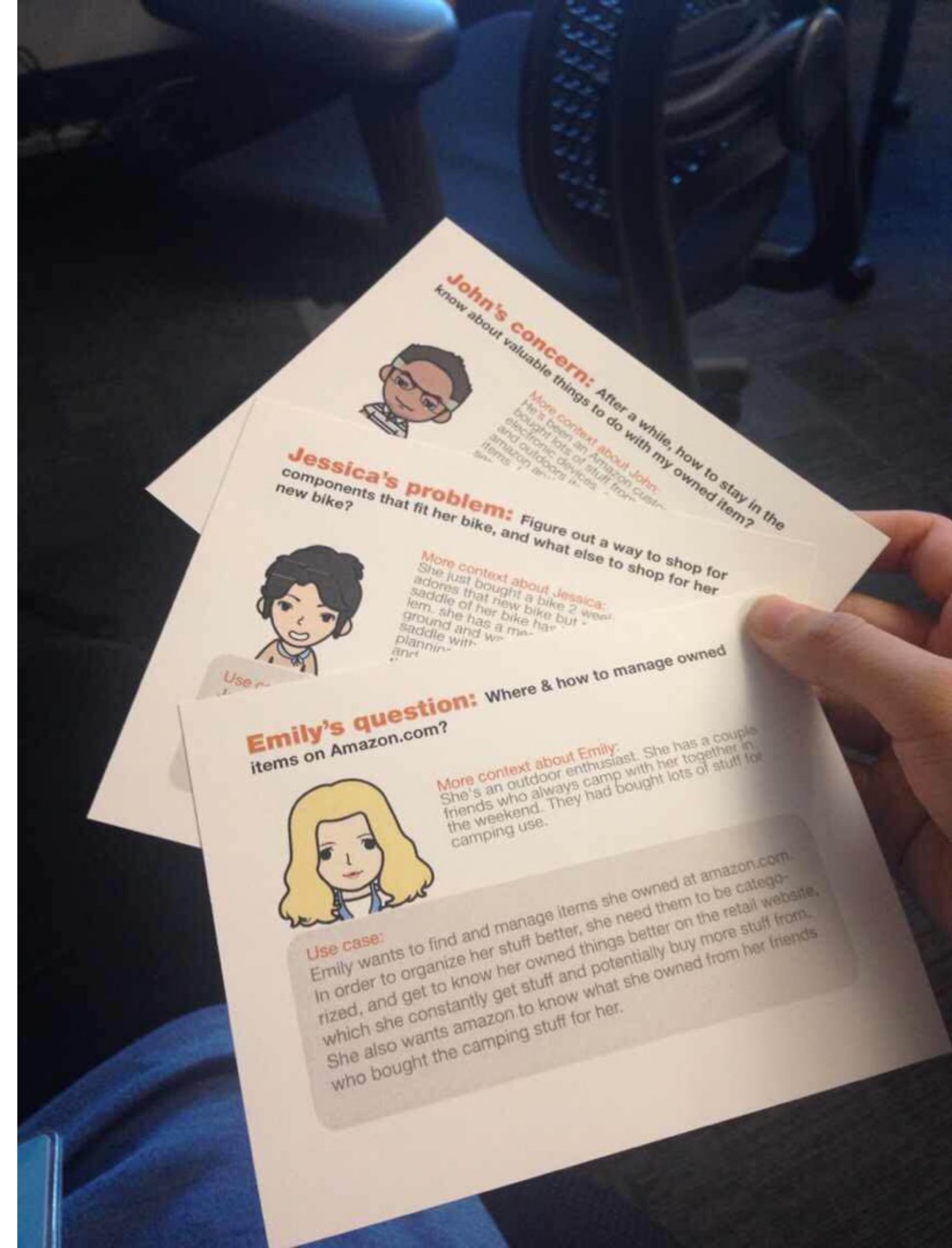
Wireframes & Hi-fi prototypes

My Stuff home and empty state for novice user

Add items to My Stuff

Item-wise dashboard: two different presentations based on where the user is at the product lifecycle
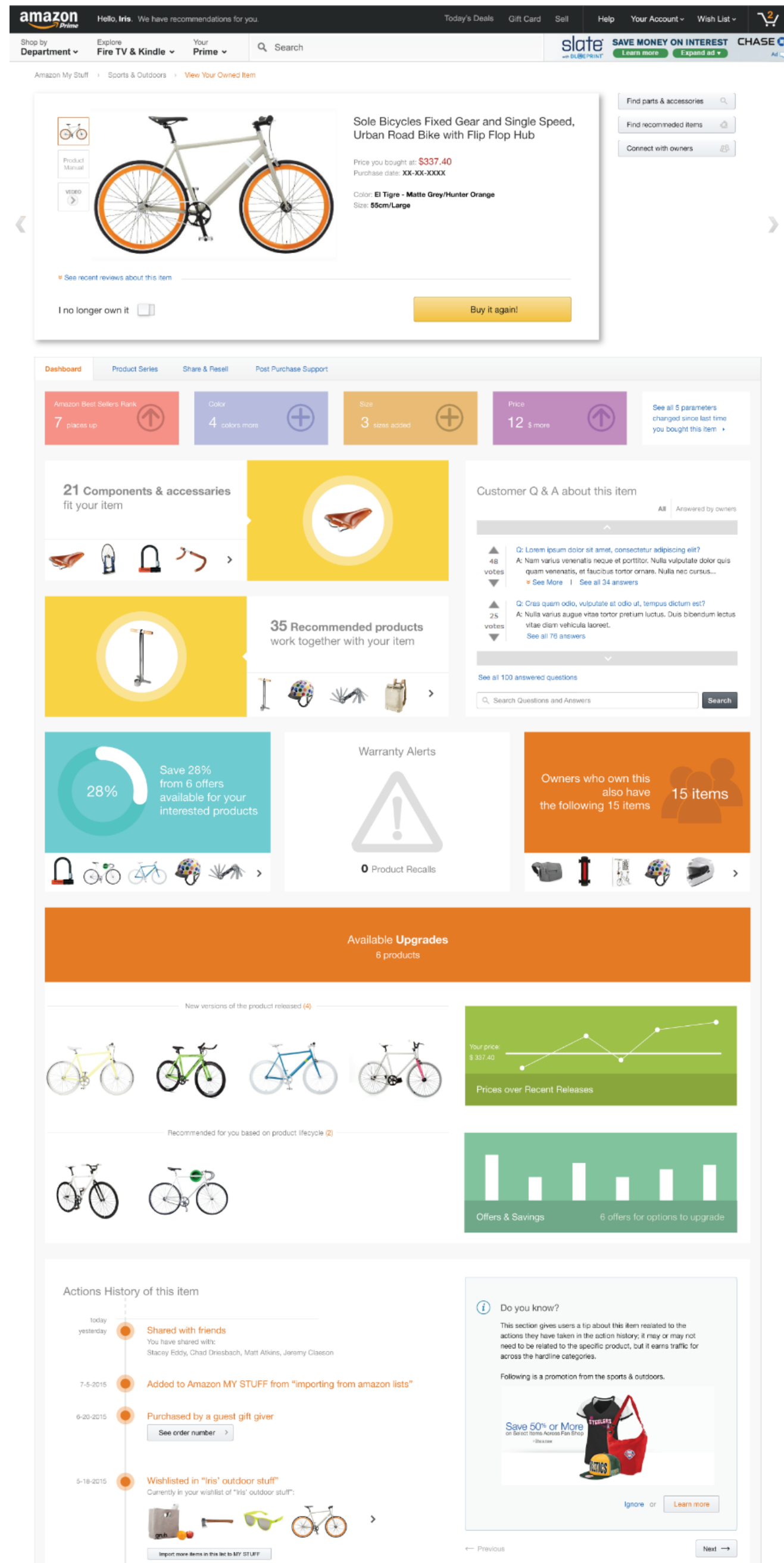
Recommendations & compatible parts landing pages

Want to...
Save money?

Watch price for products >

Indicate products of interest
and we can watch price for you
when there are offers available

Watch price for products >

Hover over
on a product picture
you'll see
the "watch price" icon

Watch price for products >

Press or tap the icon
and we'll watch
the item's price
for you
if there's an offer!

Watch price for products >

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