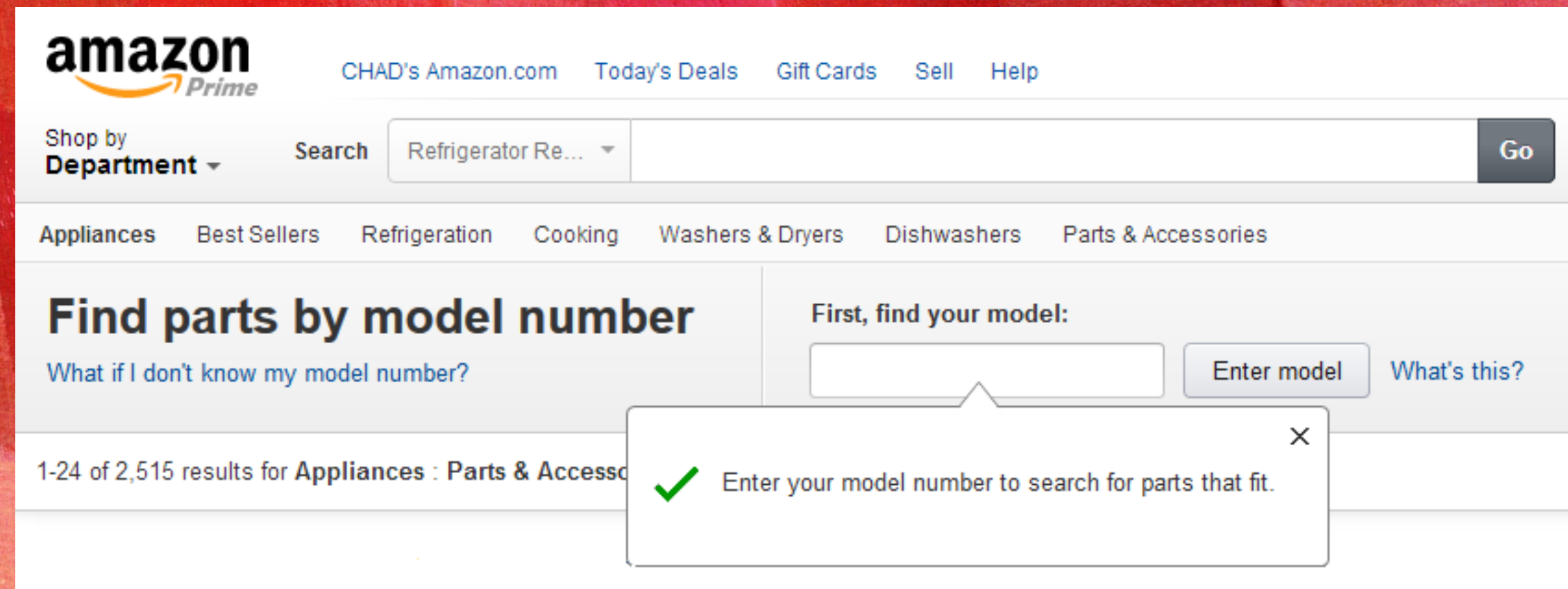


# PCP MANAGER

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



logo

Manage Fitment Data

Normalize Data

Audit Records

Reporting

Admin

Search Results

[View search history](#)

Download results

Upload to add records

Back to search

Model Brand  
Whirlpool

Model Number  
wp1029, wp3003

Part Brand  
B00ABCD123, B002321AUE, ...

See all

Bulk edit status

View edit history

1-50 of 242 records

Show All

Sort by: Last audited

More sort & filters

Status	modelBrand	modelNumber	modelSeries	partBrand	partNumber	Is_Generic
Active	WHIRLPOOL	wp1289	2	B00ABCD123	W1893489	Y
Flagged Active	WHIRLPOOL	wp1289	2	B00ABCD123	W1893489	Y
Flagged Active	WHIRLPOOL	wp1289	2	B00ABCD123	W1003489	N
Flagged Active	WHIRLPOOL	wp1289	1	X45554THY	W1893489	N
Active	WHIRLPOOL	wp3003	2	B00ABCD123	W1893489	Y
Needs Confirm	WHIRLPOOL	wp3003	2	B90REYN113	W1893489	Y
Active	WHIRLPOOL	wp1289	1	B00ABCD123	W1323489	Y
Flagged Audit	WHIRLPOOL	wp3003	1	B002321AUE	W1893459	Y
Active	WHIRLPOOL	wp3003	2	B002321AUE	W1893489	Y
Active	WHIRLPOOL	wp3003	1	B00ABCD123	W1893459	Y
Active	WHIRLPOOL	wp3003	2	B00ABCD123	W1893489	Y
Active	WHIRLPOOL	wp3003	1	B002321AUE	W1893459	Y
Active	WHIRLPOOL	wp3003	2	B002321AUE	W1893489	Y

Bulk editing: 112 record statuses will be changed

Save changes

Cancel all changes

logo

Manage Fitment Data

Normalize Data

Audit Records

Reporting

Admin

Brand Mapping

1 Select a brand field to apply mappings

Model brand

2 Specify an action to take

Currently applied mappings

Non-normalized Brand	Mapped to Brand
Seattle	Portland
Portland	Oregon
Bend	Oregon
Bend	Oregon
Bend	Oregon
Bend	Oregon
AVD	SSE
Bend	Oregon
Bend	Oregon

Showing 1-10 of 58 mappings

Previous 1 2 3 ... 6 Next

3 Preview and apply

Preview effects

Running normalizations

REGEEX Brand Mapping

3 currently running: Add mappings

Cannot apply the other kind of brand mappings

Progress

Field	Action Taken	Start Time
Model Brand	Add mappings: Bellevue -> Seattle	4/29/2015, 09:32:27 am
Part Brand	Add mappings: Bellevue -> Seattle	4/28/2015, 09:32:27 am
Model Brand	Add mappings: San Francisco -> CA	4/28/2015, 12:32:27 pm

amazon

Home Resource Center Help Contact Us Language English

Orders Products Advertising Merchandising Reports Payments EDI Settings

Products

Submission status

Sort by: Date Added

Refine by

Keyword or product ID

Product name, ASIN, UPC

Search

Submission type

Products

Spreadsheets

Compatibility data

Status

Pending process (2)

Contains errors (1)

Processed successfully (1)

CompatibilitySpreadsheet1.xls

DATE UPLOADED: 02/09/2016

2000 Processed 1980 Success 20 Errors

1,000 Models, 300 Parts, 2,000 Relationships

Note: Update new entries

CompatibilitySpreadsheet1.xls

DATE UPLOADED: 02/09/2016

Pending process

Email me when processed

Note: Update new entries

CompatibilitySpreadsheet1.xls

DATE UPLOADED FOR ERROR CORRECTING: 02/18/2016

Processed

1,000 Models, 300 Parts, 2,000 Relationships

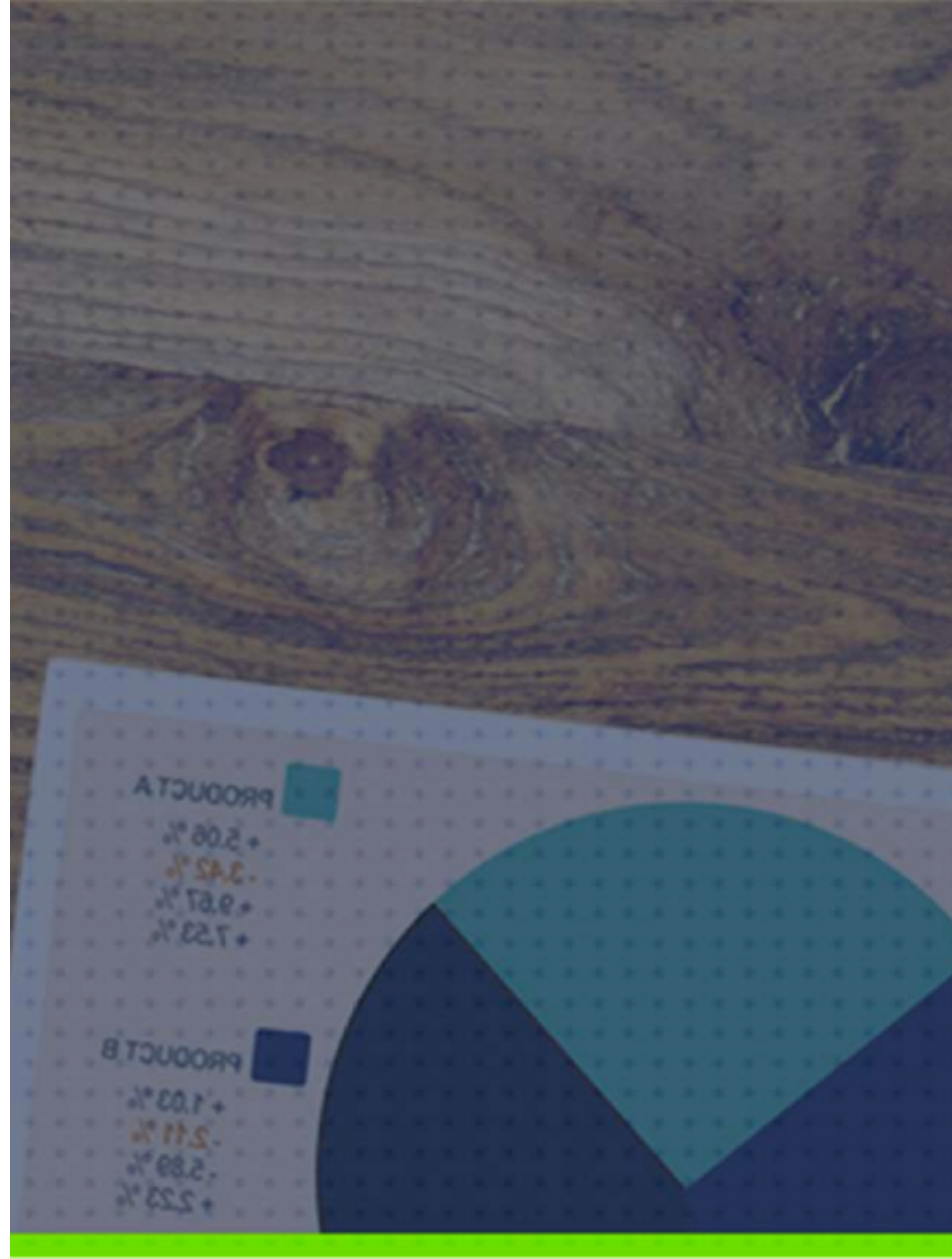
Note: Update new entries

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.

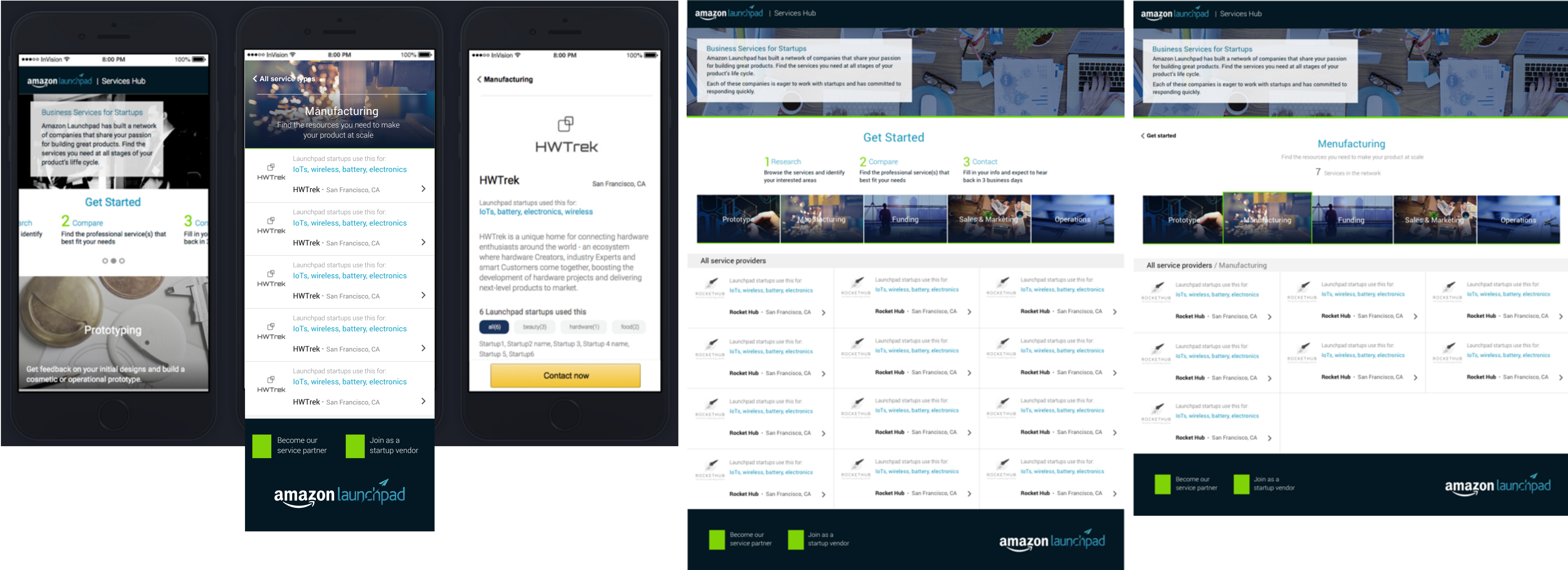


# LAUNCHPAD STARTUP MARKETPLACE

Amazon | Jan. 2016 - Present







View wireframes

mobile: <https://invis.io/865OZV5WU>

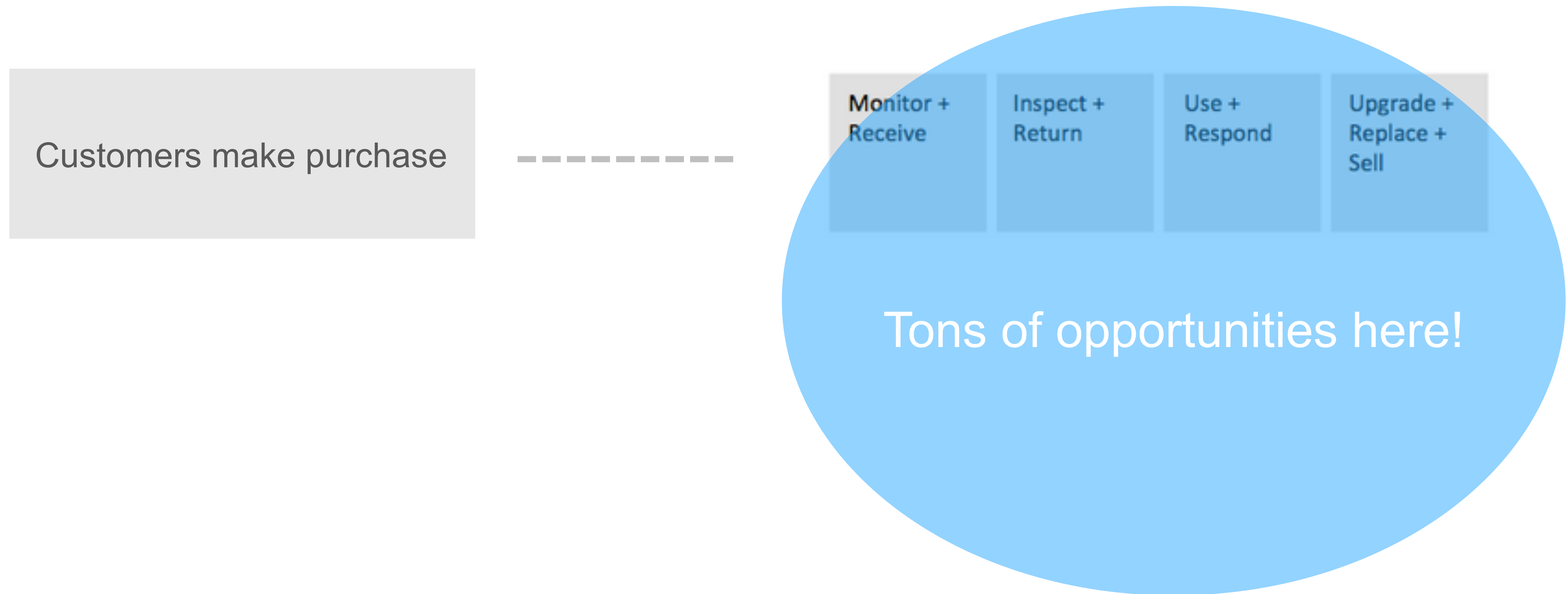
desktop: <https://invis.io/K35WFT6YM>



AMAZON MY STUFF

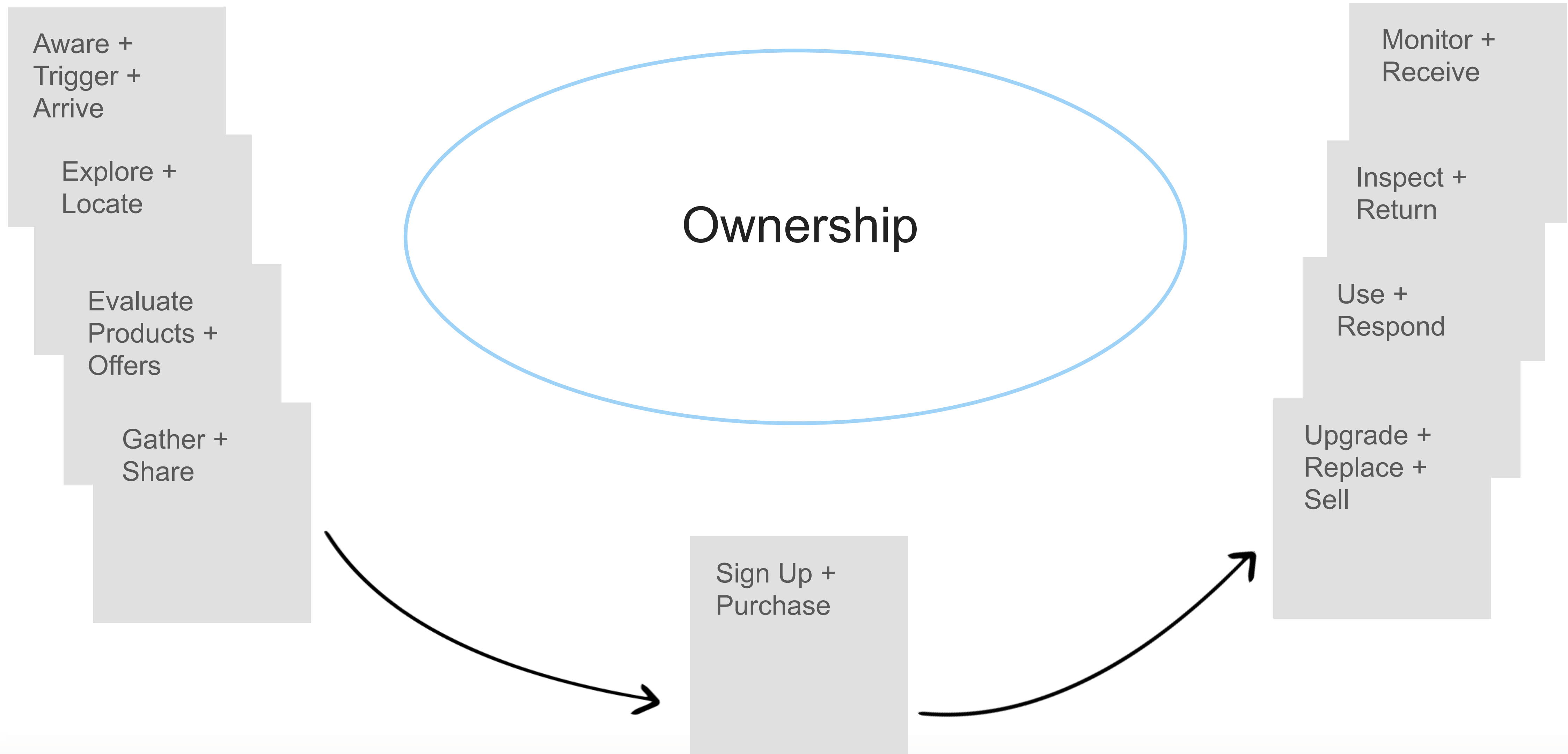


# Post purchase: where are we taking customers to?





OK, we help customers surface things they own.





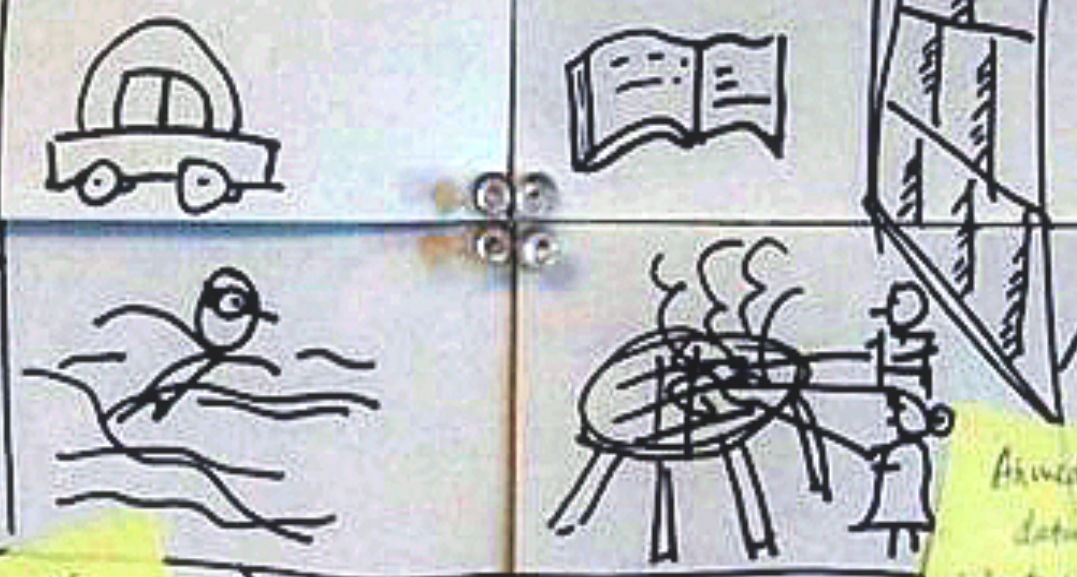
# Amazon "MY STUFF"

## Users

- Customers who bought hardware (initially) products on amazon.com (CA)
- Customers who were on this site two long ago and expect better personalized recommendations & more relevant search results [Nirav, WP, P2]
- Customers who own products that have long life-cycle to use, e.g., iPod [Nirav, WP]
- Contractors: these people need to track their purchasing history [Chang, P1, Nirav, WP]

What's present? relationships?  
values / biases?  
behaviors, preferences, needs, etc. >

## Ownership



## Interactions

- Go to "MY STUFF" domain page and find available features [Nirav, WP, P2]
- See what's owned by the user (A)
- Tag / Untag the ownership of a product
- Insert money and may make mistakes [Andrew, P1]
- Refine search of info from garage and use it first [Chang, P1]
- See from a specific item and the reflect on "for it use" info [Nirav, P1, P2, Nirav, WP]
- Enter the stuff information and get options (no sticky) [Joy, Chang, P1, Nirav, WP]
- In replacement page programs people search and start at [Chang, P1]
- Specific categories differently their interaction w/ values [May, P1-P2, Nirav, WP]
- If returns are bad for purchased item, you will be able to make-in them [Joy, P1, Nirav, WP]
- Tagging from Tools bar may be applicable [Chang, P1, Nirav, WP]

It's like  
for what got out  
list of ideas  
Joy + Chad

## Environments

- Responsive of other customers found on amazon.com [Nirav, WP, P1]
- Shopping online! (A)
- "Garage", used for automation [Nirav, P1, Nirav, WP]
- Automated pricing system [Joy, P1]
- Available selections on one platform [Joy, P1]
- Virtual store's platform (in mind) [Joy, Chang, P1, Nirav, WP]
- Auctions is moved by Amazon on this platform, so that it increases
- Concern about being too general vs. personalized (e.g. Google+ along)
- No pro clustering on the page! - this is seriously helpful [Joy, P1, Nirav, WP]

Good to  
claim as  
"My Stuff"

Joy's  
concern about  
changing the  
detail page

## Activities

- Amazon utilizes a wealth of data regarding customers' products
- Improve traffic @ amazon [Nirav, WP, P2]
- Come back to be fed w/ product manuals & replacement parts [Nirav, WP, P2, Nirav, WP]
- Fix product issues of aligned VAS (Value Added Service) [Nirav, WP, P2, Nirav, WP]
- Educational buying guides [Joy, P1, Nirav, WP]
- Educational buying guides [Joy, P1, Nirav, WP]
- Align similar experiences [Joy, P1, Nirav, WP]

Alerts & Notifications  
@ from Andrew  
@ from Ely (A)

Nirav's business  
features  
(a-f)

What is  
VAS  
Value Added Service

## Objects

- Hardware products, will be extended to amazon-wide eventually (A)
- Automating. (A) the products that you have purchased in Amazon (A)
- "Hardy" parts of the car [Andrew, P1, Nirav, WP]

Andrew's  
data flow chart  
help to understand the  
range of auto

See categories  
mapping for  
more info

May's map  
search on  
Category  
Joy's  
brochures  
categories

Key graphs / power  
of Allison's paper

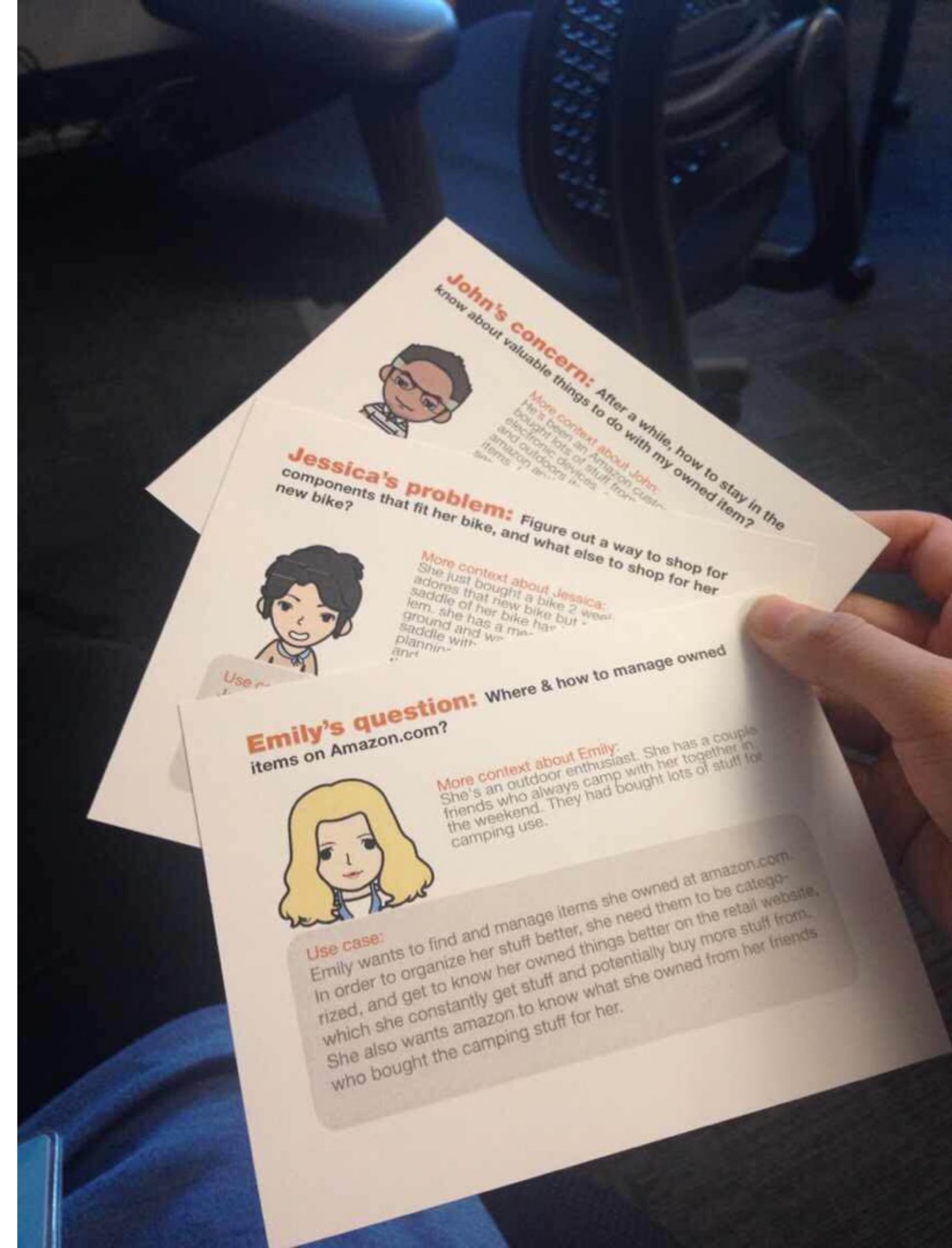
by, David, 2, "amazon.com"  
1-3 [Joy, P1, Nirav, WP]



# 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**.*

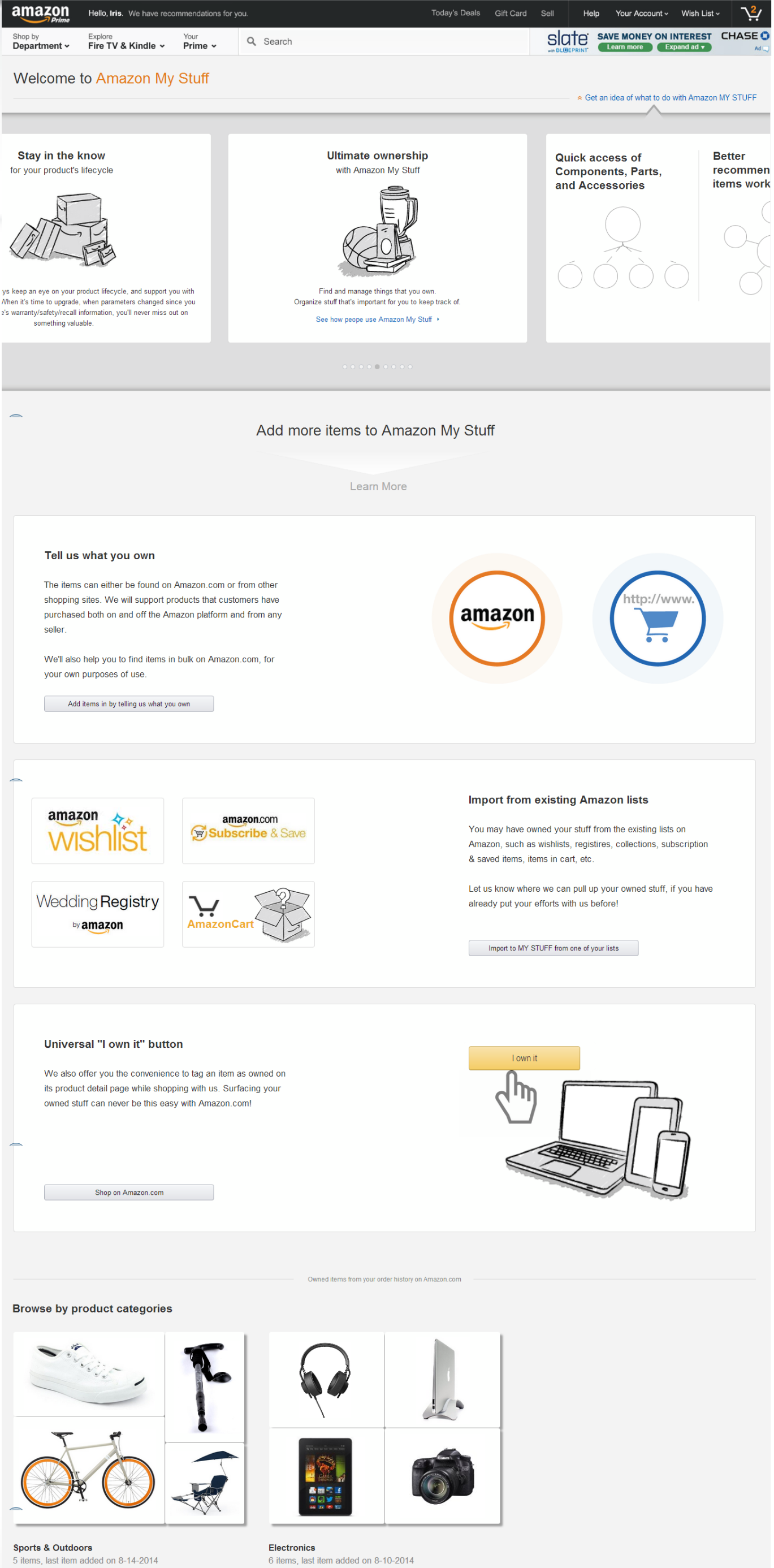
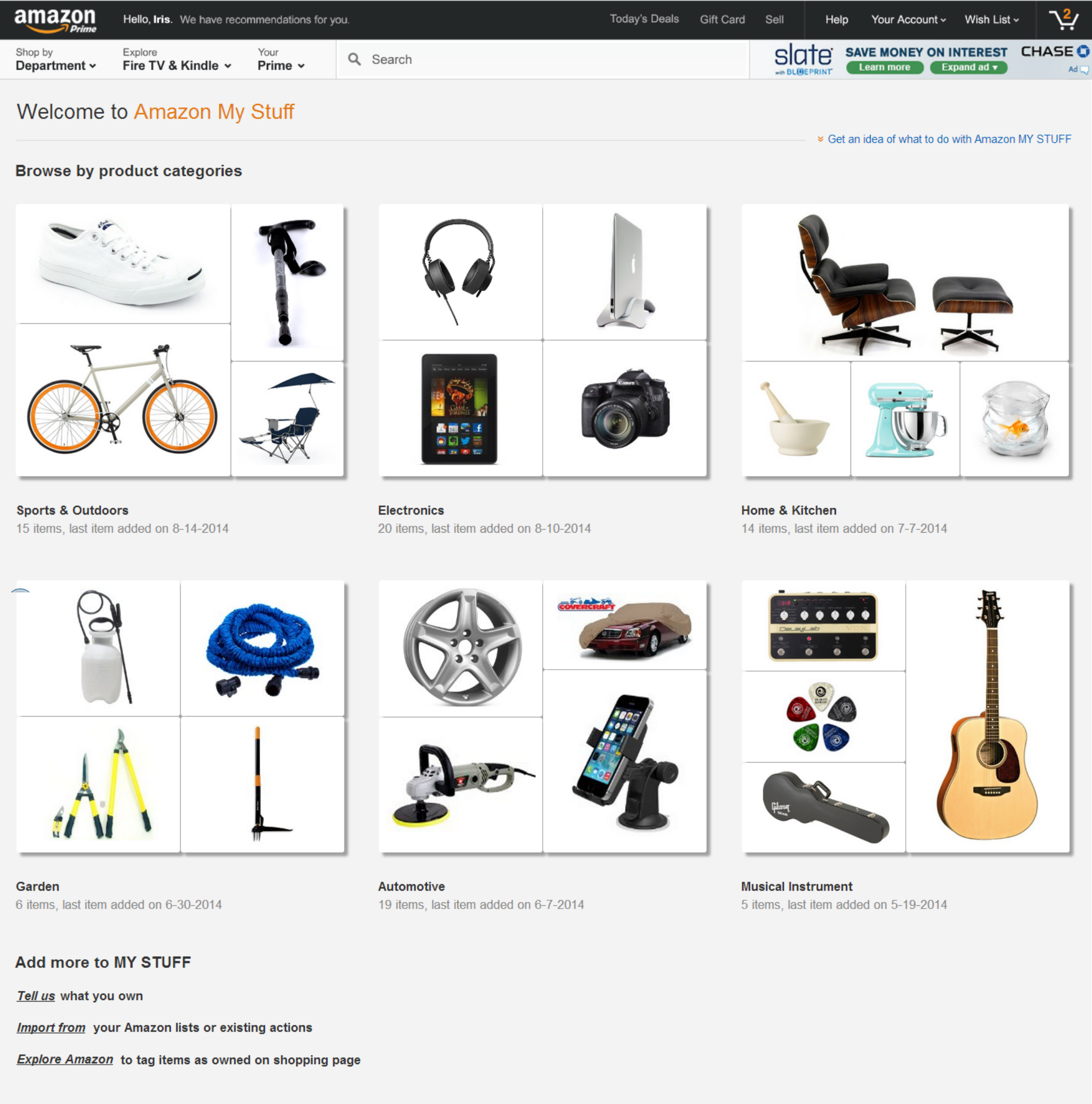
Ownership Management  
Compatibility Problem  
Recommendation & Personalization  
Post Purchase Advice





# Wireframes & Hi-fi prototypes

## My Stuff home and empty state for novice user





# Add items to My Stuff

amazonPrime

Hello, Iris. We have recommendations for you.

Today's DealsGift CardSellHelpYour AccountWish List

2

Shop byDepartment

ExploreFire TV & KindleYourPrime

Search

slateSAVE MONEY ON INTERESTCHASE

Amazon My StuffAdd item(s) to My Stuff

What do you use the stuff for?

Camping

Entertainment

School Use

Input your purpose of use here

Eg: swimming, dinning, kitchen cleaning (multiple purposes can be seperated by ",")

Add purposes

Suggested uses based on your purchasing & browsing history: Sports, Home improvement, reading essentials

Go back to search by product name(s)

Yes, continue to add them

amazonPrime

Hello, Iris. We have recommendations for you.

Today's DealsGift CardSellHelpYour AccountWish List

2

Shop byDepartment

ExploreFire TV & KindleYourPrime

Search

slateSAVE MONEY ON INTERESTCHASE

Amazon My StuffAdd item(s) to My Stuff

Featured categories on Amazon.com that match your use of "Camping"

Cycling

Camping & Backpacking

Sleeping bags

Tents

Climbing

Outdoor essentials

Knives & tools

Go back to change purpose of use

Sounds good, add the item(s)

Continue to drill in to the category

amazonPrime

Hello, Iris. We have recommendations for you.

Today's DealsGift CardSellHelpYour AccountWish List

2

Shop byDepartment

ExploreFire TV & KindleYourPrime

Search

slateSAVE MONEY ON INTERESTCHASE

Amazon My StuffAdd item(s) to My Stuff

Input details for your owned item

Tents

Required information

Change picture

Change item name

Price you bought at

Eg: \$134.00

Purchase date

Eg: 11-09-2015

Optional information

Color

Pick a color

Size

Eg: small (based on relevant catalog information)

Camping & Backpacking

Required information

Change picture

Change item name

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Eg: \$134.00

Purchase date

Eg: 11-09-2015

Optional information

Color

Pick a color

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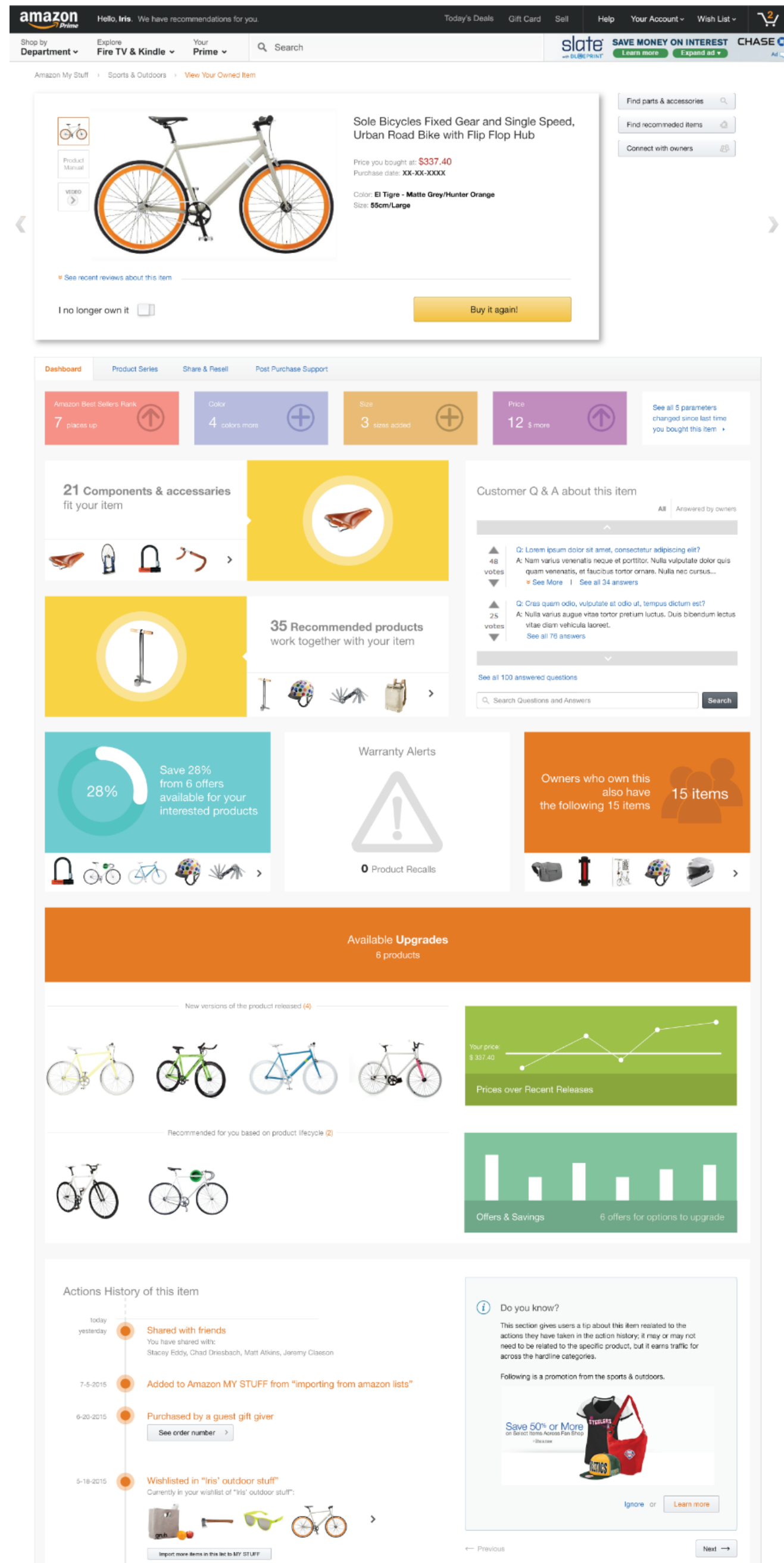
Eg: small (based on relevant catalog information)

Go back to choose other featured categories

Yes, add them to Amazon My Stuff



Item-wise dashboard: two different presentations based on where the user is at the product lifecycle





# Recommendations & compatible parts landing pages

amazon

Prime

Hello, Iris

We have recommendations for you

Today's Deals

Gift Card

Sell

Help

Your Account

Wish List

Shop by Department

Explore Fire TV & Kindle

Your Prime

Search

slate

SAVE MONEY ON INTEREST

CHASE


Amazon My Stuff

Sports & Outdoors

View Your Owned Item

Product Manual

VIDEO



Sole Bicycles Fixed Gear and Single Speed, Urban Road Bike with Flip Flop Hub

Price you bought at: ~~\$337.40~~  
Purchase date: XX-XX-XXXX

Color: **E1 Tigre - Matte Grey/Hunter Orange**  
Size: **55cm/Large**

Find parts & accessories

Find recommended items

Connect with owners

See recent reviews about this item

I no longer own it

Buy it again!

Dashboard

Product Series

Share & Resell


Post Purchase Support

Recommendations for your item

With preview

Without preview

Displaying: The owned item you are looking at




Recommendations for you

We recommend several items below for you, as they are in the same product series of the item you are looking at, and they can work together with your item.

Filter by: None

Sort by: Amazon recommended



Components, Parts, & Accessories for "Sole Bicycles Fixed Gear and Single Speed..."

amazon

Prime

Hello, Iris

We have recommendations for you

Today's Deals

Gift Card

Sell

Help

Your Account

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Explore Fire TV & Kindle

Your Prime

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SAVE MONEY ON INTEREST

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Dashboard

Product Series

Share & Resell

Post Purchase Support

Recommendations for your item

With preview

Without preview


See more information of purchased items

Do you know?

We recommend the following items for you, as they are in the same product series of the item you are looking at, and they can work together with your item.

Filter by: None

Sort by: Amazon recommended



Components, Parts, & Accessories for "Sole Bicycles Fixed Gear and Single Speed..."

amazon

Prime

Hello, Iris

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Dashboard

Product Series

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Post Purchase Support

Recommendations for your item

With preview

Without preview


Continue explore parts & accessories in Amazon Sports store

Components, parts, & accessories for you

We have found below 21 components, parts, and accessories for you. You can also view them on the same graph together with your item.

Filter by: None

Sort by: Amazon recommended



Components, parts, & accessories for "Sole Bicycles Fixed Gear and Single Speed..."

amazon

Prime

Hello, Iris

We have recommendations for you

Today's Deals

Gift Card

Sell

Help

Your Account

Wish List

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Your Prime

Search

slate

SAVE MONEY ON INTEREST

CHASE


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Connect with owners

See recent reviews about this item

I no longer own it

Buy it again!

Dashboard

Product Series

Share & Resell

Post Purchase Support

Recommendations for your item

With preview

Without preview


Continue explore parts & accessories in Amazon Sports store

Do you know?

We have found below 21 components, parts, and accessories for you. You can also view them on the same graph together with your item by using "With preview" option above.

Filter by: None

Sort by: Amazon recommended



Components, Parts, & Accessories for "Sole Bicycles Fixed Gear and Single Speed..."



