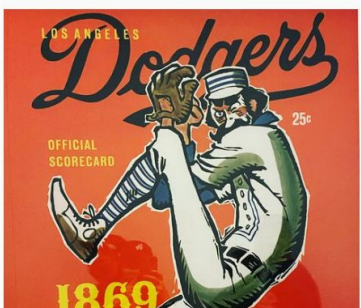
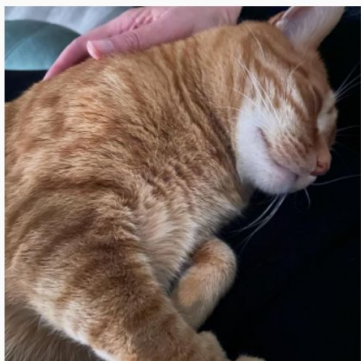
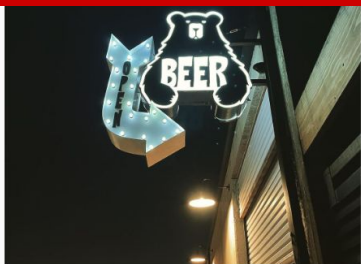
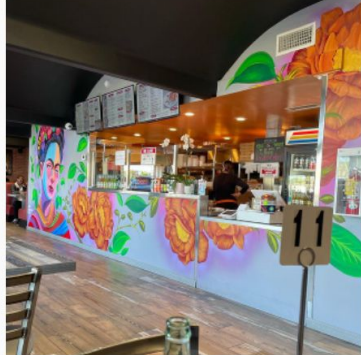


Me in 60 seconds

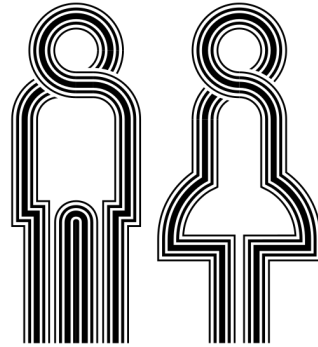


Design WMS for people



Team when I joined

amazon



Scope of the business

Selling on Amazon

- UX in existing tool to enable sending goods to Distribution Centers
- Managing & Reporting to give sellers indication of business health



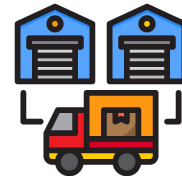
Selling off Amazon

- Product for off Amazon sellers to leverage storage and E2E Amazon Prime fulfillment
- Multi-channel fulfillment services



Distribution Center

- WMS
- Manager Console
- Handheld workflows
- Produce grading tool
- Inventory tool



Scaling

Org of 420 people and UX team size was determined by ratio of 20 Engineers to 1 UX person

UX & UXR Sizing

T-shirt sizing

Small 23 weeks or less, Medium 46 weeks, Large is 96 weeks.

Small UX feature sizing

Factor in 20% of SD allocation ask for UX, 10% UXR

ex: Feature has small UX lift and will take 1 SDs 23 weeks = 1 UX 4.6 weeks time, 2.3 weeks UXR

Medium UX feature sizing

Also requires more PM time factor in 25% time for UX of SD time, 15% UXR

ex: Feature has medium UX lift and will take 1 SDs 46 weeks = 1 UX 11.5 weeks time, 7 weeks UXR

Large UX feature sizing

Factor in 35% time for UX of SDs time, 20% UXR

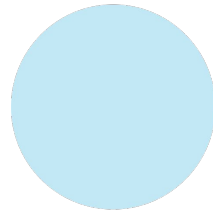
ex: Feature has large UX lift and will take 1 SD 96 weeks = 1 UX 33.6 weeks time, 19.2 weeks UXR

Decision tree for Design Technologist

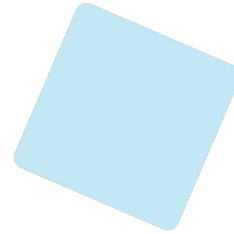
Is feature new?

- Yes
- Are you using new technology?
(IoT, ML, Computer Vision etc)
- Yes
- Is feature medium to large in size?
- Yes
- Do you have more than 3 of these type and size of features?
- Yes
- = 1 Design Technologist

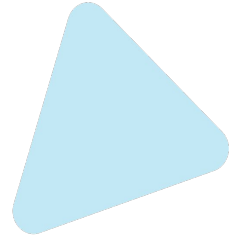
Design work



Scan



Place/Move




Label

DC Handheld flows

☰ DC Inbound 🔔 ?

TASK
Inbound shipment

GET STARTED
Scan location identifier of lane to receive from




NEXT TASK
Scan empty pallet to place on jack

[More options or get help](#)

☰ DC Inbound 🔔 ?

PREVIOUS TASK
Lane 100-1-100 successfully scanned

CURRENT TASK
Scan pallet identifier




NEXT TASK
Place label on pallet and scan label

[More options or get help](#)

☰ DC Inbound 🔔 ?

PREVIOUS TASK
Palette successfully scanned

CURRENT TASK
Place label on pallet and scan



NEXT TASK
Enter number of units


[More options or get help](#)

☰ DC Inbound 🔔 ?

PREVIOUS TASK
Palette label successfully scanned

CURRENT TASK
Enter number of units per case

Keyboard entry



NEXT TASK
Enter number of cases

[More options or get help](#)

Supply Chain Reporting

Reporting Hub

amazon mcf Services 🔍 📢 👤

Reporting hub

Metrics Orders Numbers & averages Last 7 days Priority

Historical snapshot

Accuracy rate Correct fulfillment of customer orders
4026 +0.6%

On-time delivery rate Shipments delivered by estimated delivery date
95.2% +2.6%

Unfulfillable Orders identified as unfulfillable
23 +4

Click to ship rate (C2S) Time from order creation to shipment
9h 23m -28 mins

Click to deliver rate (C2D) Time from order creation to customer delivery
4 d 6 hrs +28 mins

Pre-fulfilment cancellation rate Cancellation percentage of total orders
1.6% +4%

Insights Analysis over the last 180 days

Average SKU time in FC
Your average inventory age (time in FC) for (36 SKUs) is **30 days**. Your optimum number of days to keep stock available and costs low is **10 days**.

Longest **Sleeping shorts** 42 days
Shortest **Boyfriend tee** 8 days

Amazon recommends Move inventory Low cost storage

Projected out of stock
You have 3 SKUs that are projected to be out of stock soon. Send inventory to Amazon to stay in stock.

projected out of stock
Sister socks 19 days
Dad jeans 20 days
Uncle tank 22 days

Amazon recommends Inbound now Auto replenish

Trending SKUs
You have 8 SKUs that have increased in sales over the last 180 days. Consider increasing inventory to meet projected holiday demand.

#1 increase **Teen slippers** +1206 units
#2 increase **Sister socks** +809 units
#3 increase **Mom jeans** +489 units

Amazon recommends Manage Inventory Add SKUs

Reports Historical reports

All orders (Flat & XML) Download report

Amazon fulfilled shipments Download report

Amazon fulfilled inventory Download report

Manage FBA inventory Download report

Mobile metrics

amazon mcf 🔍 📢 👤

Reports

Metrics Orders Last 7 days Priority

Accuracy rate Correct fulfillment of customer orders
98.6% +0.6%

On-time delivery rate Shipments delivered by estimated delivery date
95.2% +2.6%

Unfulfillable Orders identified as unfulfillable
1.2% +4

Insights

Reports

amazon mcf 🔍 📢 👤

Reports

All orders (Flat & XML) Download report

Metrics

Insights

Insights

amazon mcf 🔍 📢 👤

Reports

Metrics

Insights

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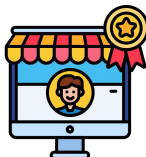
Design team for 20



Employees

WMS, Console, Handheld workflows,
Quality & Inventory

- 1 Principle UX Designer
- 4 UX Designers
- 1 UX Researchers
- 1 Design Technologist
- 2 Front End Developer
- 1 Training & Voice of DC



Customers

Supplychain.amazon.com, Seller
Central & Multi Channel Fulfillment

- 1 Sr UX Designer/ Manager
- 4 UX Designers
- 1 UX Researchers



Shared Resources

Work across all teams and all
products to support where needed

- 1 Sr UX Manager
- 1 SR UX Researcher
- 1 UX Writer
- 1 Program Manager

The Dux (Distribution UX)



Design culture

Weekly Design Critiques

Collaboration meetups

Slack channels

Broadcast channel

Guest speakers



Career growth

Junior & senior roles on the team

1:1 meetings

Coaching & mentorship

Pair designing

Promotion planning

Remote workshops



CHOIR! CHOIR! CHOIR!

Leadership



Touching people's lives in a positive way is as close as I get to an idea of religion.

Keith Hamig

Impact of team

Team of 20 people launched 6 products and scaled to 450+ users for the WMS and over 2000 users for Supply Chain tools. Current WMS CSAT is 76%.

Team is set up well to mature with the business bring on additional DC locations as global expansion occurs.

Impact

The first month after release saw a reduction in users exporting data out product by 60% after 1 quarter of the first phase we decreased lost sales due to poor Reporting offering by 100%.

We also received verbatim feedback that the reporting design surfaced data that helped them improve their hiring process.



Thanks!