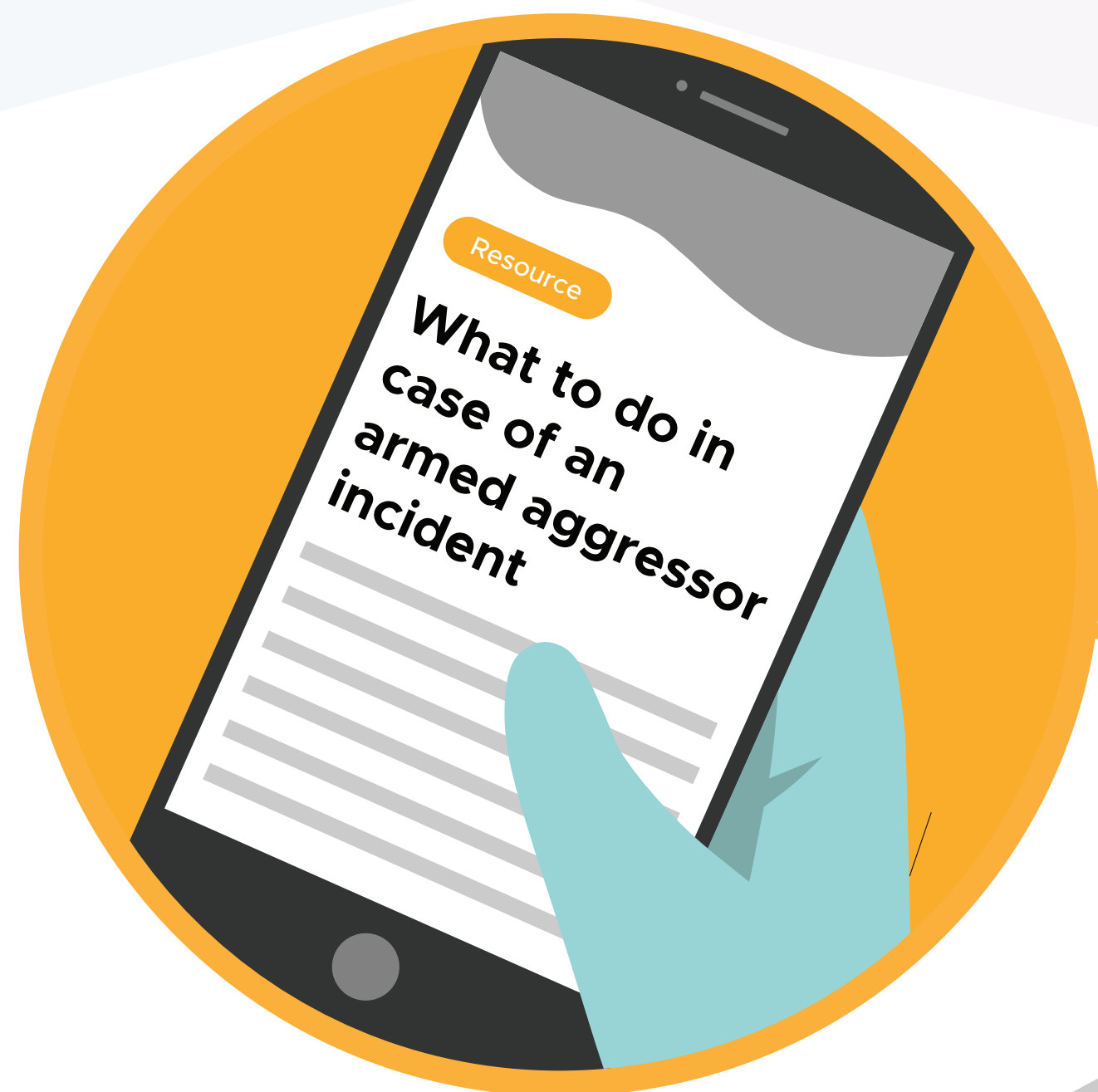# A AMAZON ALERT

## Building strong security culture at Amazon Fulfillment Centers

A large part of Amazon's operations occurs in massive warehouses called Fulfillment Centers (FCs), where employees process and deliver merchandise purchased on Amazon.com. Like any workplace, Fulfillment Centers are susceptible to a variety of security incidents. Amazon Alert creates safer work environments by cultivating a strong culture around adhering to security practices and training measures.
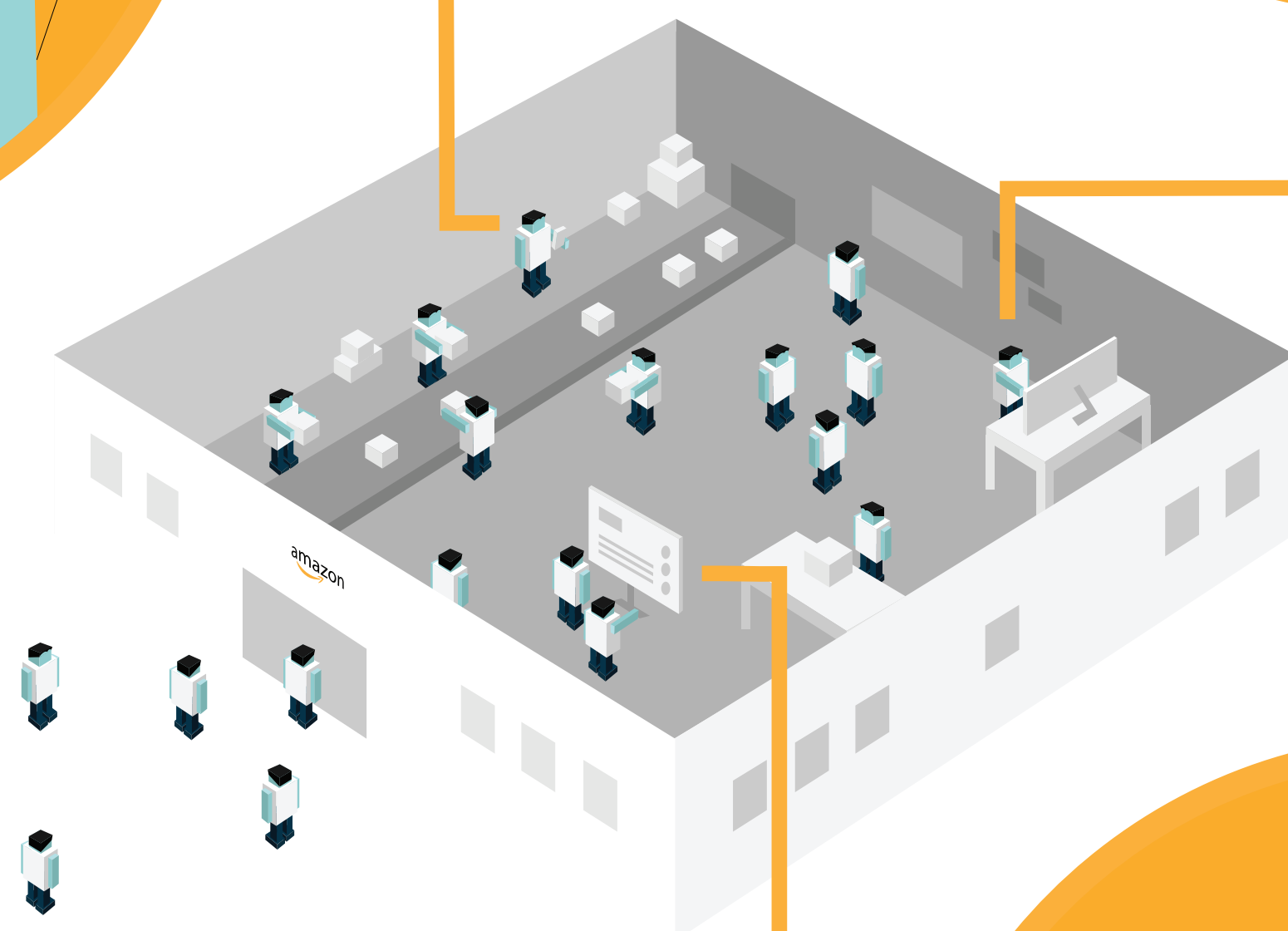
### GET PREPARED

Along with incident reports, Amazon Alert provides resources on how employees can prepare for and mitigate risks during incidents. By showing this information with evidence of real incidents, employees are better primed to learn because they understand the salience of the information.

### BUILD AWARENESS

When an incident occurs at a Fulfillment Center, Amazon Alert conveys the incident report to Fulfillment Center employees worldwide. This information is conveyed through multiple outlets (i.e., tv screens, mobile app) so that employees can build awareness by repeated exposure to content.

### TALK SECURITY

Communication is key to reinforcing the perceived importance of security and promoting the spread of accurate security knowledge. Amazon Alert supports communication by allowing employees and managers to discuss security through comments on incidents and resources.

# DESIGN PROCESS

### Research

By visiting a local FC and conducting interviews and surveys with FC employees, we learned that communication, evidence, and repetition are key factors in building security awarenesss. We also learned about the environmental constraints of FCs .

### Ideation

During our ideation sessions, we explored gamification, communicative devices, and training measures to build security culture. We decided to pursue the idea of an alert system that promotes awareness by means of evidence and communication.

### Prototyping

We used paper and digital prototyping techniques to test and refine our solution. Key changes made between iterations include adjusting the desktop app to support it being implemented throughout FCs and adding more features for communication.

### Testing

We conducted two testing sessions, one with non-employees and one with FC managers and associates, to assess the usability and functionality of our prototypes. Testing helped us refine our interface designs, as well as uncover constraints that we had not previously considered.

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