sprout
a wedding registry tool

Designing a guided registry experience for engaged couples

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Amazon Wedding Registry is a service provided by Amazon that allows engaged couples to create a "wishlist" of gifts they would like to receive from their guests during their wedding.

PROBLEM

Amazon Wedding Registry's extensive item selection is currently overwhelming which makes it difficult for couples to discover and add the "right" items when building their registry.
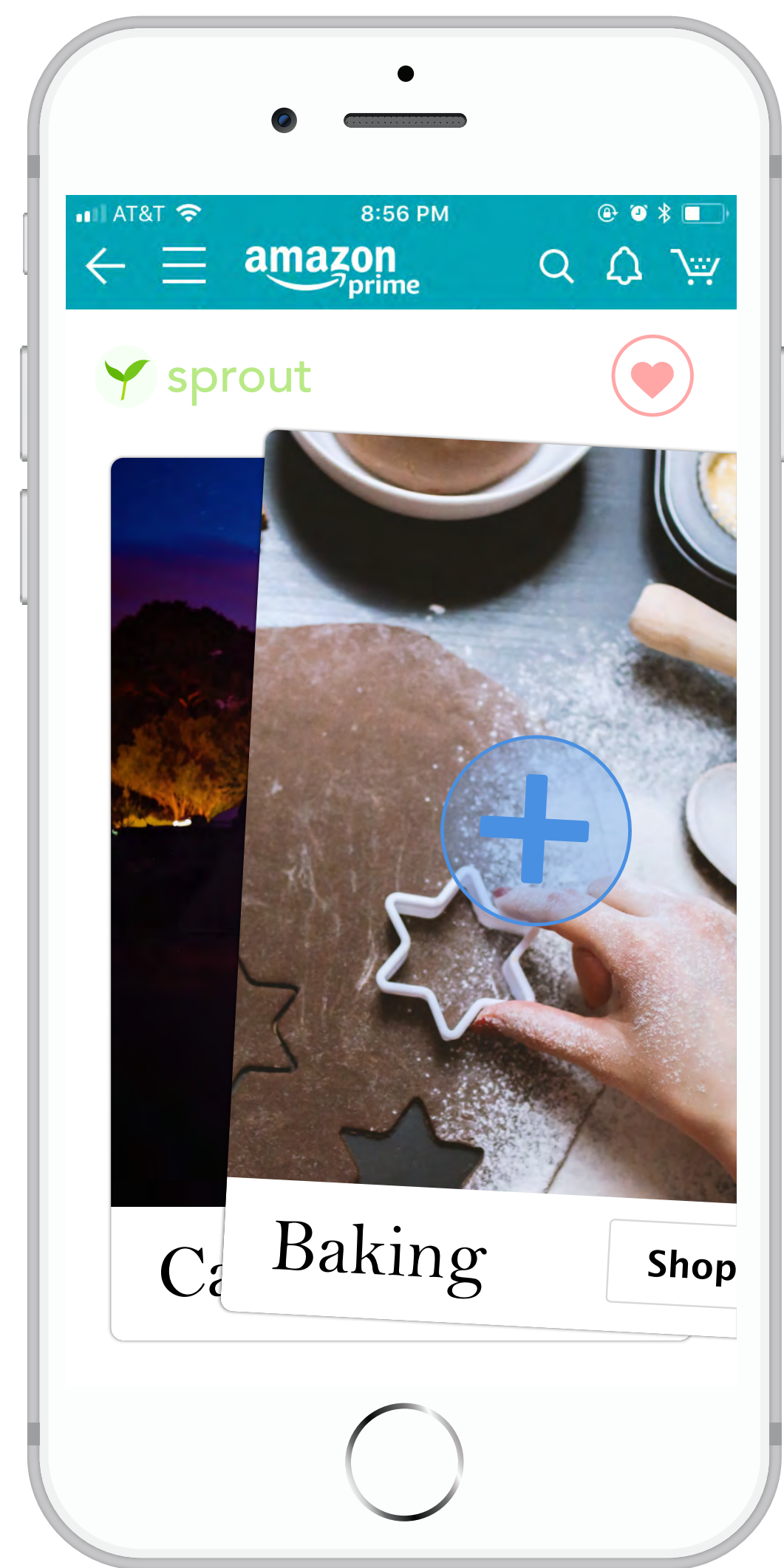
SOLUTION

Our interests tool provides a more relevant and refined selection of items based on interests specified by couples. These interests relate to activities couples see themselves doing in the future.
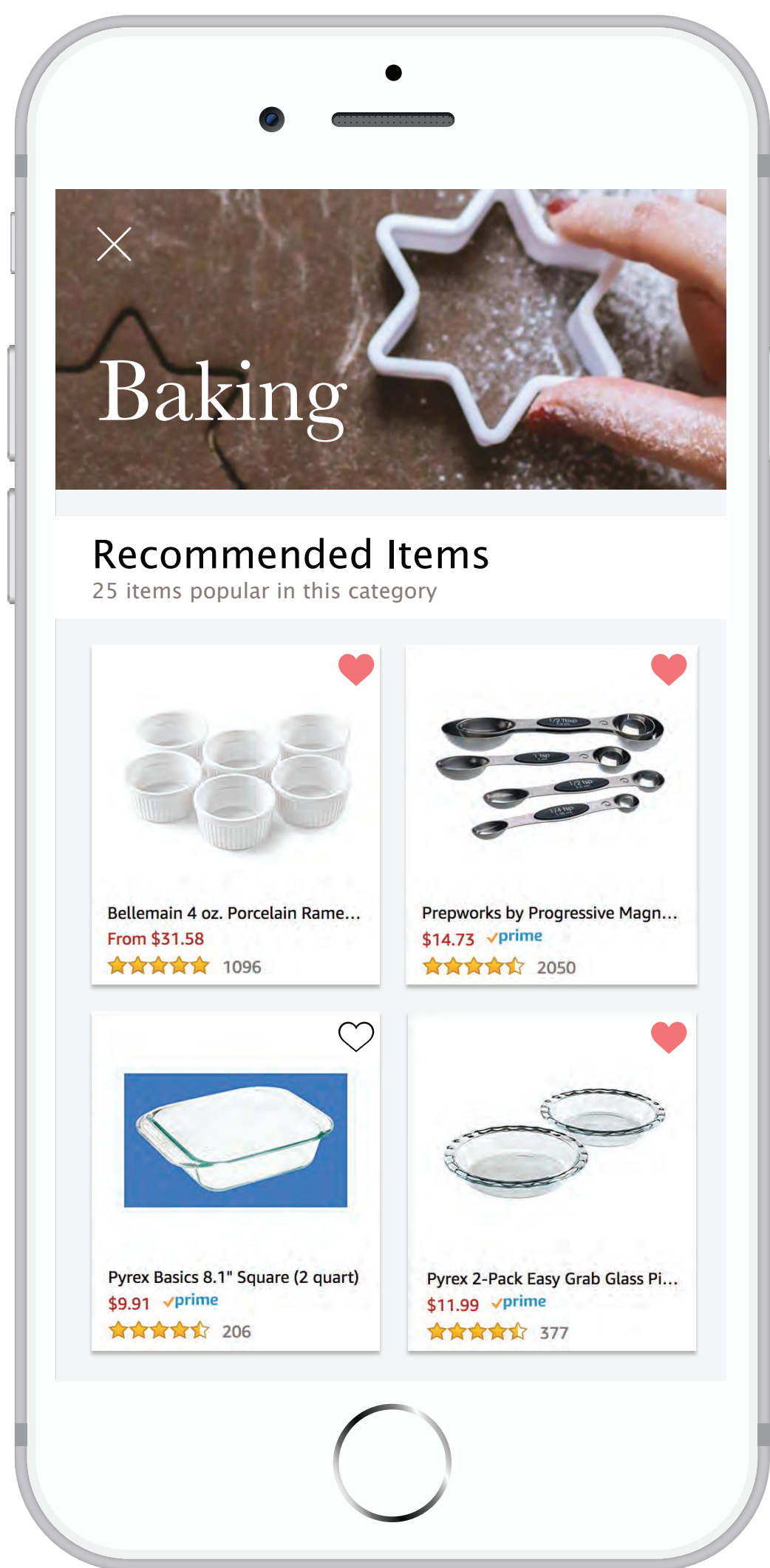
FEATURES

1 Get Inspired
Swipe on interests that you and your spouse would enjoy
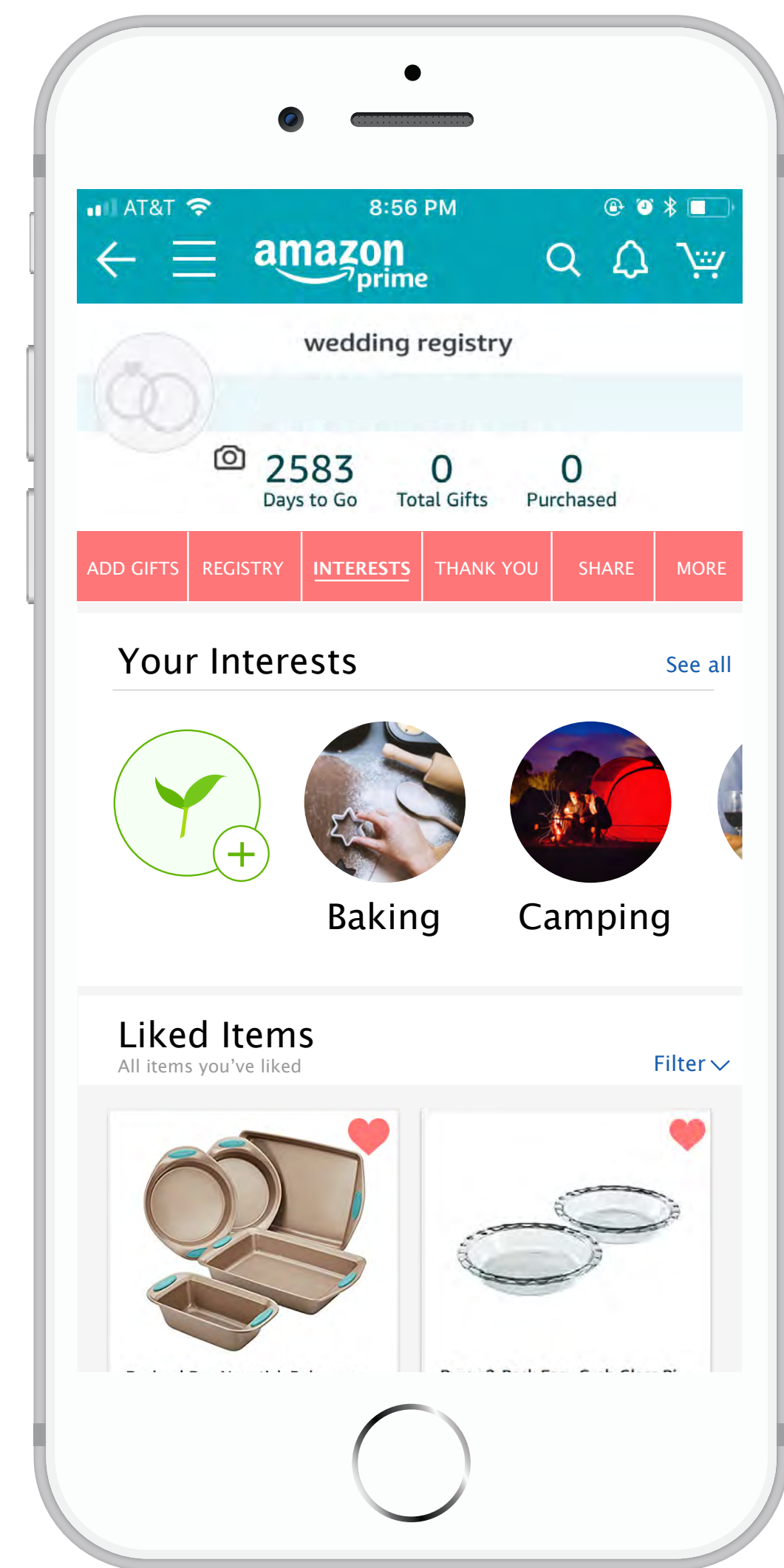
2 Browse Items
Find and "heart" items that are related to each of your interests

3 Build Your Registry
View your interests and "hearted" items to build your registry

PROCESS

USER RESEARCH
Analyzed market-wide registry data, completed competitive analysis of 4 companies, conducted 8 user interviews, and used affinity analysis to developresearch themes

DESIGN
Ideated multiple designs based on research themes, developed a user story, constructed a sitemap, created low-fidelity designs, and formulated UX/UI design reasonings

USABILITY TESTING
Created a low-fidelity prototype, developed a usability test plan, conducted usability tests with 4 participants, and revised designs based off feedback

FINAL DESIGNS
Finalized high-fidelity designs and created an interactive protoype using Proto.io to highlight micro-interactions and have an accurate representation of the design