

Reskinning amazon.com[®] product ratings.

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Setting the Scene

E-commerce product rating systems are generic/standard issue.



‘Standard Issue’ Supports...

rapid sense-making (good/bad), and
decision-making (buy/shop)

<https://pixabay.com/en/doors-choices-choose-open-decision-1767563/>



BUT, WAIT!!



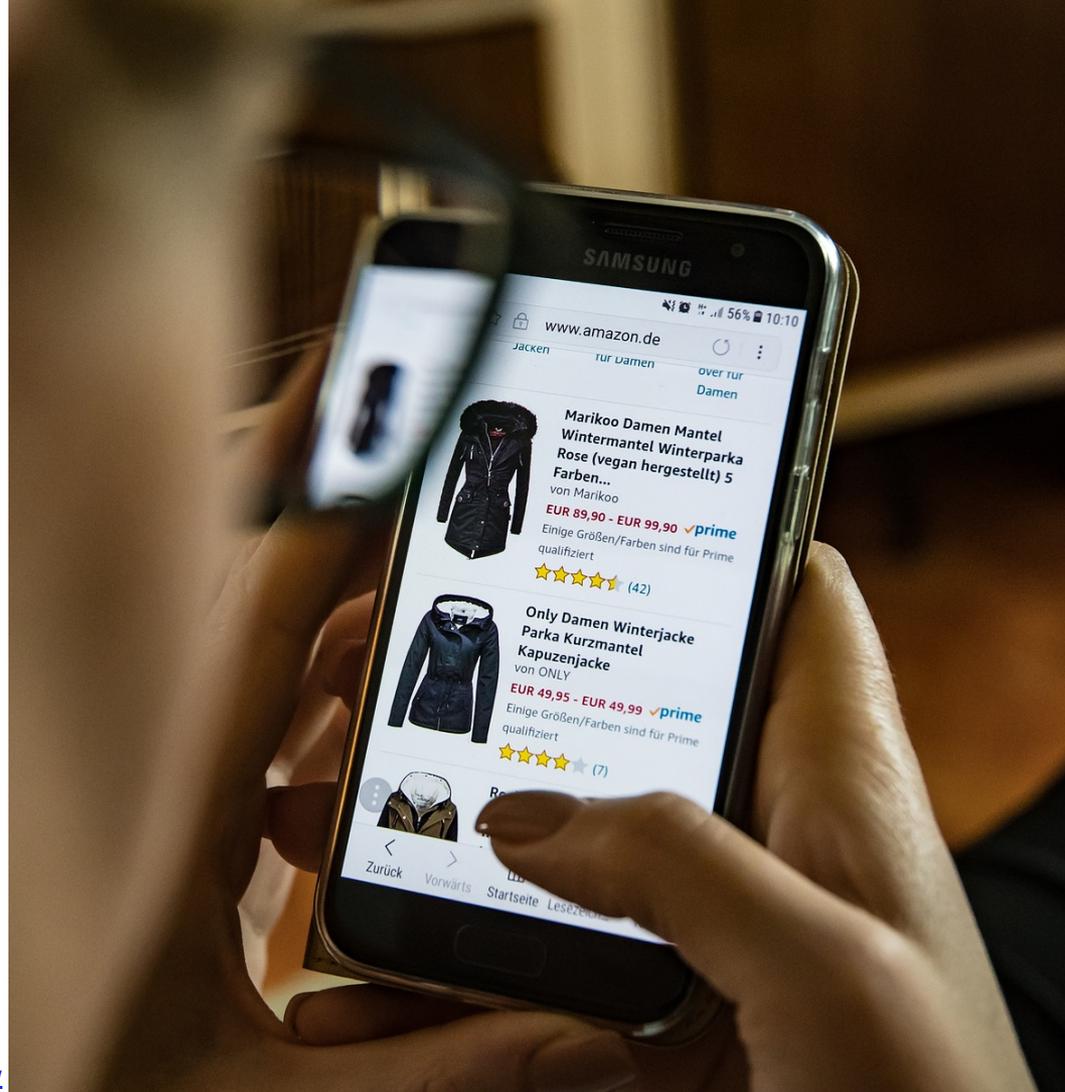
Customization Has Benefits

“People believe the way we shop should be a unique, personal experience” ([Bao, 2018](#)).

<https://pixabay.com/en/vinyl-records-store-shopping-retro-945396/>



Web sites providing personalized user experiences are five times more likely to attract repeat visitors than non-customized sites ([Personalization Strategies, 2019](#)).



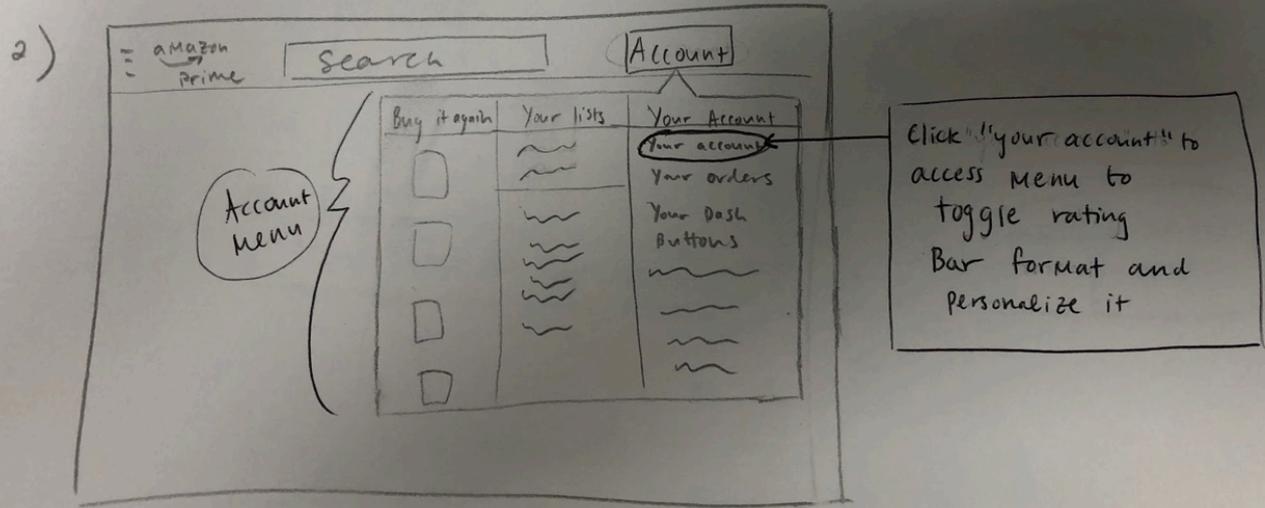
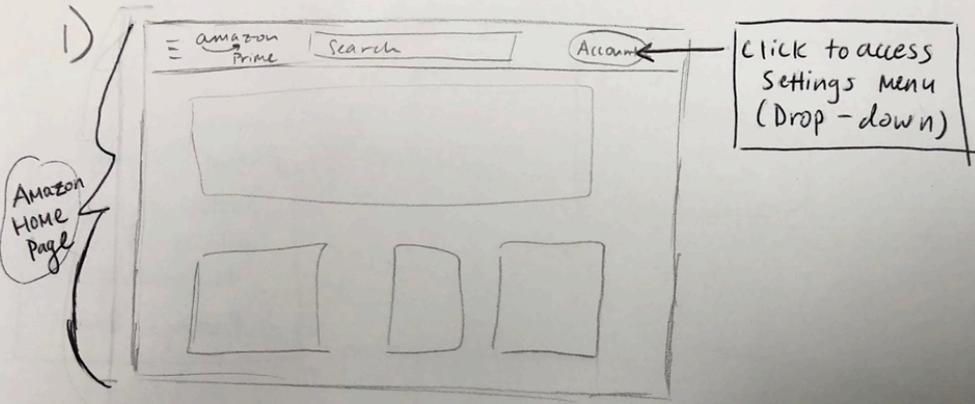
Design Challenge

How can we retain the meaning of the standard issue 5-star system while customizing the product rating experience on Amazon.com?

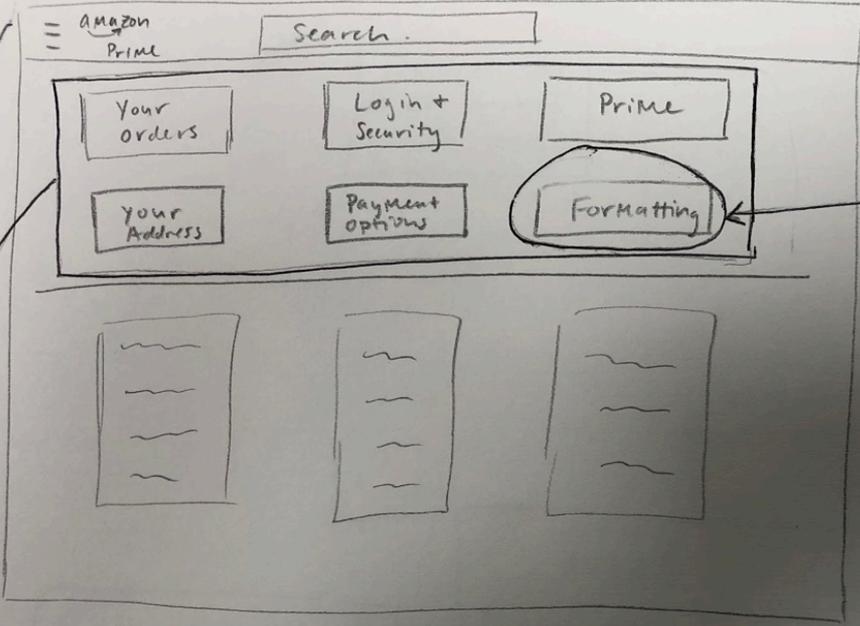
Concept

A customizable rating system in which users can change the shapes, colors, and styles of their rating bar.

Process



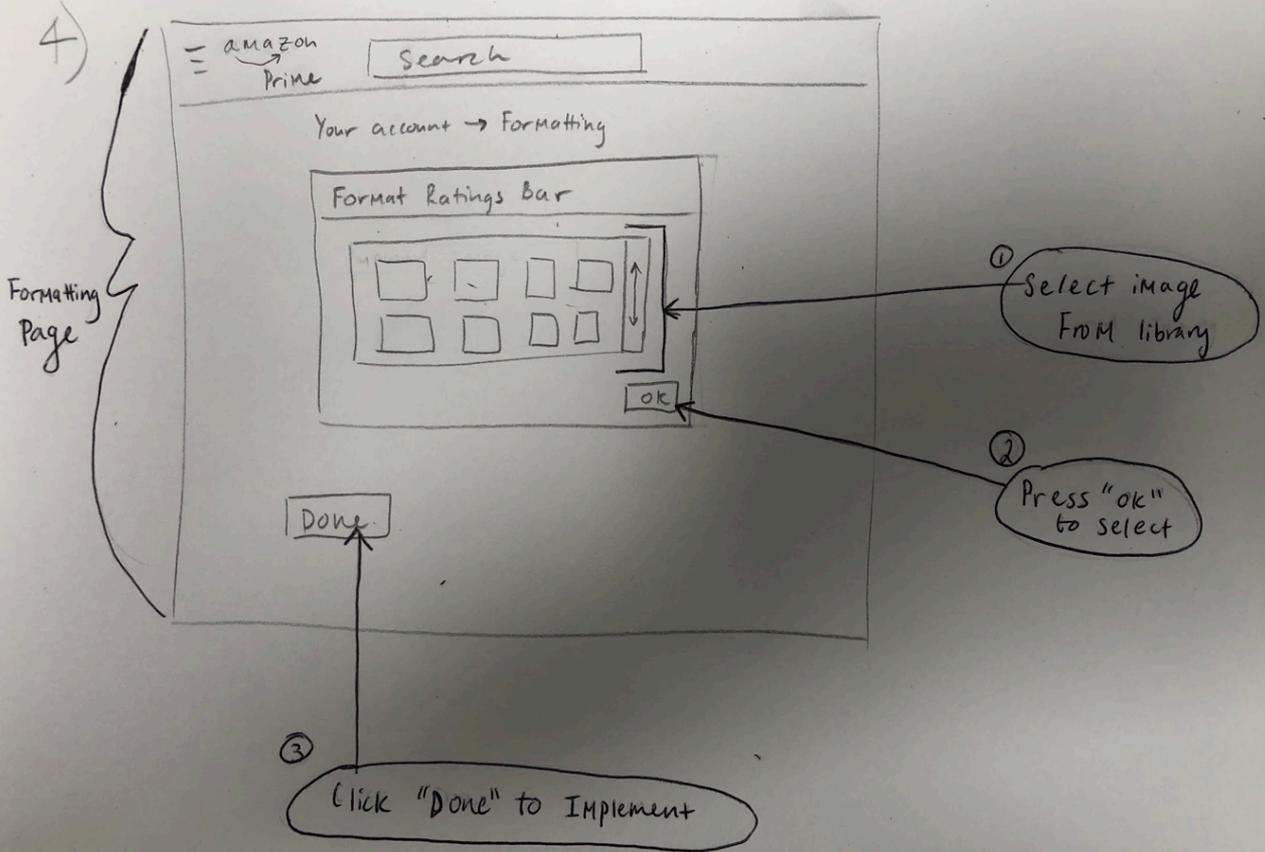
3)

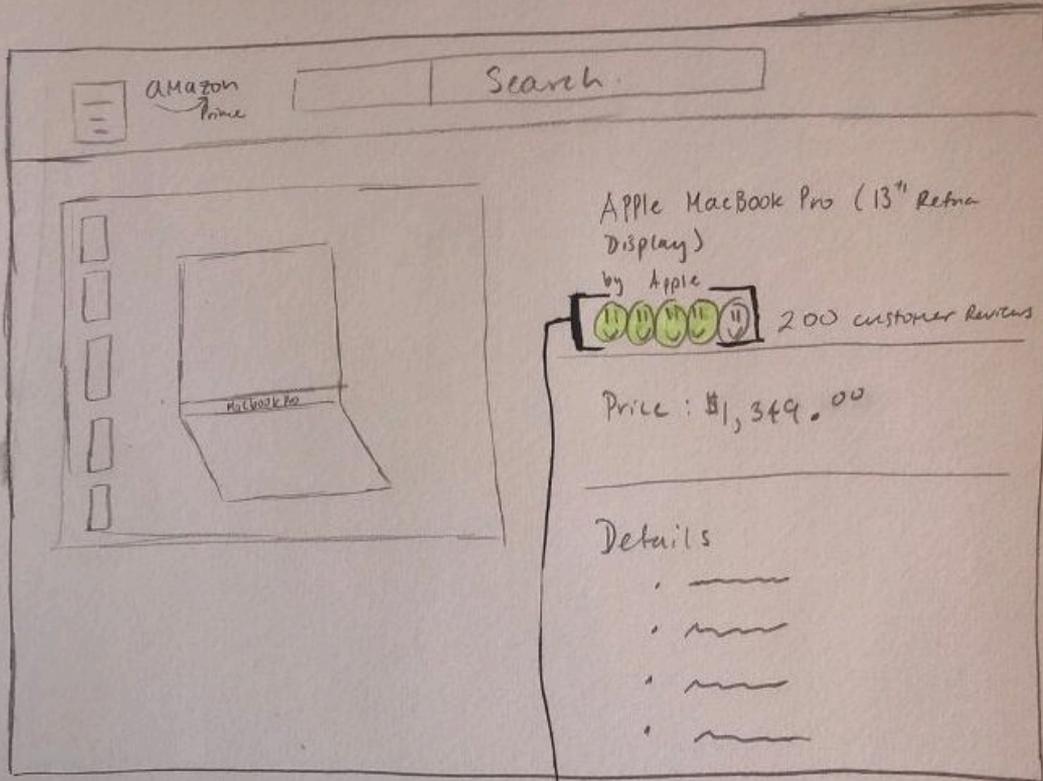


Account Settings Menu

Embed formatting Button that allows users to personalize Ratings Bar.

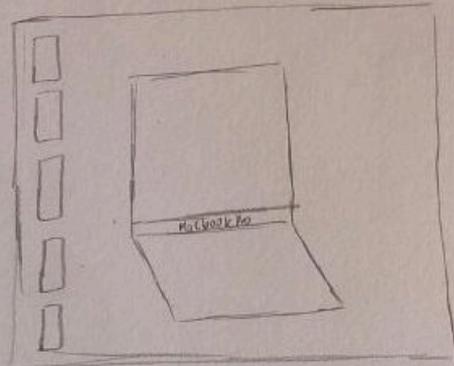
general account settings



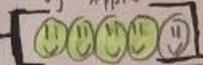


Amazon Prime

Search



Apple MacBook Pro (13" Retina Display)
by Apple



200 customer reviews

Price: \$1,349.00

Details

- _____
- _____
- _____
- _____

Personalized Rating System

Hi-Fidelity Mockups (standard)

Apple Products iPhone iPad Apple Watch MacBook Mac Desktops Apple TV Accessories Beats by Dr. Dre

MacBook



MacBook



MacBook Air



MacBook Pro (13-inch)



MacBook Pro (15-inch)



Magic Mouse 2



Apple MacBook (12", 1.2GHz dual-core Intel Core m3, 8GB RAM, 256GB SSD) - Space Gray

by Apple



82 customer reviews | 59 answered questions

Amazon's Choice for "macbook 12"

Best Deal

List Price: ~~\$1,299.00~~

Price: **\$1,198.00** & **FREE Shipping**. Details

You Save: **\$101.00** (8%)

Get \$40 off instantly: Pay \$1,158.00 upon approval for the Amazon.com Store Card.

prime | Try Fast, Free Shipping

In Stock.

Want it Monday, Feb. 4? Order within **8 hrs 14 mins** and choose **Two-Day Shipping** at checkout. Details
Ships from and sold by Amazon.com.

Style: **Intel Core m3**

Intel Core i5 **Intel Core m3**

Capacity: **256GB**

512GB **256GB**

Roll over image to zoom in

Share

Qty:

Yes, I want **Unlimited Two Day Shipping** with Amazon Prime

Add Additional Items

- AppleCare+ for Mac (3 years)**
\$249.00
- Apple USB-C Digital AV Multiport Adapter: **Standard Packaging**
~~\$79.00~~ **\$69.00**
- Apple Magic Keyboard with Numeric Keypad - Silver: **Keyboard Only**
~~\$99.00~~ **\$89.99**
- Apple Magic Trackpad 2 - Silver**
~~\$129.00~~ **\$114.00**
- Apple 61W USB-C Power Adapter**
\$69.00

Deliver to Brett - State College 16803

Hi-Fidelity Mockups (smileys)

Apple Products iPhone iPad Apple Watch MacBook Mac Desktops Apple TV Accessories Beats by Dr. Dre

MacBook



Apple MacBook (12", 1.2GHz dual-core Intel Core m3, 8GB RAM, 256GB SSD) - Space Gray

by Apple



82 customer reviews | 59 answered questions

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prime | Try Fast, Free Shipping

In Stock.

Want it Monday, Feb. 4? Order within **8 hrs 14 mins** and choose **Two-Day Shipping** at checkout. Details
Ships from and sold by Amazon.com.

Style: Intel Core m3

Intel Core i5 Intel Core m3

Capacity: 256GB

512GB 256GB

Share

Qty: 1

Yes, I want **Unlimited Two Day Shipping** with Amazon Prime

Add to Cart

Add Additional Items

- AppleCare+ for Mac (3 years) **\$249.00**
- Apple USB-C Digital AV Multiport Adapter: Standard Packaging **\$79.00 \$69.00**
- Apple Magic Keyboard with Numeric Keypad - Silver: Keyboard Only **\$99.00 \$89.99**
- Apple Magic Trackpad 2 - Silver **\$129.00 \$114.00**
- Apple 61W USB-C Power Adapter **\$69.00**

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Hi-Fidelity Mockups (psu blue stars)

ts & Outdoors Sports & Fitness Outdoor Recreation Sports Fan Shop Sports Deals Outdoor Deals

James Harden's personal fitness picks [Shop now](#)



to search results for "penn state shirt"



Elite Fan Shop NCAA Men's Team Color Long Sleeve Shirt

by Elite Fan Shop

★★★★★ | 144 customer reviews | 10 answered questions

Price: ~~\$21.99~~ - ~~\$23.99~~

Color:

Penn State Nittany Lions Navy

Size:

Select | Fit: As expected (89%)

- 100% cotton
- 5.3 oz. jersey body, rib knit neck, taped neck and shoulder seams
- Double-needle cover-stitched neck, double-needle hemmed sleeves and bottom
- The vibrant full color graphics contrast with the color of the garment creating a very visible and extraordinary looking long sleeve

[Report incorrect product information.](#)



College student? Get FREE shipping and exclusive deals

[LEARN MORE](#)

Beat
Slipp
★★★
\$18.5

Hi-Fidelity Mockups (footballs)

Men's Fashion

WOMEN

MEN

GIRLS

BOYS

BABY

LUGGAGE

SALES & DEALS

NEW ARRIVALS

prime wardrobe
Try before you buy

Pro athlete picks Only in the Celebrity Store



Search results for "patriots shirt"



TWO Apparel

TWO Apparel They Hate Us New England Fans Shirt

83 customer reviews | 4 answered questions

Price: **\$16.95 - \$19.95** & Free Return on some sizes and colors

✓ Fits as expected (89%)

Size:

Select [Size Chart](#)

- 100% cotton
- 100% Cotton
- New England Brady Fan Shirt.
- TWO Apparel production. Ships from our facility in the USA.
- 100% Baumwolle
- New England Brady Fan T-Shirt.
- Zwei Apparel Produktion. Schiffe aus unserem Werk in den USA.

[Show more](#)

[Report incorrect product information.](#)



New England Angry Silhouette T-Shirt by Chowdaheadz - 4XL

★★★★☆ 2 | \$24.99

[Shop now](#)

Ad feedback

Share [✉](#) [f](#) [t](#) [p](#)

To buy, select Size

[Add to Cart](#)

[Add to List](#)



Stay
Protecte

UPF 50+ Performance Fishing Shirt
100% Microfiber

★★★★☆ 673

\$31.99 [prime](#)

Ad feedback

Next Steps...

(1) assess concept with surveys and interviews and (2) prototype the tool used to select/apply customized rating scale icons.

Thanks!

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References

1. Bao, Angela. "Using Customization and Personalization to Gain Customers."
EastWestBank ReachFurther, <https://goo.gl/bBJvYB>. Accessed 19 Feb. 2019.
2. *Personalization Strategies to Attract and Retain Customers*. <http://www.va-interactive.com/inbusiness/editorial/sales/ibt/personal.html>. Accessed 19 Feb. 2019.