

Amazon Decision Hub

Amazon Remembers Products. It Doesn't Remember Decisions.

A smarter way to shop, with context, comparison and AI-powered decision memory.

Don't Just Save the product. Remember Why.



Industry
Ecommerce



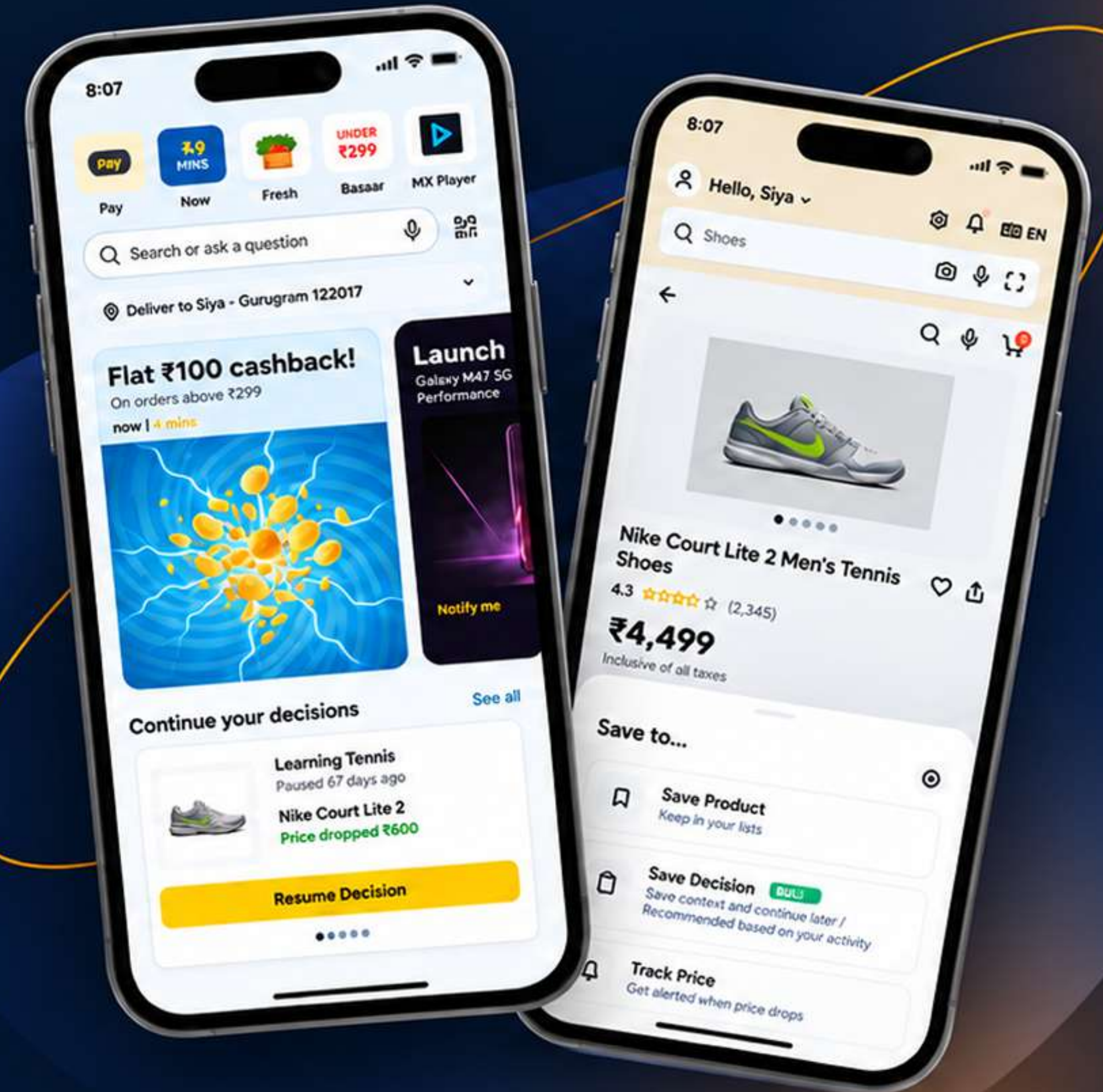
Category
Product Design
(UI/UX)



Expertise
Product Design



Time
4 Months



Problem Statement

Current Amazon UX

Users often make purchase decisions across multiple sessions rather than in a single visit. Amazon's Save for Later / Wishlist preserves the product, but not the context behind the decision. When users return days later, the UX simply says: *"Here is Product A."*

Context, trade-offs, and comparison logic are completely wiped out between user sessions.

User's Cognitive Dilemma

Lost Mental Model: Returned shoppers face immediate cognitive decay: ***"Why did I choose Product A over Product B?"***

Outcome: Users either restart research from scratch on Google/YouTube or abandon the purchase altogether.

Business Impact



Lost Conversion

High buyer intent rapidly degrades as users encounter repetitive research friction across multi-day consideration cycles.



Extended Sales Cycles

Multi-session buying decisions take weeks instead of days as shoppers re-compare specs and re-evaluate options.



Competitor Leakage

Paused decisions force shoppers off-platform to Google, YouTube, or direct competitors to rebuild lost comparison context.



Underutilized AI

Rufus AI currently resets context between sessions, acting as a static search bot rather than an adaptive buying assistant.

The Moment I Noticed the Friction

Sometimes the most valuable product opportunities don't come from market reports they come from everyday experiences.

40 mins



Compared



Read



Shortlisted



Closed Amazon

Research wireless
headphones

Sony . Bose .
Marshal

Reviews,
Specifications,
Battery, Price

Sony
WH-1000XMH

I will buy it later.

Returned After
3 days



I couldn't remember...

- ✕ Why did I choose Sony over Bose?
- ✕ Which one had the better battery?
- ✕ Why did I reject Bose?
- ✕ What trade-offs made me shortlist this product?



This raised an important question in my mind.

Was this only my experience or a larger shopping behavior?

Research Goal: Understand the gap between saving a product and the context behind why I save this product?

Primary Research

Goal: Identify recurring behaviors, pain points and decision making patterns.

Qualitative Discovery (N=8)

"I spent two hours comparing noise-canceling headphones on Tuesday. By Friday, I had 3 items in my cart and couldn't remember which one had the 30-hour battery life."

Participant 4

The problem wasn't finding information.

It was remembering which information mattered.

Common Pattern what I Identify after research

SAVE → FORGET → RESEARCH → DELAY

Key Shopper Behaviors Identified (Insights)



Context Decay

Shoppers easily recall *what* they saved, but suffer severe memory loss regarding *why* they selected it within 48 to 72 hours.



Tab Hoarding

Users maintain 10+ open browser tabs or screenshots on mobile devices to manually preserve comparison details offline.

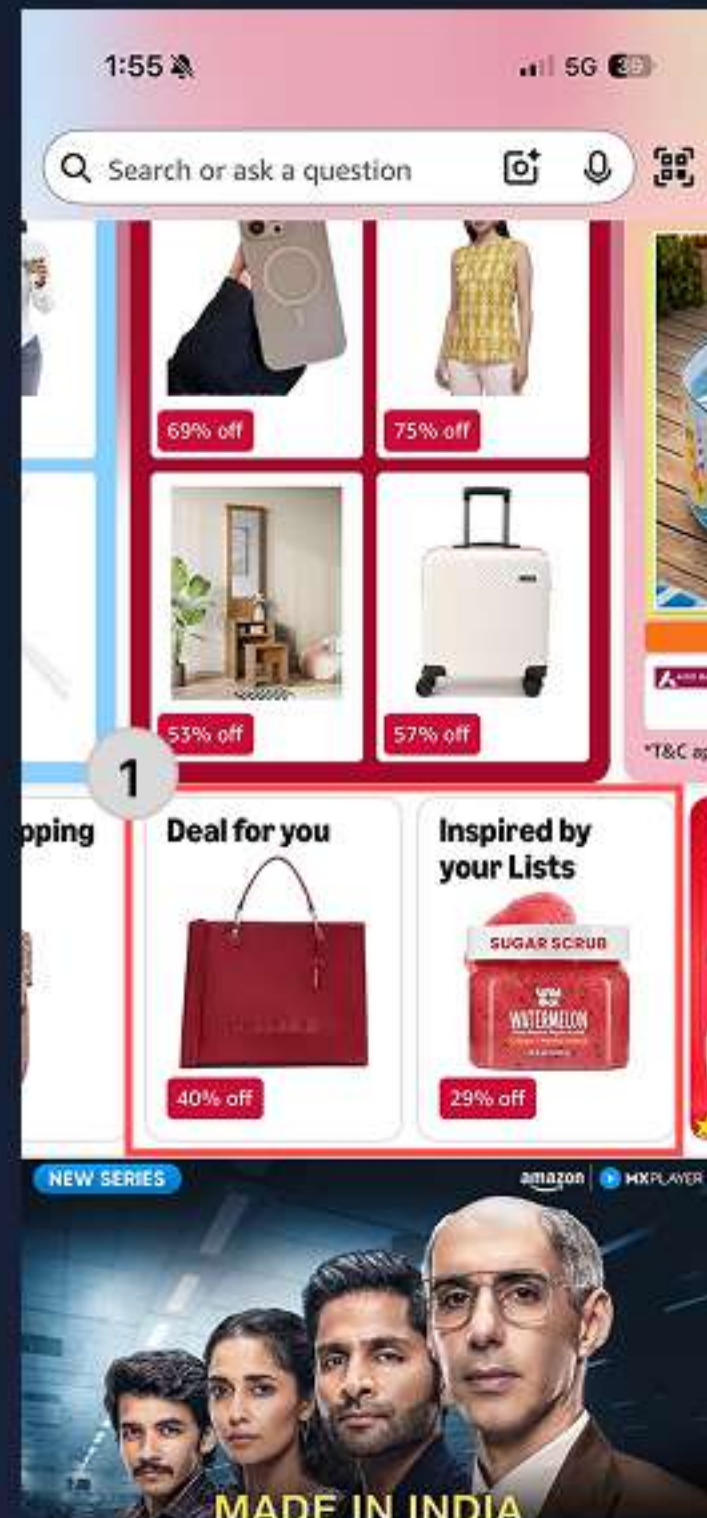


Research Fatigue

Returning shoppers regularly restart searches from square one, resulting in purchase fatigue and eventual cart abandonment.

Understanding the Current Experience

Home Page



1 What's Visible

Amazon's Home Page

The page features personalized sections such as "Recommended deals for you," "Deal for you," and "Inspired by your Lists."

1 Problem?

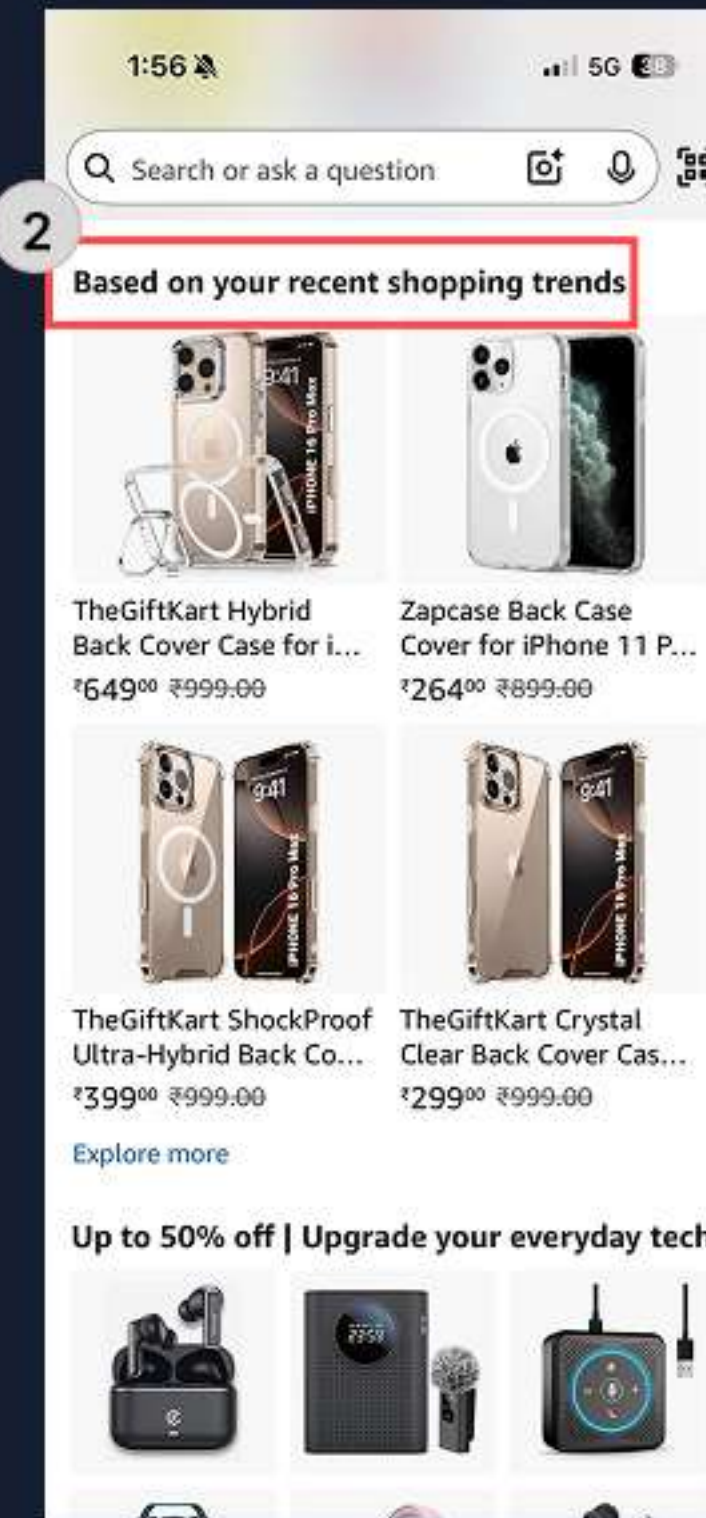
Inspired by your List

Among these, "Inspired by your Lists" comes closest to addressing the idea of intent. However, the recommendations still feel generic. For example, it might surface a random product like a sugar scrub without explaining why it is relevant. There is no connection to the user's original context what was saved, when it was saved, or the reason behind saving it.

1 Core UX Gap

Remembers Item but not story behind it

Amazon uses the existence of a list to generate recommendations, but it doesn't preserve or leverage the user's underlying intent. The platform remembers the item, not the story behind it.



2 What's Visible

Amazon's Home Page

The interface displays a section titled "Based on your recent shopping trends," featuring a selection of phone covers related to the user's recent browsing activity.

2 Problem?

Based on your recent shopping

Amazon recognizes that the user has been exploring phone covers and uses that behavior to generate recommendations. However, these are broad, category-level suggestions. The platform doesn't understand the user's actual goal. Were they trying to compare four specific phone covers to choose the best one? Looking for a gift? Waiting for a discount?

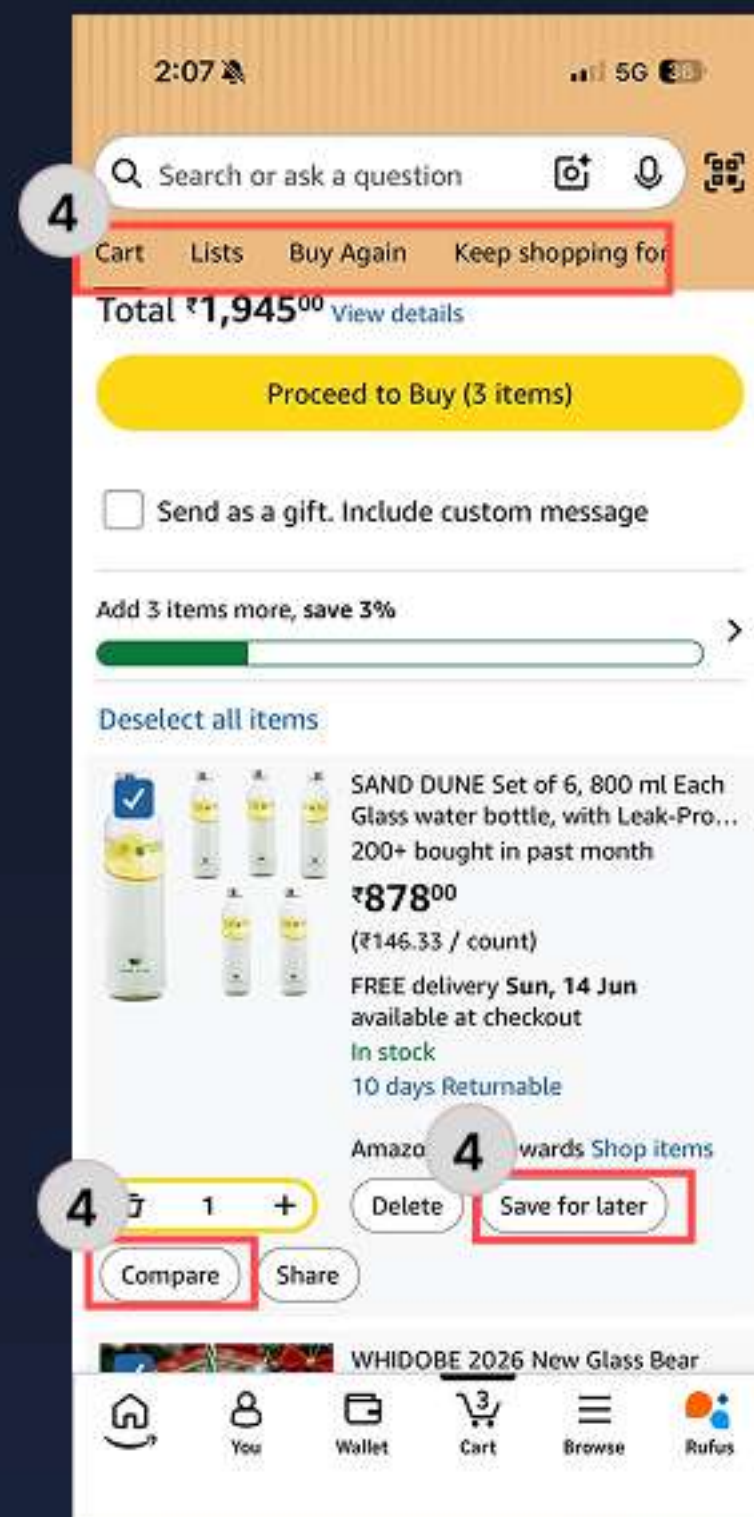
2 Core UX Gap

No Decision Making Context

Amazon remembers the category, but not the decision-making context behind it. The system knows what the user viewed, but not why they viewed it.

Understanding the Current Experience

Cart Page



4 What's Visible

Amazon's Cart Page

The "Save for later" button appears within the cart, allowing users to move an item out of their active shopping cart and into a saved list.

4 What's Visible

Compare Button

The most important insight. The cart already includes both a "Save for Later" button and a "Compare" button. This means Amazon already recognizes that users compare products before making a purchase decision.

4 Problem?

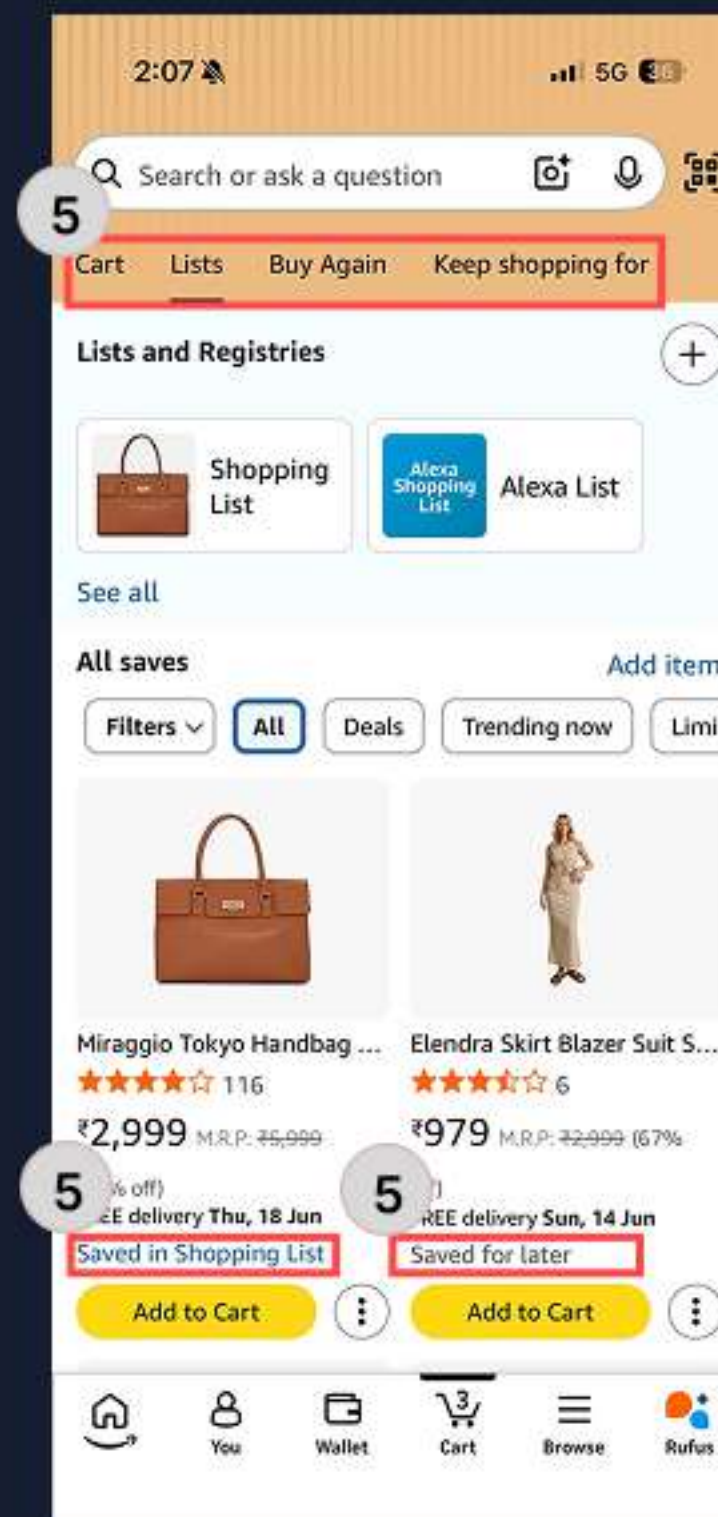
Saved for Later

When a user taps "Save for later," the item is simply moved to a list. Amazon never asks why it's being saved. Is the user comparing options? Waiting for a price drop? Planning to buy after payday? Saving it as a gift idea? The system records the action but ignores the intent behind it. At that exact moment, valuable context is lost.

4 Core UX Gap

Compare Button

The presence of a "Compare" button proves that Amazon understands users compare products. Yet when a user saves an item immediately after comparing, the platform discards that valuable context entirely. The intent signal already exists—it simply isn't captured. Amazon Intent bridges this gap by preserving the user's reason for saving an item, turning a static wishlist into a context-aware decision-making tool.



1 What's Visible

Amazon's List Page

The page shows a Shopping List and an Alexa List with products displayed in a grid layout. One item has a "Saved for later" label, while another shows "Saved in Shopping List."

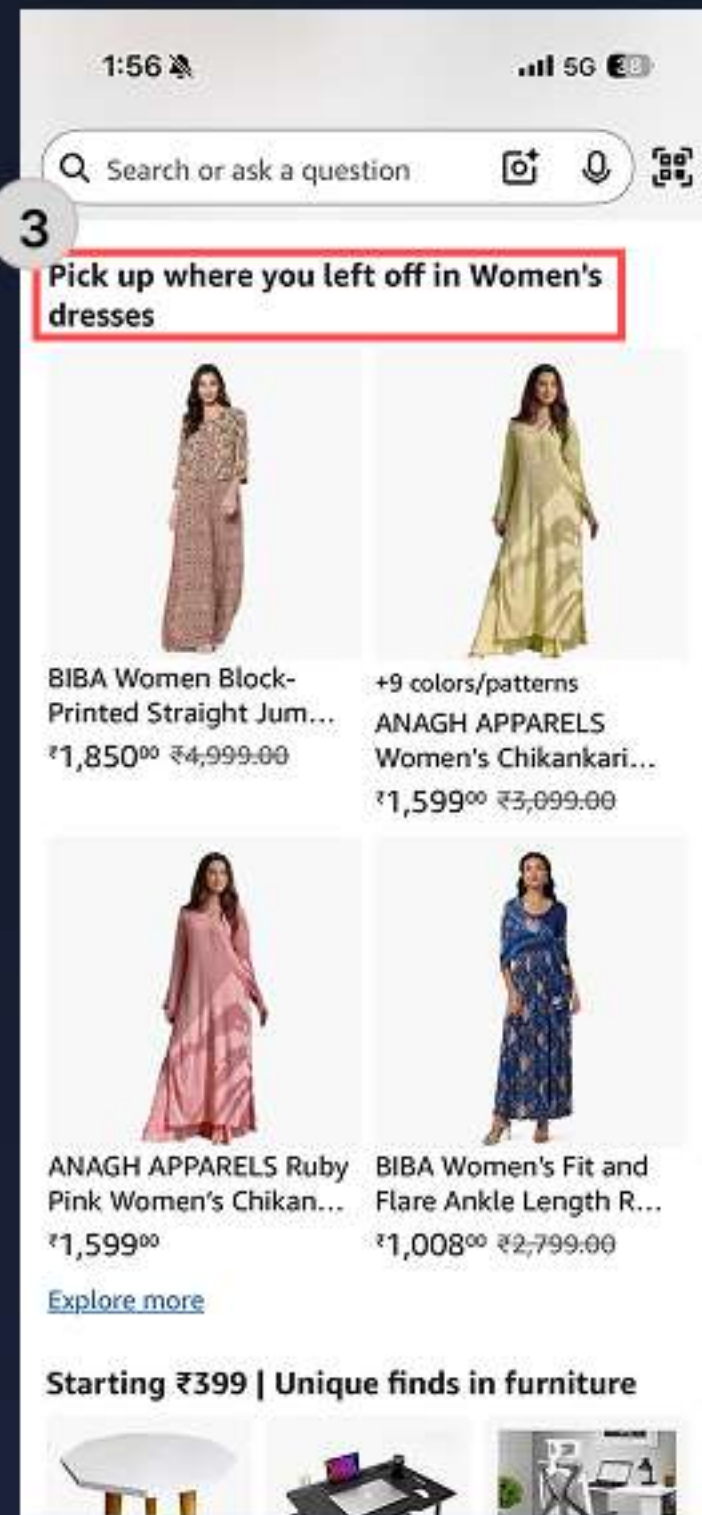
1 Problem?

Saved in Shopping list and Saved for Later

Both saved items look almost identical. Was one saved as a gift idea? Was the other added for comparison before making a decision? There's no context to explain why the user saved them. Over time, users often forget their original intent, and the current experience does nothing to help them recall it. The result is a list of products with zero context, making saved items less useful and harder to act on later. Page

Understanding the Current Experience

Home Page



3 What's Visible

Amazon's Home Page

The interface shows a section titled "Pick up where you left off in Women's Dresses," resurfacing products the user recently viewed.

3 Problem?

Recency not equal Intent

This feature is driven by recency, not intent. Amazon knows that the user recently browsed women's dresses, so it brings those items back into view. But it has no understanding of why the user was looking at them in the first place. Were they comparing options? Shopping for a gift? Planning a future purchase? Or simply browsing out of curiosity? Amazon captures what the user did, but not why they did it.

Competitive & Benchmark Analysis

Name Of The Feature	Save Product	Save Decision Context	AI Assistance
Amazon			Limited
Flipkart			
Walmart			Limited
eBay	Watchlist		
Nykaa	Wishlist		Limited

Save Product ≠ Save Decisions

Design Opportunity

From-

Help users save products.

To-

Help users resume purchase decisions.

How might we

How might we preserve a user's shopping intent and decision context when they save a product, so they can resume the decision later without restarting their research?

Design Principles

Contextual

- Remember what mattered.

Optional

- Don't add friction to casual saving.

Transparent

- Make AI reasoning understandable.

User-Controlled

- Let users correct or override AI.

Core UX Strategy

Preserve decision context without slowing down shopping.

01

Capture intent at the moment of saving

02

Use AI to reduce manual effort

03

Surface decision context when users return

04

Keep the user in control of AI-generated information

05

Allow users to resume instead of restart

Solution

Introducing Amazon Decision Hub

A decision-memory layer for saved products (Wishlist).
Instead of only remembering:

What you saved?

Decision Hub Remembers

Why you saved it

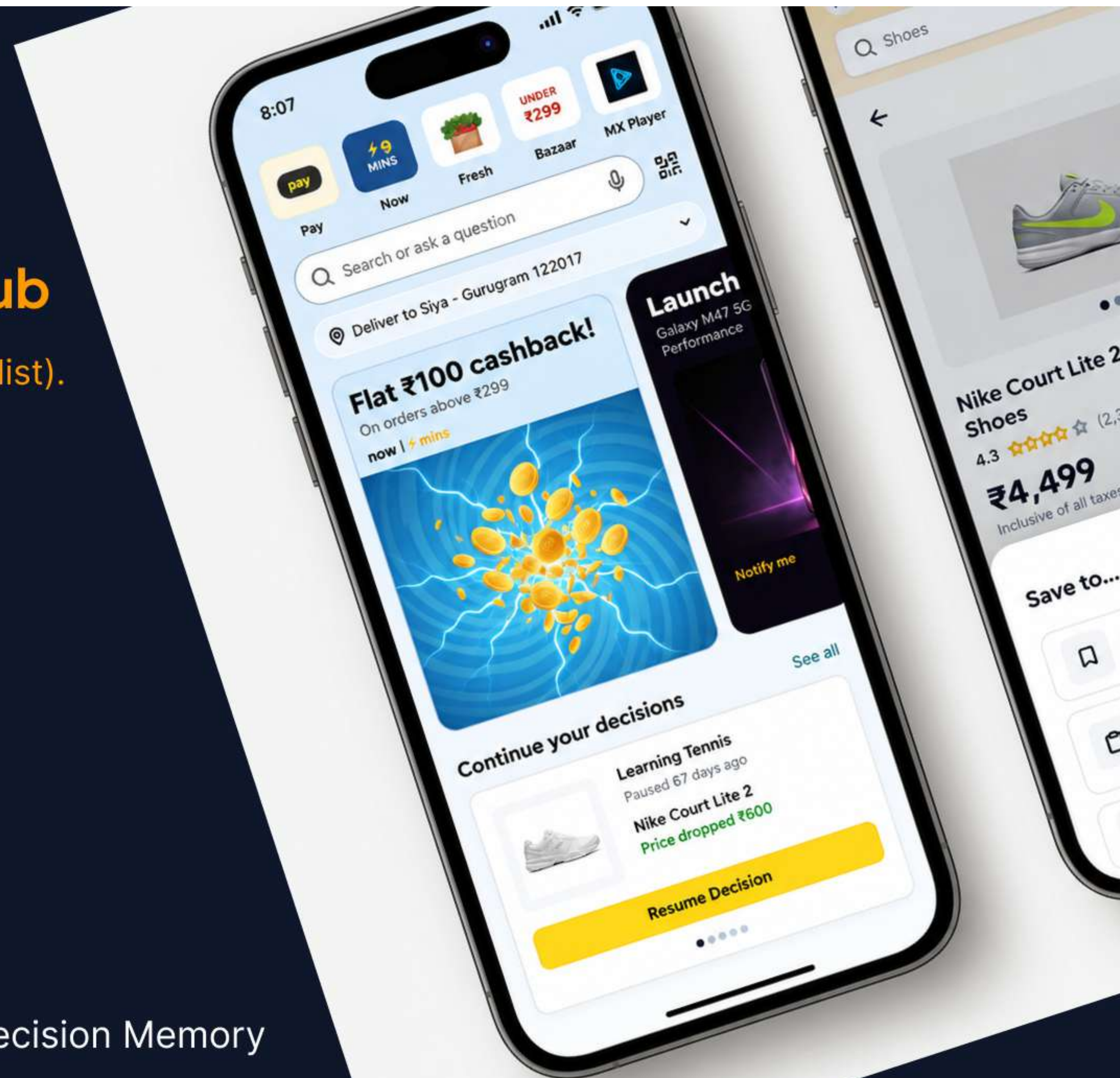
What mattered

What you compared

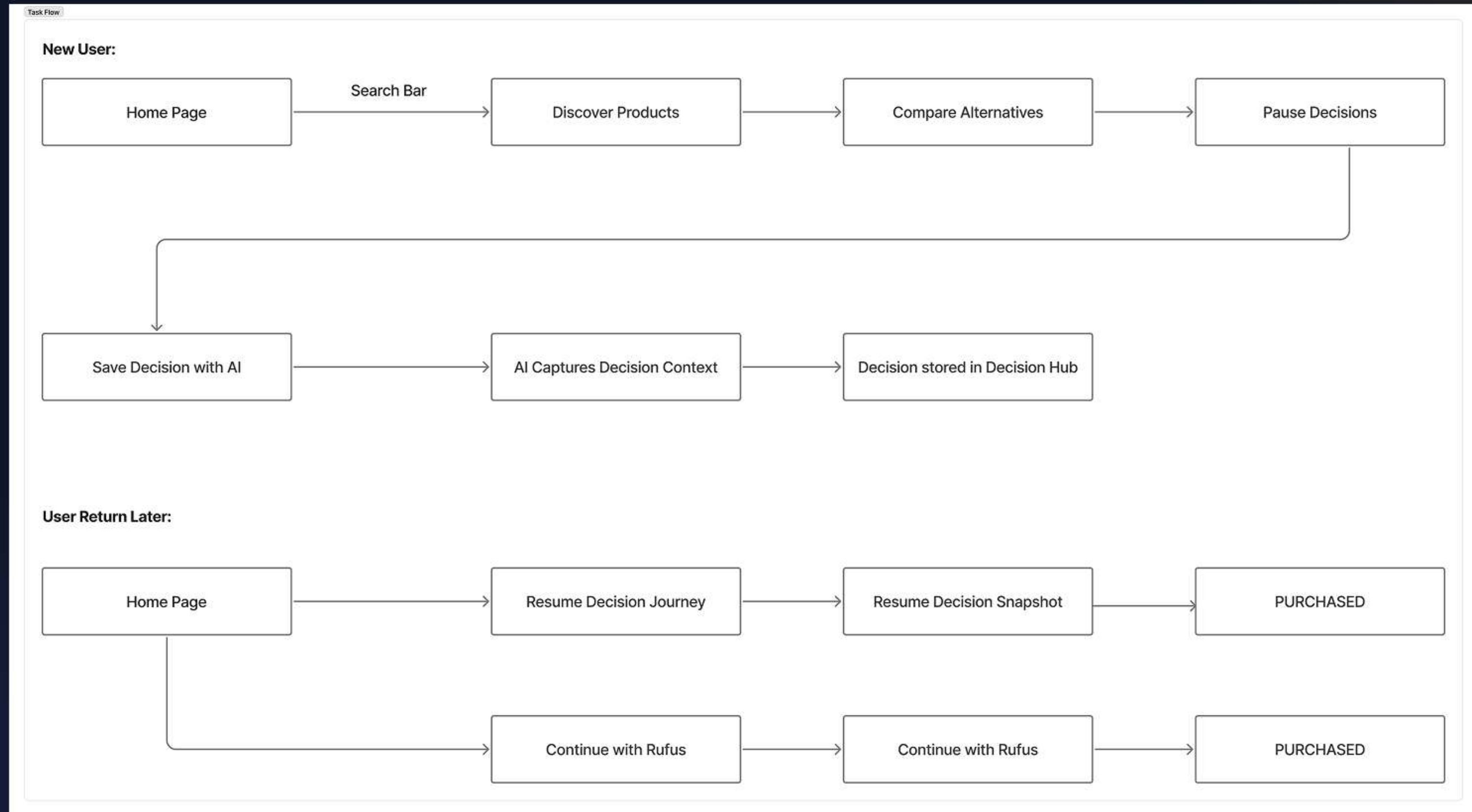
How confident you were

Core Experience

SAVE PRODUCT . SAVE DECISION . AI assisted Context = Decision Memory



User Flows



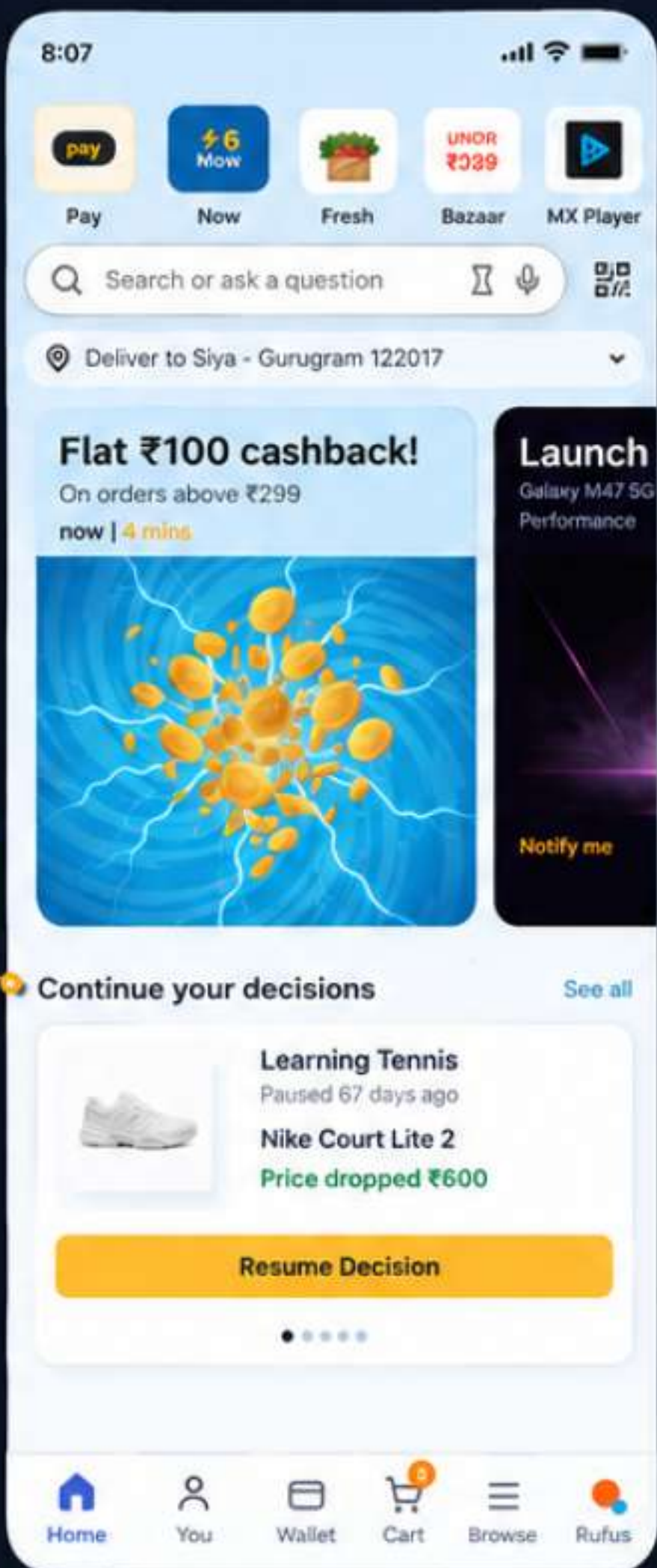
Solutions

1 Home Screen

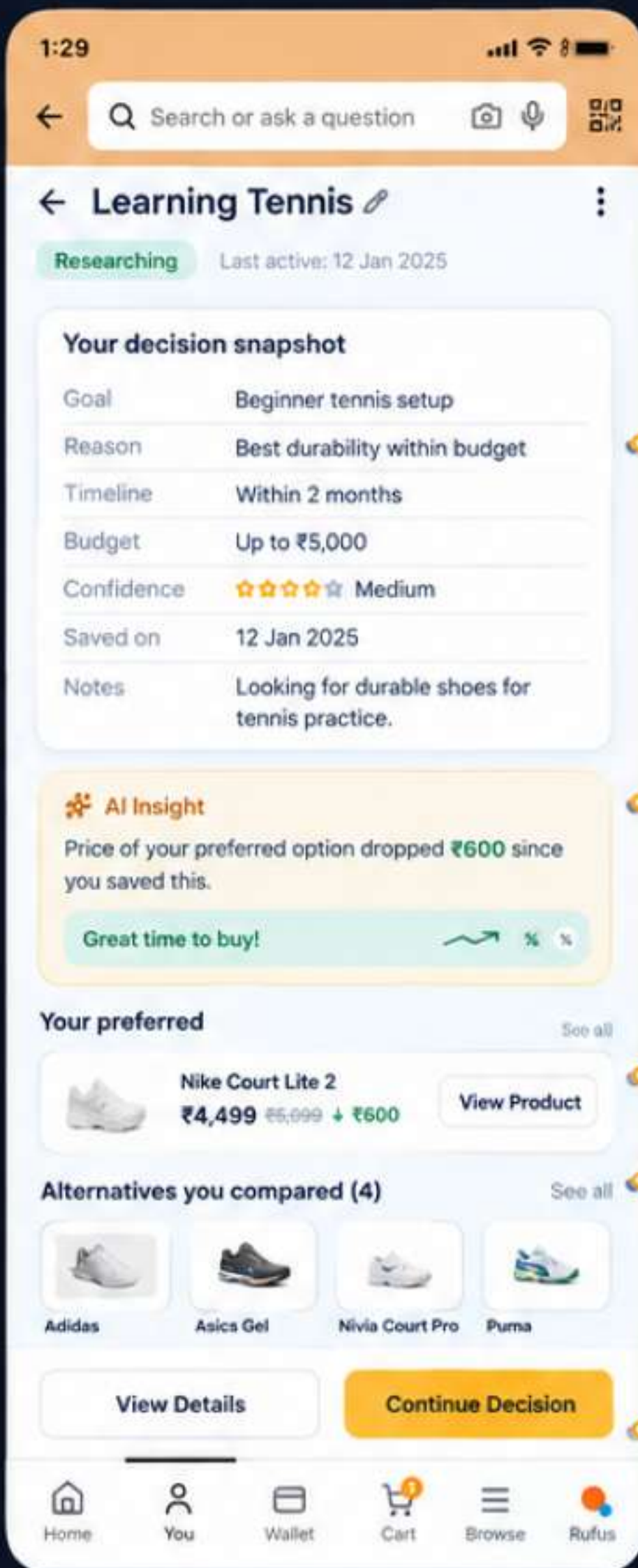
User sees their paused decision in the “Continue your decisions” section and can resume it anytime.

1 Continue Your Decisions

Shows your unfinished decisions with key info like how long ago you paused, preferred product and any updates (like price drop).



Click on
Resume Decision



2 Decision Snapshot

Gives you a quick summary of what you had decided earlier so you don't have to remember it all.

3 AI Insight

Shows what's changed since you saved the decision (like a price drop, better deals, etc.).

4 Preferred Product

Shows the product you had selected earlier with the latest price and a quick link to view it.

5 Alternatives Compared

Brings back the other options you had considered.

6 Action Buttons

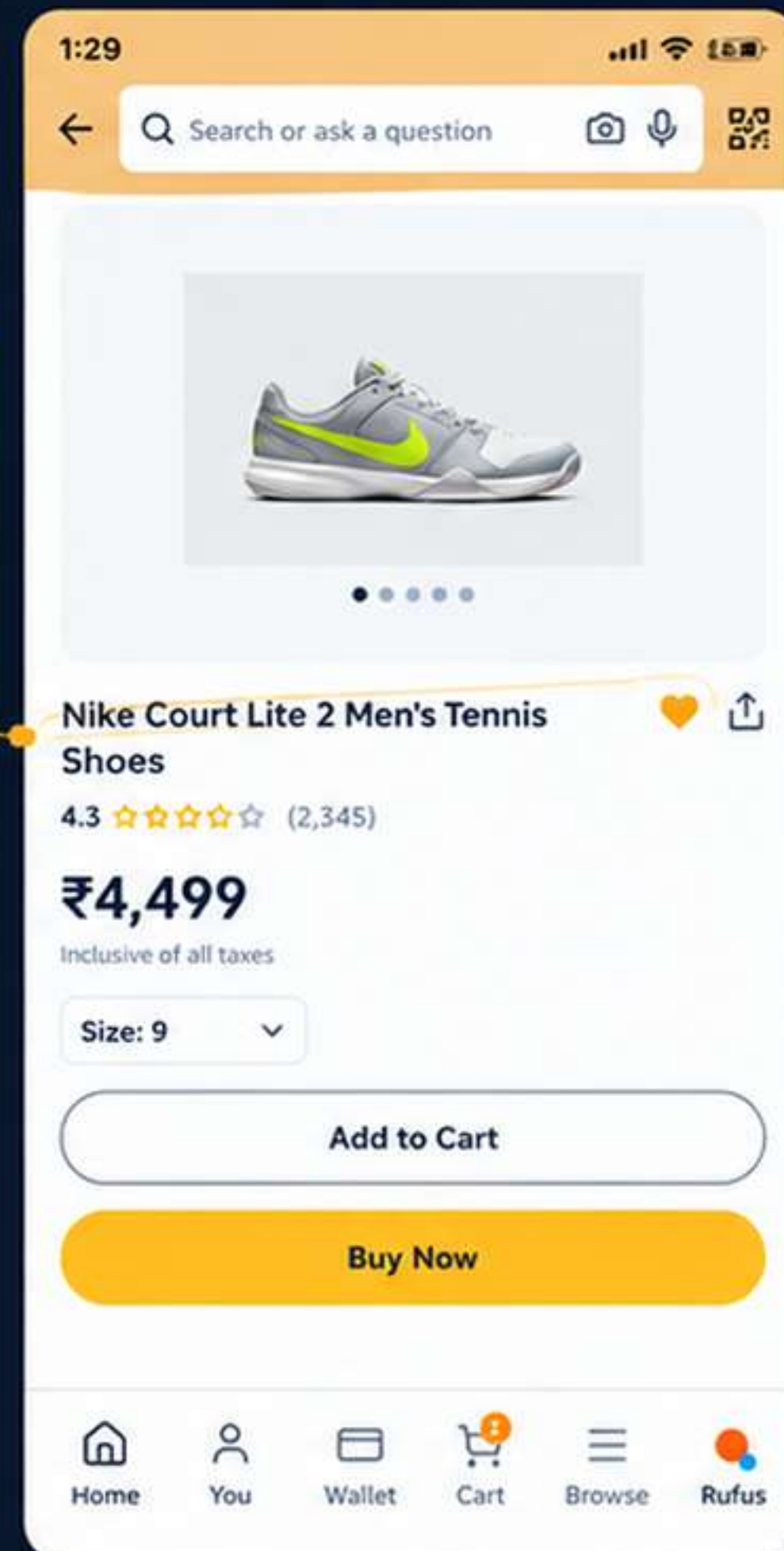
You more details or jump back into the decision process to continue.

Save Decision (AI Inferred)

AI understands the context and helps you save it with minimal effort.

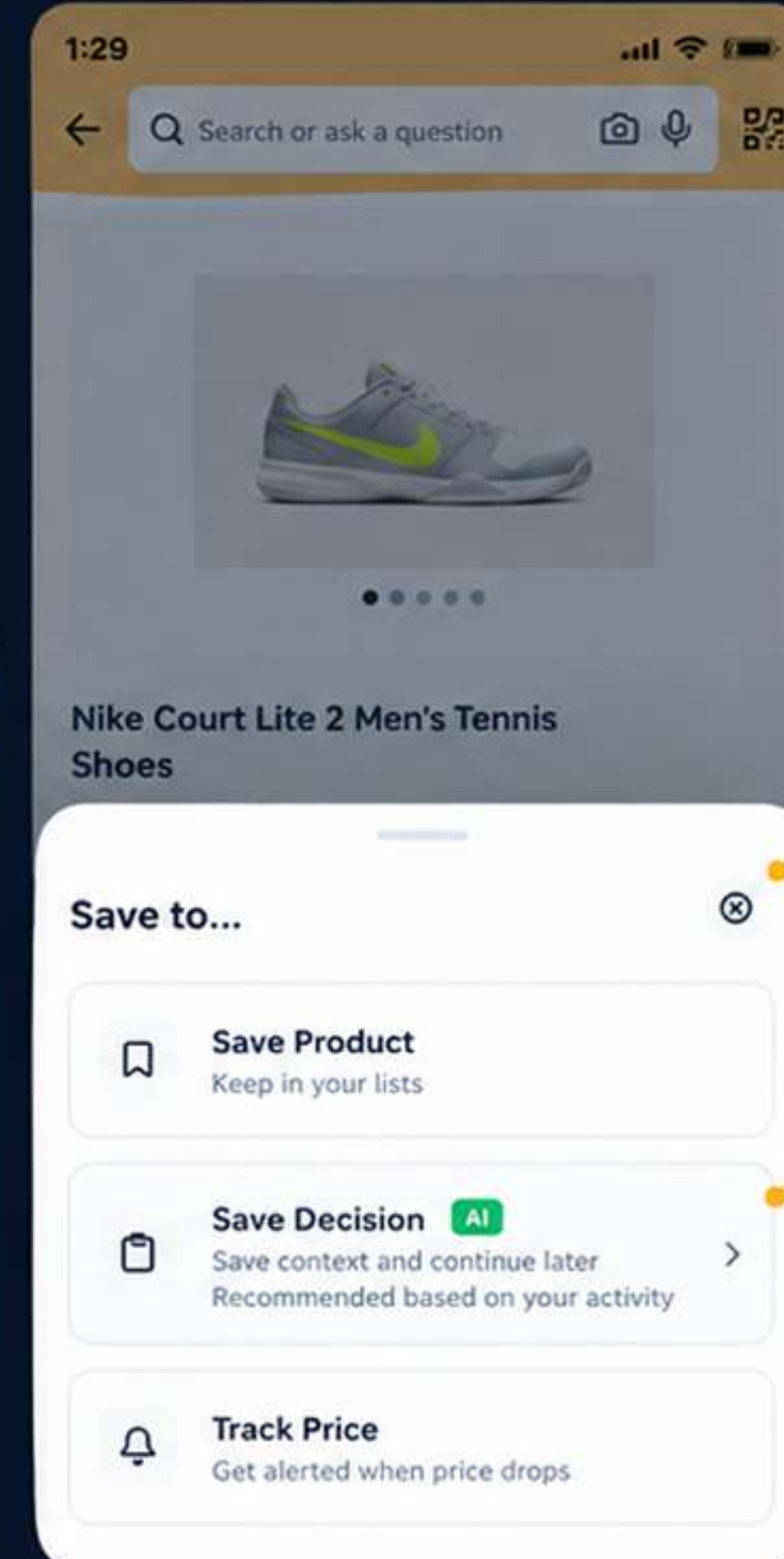
1 Saved Product

When you click the heart icon, we save your preference and open a drawer with AI suggested insights.



Drawer opens with
Save Decision

AI



2 Drawer Component

A simple bottom drawer opens with multiple actions — Save Product, Save Decision (AI), and Track Price.

3 Why Save Decision AI?

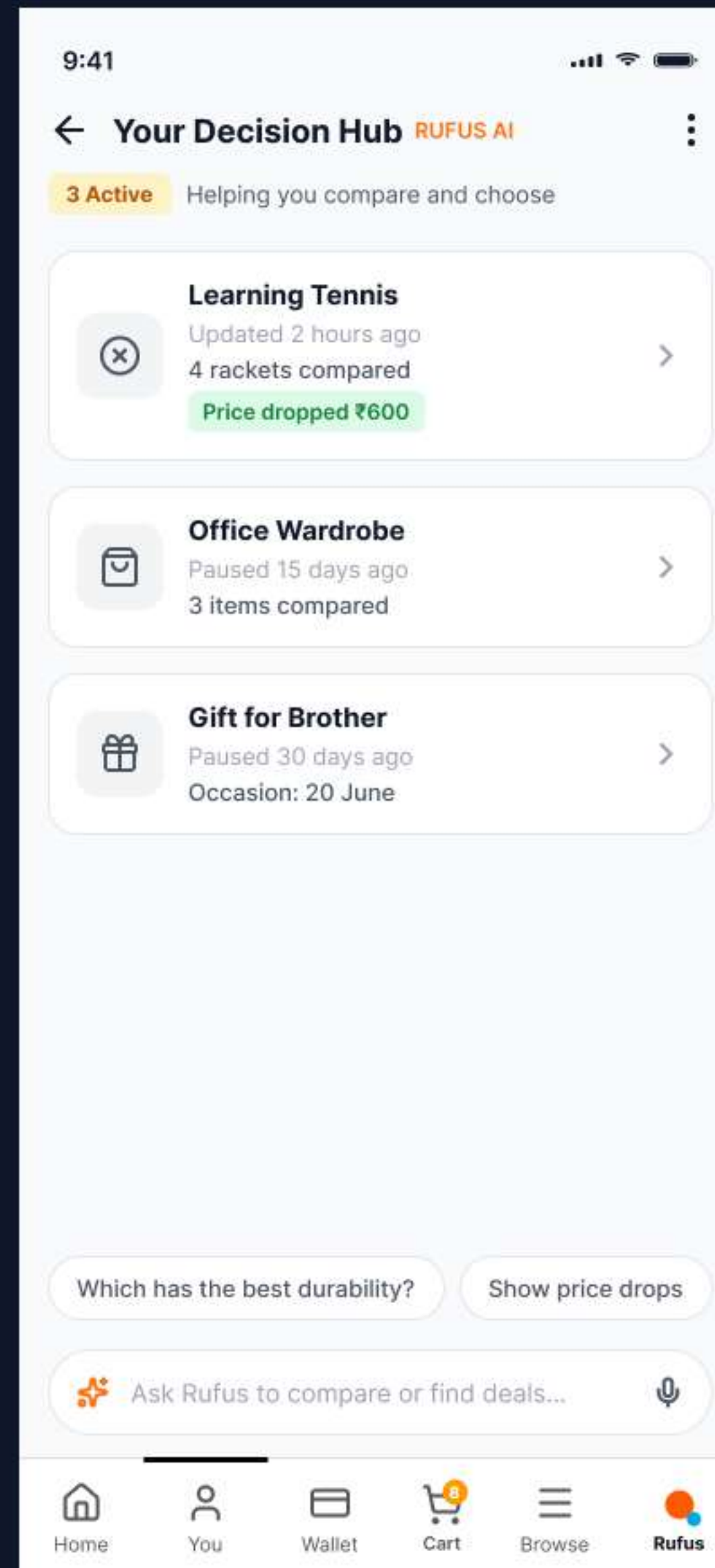
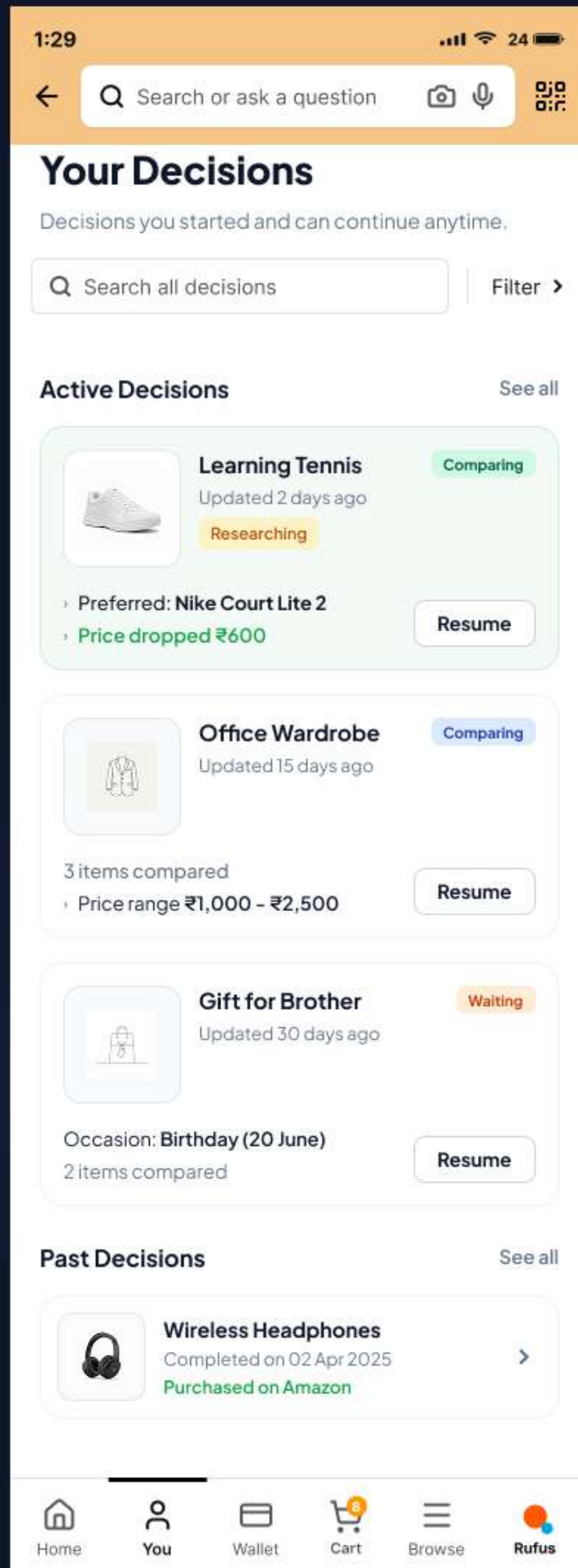
It saves not just the product, but the context — like your budget, occasion, preferences (e.g., sports/fitness) and suggests the best time to buy or related options.

4 Contextual Benefits

- ✓ Remembers your preferences
- ✓ Suggests better deals / price drops
- ✓ Shows similar products
- ✓ Helps you make a smarter decision later

Your Decisions & Rufus

AI understands the context and helps you save it with minimal effort.

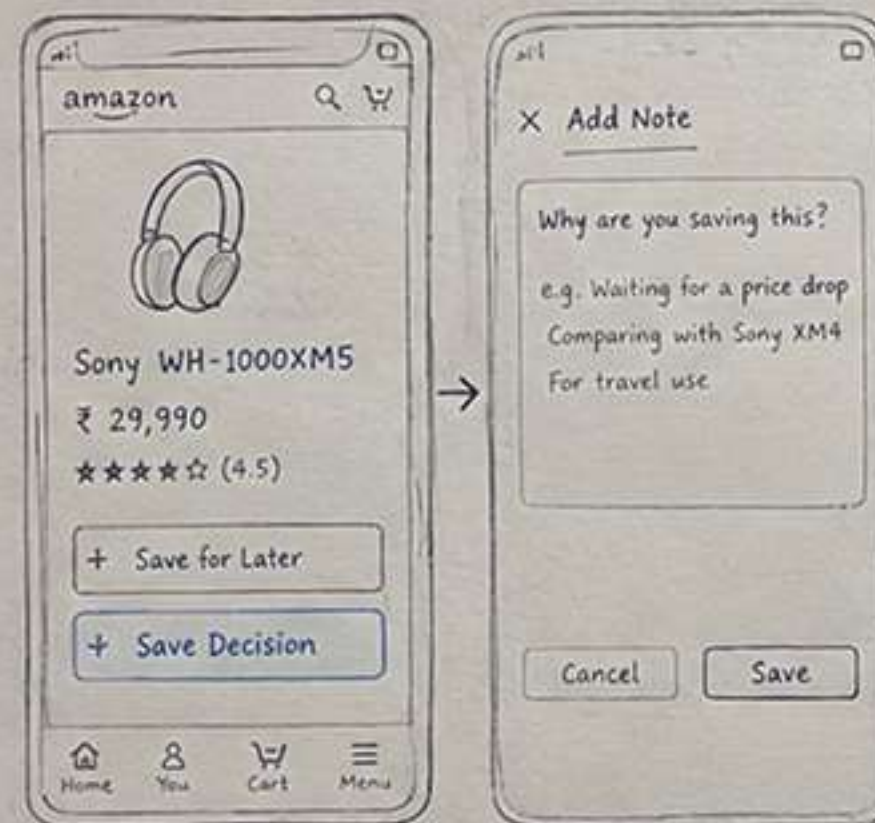


Ideations

Exploring different ways to preserve shopping intent

① Concept 1: Manual Decision Notes

Users write their own reason for saving a product.



Pros

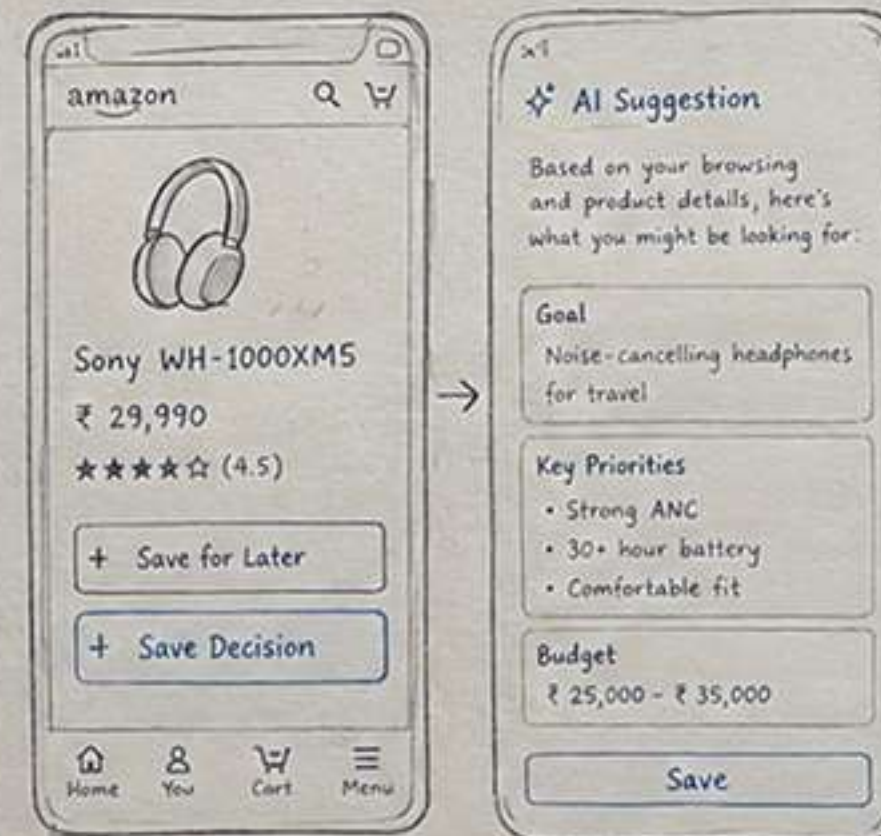
- + Maximum control
- + Captures personal reasoning

Cons

- Adds friction
- Not all users will fill it

② Concept 2: AI-Inferred Context

AI automatically identifies the user's likely intent and priorities.



Pros

- + Minimal effort
- + Fast and seamless

Cons

- Risk of incorrect assumptions
- Less user control

③ Concept 3: AI + User Control

AI creates a starting point → user reviews, edits and confirms.



Pros

- + Low effort
- + High control
- + Transparent AI interaction

Cons

- Slightly more complex than a simple save

Design Trades-offs

Section 1

Feature01: SAVE DECISION (Drawer open when we save any product)

Problem: How should user save decision context?

Option 1: Auto capture everything

AI automatically saves every compared product.

Pros: Zero Effort

Cons: Too much noise and false positives



Option 2: Manual note taking (Under Checkbox)

User writes reasons manually

Pros: Accurate

Cons: High Friction, user can feel lazy while selecting reasons



Option 3: Smart Save Decision CTA (Selected)

Dedicated CTA on product page

Pros: Intent Driven, Minimal, Better AI accuracy

Cons: High Friction, user can feel lazy while selecting reasons



Section 2

Feature02: DECISION HUB PLACEMENT

Explored:

Cart

Wishlist

You tab (selected)

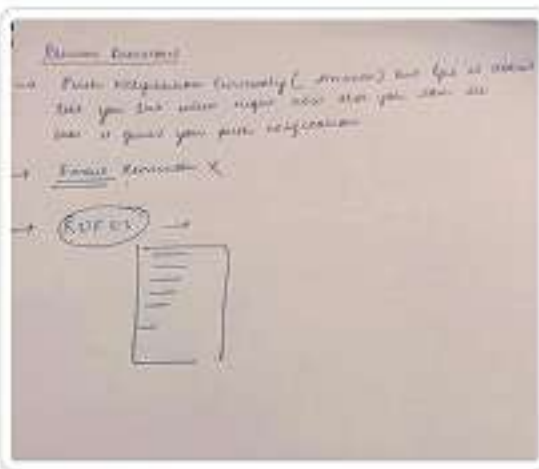
Why:

Personal AI memory space.



Initially, I considered placing Resume Decision inside Cart. However, after evaluating user intent, I realized the feature is less about checkout and more about helping users continue unfinished product decisions. Since the "You" section already houses personalized user activities such as Orders, Buy Again, and Lists, placing Resume Decision here creates stronger information architecture and aligns with users' mental models.

Early Stage #1A/1B



Section 3

More Product Information vs. Decision Context

Option 1: More Product Information

Ratings

Reviews

Specifications

Price

Option 2: More Product Information

Why I saved it

My priorities

What I compared

What I was waiting for

Priorities: Prioritize decision context

Amazon already provides extensive product information. The opportunity is to preserve the user's own reasoning.

Key Strategic Decisions That Shaped the Final Experience:

Designing Decision Hub was not just about adding AI-powered features to Amazon's shopping journey. It required making several critical product decisions around user behavior, feature placement, trust, and adoption.

At each stage, I had to balance two competing priorities: introducing meaningful AI assistance while preserving the familiarity and efficiency of Amazon's existing shopping experience.

The goal was not to redesign Amazon completely.

It was to embed decision continuity into the current ecosystem with minimal disruption and maximum value.

Let's explore the key strategic decisions that shaped the final solution.

Decision 01 Making “Save Decision” Optional instead of Mandatory

Once I introduced AI-powered decision memory, an important question emerged:

Should every saved product automatically become a saved decision?

I quickly realized that not every saved product represents an active purchase decision. Many users save products casually as bookmarks without strong intent to purchase.

Forcing AI-driven decision capture for every save action would introduce unnecessary friction into a flow that users expect to be fast and lightweight.

To solve this, I introduced two clear paths:

Save Product Only

Save Decision (AI)

Decision 02 Surfacing Decision Context Instead of Product Information

A major design question was:

When users return, what is the most valuable information to show first?

Amazon already shows product-level information effectively through images, prices, ratings, and reviews.

It was context loss.

Instead of prioritizing product details again,

To Solve this, I designed the Decision Snapshot to surface decision memory first including goals, budget, confidence, reasoning, and comparison history.

This transforms the experience from product recall to decision recall.

Users no longer need to reconstruct their reasoning from scratch.

Decision 03 **Designing for AI Failure, Not Just AI Success**

One of the most important design principles in this project was acknowledging that AI inference is never perfect.

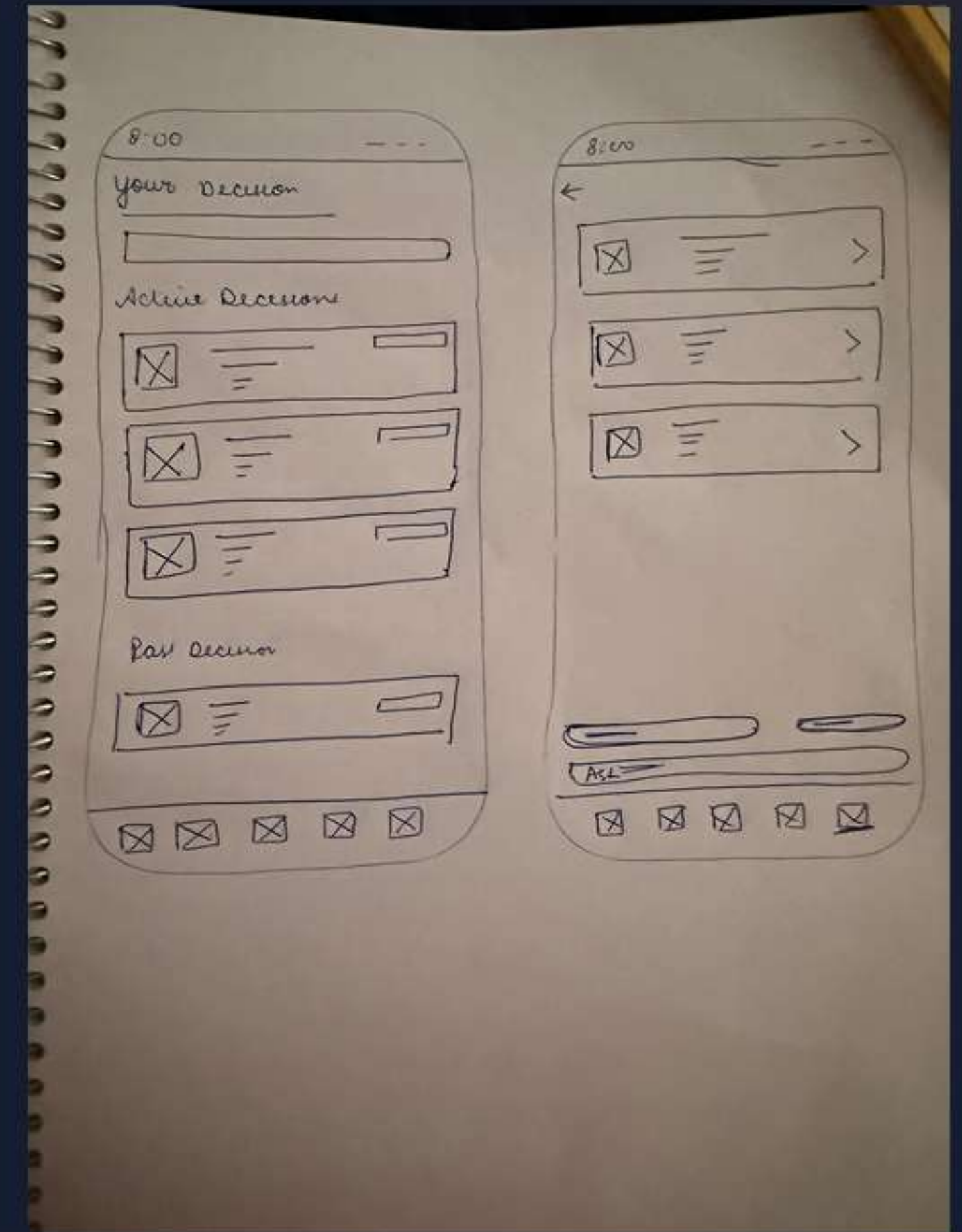
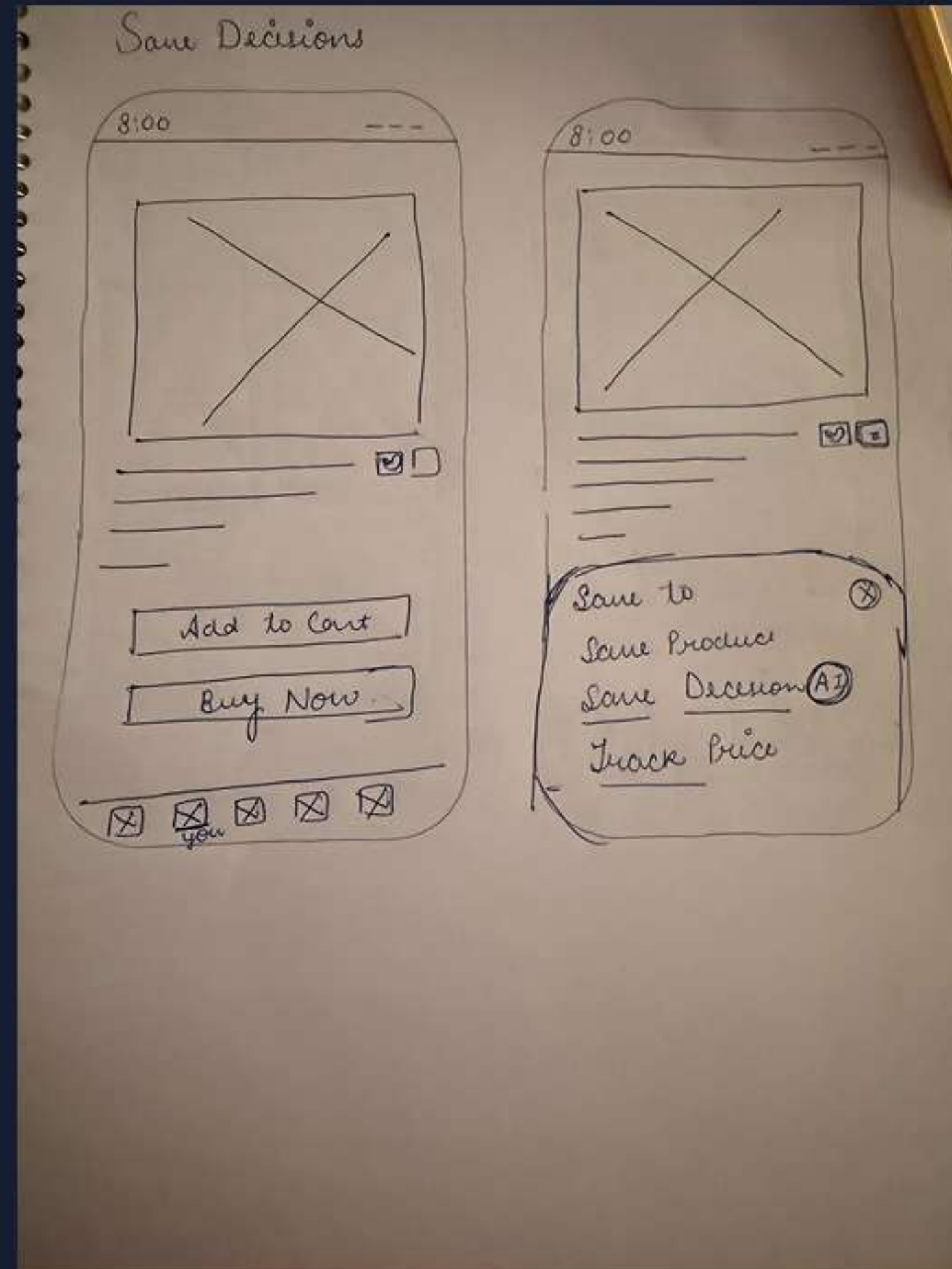
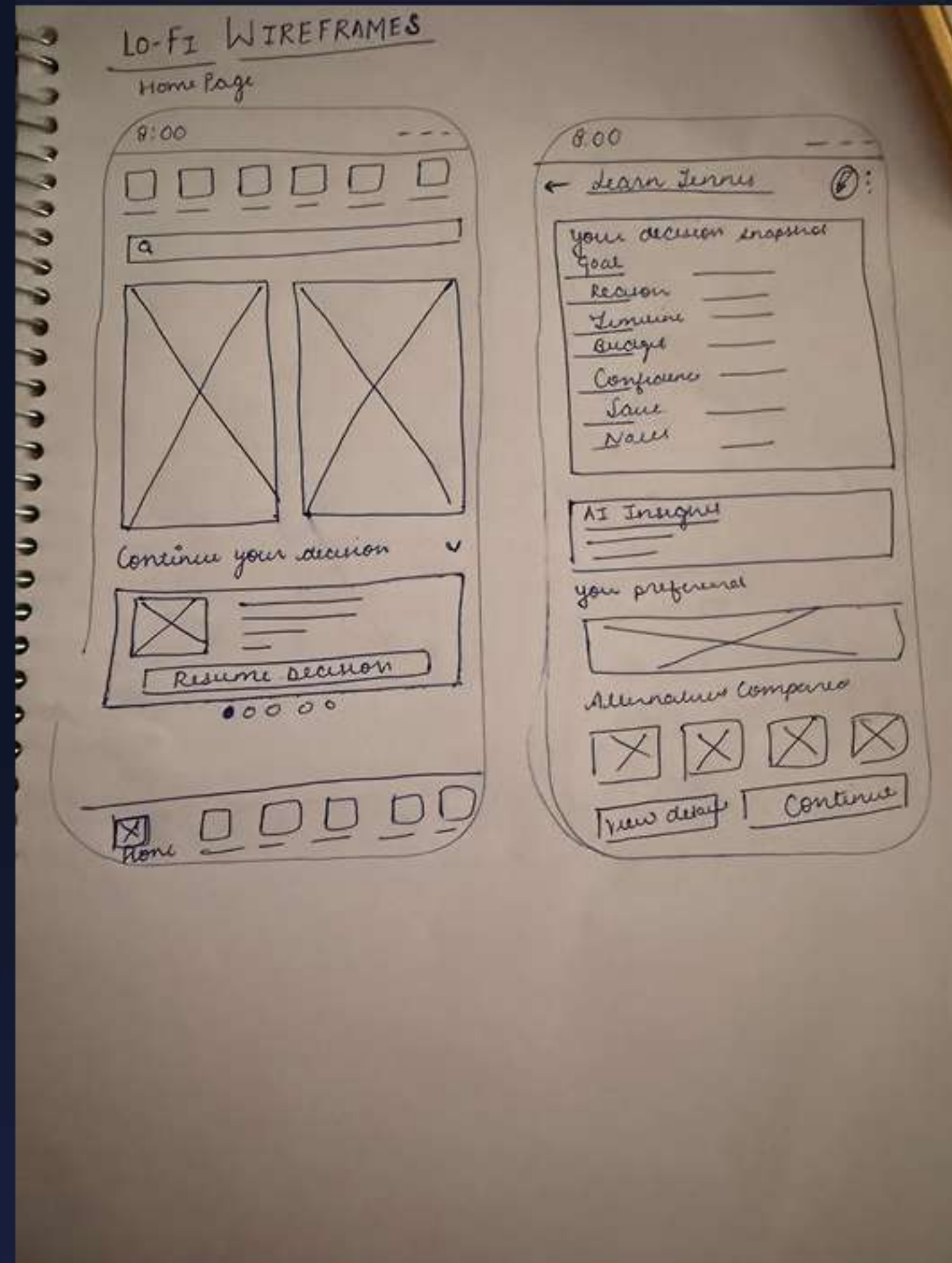
Incorrect assumptions around budget, intent, or preferences could quickly reduce trust.

Instead of asking users to trust AI blindly, I designed transparency and control directly into the system.

Every AI-inferred field remains editable, AI insights explain their reasoning, and users can always override recommendations.

AI suggests. User stay in control.

Lo-Fi Wireframes



Components

Components



Learning Tennis

Paused 67 days ago

Nike Court Lite 2

Price dropped ₹600

Resume Decision



Nike Court Lite 2 Men's Tennis Shoes

4.3      (2,345)

₹4,499

Inclusive of all taxes

Size: 9 

Add to Cart

Buy Now

Save to...



Save Product

Keep in your lists



Save Decision AI

Save context and continue later /
Recommended based on your activity



Track Price

Get alerted when price drops

View Details

Continue Decision

Add to Cart

Buy Now

Resume Decision

Your decision snapshot

Goal	Beginner tennis setup
Reason	Best durability within budget
Timeline	Within 2 months
Budget	Up to ₹5,000
Confidence	★★★★☆ Medium
Saved on	12 Jan 2025
Notes	Looking for durable shoes for tennis practice.

 **AI Insight**

Price of your preferred option dropped **₹600** since you saved this.

Great time to buy! 

Your preferred



Nike Court Lite 2

₹4,499 ~~₹5,099~~ **+ ₹600**

View Product

Alternatives you compared (4)



Adidas Gamecourt 2

₹4,199



Asics Gel Game 9

₹5,499



Nivia Court Pro

₹4,299



Puma Accelerate

₹4,999

[See all](#)

Your decision snapshot	
Goal	Beginner tennis setup
Reason	Best durability within budget
Timeline	Within 2 months
Budget	Up to ₹5,000
Confidence	☆☆☆☆☆ 5 Medium
Saved on	12 Jan 2025
Notes	Looking for durable shoes for tennis practice.

Past Decisions		See all
	Wireless Headphones Completed on 02 Apr 2025 Purchased on Amazon	>

Which has the best durability?	Show price drops
--------------------------------	------------------

 Ask Rufus to compare or find deals...



Learning Tennis
Updated 2 days ago

Researching

Preferred: Nike Court Lite 2

Price dropped ₹600

Resume

Comparing

Alternatives you compared (4)



Adidas Gamecourt 2
₹4,199



Asics Gel Game 9
₹5,499



Nivia Court Pro
₹4,299



Puma Accelerate
₹4,999



Learning Tennis
Updated 2 hours ago
4 rackets compared

Price dropped ₹600

×

>



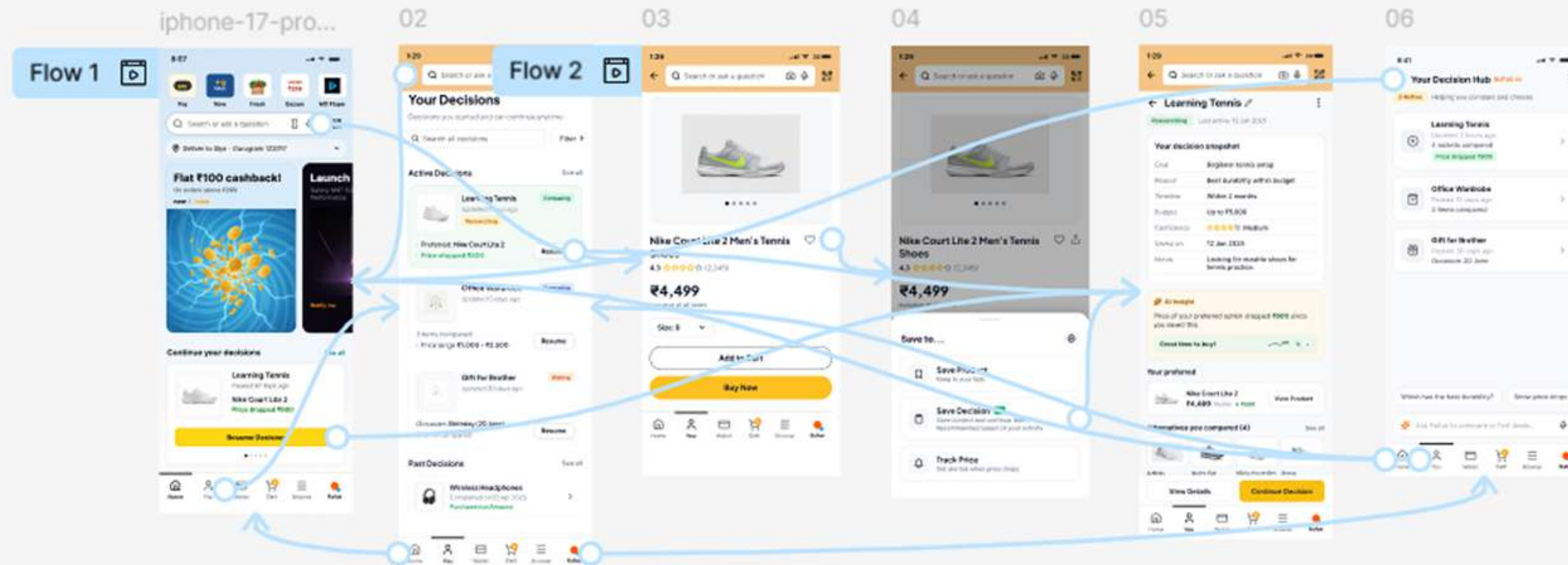
Adidas Gamecourt 2
₹4,199



Prototypes

Frame 6

Prototypes

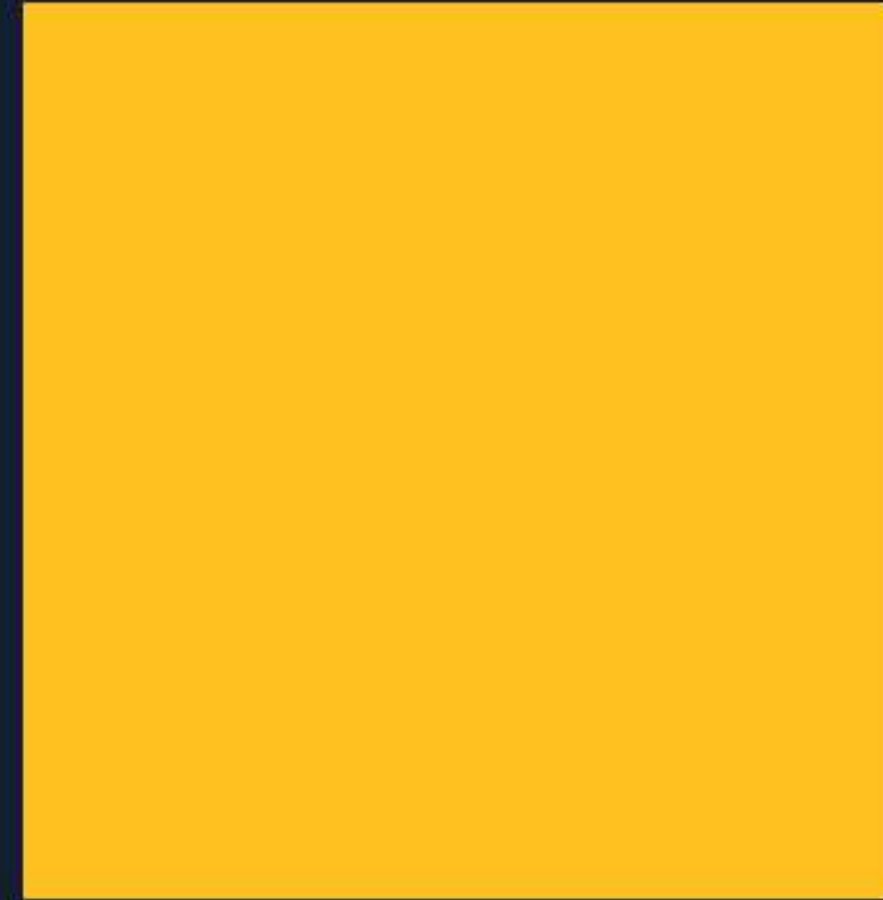


Last but not Least

Upon deciding colors; the first thing i did was to check the contrast ratios and accessibility for all combinations of background and foreground colors.

“Accessibility is the key to unlocking the potential of technology for everyone.”
- Tim Berners-Lee, inventor of the World Wide Web

Colors



Primary Color
#FFC120

#263338	#F4F6F8	#FFFFFF
Text / Dark	Background	Surface
Used for primary text, headings and icons.	Used for page background, cards and sections.	Used for cards, modals and elevated elements.

02 Semantic Colors Used to communicate status, feedback and user states clearly.					03 UI Colors Used for interactive elements, borders, and subtle UI components.		
#00A99D Success	#2F80ED	#FBC02D	#E74C3C	#8E68F2	#E9E7EB	#F8FAFC	#CBD5E1
Success Success states, completed, positive feedback	Info Informational messages, links, neutral states	Warning Cautions, pending, attention needed	Error Errors, failed states, validation issues	Purple (limited use) Special tags, AI features, new / experimental	Border Dividers, input borders, separators	Hover Hover states, light emphasis	Disabled Disabled elements, icons, text

04 Gradients & Visual Accents Subtle gradients are used for banners, hero sections and special cards to add depth without overpowering the interface.		05 Usage Examples How the colors come together in the UI.	
Teal Gradient (Hero / Banners) #2F7FDE → #00A99D Used in promotional banners, highlights and hero sections.	Yellow Gradient (CTA / Highlights) #FEB02F → #F29A44 Used in CTAs, important actions and key highlights.		

Prototype Validation

Understandability

Do users immediately understand the purpose of Decision Hub?

Decision Recall

Can users quickly recall why they saved a product?

Decision Resumption

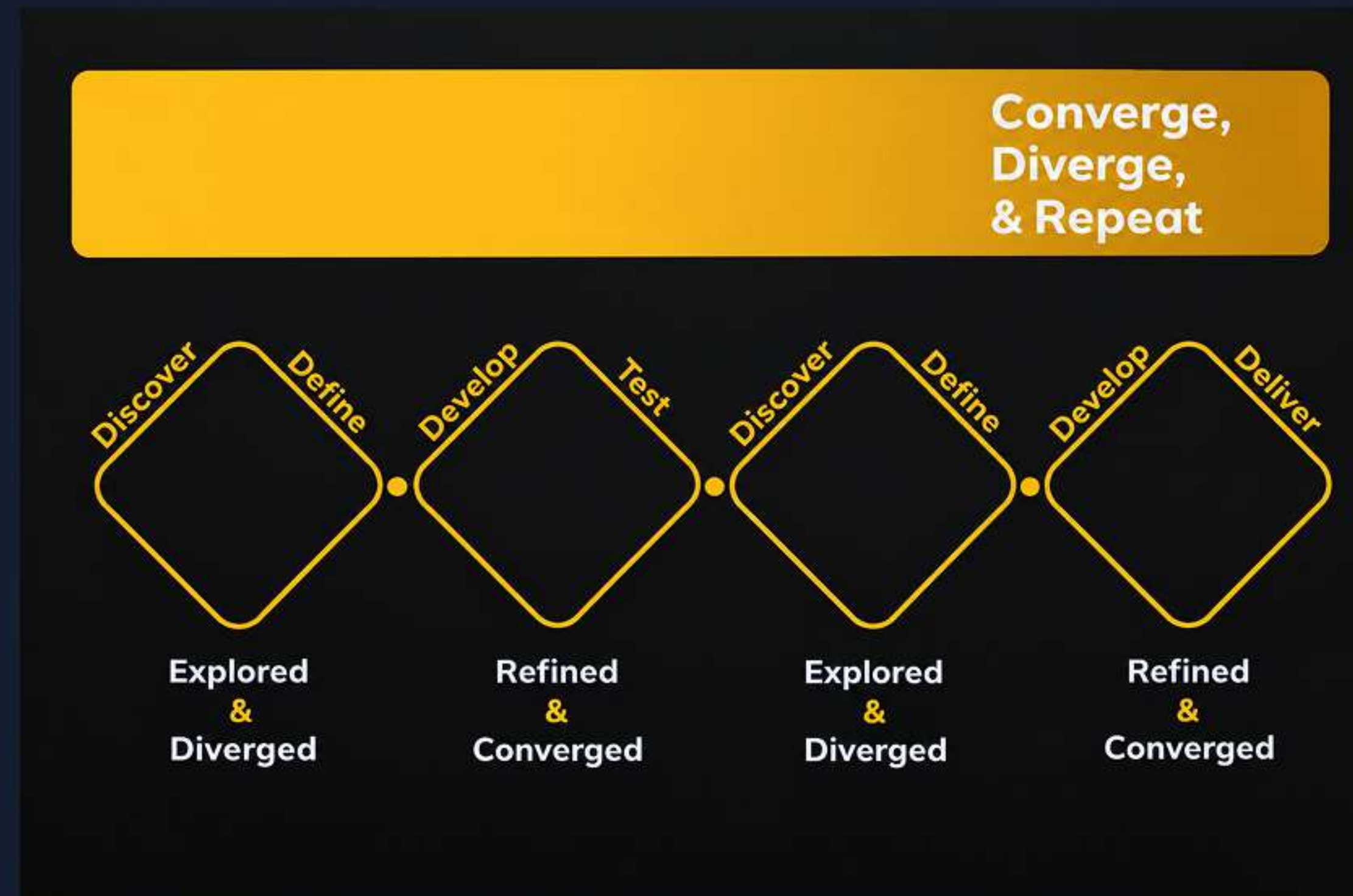
Can users continue a previous decision without restarting research?

AI Trust

Do users feel comfortable with AI-generated context when they can edit it?

How I ended up following the “Double Diamond Approach”:

Through collaboration and iteration, I ended up following the Double Double Diamond approach incorporating two diverging and converging phases in this project.



How would I measure success

Decision Resumption Time

Does Decision Hub help users resume a decision faster?

Context Recall

Can users correctly identify their original intent and priorities?

Repeated Research

Do users reopen fewer product pages or restart comparisons?

Decision Confidence

Does confidence increase after viewing Decision Snapshot?

Save → **Decision conversion**

Decision Hub return rate

Decision → **Cart conversion**

Decision → **Purchase conversion**

Faster resumption + Less repeated research + Higher decision confidence

If I were to take this forward

Validate

Test Save Decision and Decision Snapshot with real shoppers.

Learn

Analyze user behavior, AI corrections and decision patterns.

Improve

Refine AI inference based on real user corrections and feedback.

Scale

Extend contextual memory across Amazon's shopping journey and explore deeper integration with Rufus.

*From remembering what users saved
to understanding what they are trying to decide (the intent behind
it)*

Amazon Decision Hub

Thanks!!!