

RDP1. Amazon.com

Amazon's product pages provide buyers with quite a bit of information about products of possible interest to them. A key piece of information is the customer product rating (i.e. the five-star rating that appears near the top of a product page), however, product managers at Amazon are interested in making the rating more personal. They feel that the rating is too generic and, thus, lacks meaning and impact for customers. Maybe it's an information design issue or an interaction or experience design issue. That's where you come in.

Your challenge is to personalize the customer product rating for potential buyers on Amazon.com.

Some Requirements: In order to complete this project you will need to do secondary and primary research. Secondary research involves finding papers from reputable online sources (e.g. the PSU library website or the ACM digital library). Primary research means you need to talk to people. I suggest you interview roommates or friends about product ratings. The interview is one of the data collection methods we will be learning later in the semester. Doing it once before we discuss it in class will give you a good baseline for reflection, and it should serve as valuable experience for in-class discussions. You also need to sketch. For your presentation, you will have to show preliminary, low-fidelity sketches and a higher-fidelity "final" mock-up of your redesign. Also, keep in mind the distinctions between ACD and HCD that we have been thinking about as you do your design work. For example, what would be "the activity" you're designing to support/facilitate?

Groups: Your groups have been generated on Canvas. Use group.me to communicate and coordinate with your team (and add me and Abs so that we can check in, ask for updates, etc.).

Deliverables for this project include:

1. an in-class presentation (we will distribute a template for this presentation early next week)
2. an individual 500-word reflection