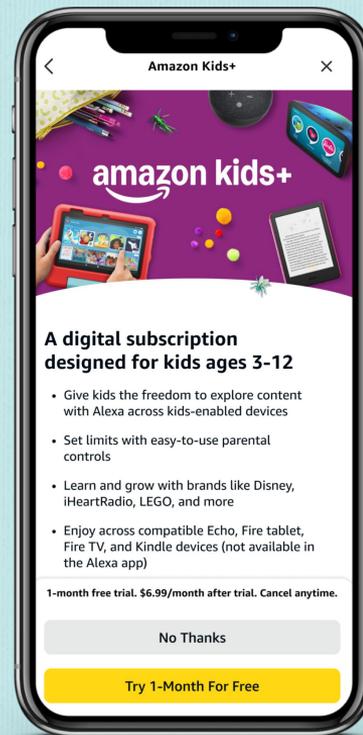




# Amazon Kids+ subscription upsell on Alexa app



# Summary



## Duration

~ 5 months



## Role

Lead UX



## Teams

Kids UX, Product

Alexa Mobile UX, Product

Kids Research

Amazon Kids Legal / Family Trust

Kids Creative

Amazon Kids on Alexa Leadership

Kids Marketing / PR

Kids Engineering

BI



## Platform

Mobile (iOS)



## Target Market

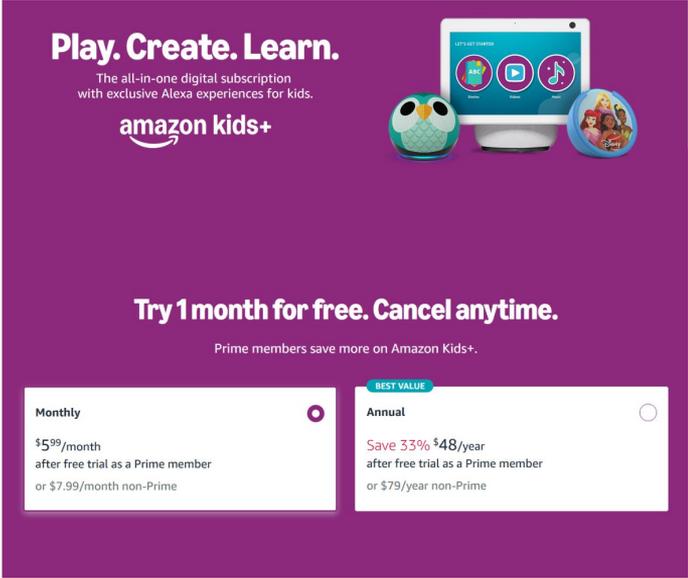
US



## End users

Grownups / Parents

# Amazon Kids+ subscription at a glance



**Play. Create. Learn.**  
The all-in-one digital subscription with exclusive Alexa experiences for kids.

**amazon kids+**

**Try 1 month for free. Cancel anytime.**  
Prime members save more on Amazon Kids+.

	<b>BEST VALUE</b>
<b>Monthly</b> \$5 <sup>99</sup> /month after free trial as a Prime member or \$7.99/month non-Prime	<b>Annual</b> Save 33% \$48/year after free trial as a Prime member or \$79/year non-Prime

## Explore other Amazon Kids+ features and benefits

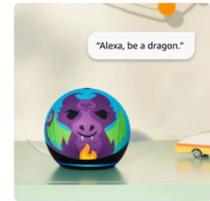
Empower kids to explore independently with sleep sounds, Morning Routines, kid-friendly podcasts, animal-inspired voices, and more.



Sleep Sounds



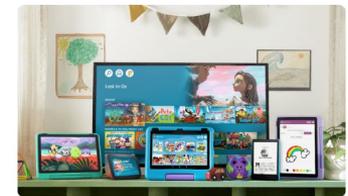
Hey Disney!



Animal Voices



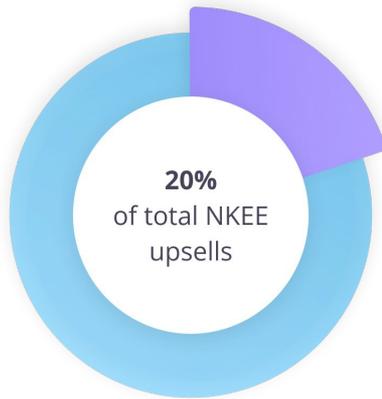
Easily manage their digital experience



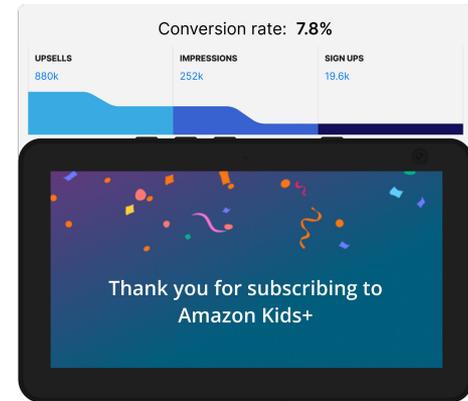
Available across multiple devices

# Background & Business opportunity

What created interest in the Amazon Kids+ upsell within the Alexa app?



Historical impact of **Kids+ upsells** in Alexa app  
(**Android**, 12 month period)



Current **Family enrollment upsells** on MM  
(Since August 2022)

# Key Requirements (BRD)



User



Tasks



Goals

P0

As a **parent**, I want to **clearly understand the benefits of Amazon Kids+** so that I can **decide if it can help my Kids' learning and educational development**

P0

As a **parent**, I need a quick way to **restore any previous AK+ purchase** so that I can **continue using on any new Alexa devices**

P0

As a **product owner**, I want users to **use iOS native double-click payment method** so it **eliminates additional payment steps** in the purchase flow

P1

As a **parent**, I want to **understand AK+ content breakdown by age, device** so that I can **decide if it can be relevant to my Kids' needs**

P1

As a **product owner**, I want users to **migrate this upsell to all markets, android platform** so that I can **drive more subscriptions of AK+**

# Goals



## Conversion Rate



Achieve higher rate of conversions and impressions of Amazon Kids+ subscription



## Setup Completion



Improve Amazon Kids+ on-device setup completion rate (post-purchase)



## Value of AK+



Effectively communicate Amazon Kids+ subscription benefits to grownups / parents

# Challenges



## Contextual Delivery



Identifying optimal ingress points which are contextually relevant for AK+ upsell



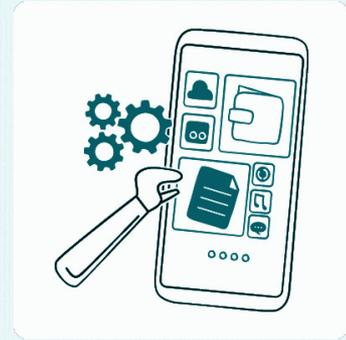
## Decision Fatigue



Simplifying choices while still communicating the value of AK+ on a mobile platform



## iOS Platform Constraints



Meeting iOS native constraints for In-App purchases while making sure the upsell CX is consistent

# Variations of AK+ upsells on Kids platforms

## Kids FTV

A World of Kid-Friendly Content

Your kids will have instant access to thousands of kid-friendly movies and TV shows in their Fire TV profiles. They can access this same great content and more including games, books, and premium kids skills on compatible Fire tablet, Echo, Kindle, Android and iOS devices.

You can cancel at any time.

**amazon kids+** Monthly Single Child Plan **\$4.99/month** as a Prime customer  
Unlimited access for one child. Includes 1-month free trial.

By selecting "Subscribe" you agree to Amazon's Conditions of Use (amazon.com/conditions-of-use) and the Amazon Kids+ Terms and Conditions (amazon.com/kidspus) and authorize us to charge your 1-click credit card or another available payment method on file a monthly fee (see amazon.com/prime for details) plus applicable tax until you cancel. You may cancel at any time from Your Account (amazon.com/my) or by contacting Customer Service (amazon.com/contact-us)

## Web detail page

Try 1 month for free. Cancel anytime.

Prime members save more on Amazon Kids+

Monthly	Annual
\$4.99/month after free trial as a Prime member or \$7.99/month non-Prime	Save 33% <b>\$48/year</b> after free trial as a Prime member or \$79/year non-Prime

By signing up, you agree to Amazon's Conditions of Use and the Amazon Kids+ Terms and Conditions.

At the end of your free trial period, you authorize us to charge your default payment or another payment method on file a monthly fee (see Amazon Prime members' FAQ for more details) until you cancel.

Cancel anytime by selecting "Cancel Subscription" on the Your Memberships and Subscriptions page or by contacting Customer Service.

Expires after your free trial. It will be charged on a recurring basis (required).

## Tablet

amazon kids+

Read the complete book series.

**1-MONTH FREE**  
Terms apply.

Kids can explore thousands of books including their favorite characters like Harry Potter, Narnia and more.

Terms apply.

Selected Plan: **Annual**

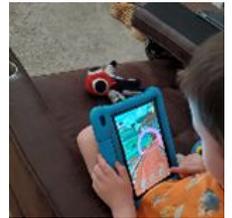
Includes 1-month free trial

**\$48/year** after free trial as a Prime member

# Research insights of Kids+ upsells

## Kids Open Labs study and Walk-the-store sessions

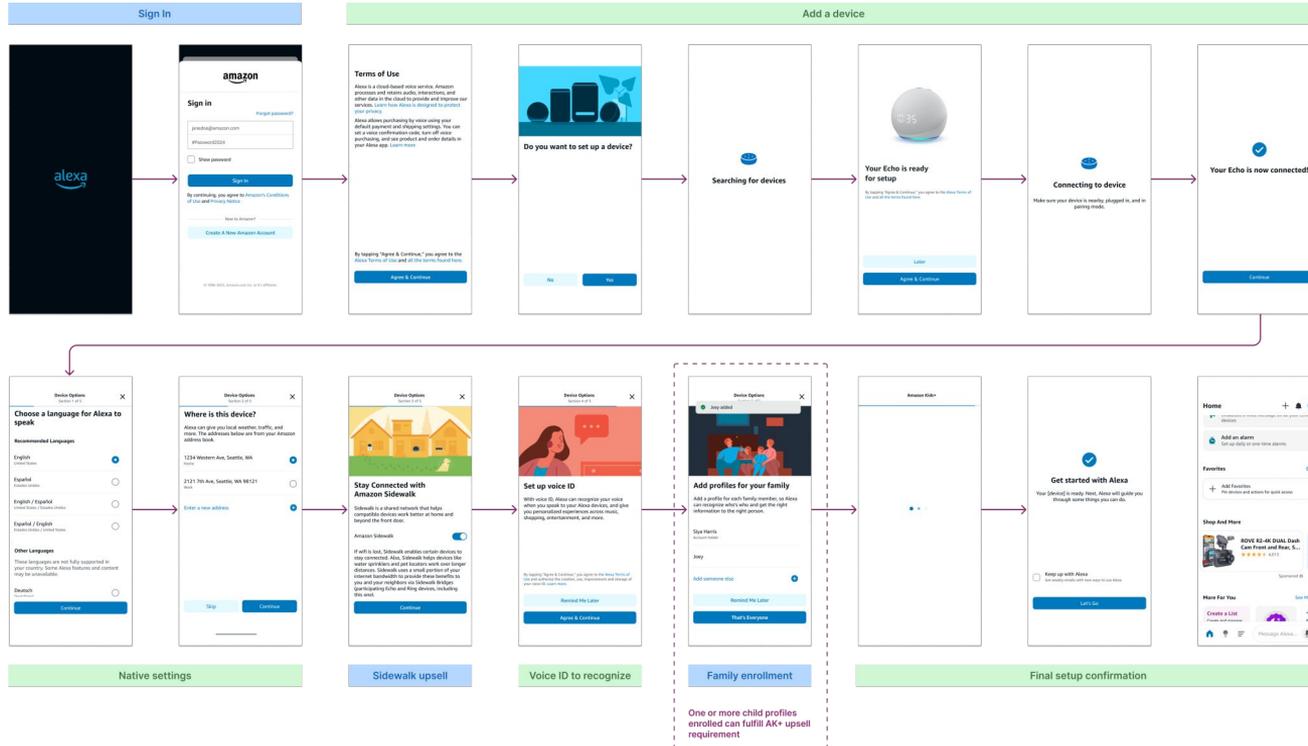
- Discrepancy in how we messaged AK+ across all platforms - opportunity to ensure we are sending a clear and consistent message about AK+ across all communications and product lines
- Unclear key product features and why-buys - confusions between skills, 3P content, audiobooks
- Inconsistency with the AK+ branding across detail pages, imagery and OOB E pages.



# AK+ Upsell Ingress recommendation

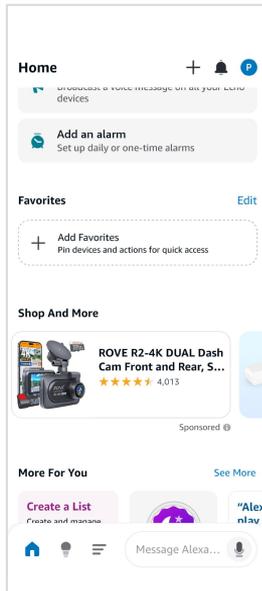
## Ingress after Family enrollment:

Based on device metrics (headless, MM) and First-time device setup (FTUE) Vs. Repeat user (OOBE)

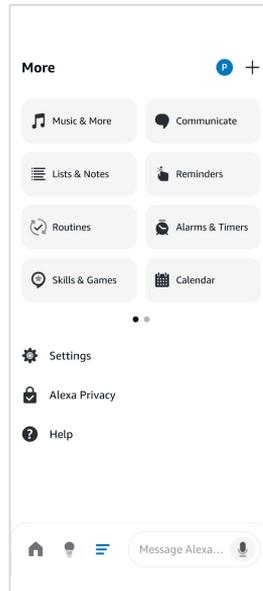


# Additional Ingress Discovery

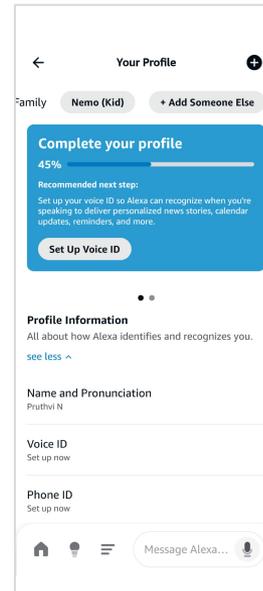
'Home' view - Monetization card



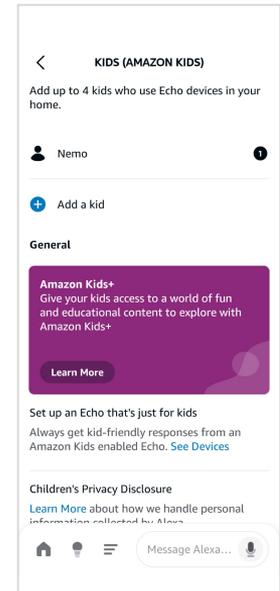
'More' options - Tile component



'Your Profile' - Add a child

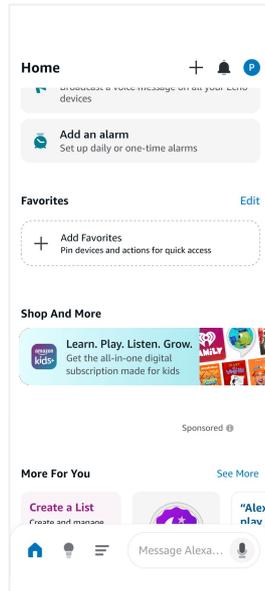


'Settings' - Kids home view



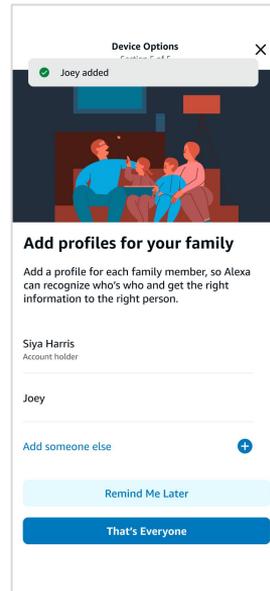
# First launch - Ingress priorities

'Home' view - Monetization card



AK+ direct monetization card

'Family enrollment' step - FTUE

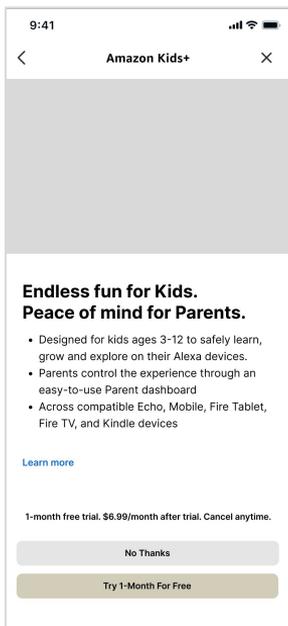


'Notification' - Alexa app

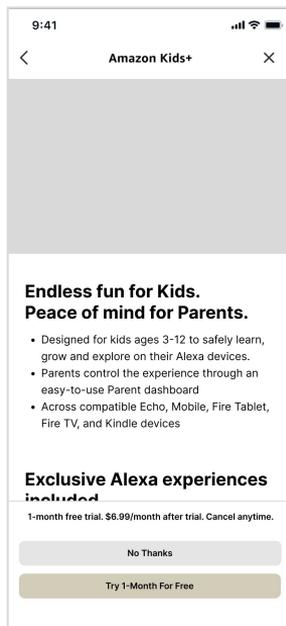


# Upsell screen layout exploration

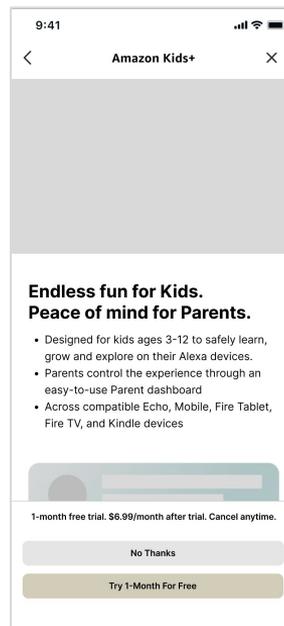
Expand content on-demand



Text clipping with bottom CTA group



Banner clipping with bottom CTA group



# Initial AK+ PDP screen mockups

AK+ Upsell Product Detail Page



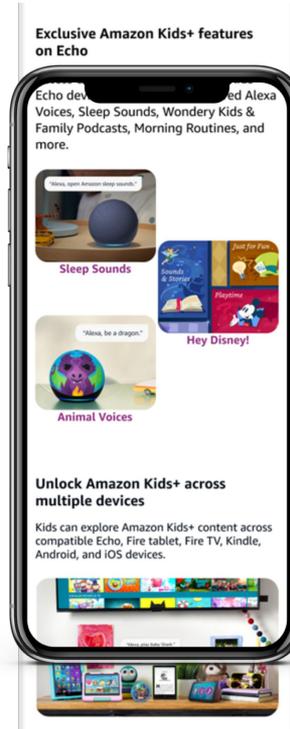
Sticky bottom CTA group

Full-view of AK+ PDP



AK+ benefits

# Final AK+ PDP view - First launch



# Learnings from first launch

## Open Labs study (Oct 2024)

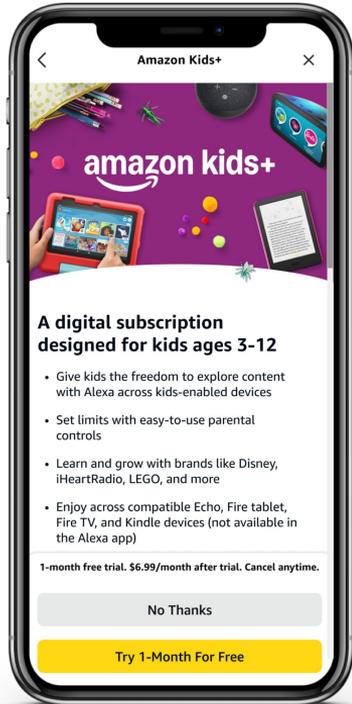
Participants: N=8 parents of kids aged 3-12, Echo users who are not AK+ subscribers

- Most parents did not realize they can scroll down the upsell page content below the fold
- Parents highlighted the following as the most valuable info when deciding if they should sign up: ad-free, parental controls, easy to use, relevance to child's interests, and the cost of subscription after trial.
- There is an opportunity to redesign imagery to be more effective in communicating AK+ benefits



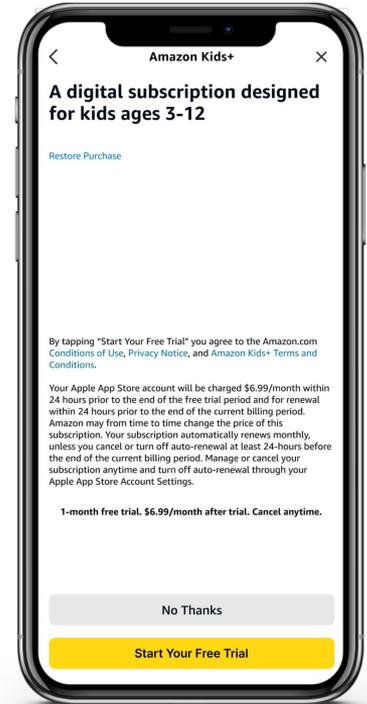
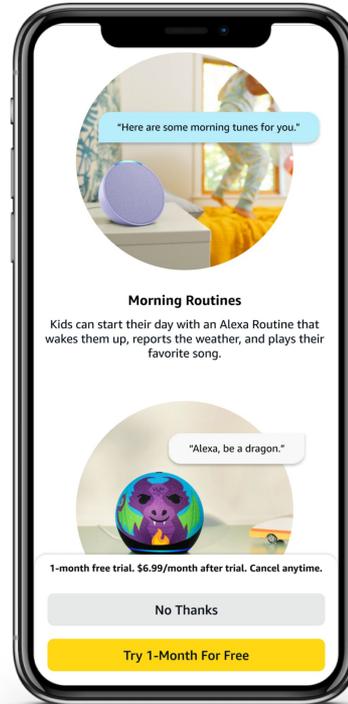
# Current updates to AK+ PDP screens

Kids refreshed branding imagery for banner and benefits



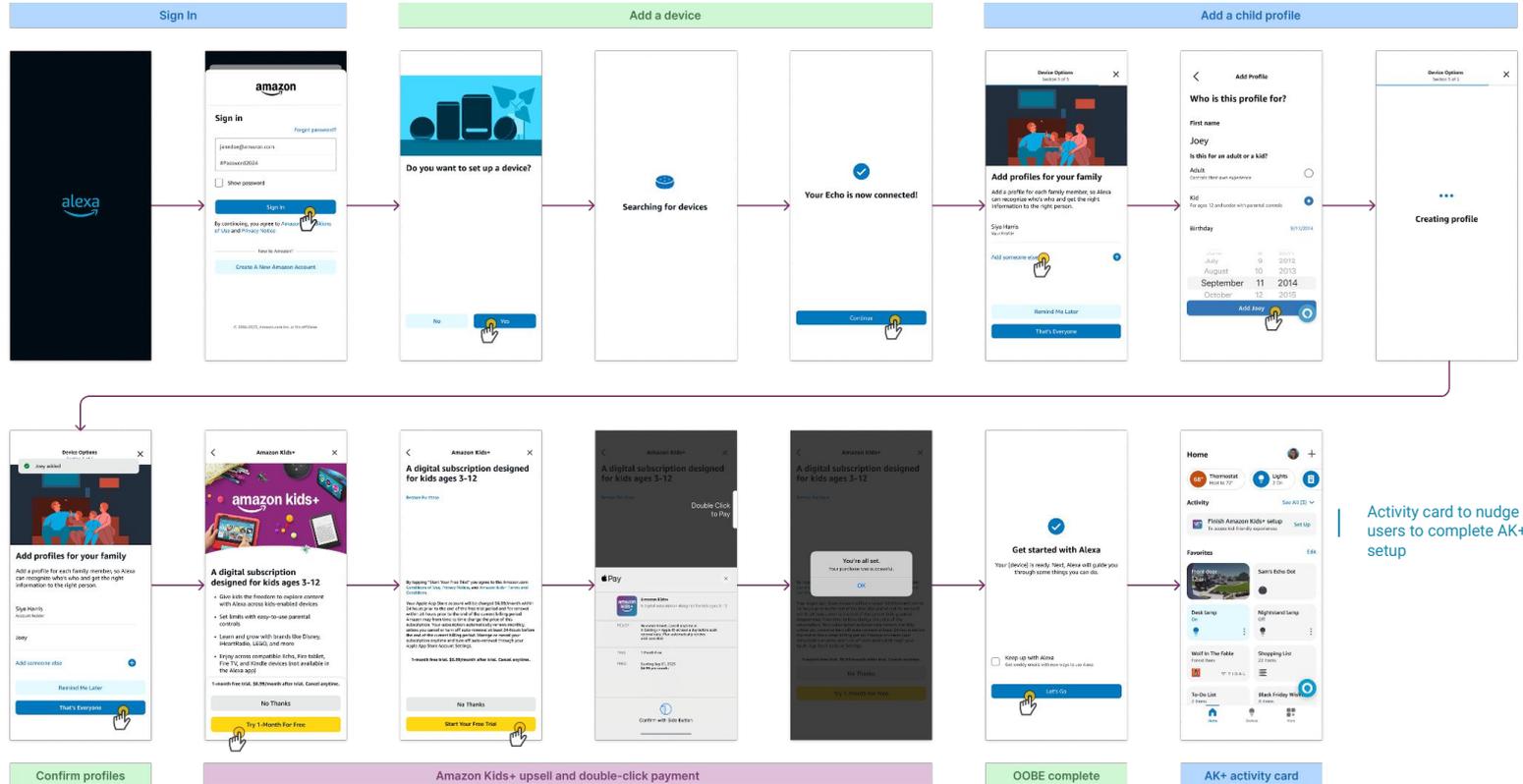
CTA fold with corner radius and shadow to indicate depth, scrolling

Transient vertical scroll that shows up at the start



# Final AK+ PDP view - First launch

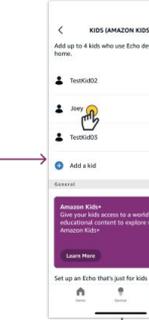
## FTUE flow



# Final AK+ PDP view - First launch

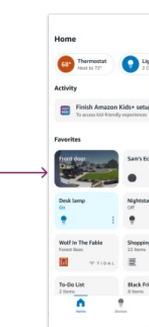
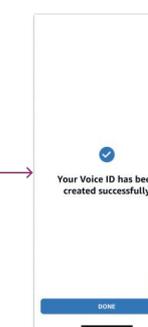
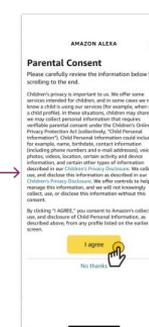
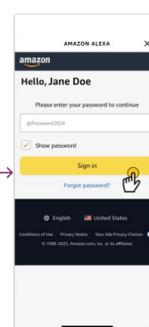
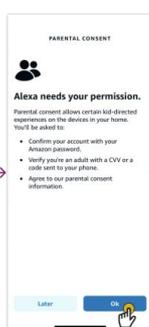
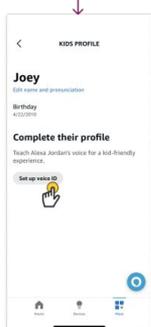
## Notification ingress flow

### Notification Ingress



### Amazon Kids+ upsell and double-click payment

### Setup Kids+ and child profile



Child Voice ID

Parental Consent

Parental Consent

Parental Consent

Set up Voice ID

Set up Voice ID

Confirm Setup

AK+ activity card

# Impact



## Higher free-to-paid conversion rate

~13% increment in conversion rate  
combined from monetization  
ingress and FTUE



## More customers completed AK+ setup after sign ups

Activity card in Alexa home  
impressions indicate ~64% continued  
finishing setup



## Reduced complaints from customers in AK forum

Complaints /confusions about AK-free  
Vs. AK+ sub dropped by ~20%

# amazon kids

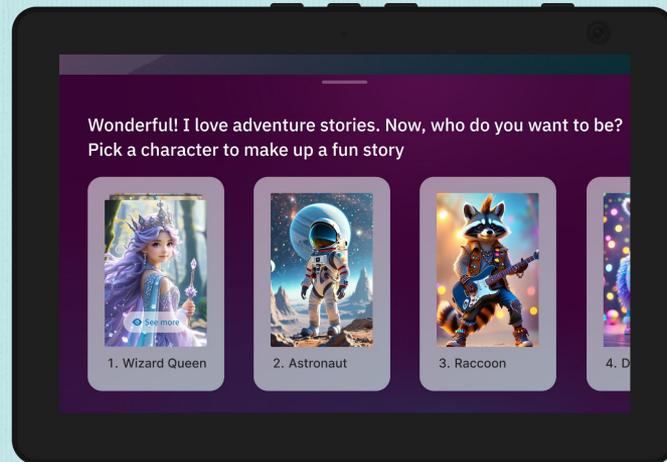


Amazon's family of devices features thoughtfully designed experiences for children, available across their Echo Dot speakers, Echo Show displays, and Fire TV streaming platforms.



# Stories with Alexa

An interactive experience for story creation using Generative AI



# Overview



## Duration

~ 9 months



## Role

Lead UX (Multimodal)



## Teams

Kids UX, Product

AGI

DDG (Convo UI, Motion design, UX)

Kids Research

Amazon Kids Legal / Family Trust

Amazon Kids on Alexa Leadership

Kids Marketing / PR

Kids Engineering



## Platform

Echo Show (EFD)



## Launch Market

US



## End users

Kids (6 - 12 year olds)

# My contributions

- Led CX for **multimodal** story recommendations, **story creation using GenAI**
- Adopted **conversational surface UI** patterns, visual components, typography for Kids experience on multimodal
- Proposed concepts exploring multi-turn conversational interaction with **Alexa+** focusing on more natural and immersive experience
- Collaborated with DDG team for motion design, feedback, **Alexa Design System 2.0** component support
- Created **motion design components** for story narration, explored **Gen AI motion design** elements, created character **assets, icons**, refined **LLM prompt engineering instructions**

Hub Small 5"



Hub Medium 7"



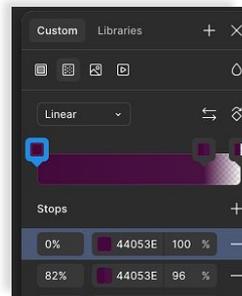
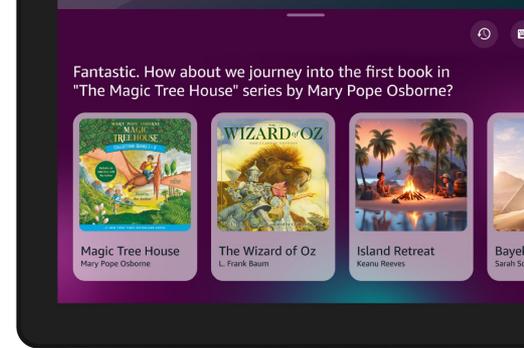
Hub Medium 10"



Hub Large Landscape 15"



Hub Portrait Medium 15"



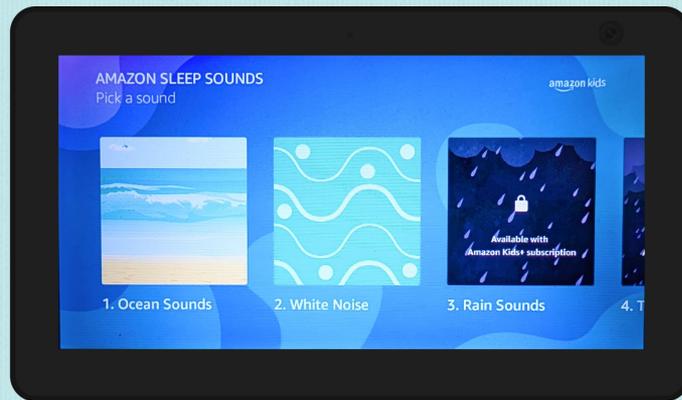
## Motion design exploration





# Amazon Sleep Sounds skill

Listen to exclusive AI-generated remixes of ambient sleep sounds



# Overview



## Duration

~ 4 months



## Role

Lead UX (Multimodal,  
Headless)



## Teams

Kids UX, Product  
Creative AI  
DDG (Alexa skills, Sound Design, UX)  
Kids Research  
Amazon Kids Legal / Family Trust  
Language localization  
Amazon Kids on Alexa Leadership  
Kids Marketing / PR  
Kids Engineering



## Platform

Echo (EFD)



## Launch Market

US, UK, CA, DE, JP



## End users

Kids (3 - 12 year olds)



## Impact

Active users (MAU): 66041  
Time spent (S): 246853643

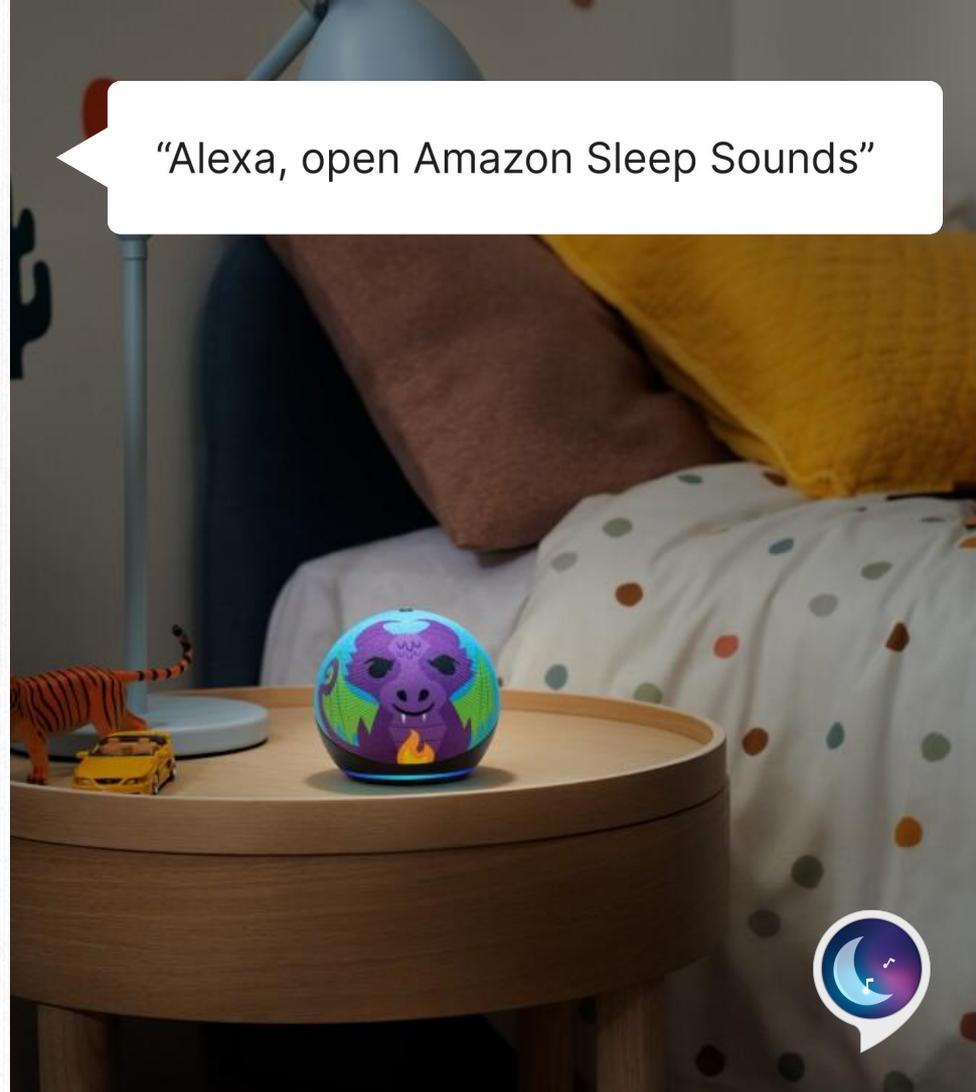
## CX Demo



## My contributions

- Led end-to-end CX for Echo (Multimodal, Headless)
- Created concept flows, icons, skill store logo, launch demo video, prototypes, Alexa utterances
- Proposed concepts exploring multi-turn conversational interaction with **Alexa** focusing on more natural and immersive experience
- Collaborated with DDG sound team for sound loops, Creative AI to remix soundscapes
- Facilitated brainstorming sessions to synthesize ideas / concepts for the multimodal skill CX

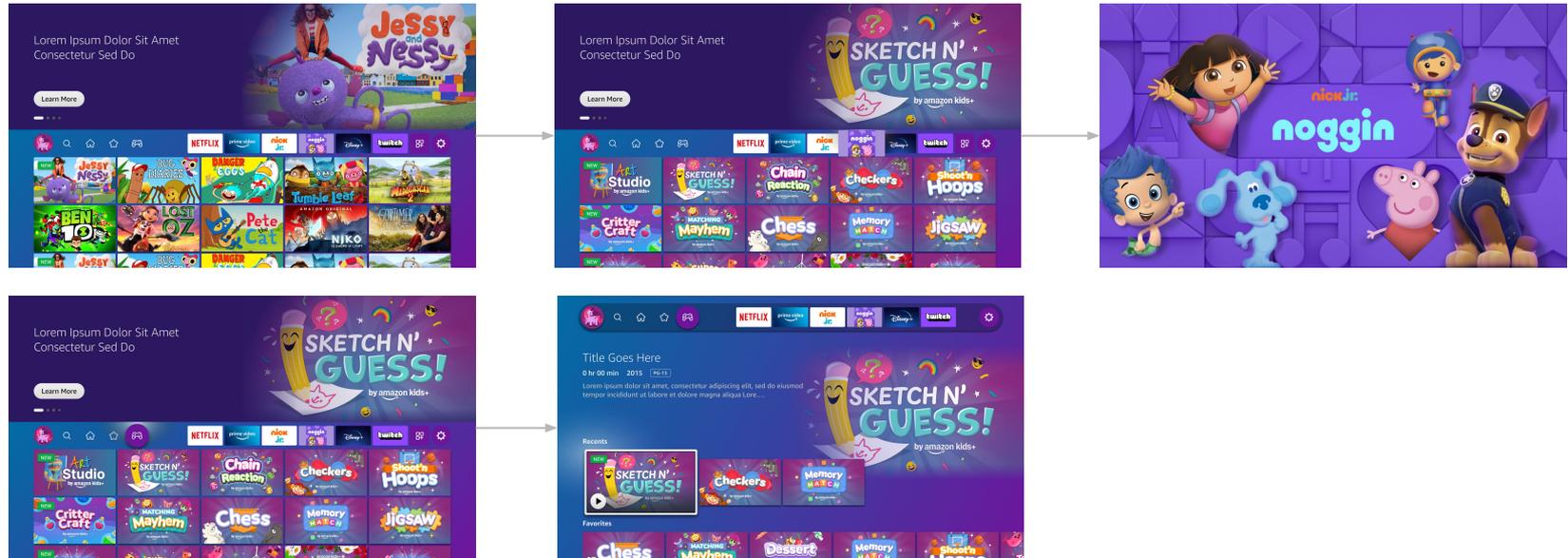
“Alexa, open Amazon Sleep Sounds”



# [Kids Fire TV] 'Home' screen enhancements

As part of the **migration from FOS to Reach-native** Kids home UI changes:

- #1. Primary top navigation to be integrated with direct-access ingresses for popular kids content - 'Nick Jr', 'Noggin', 'Disney', Games
- #2. Adapt the GA scrim to be Kid-friendly aesthetics and interaction
- #3. Games nav menu option to list all the Kids connected games

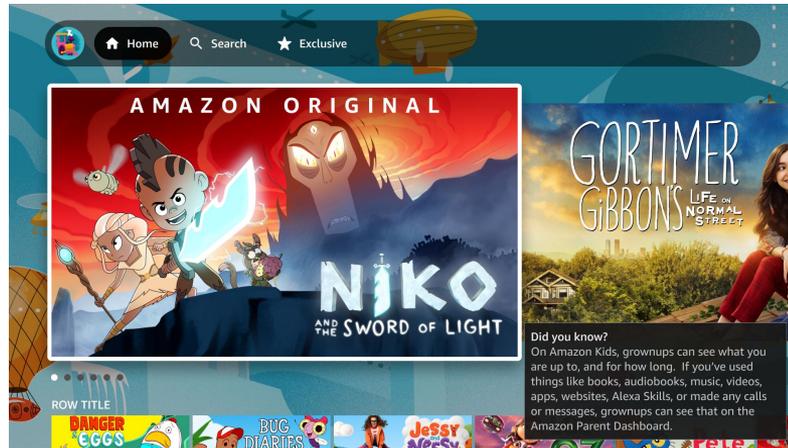


# [Kids Fire TV] California Age-appropriate Design Code Act (CAAD)

## CAAD improvements requirement:

Kids are required to be shown message that confirms how their content consumption and usage data would be visible to grownups. This message is recommended to be shown once across Kids platforms and the interaction should be recorded to confirm the message delivery

Toast-based one-time notification to deliver CAAD message



Modal-dialog approach to deliver one-time CAAD message



## Other Key Contributions

- Proposed concept flows and modules for **'Echo Show Kids onboarding'** CX
- Migrated **'Kids Fire TV layout'** from legacy UI to React-based UI by designing Kids-adapted components and visual assets
- Delivered **'Lunch and Learn'** talk presentation about **'Generative AI Fundamentals'** to 50+ participants
- Designed an internal **web tool to validate and score images** generated for fine-tuning Nova Canvas model
- **Facilitated ideation workshops** internally for features - Home Basics (Chores), Amazon Sleep Sounds skill
- Rapid prototyping - KFTV OOBIE and Kids+ upsell, Mashup Tablet concepts, Home Basics (Chores) for Open Labs testing