

AMAZN HQ X BCEC

SPRING 2024 | FINAL DELIVERABLE

A close-up, low-angle shot of a basketball hoop and net, illuminated by a bright light source from above, creating a warm, golden glow. The net is in sharp focus, and the hoop is visible at the top.

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NEXT STEPS

INTRODUCTION



INTRODUCTION

Project Managers

Business Careers in Entertainment Club (BCEC) is a UC Berkeley student run organization that allows a combination of analytical and creative skills in entertainment through consulting projects.



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INTRODUCTION

Project Members



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Research Scope & Overview

Research Focus

Assess the current performance of AMAZN HQ and similar brands to determine implementable methods of improving website and merchandise designs and strategies.

Key Goals

- **Website:** Analyze AMAZN's current website setup and proposed wireframe to provide recommendations based on UX/UI and brand goals.
- **Merchandise:** Analyze AMAZN's current and planned merch selection to develop next steps based on brand visual identity—including mockups, recommendations, and promotional methods.

WEBSITE ANALYSIS

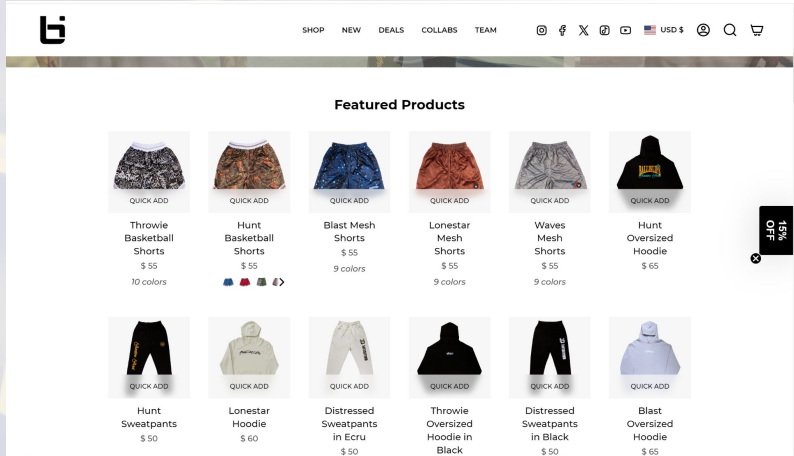


AMAZN HQ

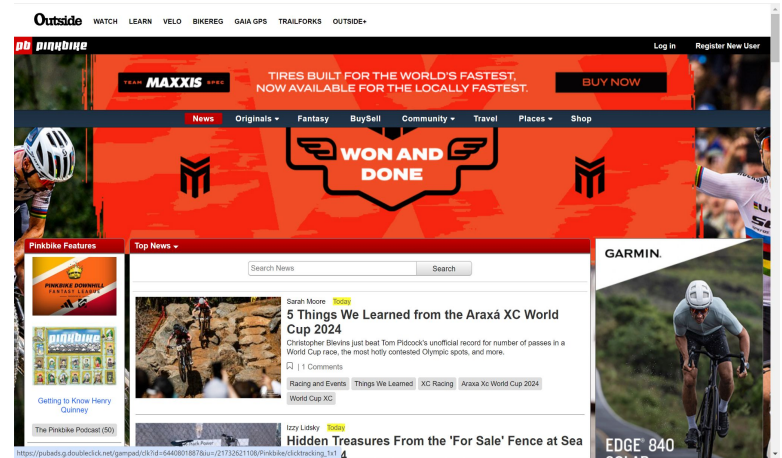
Possible Additions

- **VIDEO/ATHLETE HUB FOR PROFESSIONALS (MEDIA, COACHES, SCOUTS)**
- **SHOULD BE A BUSINESS CENTER, THE MAIN AUDIENCE WILL NOT VISIT THE WEBSITE OUTSIDE OF MERCH.**
- **EASY CONTACT CHANNELS FOR ATHLETES.**

Other Companies



- **BALLISLIFE MERCH STORE (NOT PRODUCTS, BUT WEBSITE DESIGN)**



Competitor's Solutions

- **HUDL'S USER INTERFACE FOR ATHLETES + COACH.**
- **PINKBIKE'S MENU + GAP IN CONTENT (FORCES VIEWERS TOWARDS THE MENU OPTIONS)**

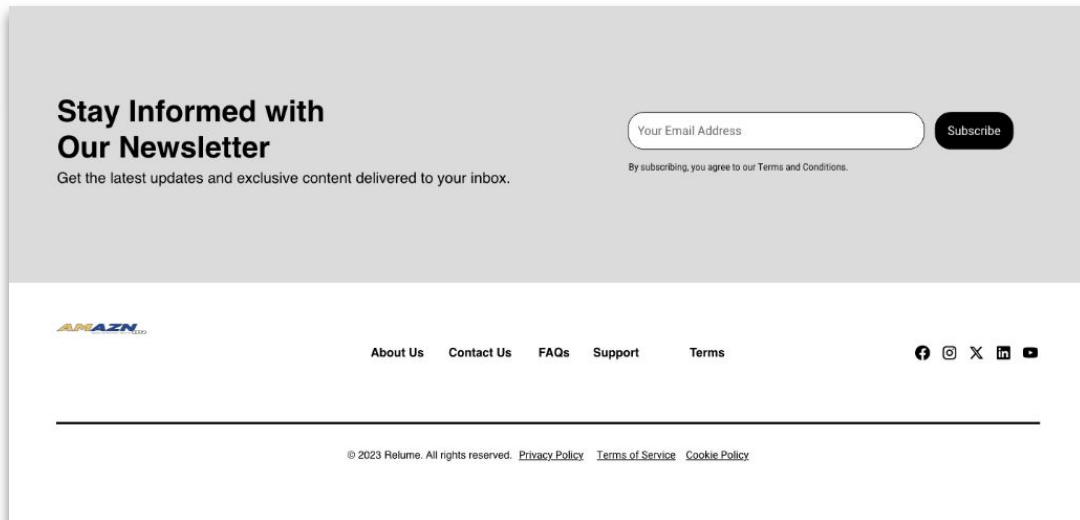
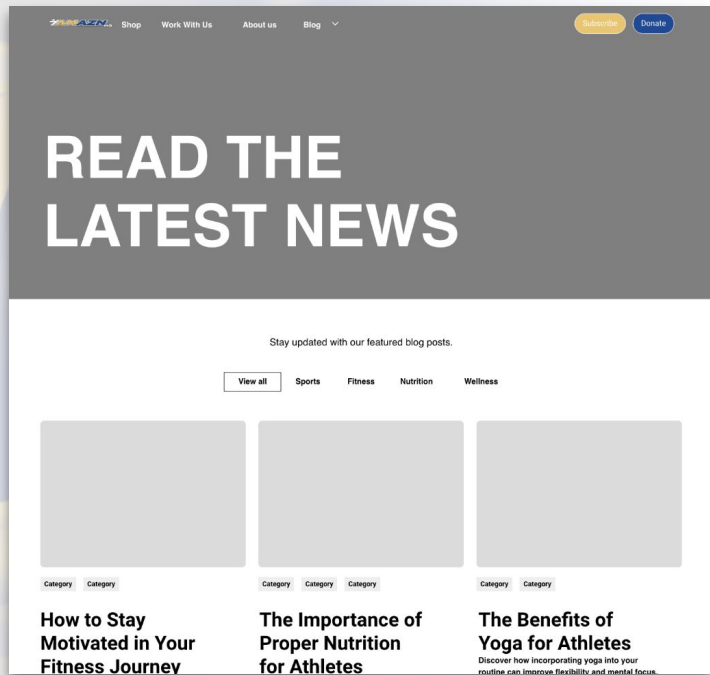
WIREFRAME RECOMMENDATIONS



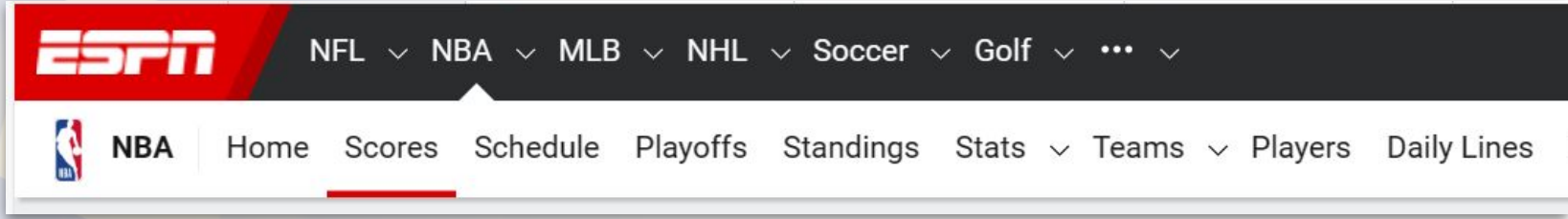
Wireframe Recommendations



Wireframe Recommendations

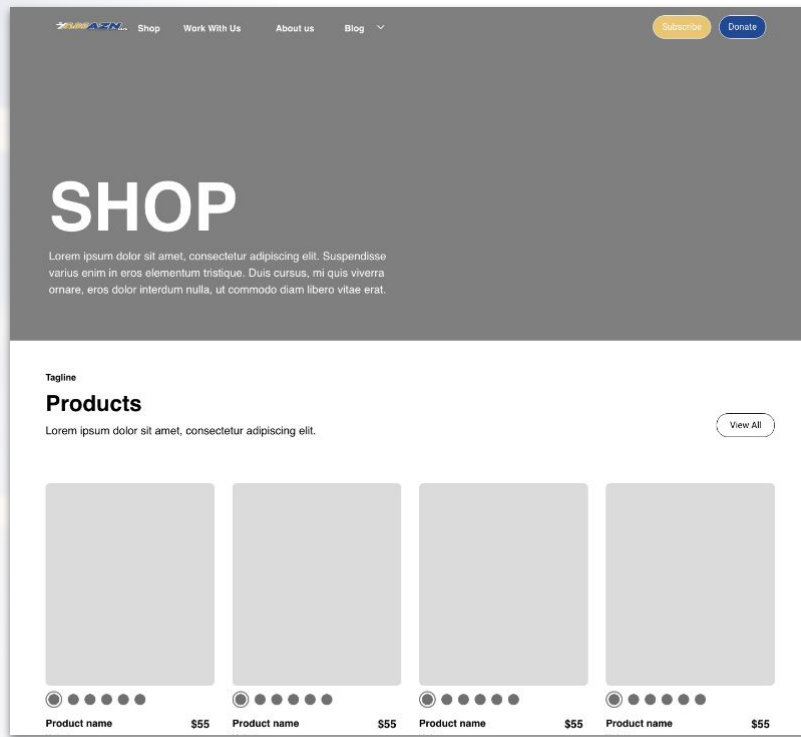


Wireframe Recommendations



 **ADDING A NAVIGATION BAR FOR DIFFERENT SPORTS**

Wireframe Recommendations



MERCHANDISE



Merch Analysis

AMAZN HQ

Required Aspects

- PROPER REPRESENTATION OF THE BRAND THROUGH LOGOS FOR BRAND RECOGNITION
- A COUPLE PIECES RIGHT NOW DON'T INDICATE WHETHER OR NOT IT IS AMAZN'S MERCH
- CULTURAL REPRESENTATION WHILE ALSO MAINTAINING BRAND RECOGNITION

Possible Additions

- REPRESENT DIVERSE ASIAN CULTURES BY FEATURING MERCHANDISE FOR KEY CULTURAL HOLIDAYS
- DEVELOP MINIMALIST DESIGNS THAT ENHANCE BRAND RECOGNITION WHILE CATERING TO AN AUDIENCE OF DIVERSE CULTURES

Competitor's Solutions

- BALLISLIFE HAS GOOD VARIETY WITHIN THEIR STYLES
 - SHORTS ARE VERY COLORFUL AND STYLISH WHILE HOODIES HAVE MINIMALIST DESIGNS
- BUNDLE PACKS WITH HOODIES, SOCKS, AND SHORTS
- OVERTIME HAS THEIR RECOGNIZABLE LOGO ACROSS DIFFERENT TYPES OF SHIRTS

Merch Mockup Ideas



Merch Recommendations

VISION:

- Everyday wear + working out (DRI-FIT)
- Subtle yet cool and still represents Asian cultures
- Simple 'A' logo: to focus more on the design

SUGGESTIONS:

- Regional Collections:
 - South Asian Merch
- Collaborations with Artists
- Cultural symbols and icons
- Historical and folklore themes
- Customization and personalization

MERCH DIGITAL STRATEGY

TIKTOK SHOP

1.

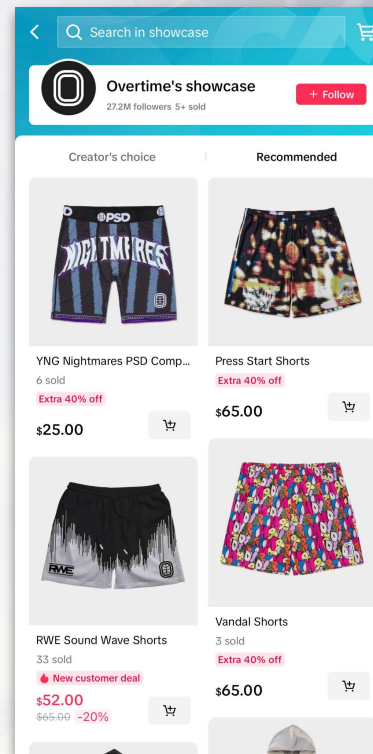
Immediate familiarity and glance at products

2.

Synchronized with Merch Website

3.

Reviews from TikTok Users



GEN Z VALUES AUTHENTICITY

Inclusion of Specifics in Product & Model

- Material
- Fit
 - (Oversized, True to Size)
- Description
- Model's size, height, and weight
- Size Guide

Organic and Original Content Creation

- No direct or hard launch, instead:
 - Brand Representation
 - Subtle Promotion with ongoing TikTok trends
- Need to acclimate followers

How does your clothing product empower Asian and Asian American Identities?

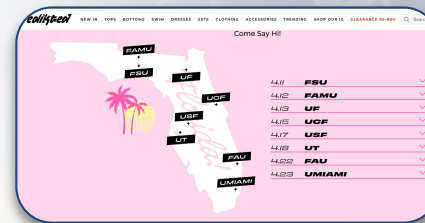
CAMPUS EVENTS/POP UPS: 'COLLEGE/HS AMAZN HQ TOUR'

MISSION:

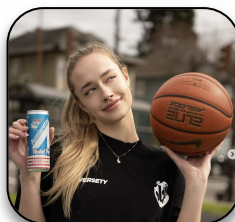
Building off the current AMAZN HQ engagement events (ie. showcases), hosting **college/hs merch pop ups** could increase **representation and awareness** among campuses—**promoting the brand, merch, and creating an interactive environment for everyone**

EXECUTION PLAN:

1. MERCHANDISE BUS: *discounted prices, photoshoots*



2. COLLEGE ATHLETES/INFLUENCERS: *gen z audience*



QUESTIONS

