

# **AMAZN HQ X BCEC**

SPRING 2024 | FINAL DELIVERABLE

A close-up, low-angle shot of a basketball hoop and net, illuminated by warm, golden light. The net is in the foreground, and the hoop is visible in the background. The lighting creates a strong glow and highlights the texture of the net.

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# 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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B.A. Economics



**Elaine Hong**  
B.A. Media Studies  
B.A. Art Practice

# 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

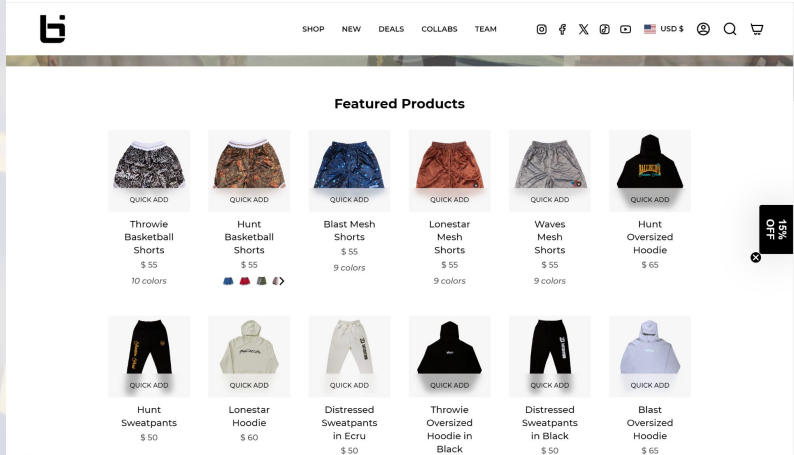


# AMAZN HQ

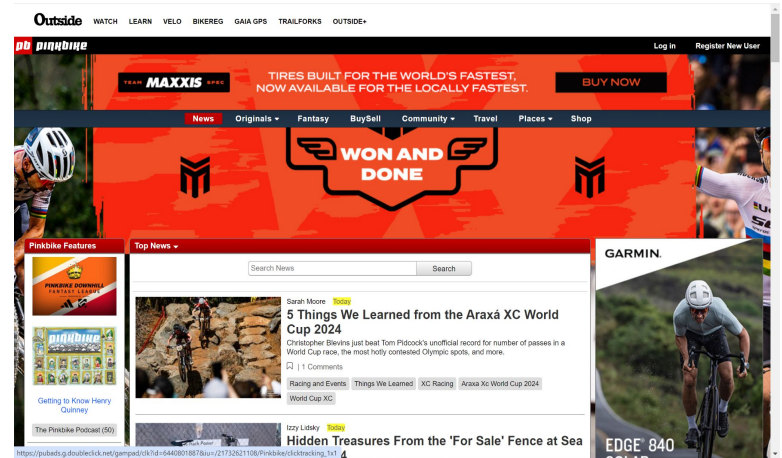
## Possible Additions

- **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

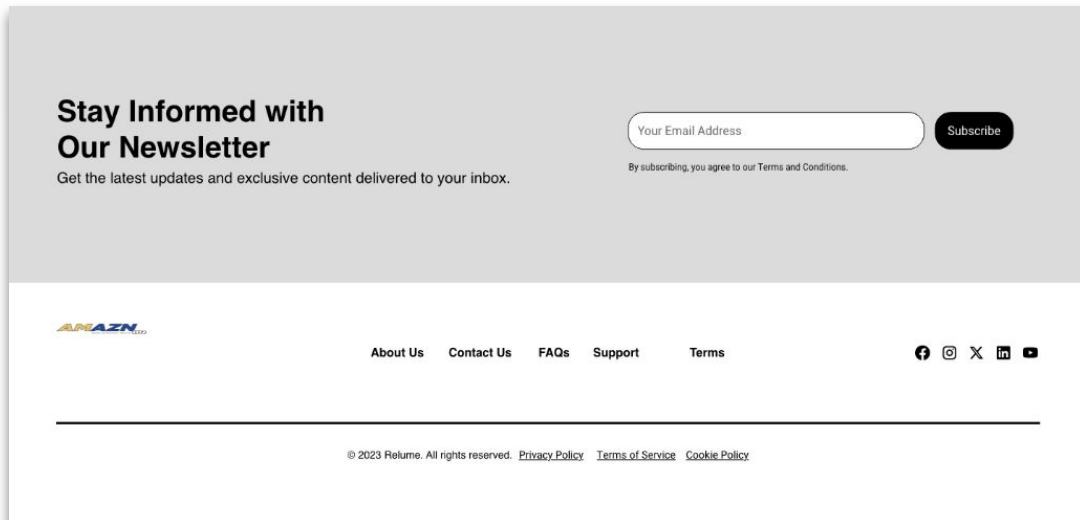
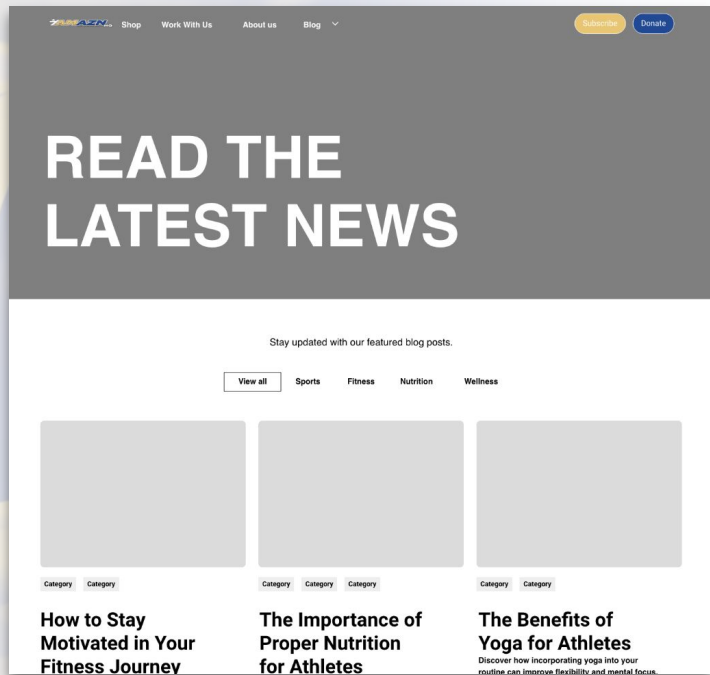
- **HUDL'S USER INTERFACE FOR ATHLETES + COACH.**
- **PINKBIKE'S MENU + GAP IN CONTENT (FORCES VIEWERS TOWARDS THE MENU OPTIONS)**



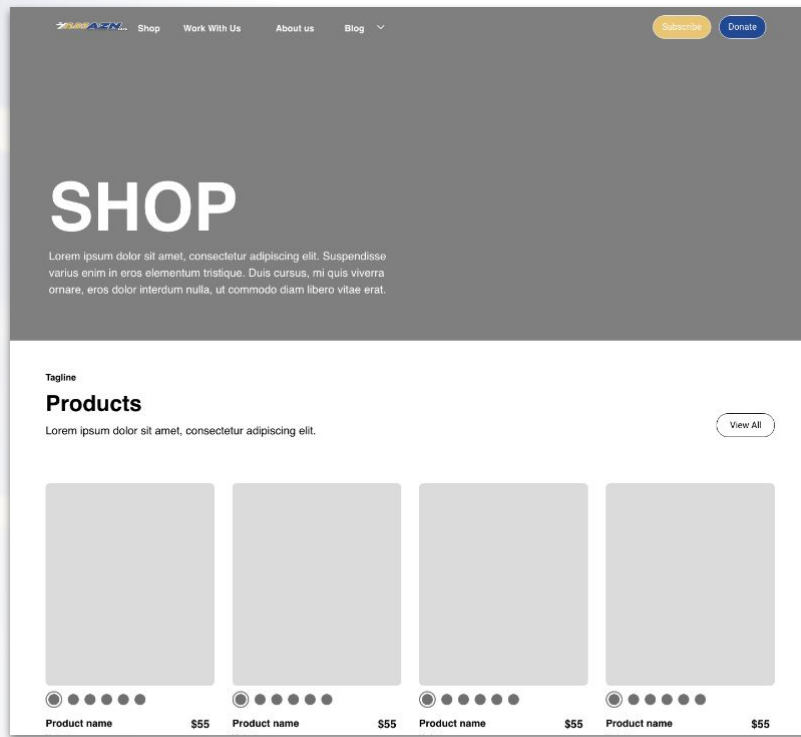
# WIREFRAME RECOMMENDATIONS



# Wireframe Recommendations



# Wireframe Recommendations



# MERCHANDISE



# 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.

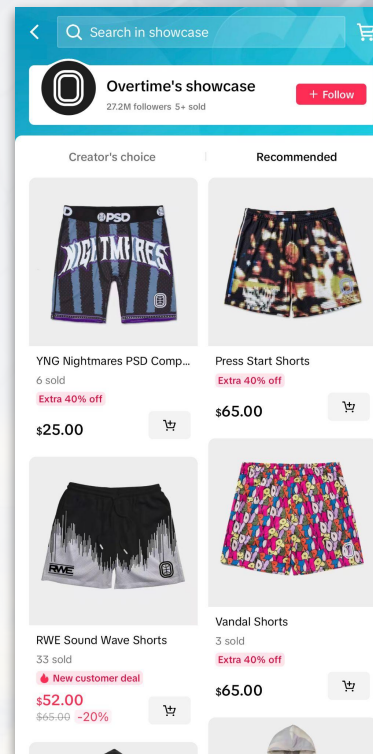
Immediate familiarity and glance at products

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?**



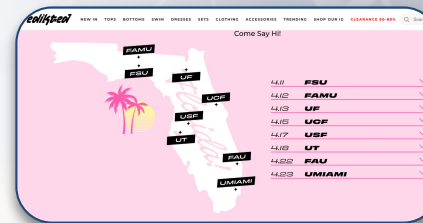
# CAMPUS EVENTS/POP UPS: 'COLLEGE/HS AMAZN HQ TOUR'

## 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

