UX Case Study

amazon kindle

KINDLE *REDESIGN*

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Problem Statement

The current Kindle interface lacks visual clarity, consistency, and modern standards, resulting in a mediocre user experience. This project aims to redesign the UI to enhance aesthetics and establish a cohesive design system while maintaining alignment with the brand's visual identity.

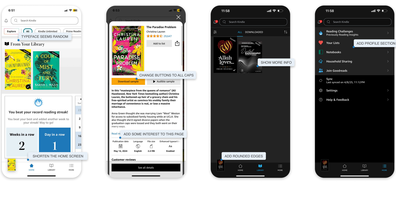
Challenges & Goals

- Understanding and adhering to the existing Kindle brand guide.
- Improving usability while keeping the brand identity intact.
- Executing pixel-perfect UI redesigns.
- Improve the user experiences by enhancing the usability, visual clarity, and consistency within the app.

Our Process

Discover · Define · Ideate · Design

We started with a discovery phase, looking for apps that were functionally sound but visually outdated or inconsistent. Our focus was on identifying the biggest design challenges: how to modernize the interface without losing the brand's voice, and which usability issues were creating problems for users. We decided to move forward with the redesign of Kindle mobile app.



The next step was to bring the users into focus. This phase centered on defining key personas—fictional yet data-informed representations of real users—to build empathy and ensure the redesign was grounded in actual needs, behaviors, and goals. By understanding who we're designing for, we could make more intentional and user-driven decisions throughout the interface overhaul.

Ashley, 32

Digital Marketing Manager | New York, NY

With a fast-paced career and daily commutes on the subway, Ashley relies on her Kindle for personal growth and stress relief. Her tolerance for clutter and distractions is limited and she is easily tired.

Personality: Ambitious, analytical, curious, always multitasking
Lifestyle: Fast-paced urban life; enjoys reading to unwind
Goals:
- Fit more reading into a packed schedule
- Stay updated on trending books in business and fiction
- Use reading as a daily time to unwind

Frustrations:
- Screen fatigue from using the same device all day
- Difficult to read outdoors or in bright light

Jonathan, 21

Student Athlete | Atlanta, GA

Between early practices and late-night study sessions Jonathan uses his Kindle to unwind and focus. He's fired up with chap reading and drawn to inspiring stories from the world of sports.

Personality: Disciplined, focused, competitive, easygoing
Lifestyle: Balances intense practice schedules, classes, and downtime
Goals:
- Keep up with school reading without lugging around heavy textbooks
- Stay mentally sharp and relaxed during travel and recovery periods
- Find motivational books and sports biographies to stay inspired

Frustrations:
- Limited time for reading for fun
- Doesn't want to switch between Kindle and Audible

Once we understood our user's needs, we were able to ideate and translate our research into wireframes, with a focus on improving structure, hierarchy, and usability. By recreating existing UI screens in Figma, we analyzed layout, components, and interaction states in detail. This deep dive revealed inconsistencies and helped refine our wireframes.

With our wireframes as a guide, we began designing a new interface rooted in the brand identity. We refined layout, spacing, and hierarchy, while collaboratively building a mini design system to ensure consistency across screens. This included typography styles, a color palette, spacing rules, and reusable components.

Our Solution

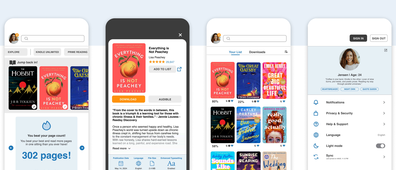
We redesigned four core screens—Home, Book Details, Library, and Settings—with a focus on visual clarity, brand consistency, and usability. The updated layouts feature improved hierarchy and spacing, with redesigned button styles and clearer navigation. We introduced brand-aligned color to create visual interest and enhance user engagement.

For the Settings page, we implemented both light and dark mode options, improving accessibility and user preference support. We also added a profile section that the user can customize with their own quote and can highlight challenges that they have accomplished through the Kindle app.

VIEW PROTOTYPE

Key Features

- Updated challenges section with the capability to share to your social media accounts
- Light and dark mode options.
- Reading progress, AI audio reader, downloaded, and favorites icons
- Customizable profile section



Reflection

This project was a deep dive into the power of intentional UI design. From analyzing the existing interface to building a refined design system, every phase challenged us to think critically about usability, brand alignment, and visual communication. Recreating and dissecting current screens gave us a new appreciation for structure and consistency, while the wire-framing process allowed us to make meaningful, user-centered improvements. It was a collaborative, hands-on experience that reinforced the value of teamwork and iteration in the design process.

Thank you for taking the time to explore this case study. I appreciate your interest in our process and work. If you'd like to discuss this project further or collaborate on something new, feel free to reach out—I'd love to connect.

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Back To Top