Amex Servicing @ Home

Hello AmE ...

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INTRO/PROBLEM STATEMENT

- Our team was tasked to create an Amazon Alexa skill that brings a convenient and user-friendly way for American Express Customers to manage their accounts.

METHODS

1. We began by conducting user research such as informal conversations, think alouds, surveys, and focus groups.
2. The user journeys Freeze a Card, Replace a Card and Dispute a Charge were chosen and implemented in the HelloAmE skill.
3. Due to the onset of COVID-19, the team cancelled our planned user testing and instead focused on testing within our group.

ANALYSIS/RESULTS

Key Takeaways from User Research:

Prefer convenience

Misconceptions on smart homes

Uninformed of what their account can do

Want important notifications

We created an **Alexa Skill** that **Improves** & **Broadens** the American Express user experience.

FREEZE A CARD

REORDER A CARD

DISPUTE A CHARGE

For more info, click or scan the code above

EXTRAS

Some Terminology:
Alexa Skill: an application within Alexa that a user can download and open with their Alexa device or within the Alexa mobile app.
Needfinding: a type of research used to find needs and wants from a user.
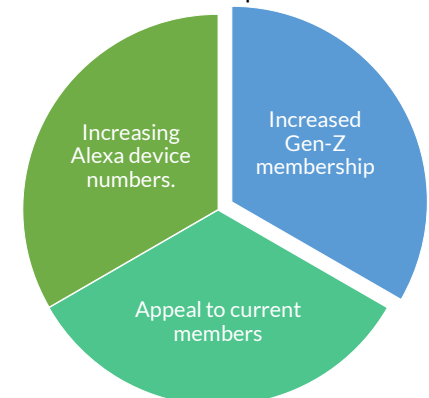**User Journey**: steps a user takes to complete a task.

Potential User Journeys:
(Underlined are implemented journeys)
1. Freeze a card
2. Order a new card
3. Show available rewards
4. Dispute a charge
5. Show recent transactions
6. Say important notifications

Business Case:
Value added to our sponsor:

Increasing Alexa device numbers.

Increased Gen-Z membership

Appeal to current members

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