Instructions for designer - Amazon image optimization

I would like you to design 4 variations of images for my Amazon Ecommerce product. Please take a look at the product link below, and educate yourself on the product.

We did extended research about what should be added to the product in order to make it stand out more. The 4 new designs we need will be tested against the same competing products to find out if one of the newly made images you created will result in better performance on the marketplace.

Todo:

1. Create 4 new designs as per description below. You will find:
    a. Required information, this is related to the specific item image I would like to get 4 variations for, including directions.
    b. General checklist, written by an experienced growth focussed designer.
2. Please send me the 4 variations with a written description per variation of why you chose to make the image the way you did, this will help me understand your modifications.
3. I may get back to you after putting those new images to the test, and repeat this process several times until we find the best image possible.

Required information

1. Link to the current product display that needs 4 new variations of the main image of this product: _____
2. Some images that outperform my current image, and the reason why it does
    a. _____
    b. _____
3. Elements/feature that our research shows should be included somehow (as per general instructions and reference below, and with your creativity added to it) [ADD YOUR FEATURES/ELEMENTS FROM THE QUADRANT FROM PREVIOUS SOP]
    a. _____
    b. _____
    c. _____
4. The product has/does not have different variations:
    a. _____
        i. _____
        ii. _____
        iii. _____

        iv. _____
        v. _____
   b. _____
        i. _____
        ii. _____
        iii. _____
        iv. _____
        v. _____
   c. _____
        i. _____
        ii. _____
        iii. _____
        iv. _____
        v. _____

5. List of attachments/ materials of the product image I hereby send over in a zipped folder. Add your own creativity and feel free to add elements from stock photo sites if needed as per your inspiration. _____

General checklist / instructions to keep in mind and play with:

- **General.** The intention of this image is not to win in a designer contest, it is to win the most clicks in the online marketplace. You might need to cross some lines from a design perspective. The images need to tell a story as complete as possible, and still be visually appealing.

- **Visible view.** Visibility will be two fold:
  - Desktop:
    - The image will be shown in a small tile in the Amazon search results: 242px width, 250px height. (most important view of the tile)
    - The image will be shown on the product detailpage in full size, minimum 1000px in width
  - Mobile:
    - The image will be shown as a small tile in the Amazon search results, with a width of 140px, height is fluid based on the square or rectangular positioning of the image (most important view of the tile)
    - The image will be shown on the product detailpage in full size, with zoom function. 340px width, variable height.

- **Size.** Try to show the product image as large as possible within the borders of the exported image. Make sure that the height of the product almost touches

the top and bottom of the image frame. In the width you might want to keep some whitespace on both sides of the product for optimal mobile use. Amazon will cut off white space, and as a result show the image bigger on mobile.

- **Contrast.** Search for ways to increase contrast, contrast comes in twofold: in color and in brightness. Since the product should be on a white background, obviously something with darker colors separates itself from the background more and therefore catches the eye more. Colors in the product also add to this effect, the more blue an object has, the more it contrasts with a white background. If you deal with white products, make sure that the edge of the white is darkened down to separate it from the background. You can also use the 'curves' tool in Photoshop to create starker contrast

- **Keywords**. If there are important keywords for the product, create a main image of the packaging with that exact search term printed on the box (if there is a box, if not play with adding the box to the product image).

- **Angles**. Create images with the product in different angles to find the best possible angle to display your product, whether you're creating 3D renders or photos. If the product is shown from an angle above middle of the product that makes it appear smaller, if photographed from under the middle, it seems larger. Position the product in a way that the most important features appear the largest on screen. When using a product plus its packaging, make sure that together they feel as one whole object. In constructing a packaging with text on it, make sure the angles of your text align with the angles of your viewpoint and the edges of the packaging, otherwise it will appear fake.

Angles from below

Angles from above
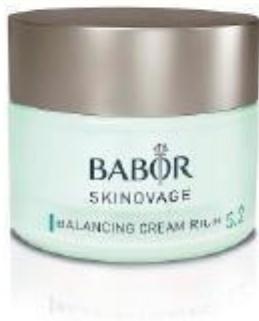
- **Features.** You want to portray the mentioned features on top of this document on the main image in text or visually in photo or icon. For example you can think of placing ingredients next to a health product, to give customers a sense of what's inside. Another example would be if you're selling an electronic device with different colors of backlight, display the different colors on top of your image. Often for e-commerce platforms it is best to let the elements of your image overlap a little so all of them appear like one object

Features

- **Simplicity.** There is a fine line you should strike between showing as much valuable content in the image as possible and still keeping it simple enough to read in small format in the search results.

- **Included variations.** If the product has multiple variations (see intro on top of this document), such as different colors of your product, you can include the numerous color variations in the main image in small images on the side or bottom of your main object.

Variations

- **Dynamic imagery.** Add dynamism to your product images to draw attention. Take water shoes for example; if shoes are made for walking, why not display them in a position as if they're walking. It will likely convince customers that your shoes are flexible and comfortable; a feature you convey without mentioning it in a bullet point on your listing. Add a splash of water to the image to immediately let the voter click with the idea of an actual water shoe.

Dynamic imagery

- **Image rejected**. It can happen that you design a great looking image which proves itself to be high converting but the image gets rejected when uploading it onto the e-commerce platform with the error message: *"We believe the main image has text, logo, graphic or watermark which is not permitted for this product type. Please submit a compliance image. Also refer to product image requirements"*. This can have several reasons but there also are some solutions. This message appears when you have straight lines or edges in your image that don't feel natural to the automated image-checker. You can avoid these straight lines by transforming the element with slightly warped or curved lines, or making the edges have a feather effect. This message could also come up if you use texts in your image, to solve that issue you could do the same by blending the text in with the background by pixelating the text,

feathering the edges and using an inner glow/shadow for a gradient of colors in the text.

Image rejected

MAIN

We believe the main image has text, logo, graphic, or watermark, which is not permitted for this product type. Please submit a compliant image to lift the suppression.

Plain text
4.0"-7.0"

Text in perspective with shadows
4.0"-7.0"