

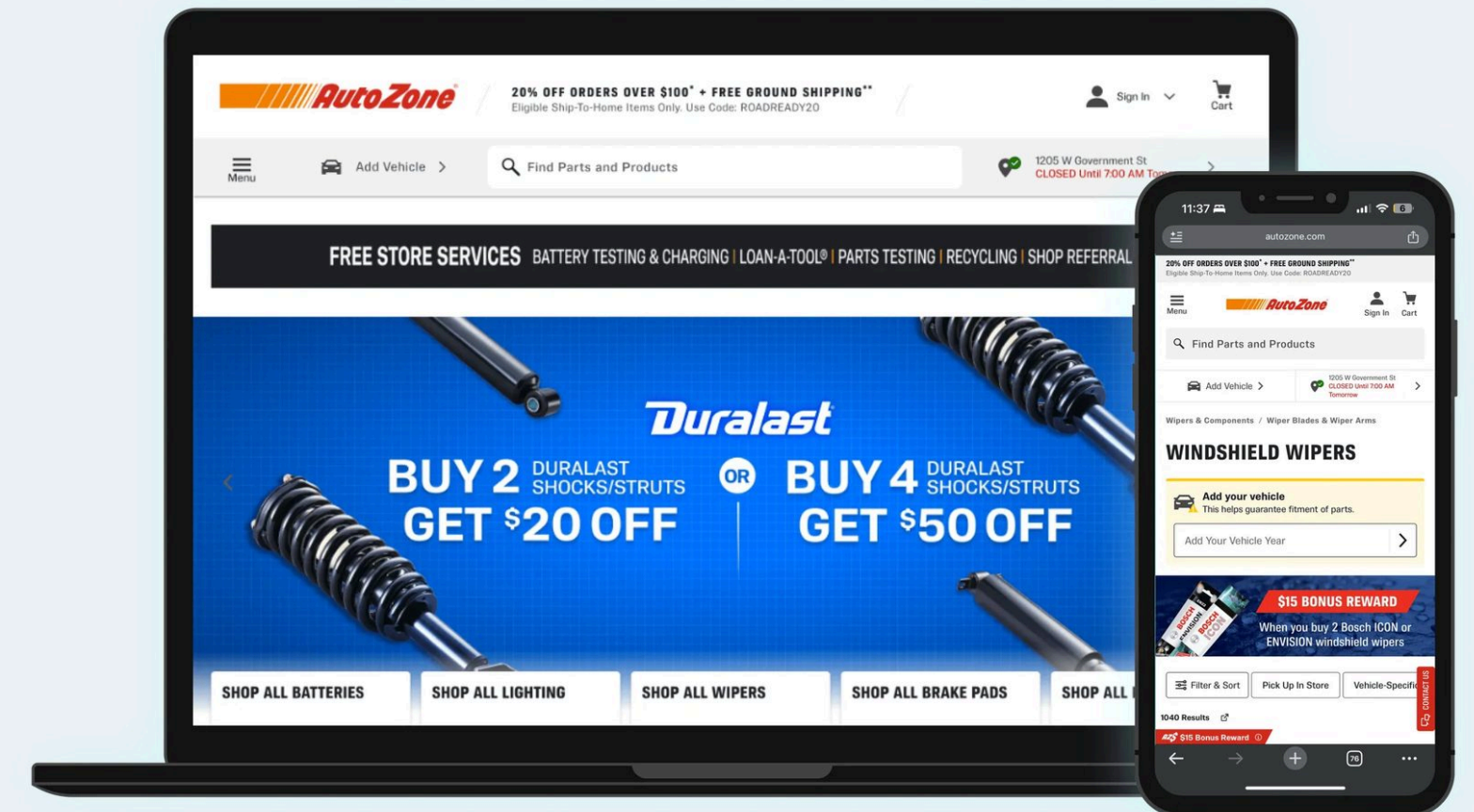
Helping people know a part fits their car before they buy it

3 → 8 PRODUCT FINDER CATEGORIES

~40M MONTHLY USERS

~12 DESIGNERS MENTORED

Brittany Welch · Senior UI Designer · Design lead, Product Discovery



OVERVIEW

Most customers aren't browsing. Something broke.

They need the right part for their specific vehicle. As design lead for Product Discovery, I designed the Product Finder, the AutoZone Rewards enrollment flows, and the Rewards logo, and contributed to the 2020 site relaunch.

THE CHALLENGE

Customers usually don't know their oil weight, wiper sizes, or spark plug type, and the whole site was being rebuilt mid-pandemic for millions of customers.

MY ROLE

Hands-on UI design for Product Discovery, plus direction, design approvals, and mentoring for nearly a dozen designers and interns.

WHERE IT LANDED

The Finder grew from 3 categories to 8. The relaunch went live in 2020 with no reported drop in traffic.

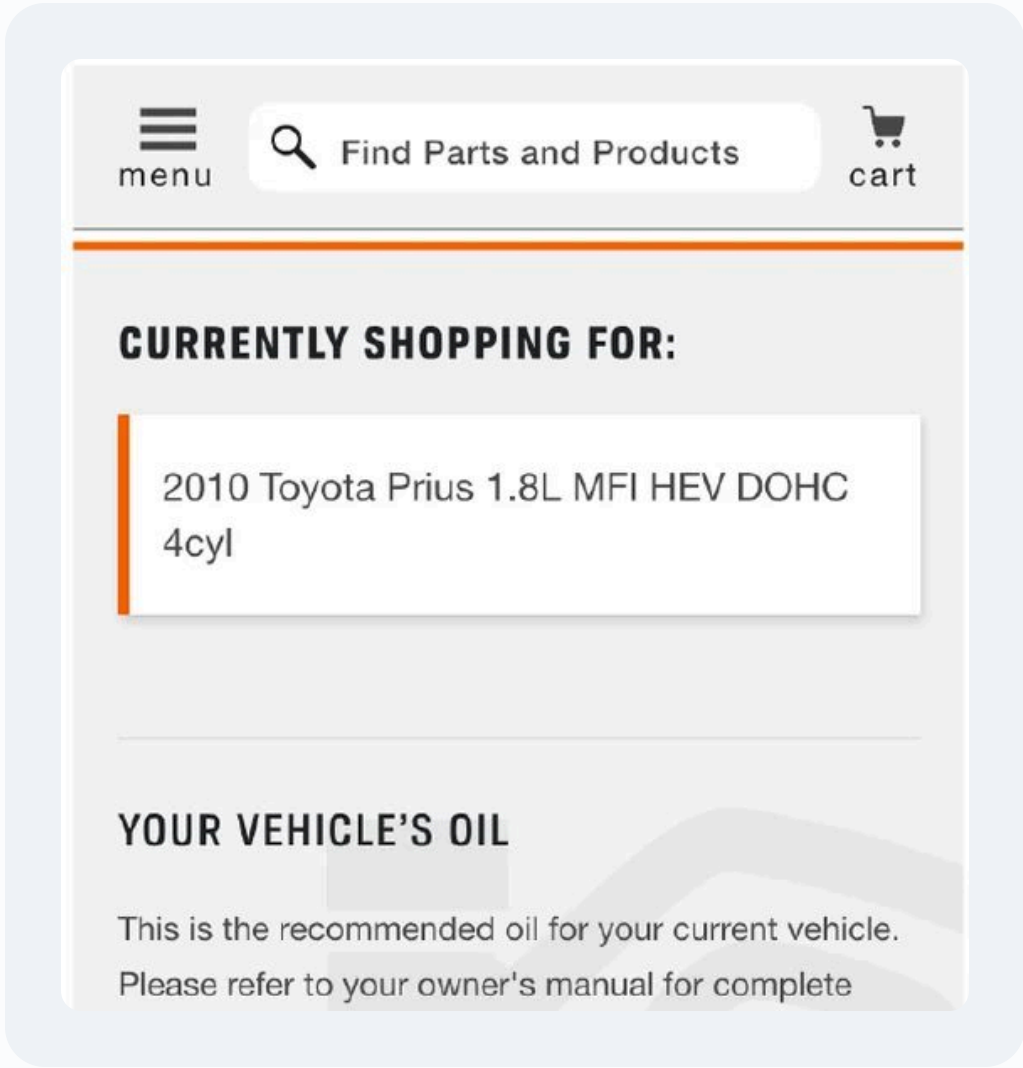
The Product Finder

Once a customer set their vehicle, the top of the product list showed that vehicle’s specs, right above the parts that fit.



Desktop

One layout that adapts to each category, down to vehicles that need two kinds of spark plug.

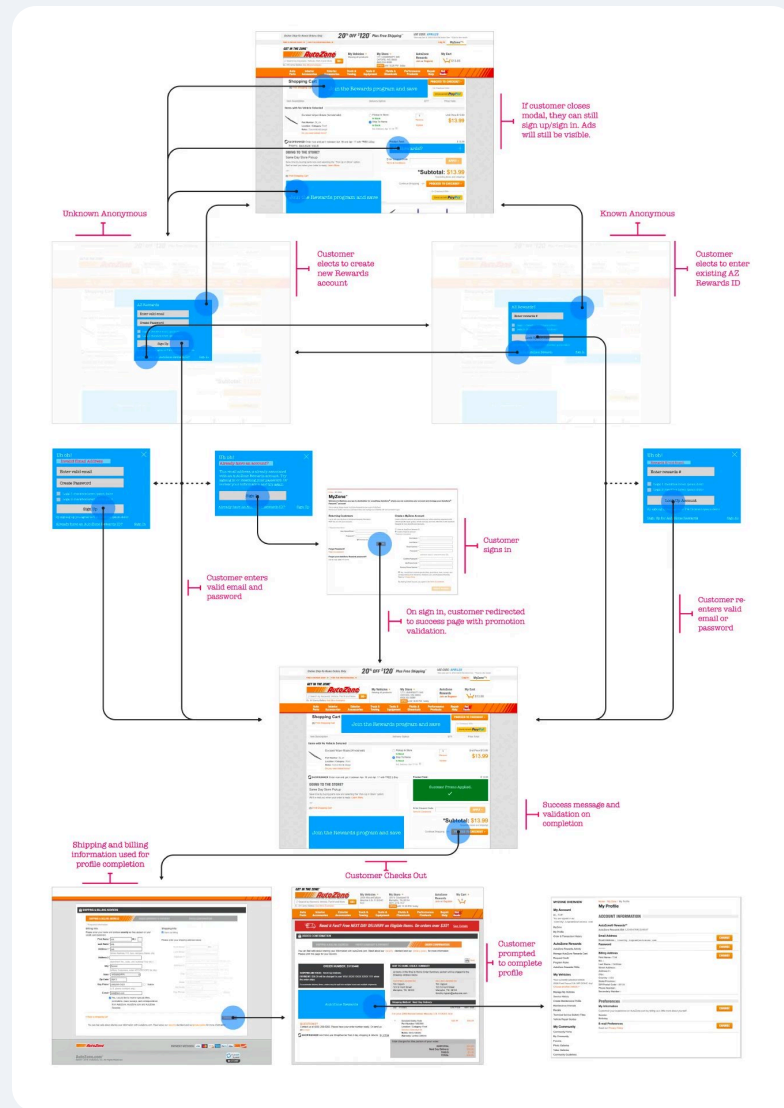


Mobile, in production

Specs sit directly above matching products, each marked “fits your vehicle.”

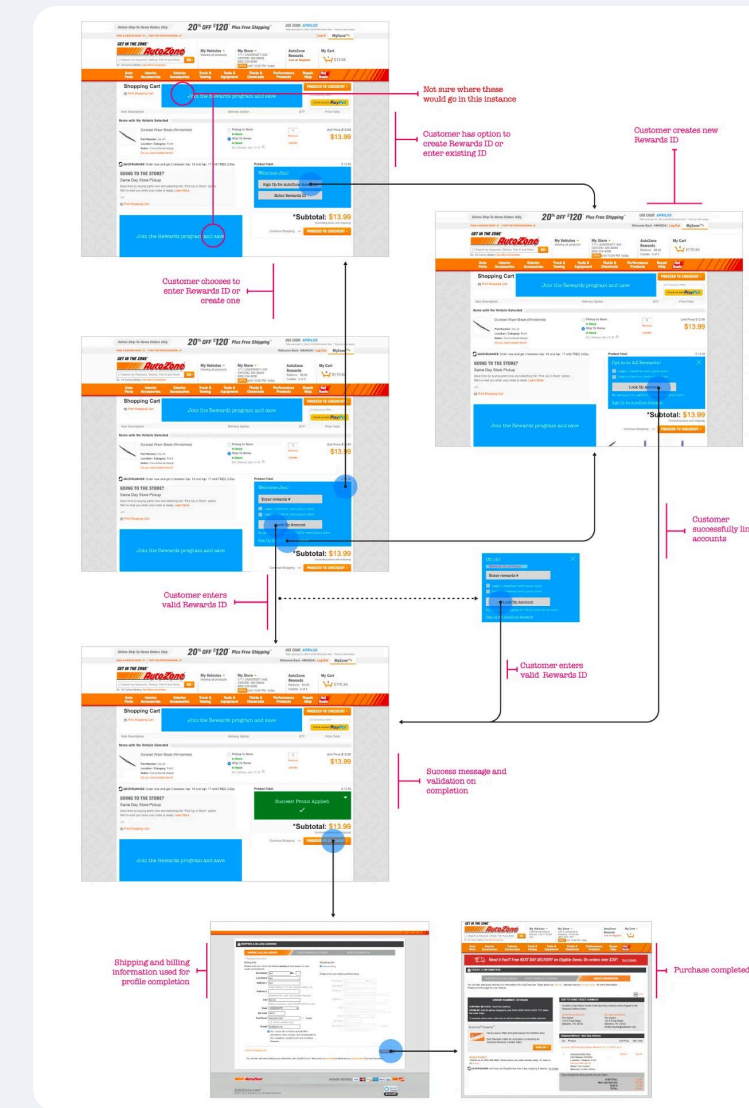
AutoZone Rewards enrollment

Three different starting situations, each with its own prompts, errors, and recovery paths.



Wireflow: not signed in

Both anonymous paths, including what happens if someone closes the modal.

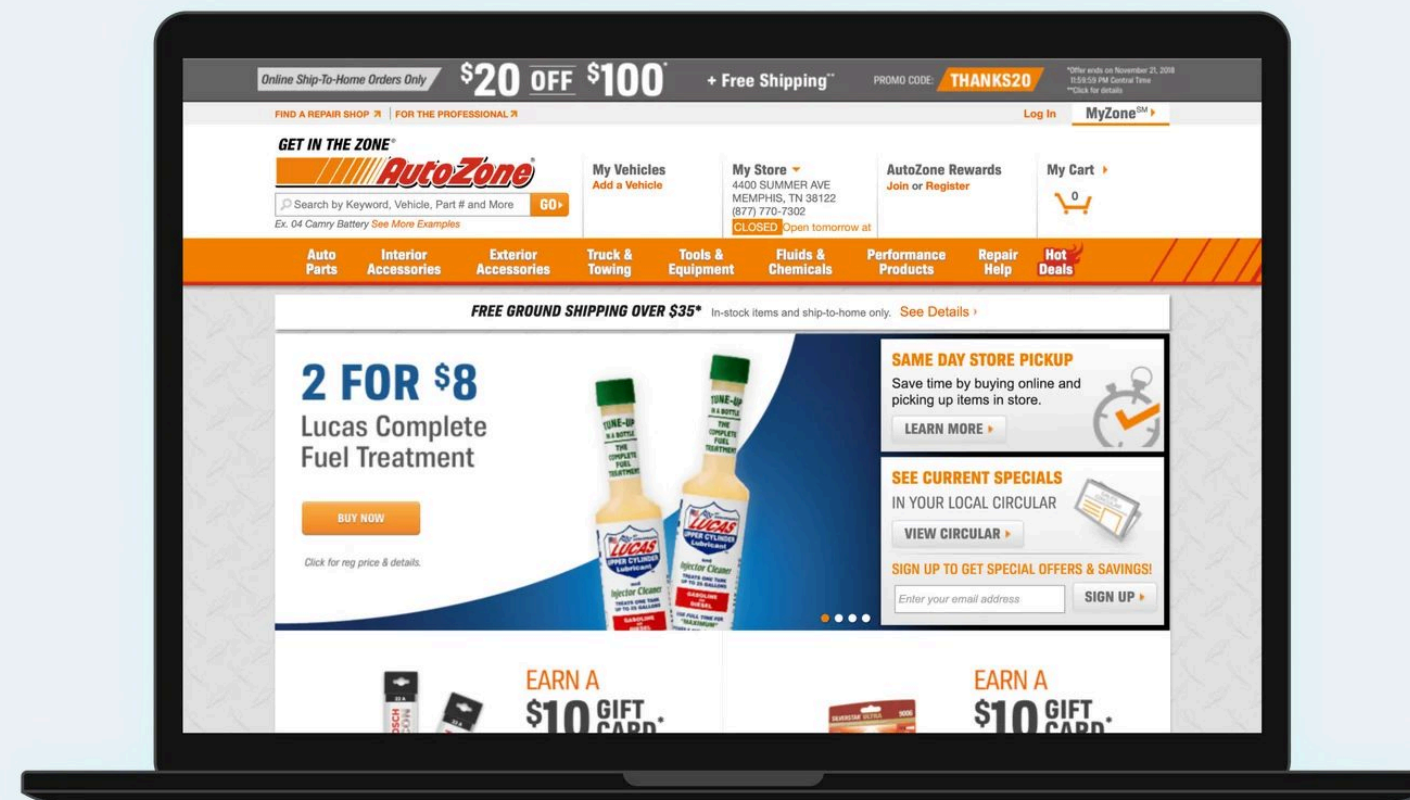


Wireflow: signed in, not enrolled

From the cart prompt through a linked ID and completed purchase.

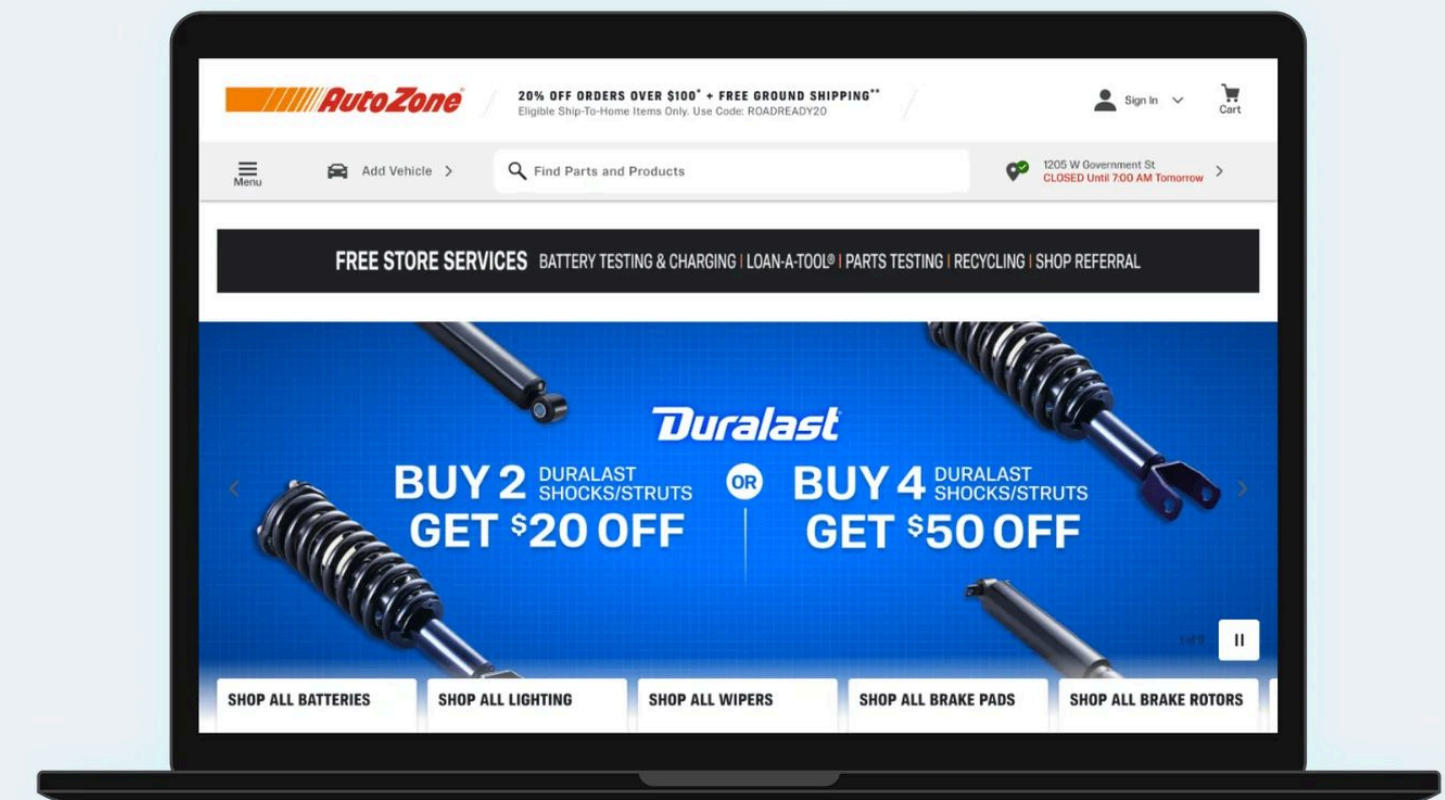
The relaunch: home page

I contributed to the AutoZone.com redesign that launched in 2020.



Before (2011–19)

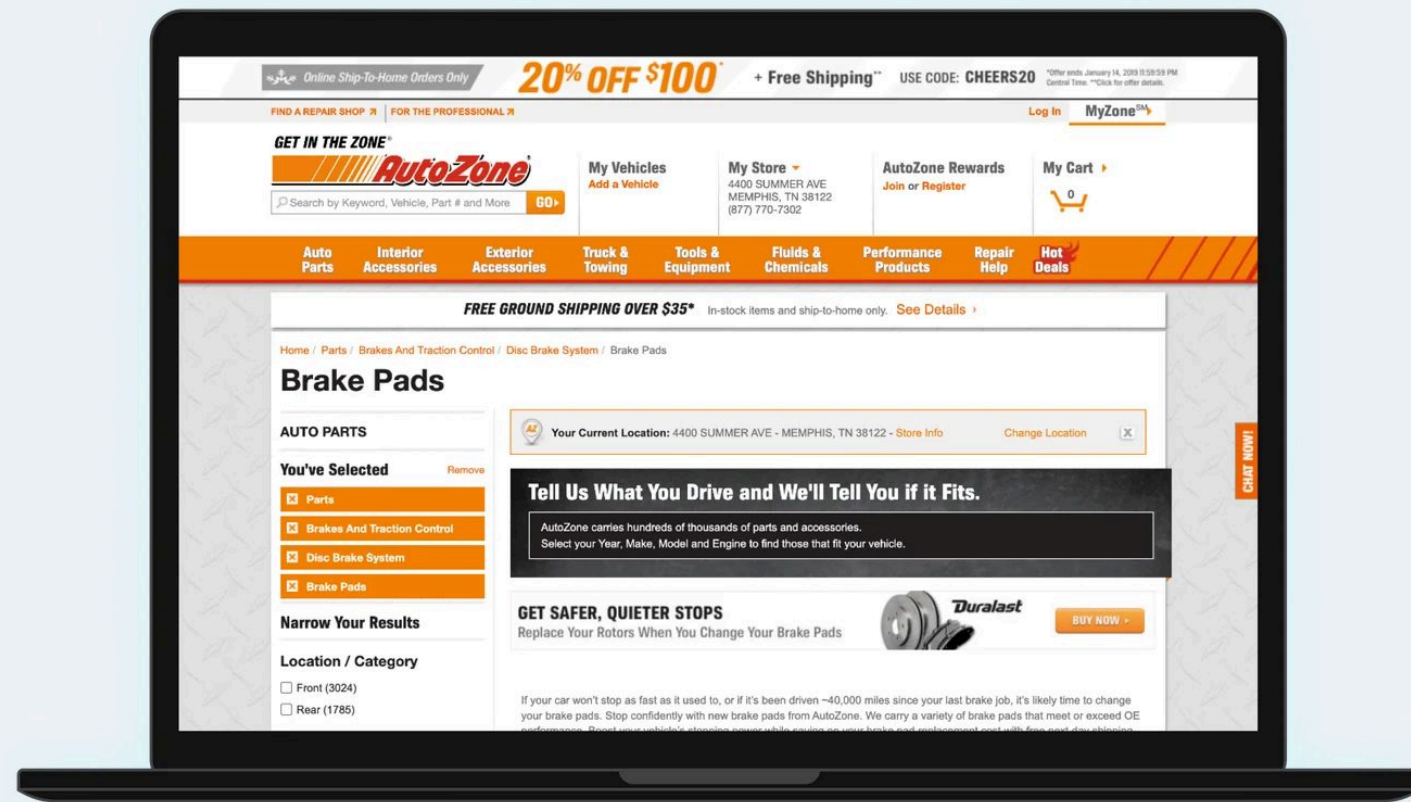
Dense header, mixed promo styles, and vehicle selection tucked into a small link.



Today

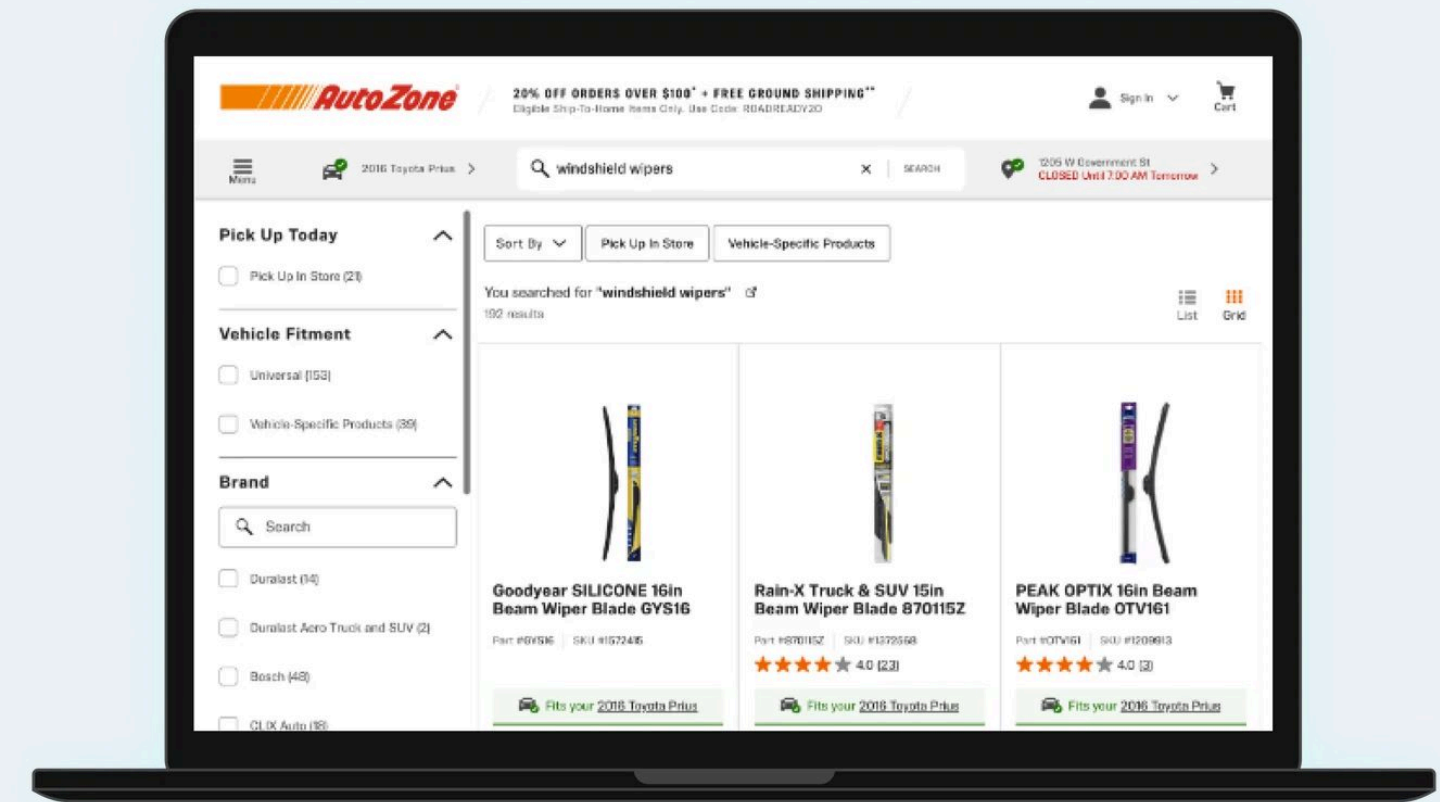
A simpler header with "Add Vehicle," search, and the customer's store in one bar.

The relaunch: product list



Before (2011–19)

A generic “Tell us what you drive” banner above the list.



Today

Fit filters in the sidebar and a “Fits your vehicle” tag on every product.

Decisions that mattered

Show the spec where the decision happens

The answer sits at the top of the product list, right above the products that match it.

One component, many kinds of parts

One flexible layout for wipers, oil, and spark plugs made it easy to grow from 3 categories to 8.

Design every Rewards situation

Mapping all three paths, including closed modals and wrong passwords, kept edge cases from becoming dead ends.

Growing the team

I mentored nearly a dozen designers and interns, helped lead critiques, led onboarding, and interviewed candidates.

What changed

3 → 8

Product Finder categories, from oil, wipers, and spark plugs to antifreeze, wheel nuts, brake fluid, and transmission fluid.

3

Rewards enrollment paths designed end to end, each with its own error and recovery states.

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Reported drop in traffic at the 2020 relaunch, for nearly 40 million monthly users.

Still here

Relaunch patterns were adopted across the design org, and the Rewards logo is still in use.

GET IN TOUCH

Let's build something people love to use.

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