Benevolence is a major component of trust (Colquitt et al. 2007). How might we leverage communication design to enhance sellers’ perception of Amazon’s benevolence through Seller News?

**SELLER NEEDS**

**Be able to digest content effectively**

**Feel a human connection with content**

**Receive relevant content to their business**

**SELLER PAIN POINTS**

**Content is perceived to have fine print**

**Amazon feels like a “black box” to Sellers**

**High volume of content can be difficult to parse**

Sellers value information accuracy above all else. But information alone is not enough to move the dial on benevolence if it is not effectively delivered. Seller News Central – a centralized news portal concept with curated content specific to Seller needs – empowers news content by fostering human connection and enabling digestibility.

Curated Articles

Curates news content to sellers based on seller data (e.g., tenure, level, products sold) using machine learning. Ensures content delivered to sellers is desirable and helpful.

**Good Afternoon, Scott**

Holiday Rush

Ties content around a theme that pertains to individual Seller needs. Groups news content to allow Sellers to digest information effectively.

Tags

Visual markers for different Seller types, topics, and activities. Gives Sellers a way to parse through large volumes of news content.

Q&A

Method for Sellers to communicate confusion about news to Amazon. Reduces the perception of Amazon as a “black box” by providing Sellers with an avenue to be heard by Amazon.

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