An efficient and effective way of news delivery that crafts trust-building communications between Amazon and China-based sellers selling in the U.S. Marketplace.

**PROBLEM**

News communications that are not designed for a China-based audience may erode trust in news sources.

**METHOD**

Our team investigated the relationship between trust levels and news content through a comprehensive user centered design and research process that considered content, format, and language impacts on China-based Amazon Marketplace Sellers.

**SOLUTION**

Our design of Amazon Seller News addresses the following three major challenges China-based Sellers have with current news delivery:

- Current news fails to deliver scannable information.
- Notifications are not sufficient and not on time.
- Newsletter is not an efficient and effective way to deliver information.

**KEY FUNCTIONALITY**

1. **Categorization** helps Sellers easily find the news they need.
2. **News tags** give Sellers an idea of what the news is about at a glance.
3. **Red dots** notify Sellers there are unread news updates.
4. **Notifications** help Sellers feel aware of changes at Amazon.
5. **A Favorites option** allows Sellers to mark news for reading through ‘My Bookmarks’ and helps Amazon to release more targeted news.

**PROCESS HIGHLIGHT**

**DOMAIN RESEARCH**
- Analyzed delivered news
- Gathered metrics
- Researched social medias

**INTERVIEWS**
- 11 interview sessions: 9 with China-based Sellers
- 2 with Amazon Seller associates

**IDEATION**
- 2 workshops help define: design direction prototyping plan

**PROTOTYPING**
- Paper sketches
- 3 iterations of hi-fi prototypes

**EVALUATION**
- 3 Usability Testings
- Amazon Co-design Sessions