



amazon seller news

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

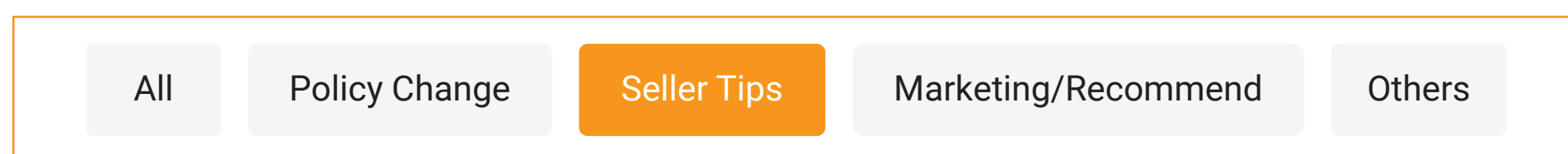
Our team investigated the relationship between trust levels and news content through a comprehensive user centered design and research process that considered content, format, and language impacts on China-based Amazon Marketplace Sellers.

SOLUTION

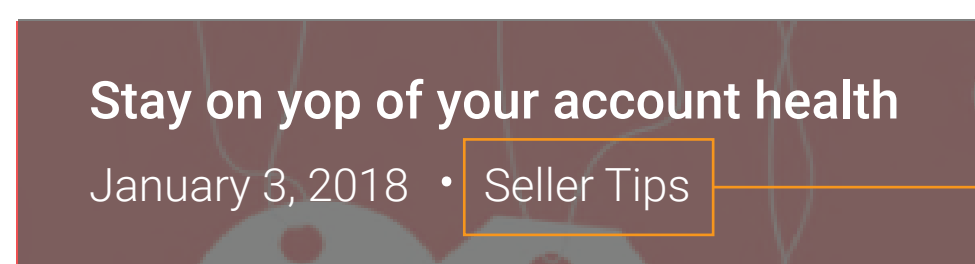
Our design of Amazon Seller News addresses the following three major challenges China-based Sellers have with current news delivery:

- 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
Interactive prototypes



EVALUATION

3 Usability Testings
Amazon Co-design Sessions