Hello.

I wear other people's shoes. I make things that feel right. I color on the walls. I am the people's champion. I make it pop. I craft magical experiences people love. I am a 3 pizza team. I obsess over details. I am a UX designer. I solve complex problems. I tell stories...and my name is Aaron.

I have a process, and it goes like this...
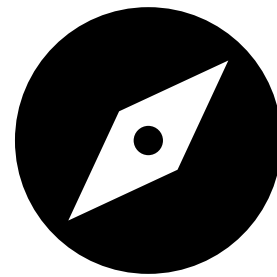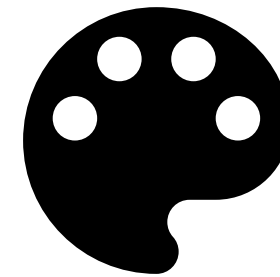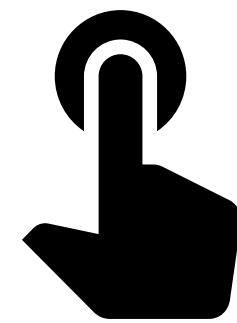
Listen ➡ Analyze ➡ Explore ➡ Build ➡ Learn ➡

Amazon Seller Newsletter

Amazon Seller Newsletter

The Amazon Seller Newsletter is designed to share what we've been working on to help you and your business on the worldwide Amazon Marketplace.

Overview

Delivering a newsletter to Amazon sellers across the globe helps them stay up-to-date on new policies, marketplace updates, and tips for growing their business. The goal of the program is to keep Amazon sellers informed and to create a vehicle for communication at scale across 12 markets in 8 languages.

Customer benefit

There is information available for Amazon sellers in the form of books, blogs, videos, and more from various sources. By creating a newsletter for sellers, Amazon can ensure that the information is valuable, trustworthy, and actionable.

Role - UX Designer

My role as the UX designer is to gather insights from Amazon sellers, define the narrative, layout the newsletter design, align with business stakeholders, execute the production of the newsletter, segment user groups across 12 markets, and deploy the newsletter.

Amazon Seller Newsletter

Listen

First, I listen to the customer. From there I meet with business stakeholders, the legal team, leaders from marketing, the program manager, and the editorial lead to ground myself in the context of the opportunity. I use the time during this step to unpack everything we know and to develop questions we need answers to.

We know that Amazon sellers...

- Span across 12 market segments worldwide
- Read in 8 different languages
- Need to take action in response to policy changes
- Can benefit from insights and tips

We want to know...

- What topics are sellers most interested in?
- Where do sellers currently seek information?
- What attitude do sellers have towards communication from Amazon?

AARON BENJAMIN
UX DESIGNER

Amazon Seller Newsletter

Analyze

I analyze the current sources of information sellers consume for patterns, themes, and insights the team can use to determine what type of content needs to be developed. I also survey internal leaders for content they know will be valueable for sellers. The resulting deliverable is a catalog of topics to pass to the editor who develops the stories.

The information available covers...
- Amazon Marketplace policies
- Scaling your business
- Managing feedback
- Account security
- Information about Amazon Fulfillment
- Tips and "secrets"
- Success stories

Using these themes, I'll lead a conversation with the project team to rank and prioritize the story catalog for each issue of the newsletter.

AARON BENJAMIN
UX DESIGNER

Amazon Seller Newsletter

Explore

With the content defined and a strategy in place, I explore different layouts to help develop the presentation in a way that's engaging, readable, inclusive, and appropriately establishes visual hierarchy. I also need a masthead treatment that works in 8 languages. Since data from other seller emails shows more than 50% of opens are on a mobile device, optimizing the design and end-points for smaller screens was a top priority.
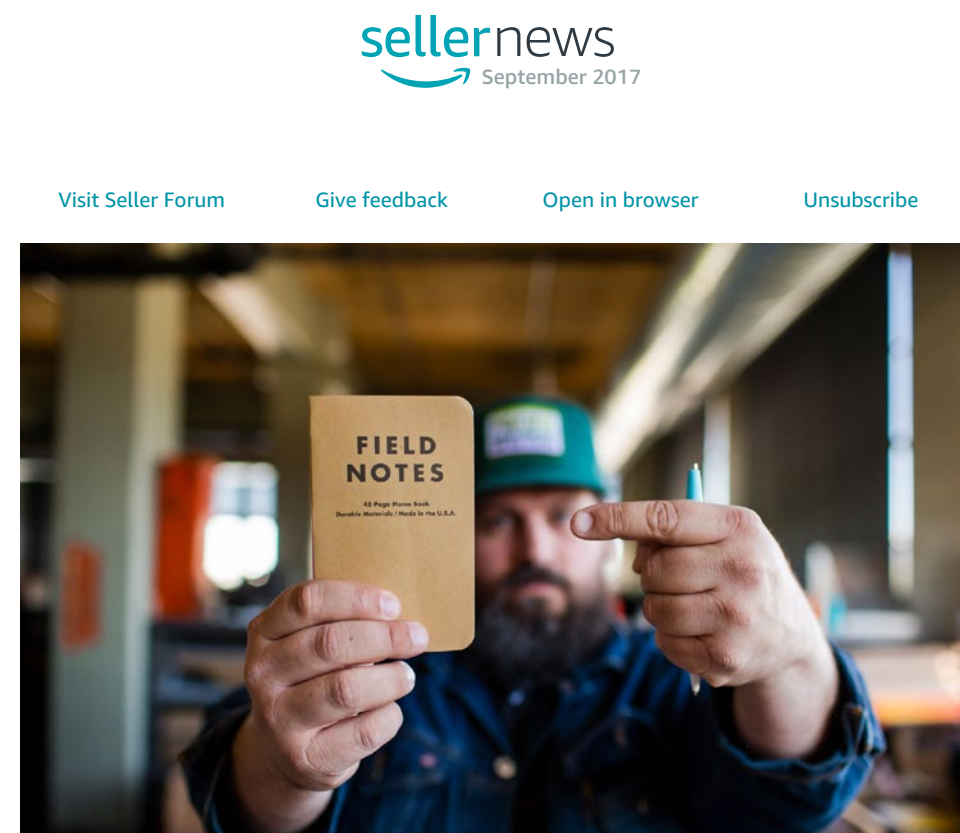
Amazon Seller Newsletter

Build

With the team's alignment on the final design, I was able to begin building the email template for the first proof. The initial proof will go to the project team, the organization's leadership, and the CEO for review. Feedback is gathered, updates are made, the final version is loaded for deployment to hundreds of thousands of sellers.

To measure how well the newsletter is perfoming, a feedback survey is linked in the newsletter footer. The survey will gather qualitative data which we can use to drive the succeeding issues of the newsletter.
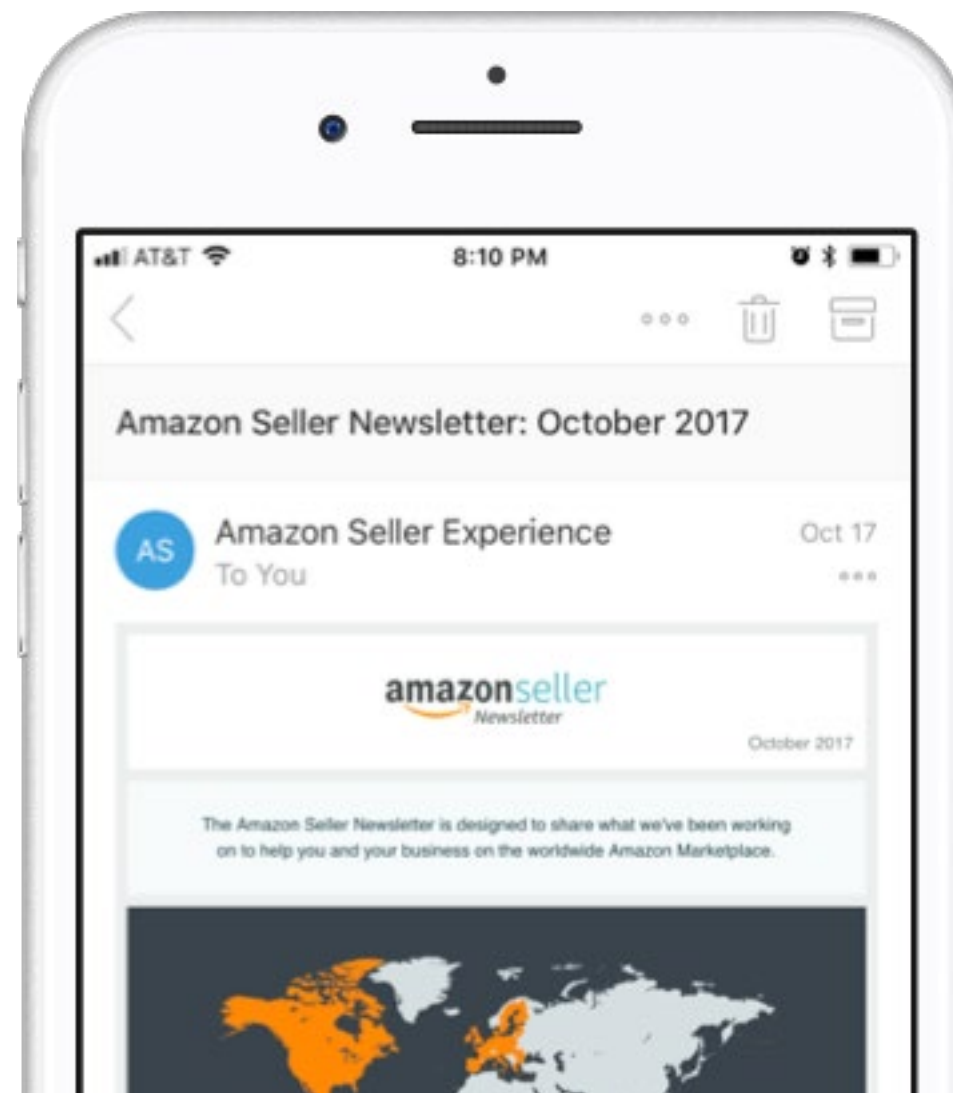
AARON BENJAMIN
UX DESIGNER

Amazon Seller Newsletter

Learn

After launching the newsletter, I'll meet with the core project team to review the delivery process, check-in on project goals, and review what outcomes we should pay attention to.
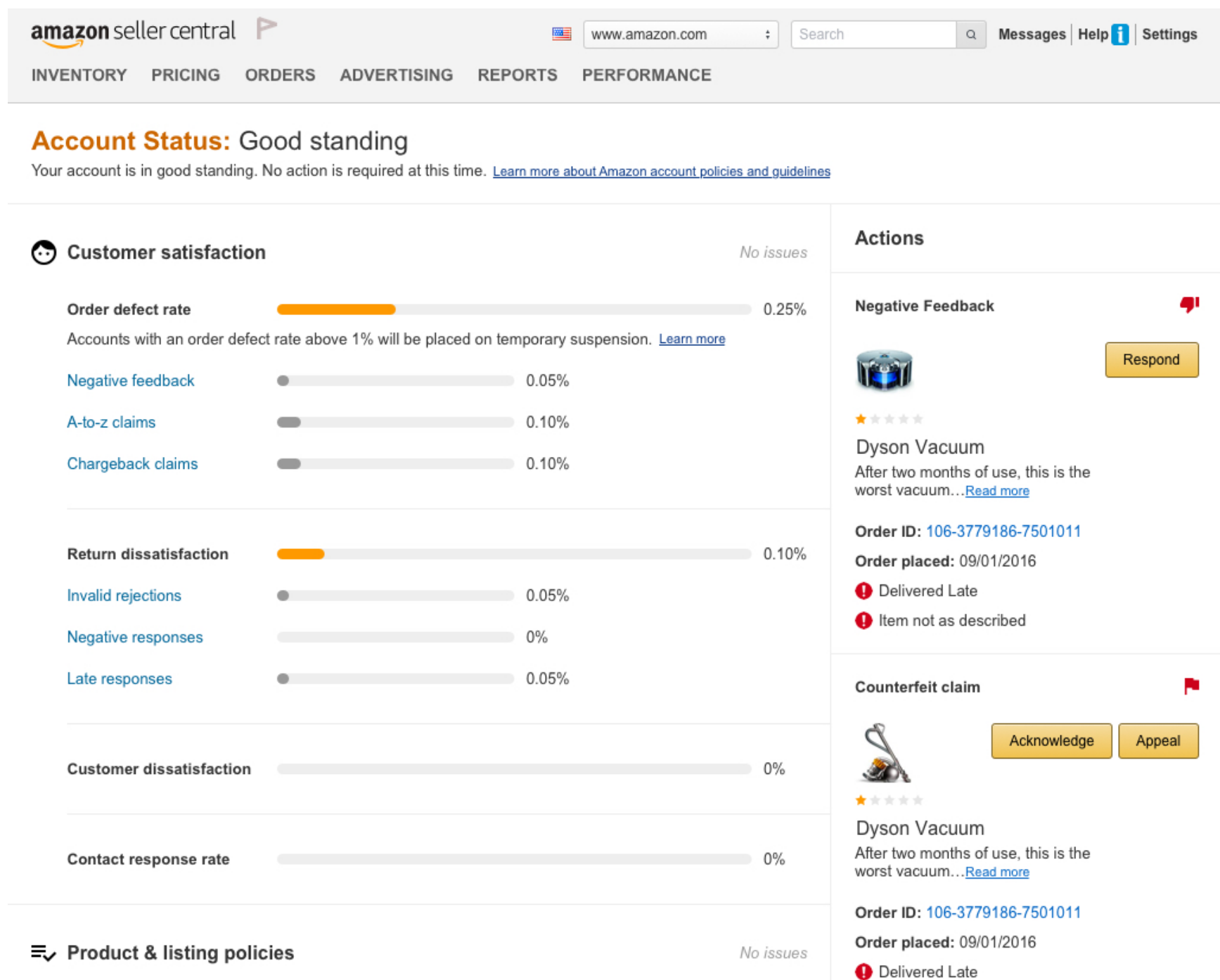
After 7 days, I'll review the engagement metrics and perfomace scores with the analyst before compiling a report to send out to the larger team. Using these insights, I'll begin the process again starting with listening to feedback from sellers, stakholders, and leadership.

Performance Dashboard

Performance Dashboard

Overview

By making key performance metrics clear and actionable, Amazon sellers can make more informed decisions about how they run their business. The purpose of the performance dashboard is to bring attention to specific measurements that need attention. The action panel provides recommendations to improve these measurements.

Customer benefit

Prioritizing and displaying data that directly impacts Amazon customers creates awareness for Amazon sellers and also reduces issue resolution time for Amazon customers.

Role - UX Designer

My role is to gather the requirements for the impacted pages, propose an updated design that better serves Amazon sellers, and deliver design assets to the development team. Through the process, I'll create a flow diagram outling the experience before and after the design, lead discussions about which areas we should improve based on customer needs, create wireframes to communicate ideas and concepts, produce high-fidelity mockups and a working prototype.

Performance Dashboard

Listen

Another designer had spent time with business stakeholders to identify areas of opportunity. When the work is handed off to me, I'll spend time diving deep into customer insights from this section of the site before I meet with those stakeholders to align those opportunities with customer goals.

I'll walk the project stakeholders through each area of the experience where there's an opportunity to be more clear, easier to navigate, or more actionable. Along the way, we'll agree on and develop design tenets that will set the course of the work.

Performance Dashboard
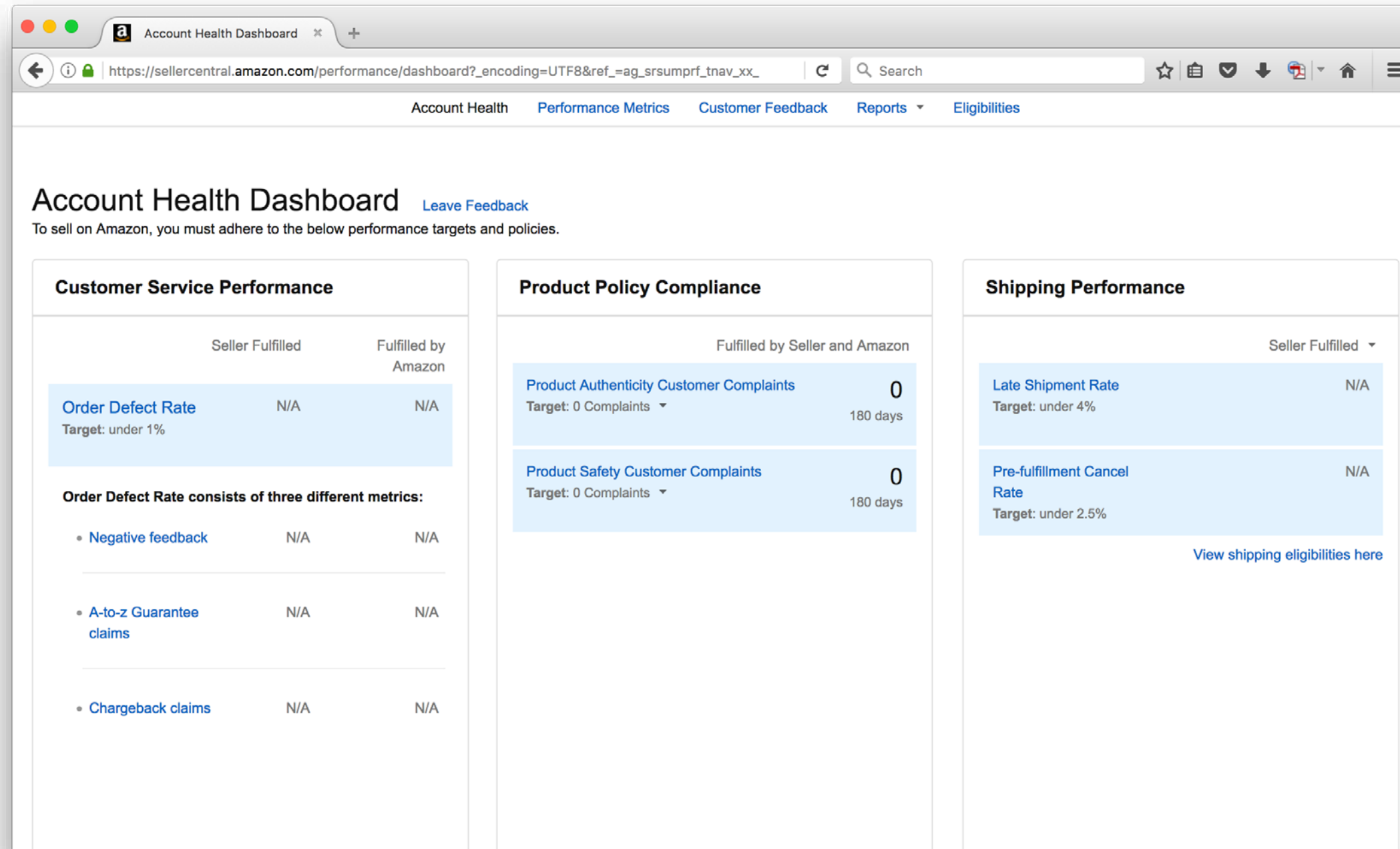
Current experience

- The current experience does a good job of outlining which metrics are used to calculate account health. We can make an improvement here by making the data display more consistent across each measurement and visualizing the data to draw attention to areas in need of attention.
- The page subheading indicates that these metrics impact a sellers ability to continue selling on Amazon. Given the impact of performance, we can bring more attention to that circumstance and put this page data in better context by showing an account status based on the data displayed.
- Since experience and tenure vary widely across Amazon sellers, offering recommended actions to improve metrics will help guide sellers to quicker issue resolution for Amazon customers.

Performance Dashboard

Analyze

I'll examine Amazon policies, scoring practices, and meet with experts to better understand which actions have the biggest impact downstream for Amazon customers. I'll use these insights to determine how to best direct sellers to better performance.

- Chronology is a good starting point to order important actions. In most cases, quicker resolution results in a better experience for customers and better performance scores for sellers.
- I identified 4 classifications for urgent cases that I'll use to weight more urgent actions since they have more of a direct impact downstream customers.
- I'll also consider resolution time in how each action is displayed. If a case requires investigation, additional information, or further action, it should be denoted in the description to help seller prioritize their action plan.
- Each case displayed should have enough detail to help the seller prioritize and take action. Since each case has unique values, I'll need to design "tiles" for each type of case.

For the primary data display, I'll need to dive deeper into each set of metrics to better understand their impacts. This will help me visualize each measurement consistantly in a way that sellers can easily understand.
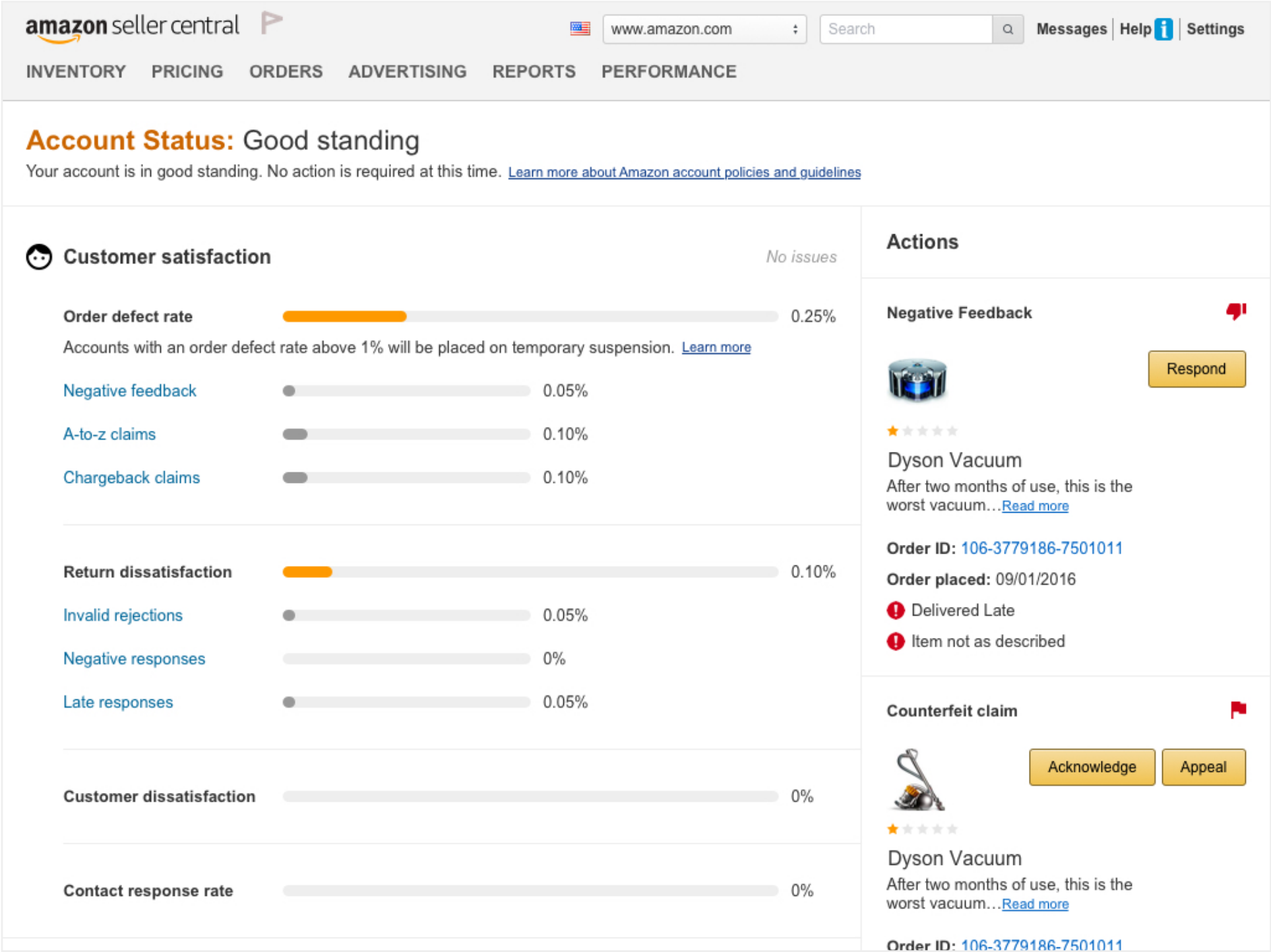
Performance Dashboard

Explore

Since "action" is the cornerstone of the redesign, I'll establish a tenet that we'll have no "dead-ends" in the experience. I'll design a flow that will funnel sellers through the overview page to detailed insights into each area that impacts customers: customer service, policy complaince, and shipping permance. Being able to see a complete landscape of their permance will allow sellers to zoom in on areas where they can improve and view more details. From there, they can take action to improve their scores.

Overview	→	Details	→	Action
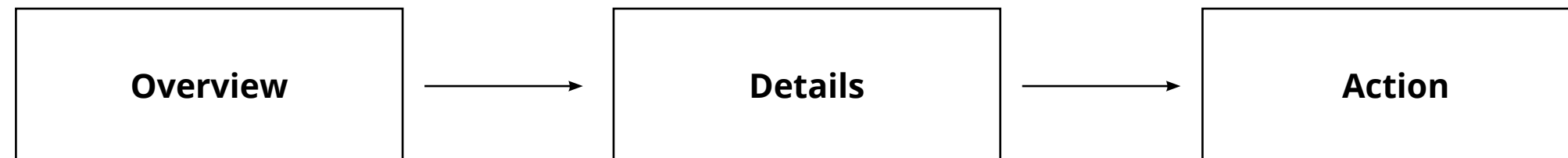
Performance Dashboard

Build

I'll create high-fidelity mockups and a working HTML prototype to present to my project stakeholders. Each feature will be highlighted with the customer benefit.

amazon seller central

INVENTORY   PRICING   ORDERS   ADVERTISING   REPORTS   PERFORMANCE

www.amazon.com   Search   Messages | Help | Settings

Account Status: Good standing

Your account is in good standing. No action is required at this time. Learn more about Amazon account policies and guidelines

☺ Customer satisfaction   No issues

Order defect rate   0.25%

Accounts with an order defect rate above 1% will be placed on temporary suspension. Learn more

Negative feedback   0.05%

A-to-z claims   0.10%

Chargeback claims   0.10%

Return dissatisfaction   0.10%

Invalid rejections   0.05%

Negative responses   0%

Late responses   0.05%

Customer dissatisfaction   0%

Contact response rate   0%

Actions

Negative Feedback   👎

Respond

★☆☆☆☆

Dyson Vacuum

After two months of use, this is the worst vacuum...Read more

Order ID: 106-3779186-7501011

Order placed: 09/01/2016

❗ Delivered Late

❗ Item not as described

Counterfeit claim   🚩

Acknowledge   Appeal

★☆☆☆☆

Dyson Vacuum

After two months of use, this is the worst vacuum...Read more

Order ID: 106-3779186-7501011

AARON BENJAMIN
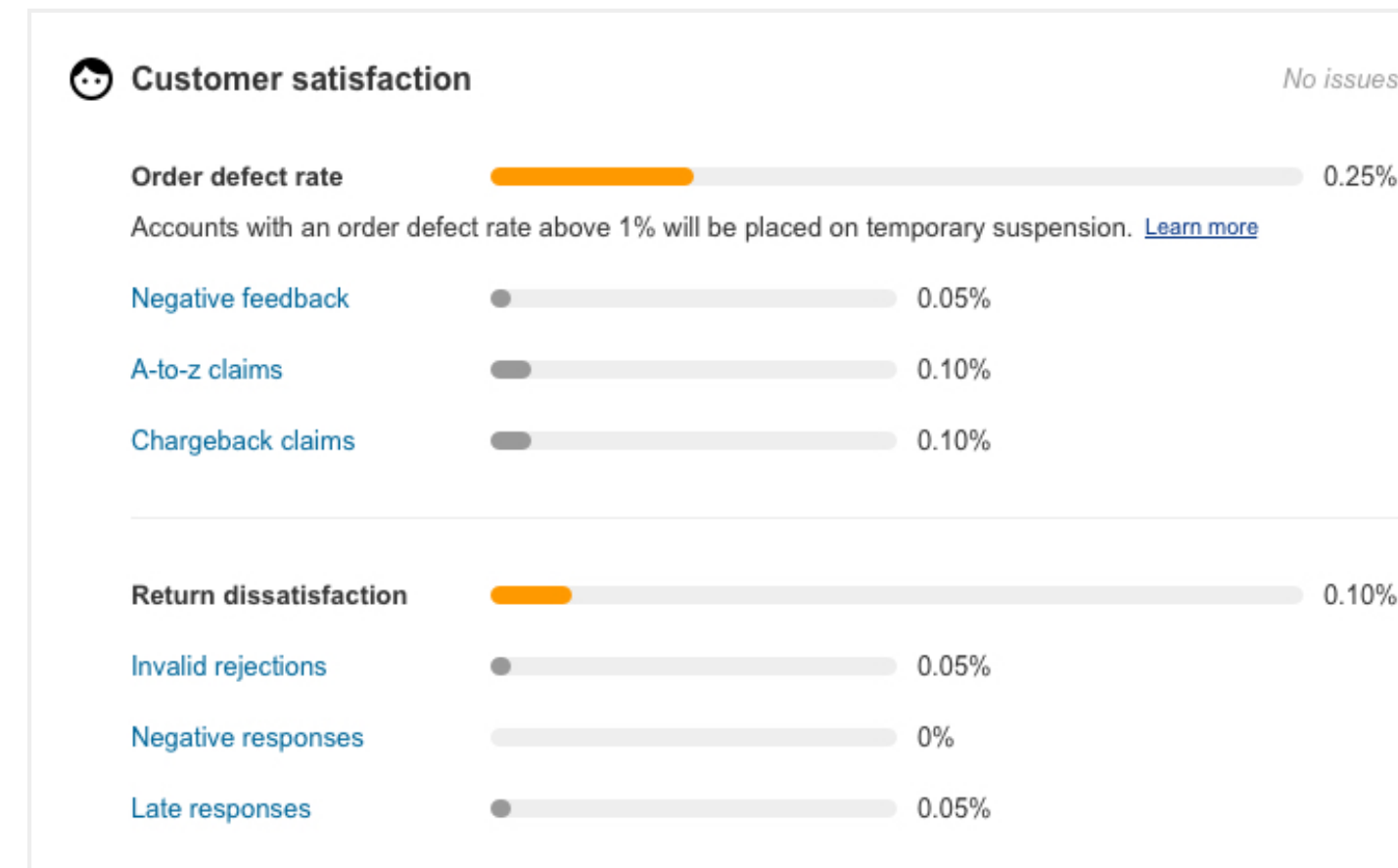UX DESIGNER

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Performance Dashboard

Account status

The account status indicator will give sellers an immediate sense of their account standing and indicate if any urgent action is required.

Data display

The data that determines account status is visualized and broken down to bring attention to areas that can be improved.

Performance Dashboard

Action bar

Tiles are arranged in order of imprtance and offer the right details to make a decision on which action to take. This will help sellers address customer issues faster by bringing them to their attention.
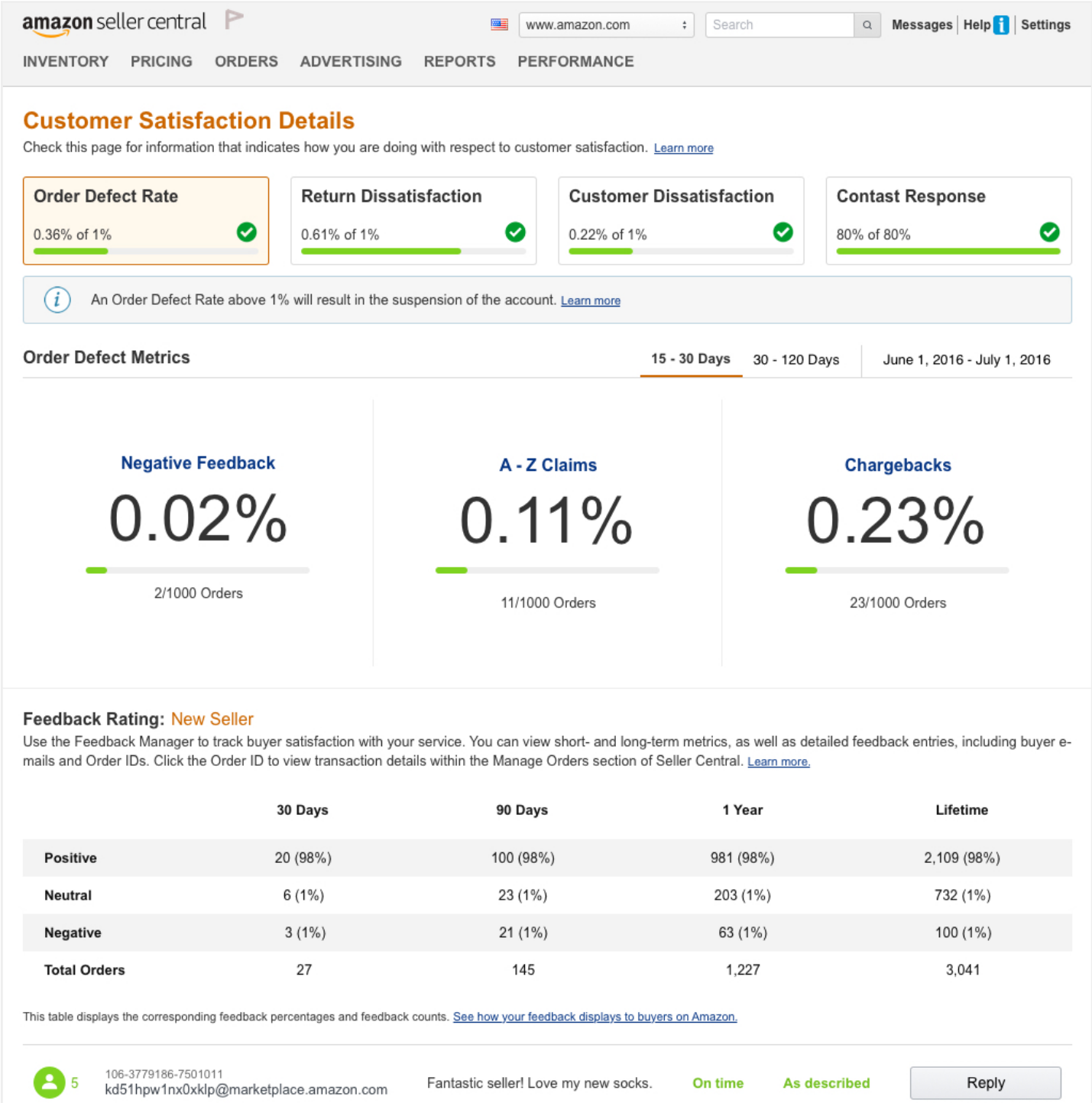
Performance Dashboard

Detail page

Sellers can dive deeper into each section for more details and more granular actions. This will help them better understand their impact to customers and allow them to take more precise action.
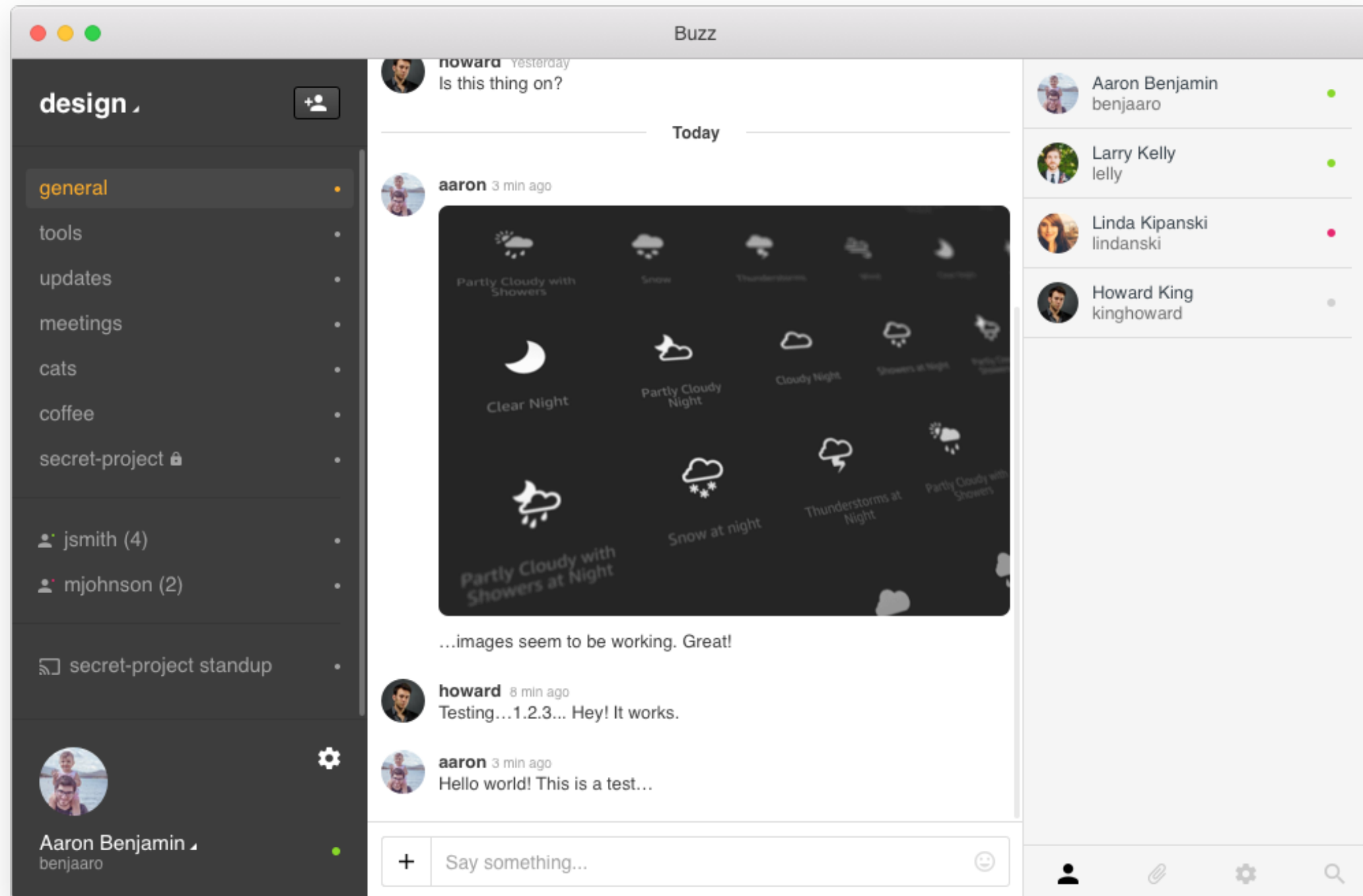
amazon seller central | www.amazon.com | Search | Messages | Help | Settings

INVENTORY   PRICING   ORDERS   ADVERTISING   REPORTS   PERFORMANCE

Customer Satisfaction Details

Check this page for information that indicates how you are doing with respect to customer satisfaction. Learn more

Order Defect Rate	Return Dissatisfaction	Customer Dissatisfaction	Contast Response
0.36% of 1%	0.61% of 1%	0.22% of 1%	80% of 80%

(i) An Order Defect Rate above 1% will result in the suspension of the account. Learn more

Order Defect Metrics   15 - 30 Days   30 - 120 Days   June 1, 2016 - July 1, 2016

Negative Feedback
0.02%
2/1000 Orders

A - Z Claims
0.11%
11/1000 Orders

Chargebacks
0.23%
23/1000 Orders

Feedback Rating: New Seller

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. Learn more.

	30 Days	90 Days	1 Year	Lifetime
Positive	20 (98%)	100 (98%)	981 (98%)	2,109 (98%)
Neutral	6 (1%)	23 (1%)	203 (1%)	732 (1%)
Negative	3 (1%)	21 (1%)	63 (1%)	100 (1%)
Total Orders	27	145	1,227	3,041

This table displays the corresponding feedback percentages and feedback counts. See how your feedback displays to buyers on Amazon.

5   106-3779186-7501011
    kd51hpw1nx0xklp@marketplace.amazon.com   Fantastic seller! Love my new socks.   On time   As described   Reply

AARON BENJAMIN
UX DESIGNER

Project Snapshots

Concept - Buzz Messenger

Overview
Amazon Buzz is designed to give Amazon employees a way to communicate that's secure, fast, and integrated with tools they use day-to-day. Buzz allows users to have 1-on-1 conversations, create meetings, share files, give feedback, and track projects.

Customer benefit
Buzz will combine common tasks that Amazon employees usually use multiple tools to achieve. Buzz offers a more streamlined way to communicate across the company that's easy to use and familiar.

Role - UX Designer
I designed the Buzz concept as part of a pitch to the team responsible for maintaining the tools Amazon employees use. I used email surveys, in-person interviews, and an analysis of the current tool-set available to employees to shape the design and feature-set of Buzz.

Concept - Task Bot

Overview

Task Bot is designed to allow Amazon sellers to navigate common tasks and workflows from any page in Seller Central. Task Bot allows sellers to ask for information, run automation, get help, or generate reports using natural language inputs.
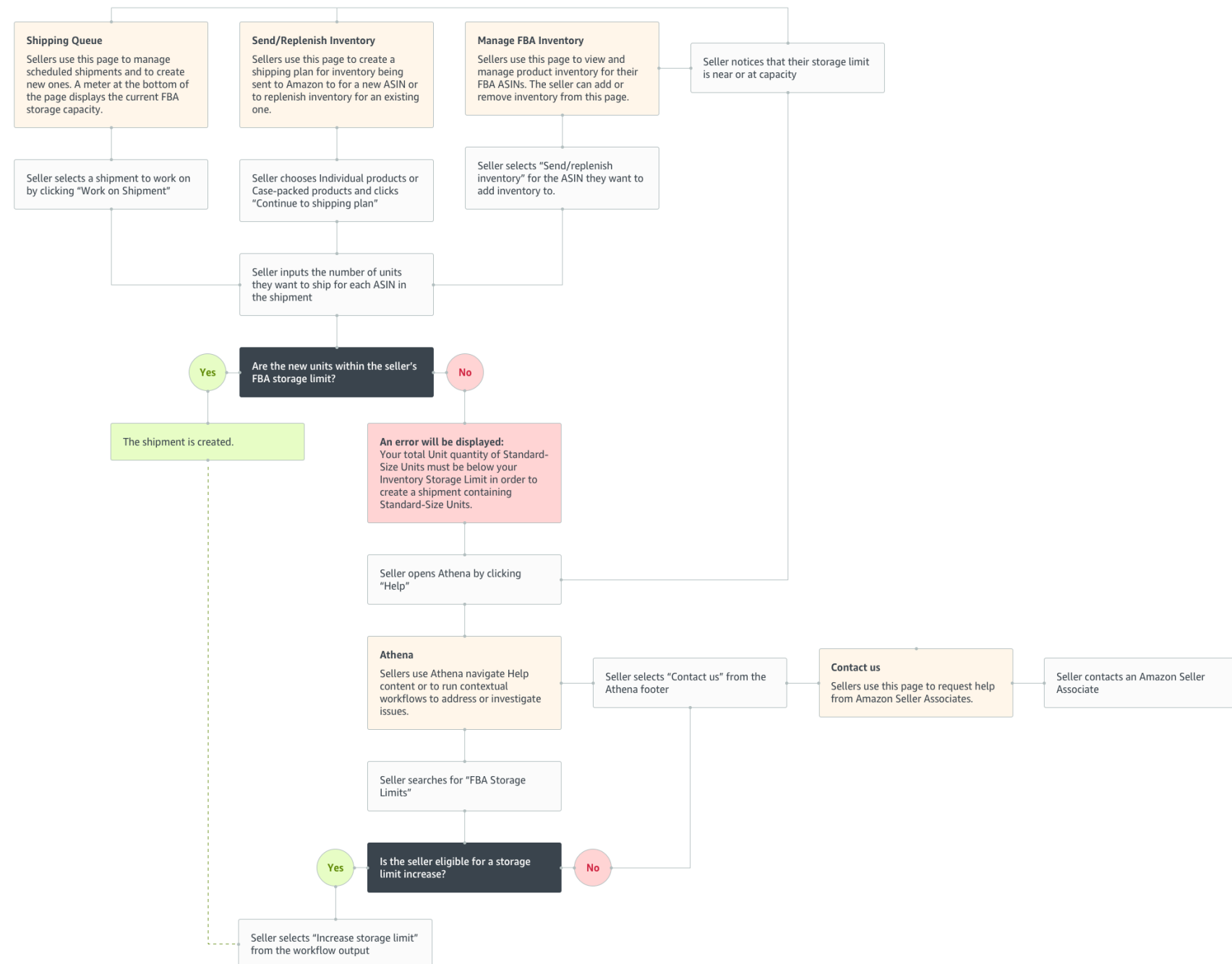
Customer benefit

Newer sellers have to spend time learning a new interface and organizing their business before they can start selling. Task Bot allows a seller to get started much faster just inputing a command. Task Bot will be accessible across a seller's phone, computer, and even Alexa devices.

Role - UX Designer

I developed the concept for Task Bot based on findings from a student research project conducted to examine how sellers generate and use reports on Seller Central. Using those findings and analyzing support logs, I was able to find the most common tasks sellers needed and group them into automatic processes.

Analysis - Storage Capacity

Overview

As part of an effort to better understand how Amazon Sellers managed their fulfillment center storage, I mapped out all of the points where they would need to make changes and outlined the path they'd take to make them.

Customer benefit

When the mapping was complete, I found that most cases resulted in a dead-end for sellers which caused downstream impact to Amazon customers. Further research pointed to a solution with low cost and effort that would yield long-term value for customers.

Role - UX Designer

My role is to find opportunities to improve how sellers manage their inventory in Amazon fulfillment centers. By making this process more efficient with less friction, we're able to increase selection and deliver faster to customers.

Dummi - Randomized Data

dummi
DATA FOR YOUR PROJECT

User | First Name | +

fullName

firstName

GENDER
- Both
- Male
- Female

lastName

age

time

ARRAY NAME
dummi-data

\# OF OBJECTS
2

id: 0
fullName: **Jon Snow**
firstName: **Jon**
lastName: **Snow**

id: 1
fullName: **Daenerys Targaryen**
firstName: **Daenerys**
lastName: **Targaryen**

RESET ⬇ JSON ⬇ CSV

Overview
Dummi offers designers and developers an approachable way to generate randomized data for their projects. Dummi was designed to remove the barrier of relying on coding skills to call data from an API and to make the data output portable and consumable by design tools, prototypes, or testing environments.

Customer benefit
A designer can use Dummi to generate data they need to create a real-world mockup or prototype. Using real data instead of placeholders allows designers to design in context.

Role - UX Designer / Developer
I designed and built Dummi for my own use. I needed a way to create static JSON files to populate my FramerJS prototypes with data without relying on dynamic data from an external source or setting up my own data source. When I put Dummi online, feedback began rolling in on Twitter for new features and updates. I still maintain and improve Dummi today with the help of 2 volunteers.

AARON BENJAMIN
UX DESIGNER

Thank you!