

What is the channel management MVP?

- The channel management MVP will allow users to list and sell products on Amazon.com.
 - The user can add products to the application using a GTIN (UPC or EAN) or ISBN. The application will grab product and offer metadata from Amazon.com.
 - The application will list products Amazon.com on by matching ASINs in the product catalog.
 - The user can sort, search, filter products in the application.
 - The application can estimate margins by comparing user-supplied values, such as costs of goods, cost of sale, and desired margin, and the Amazon.com fee estimates.
 - The user can manage quantity, product metadata, and listing errors on Amazon.com.
 - The user can price products using Amazon.com offer metadata.
- Additional channels (multi-channel) will be added after the MVP.
- The MVP does not support inventory management or a scan workflow. The user can add products to the MVP using the “Add a product” flow and any products added to Monsoon Marketplace will automatically flow over to the channel management application.
- The MVP does not support order management. Orders will be processed using Monsoon Marketplace.

What are our goals for the channel management MVP?

- The MVP needs to meet all of the core functionality (aka user expectations) the Monsoon desktop application has to enable people want to transition to the MVP.
- The MVP needs to add value that customers don't have in Monsoon Marketplace today.
- The MVP needs to have an improved UX and avoid UX pain points we have today.

What's the timeline on the MVP?

- Development of the MVP started at the beginning of August.
- The development is being broke up into monthly milestones. Each milestone is a complete chunk of functionality.
 - Milestone 1 (Add and view product)
 - Milestone 2 (Publish listings)
 - Milestone 3 (Sort, search, filter products and manage listing errors and quality)
 - Milestone 5 (Managing listings)
 - Milestone 4 (Margin estimation)
 - Milestone 6 (Repricing)
 - Milestone 7 (Migration from Monsoon Marketplace)
- The MVP should be feature complete by the end of Q1 2018.

What are we hoping to learn from users?

- We want user feedback to drive the product (both from a feature and UI perspective).
- We want to be able to get quick answers to questions and validate assumptions as we're defining and designing the product.

- We're hoping to flesh out as many unknowns as possible early in the process, so we avoid any gotchas in the later milestones.

What should the users expect?

- We'll touch base with users every month to demo the product, gather feedback on the product direction, and gather feedback on the designs.
- We may reach out to users at any time during development to ask questions about features.
- We may reach out to users at any time during development to do usability testing.
- We'll want the user to test features in our prototype environment and give us feedback.

What are the next steps?

- We'll walk through how users do this today in Monsoon.
- We'll walk through the wireframes and mockups.
- We'll walk through the prototype.
- We'll talk about the features supported Milestone 1 and 2.
- We'll talk about what's coming in Milestone 3.