

INFORM Act Compliance

MERCARI Search for anything

Brands | Women | Men | Electronics | Toys | Gaming | Handbags | Home | Vintage | Beauty | Kids | Sports | Handmade | Office | Pet | View all

Mercari / Seller dashboard / Contact info

Seller dashboard

My dashboard | Sales report | **Contact info** •

Contact info Confirm by Tue, 06/27

To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount. [Learn more](#)

The default info is from your account settings. If you edit this, changes will take place there before confirming.

Name and default address
Kaeley Lenard
1530 Page Mill Rd
Ste 100
Palo Alto, CA 94304

This is a residential address and shouldn't be disclosed.

Phone
(415) 123-1234

This is a personal phone number and shouldn't be disclosed.

Email
kaeley@mercari.com

I certify that the info provided is true and correct to the best of my knowledge.

Confirm

9:41

X Seller dashboard | Mercari

Mercari / Seller dashboard / Contact info

My dashboard | **Contact info** •

Contact info

Confirm by Tue, 06/27

To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount. [Learn more](#)

The default info is from your account settings. If you edit this, changes will take place there before confirming.

Name and default address
Kaeley Lenard
1530 Page Mill Rd
Ste 100
Palo Alto, CA 94304

This is a residential address and shouldn't be disclosed.

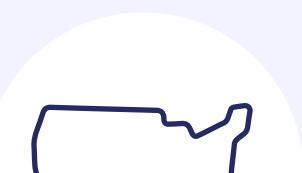
Phone
(415) 123-1234

This is a personal phone number and shouldn't be disclosed.

Email
kaeley@mercari.com

I certify that the details provided are true and correct to the best of my knowledge.

Confirm



Team



Kaeley Lenard
UX Design



Adrian Cubas
UX Content



Thea Lee
UX Research



Yo Chuenbunluesook
Product Manager



Identity
Mercari US



8 weeks
Scoping and design

Legislative Context →

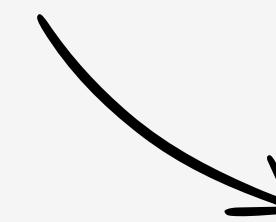
**The Integrity, Notification, and Fairness in Online Retail Marketplaces Act
requires online marketplaces to collect, verify, and disclose certain
information from high-volume, third-party sellers.**

Passed by 10+ states and has a nationwide
compliance deadline of June 27, 2023



**The Integrity, Notification, and Fairness in Online Retail Marketplaces Act
requires online marketplaces to collect, verify, and disclose certain
information from high-volume, third-party sellers.**

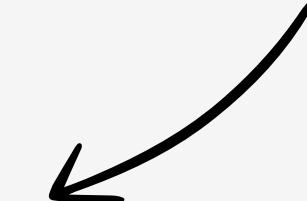
The Integrity, Notification, and Fairness in Online Retail Marketplaces Act requires online marketplaces to collect, verify, and disclose certain information from high-volume, third-party sellers.



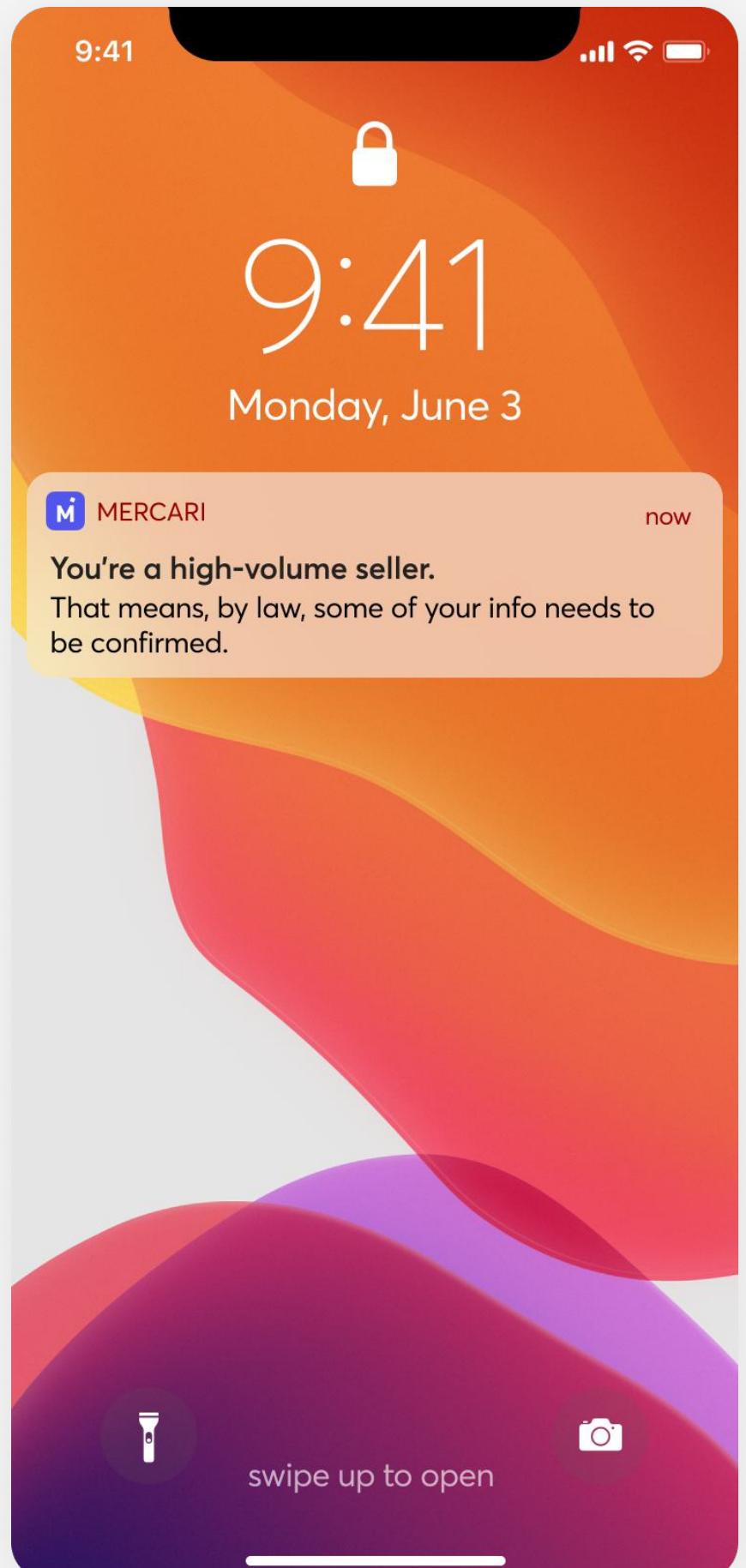
- Name, address, phone, and email
- Bank account information
- Government ID
- Tax identification numbers

The Integrity, Notification, and Fairness in Online Retail Marketplaces Act requires online marketplaces to collect, verify, and disclose certain information from **high-volume, third-party sellers.**

Determined by specific revenue and transaction quantity thresholds



High volume sellers (HVS)



💰 Initial threshold

\$5k revenue + 200 transactions of (like) new items within 12 months of the past 24 months

💰 Buyer disclosure threshold

\$20k revenue of (like) new items within 12 months of the past 24 months

📅 Duration

Annual re-confirmation needed following anniversary of initial threshold if still qualifying

Selling restrictions placed in cases of failure to confirm or re-confirm information

Lofi designs →

Determining an entry point: Settings

Settings seems like a logical area since this is where contact information and similar compliance functionalities, such as the Tax Center for W-9, live.

The screenshot shows the Mercari account settings page. At the top, there's a navigation bar with categories like Brands, Women, Men, Electronics, Toys, Gaming, Handbags, Home, Vintage, Beauty, Kids, Sports, Handmade, Office, Pet, and View all. Below the navigation is a breadcrumb trail: Mercari / Account settings / INFORM Act Compliance. A prominent message at the top right says "Confirm by January 12, 2022. Failure to confirm information will result in suspension of certain account activities." On the left, there's a sidebar with links for Edit profile, Edit account, Balance, Coupons, Credits, My address (marked with a red asterisk), My payment methods, Phone verification (marked with a red asterisk), Notification settings, Help center, and Log out. The main content area is titled "INFORM Act Compliance" and contains a note: "The INFORM Act requires online marketplaces to collect, verify, and disclose certain information from high-volume, third-party sellers." It includes two optional checkboxes: "I certify that the address I provide to Mercari is my residential address and should not be disclosed (optional)" and "I certify that the phone number I provide to Mercari is my residential address and should not be disclosed (optional)". A blue "Confirm information" button is located at the bottom right of this section.

This screenshot shows the "My addresses" section of the Mercari account settings. At the top, it displays a message: "You have been considered as a high volume seller. Please confirm your information now." with links for "Address" and "Phone". The sidebar on the left remains the same as the previous screenshot. The main content area is titled "My addresses" and lists three entries: "Default address" (Qingtao Wei, 1530 Page Mill Rd #100, Palo Alto, CA 94304), "Home" (Wade Warren, 1530 Page Mill Rd #100, Palo Alto, CA 94304), and "Qingtao Wei" (1530 Page Mill Rd #100, Palo Alto, CA 94304). Each entry has an "Edit" link and a "Set as default" link. A blue "Add address" button is located at the top right of the list.

Determining an entry point: Settings

Inserting INFORM Act content, which is directed towards HVS, within Settings would be **disruptive to casual buyers and sellers.**

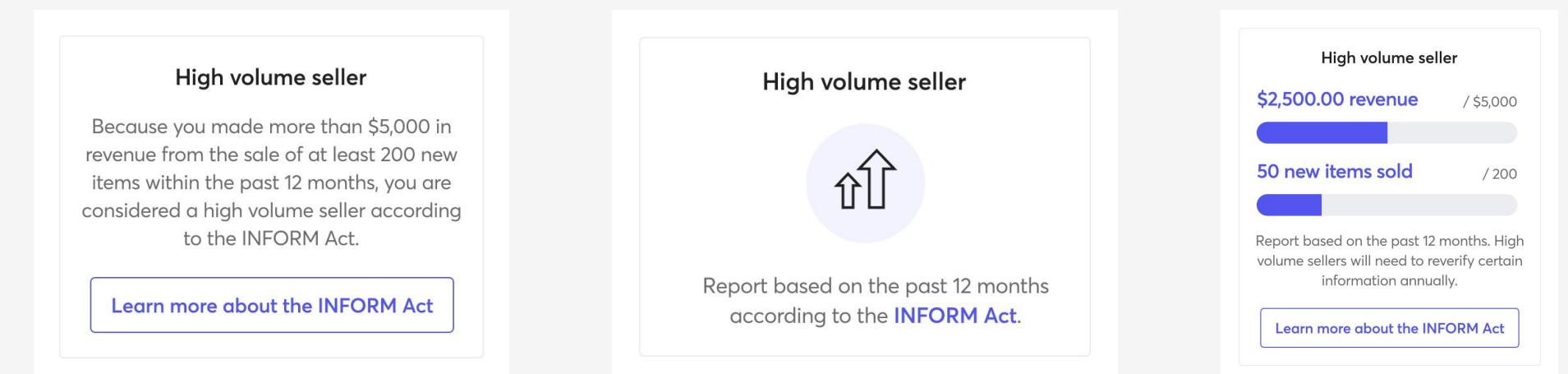
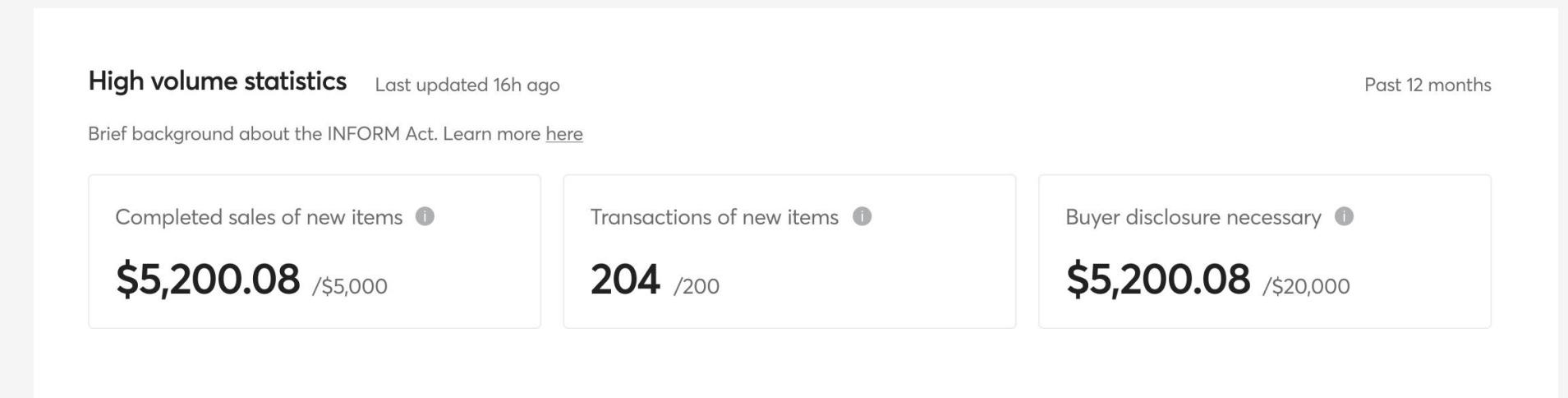
In addition, an architectural Settings revamp is in discussion. It is best to not add further complexity to an area that requires organizational attention.

Screenshot of the Mercari Account settings page, specifically the INFORM Act Compliance section. The page includes a sidebar with options like Edit profile, Edit account, Balance, Coupons, Credits, My address*, My payment methods, Phone verification*, Notification settings, Help center, and Log out. The main content area displays information about the INFORM Act requirements and two optional checkboxes for address and phone number certification. A prominent red 'X' is drawn across the entire screenshot.

Screenshot of the Mercari Account settings page, specifically the My addresses section. The page includes a sidebar with options like Edit profile, Edit account, Balance, Coupons, Credits, My addresses*, My payment methods, Phone verification*, Notification settings, Help center, and Log out. The main content area shows a list of addresses, including a default address for Qingtao Wei and another for Wade Warren. A prominent red 'X' is drawn across the entire screenshot.

Determining an entry point: Seller Dashboard

As an existing specialized hub for seller metrics,
inserting INFORM threshold statistics within the
Seller Dashboard would be more appropriate.



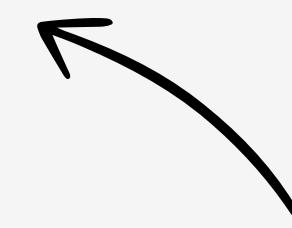
! You have been considered as a high volume seller. Please confirm your information now.

[Confirm information](#)

“Once on the dashboard, most folks don’t know what to make of the metrics and don’t find it all that useful.”

— Web Listing Management Revamp Research
Oct 2021

Refrain from adding more metrics to the dashboard, especially those that are not holistic and applicable to all sellers



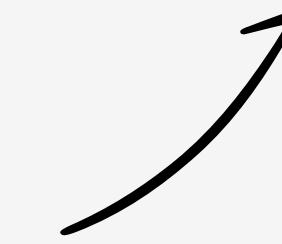
"Once on the dashboard, most folks don't know what to make of the metrics and don't find it all that useful."

— Web Listing Management Revamp Research
Oct 2021

“It’s my impression that not many people access the Seller Dashboard regularly. For the most experienced sellers, they know where to look, so it’s not a navigation concern so much as a lack of value. For less experienced, it’s my impression that they don’t know the Seller Dashboard exists.”

— Web Listing Management Revamp Research
Oct 2021

“It’s my impression that not many people access the Seller Dashboard regularly. For the most experienced sellers, they know where to look, so it’s not a navigation concern so much as a lack of value. For less experienced, it’s my impression that they don’t know the Seller Dashboard exists.”



— Web Listing Management Revamp Research
Oct 2021

Confirms assumption of a non-interruptive area
for all users, including HVS who have already
completed their tasks

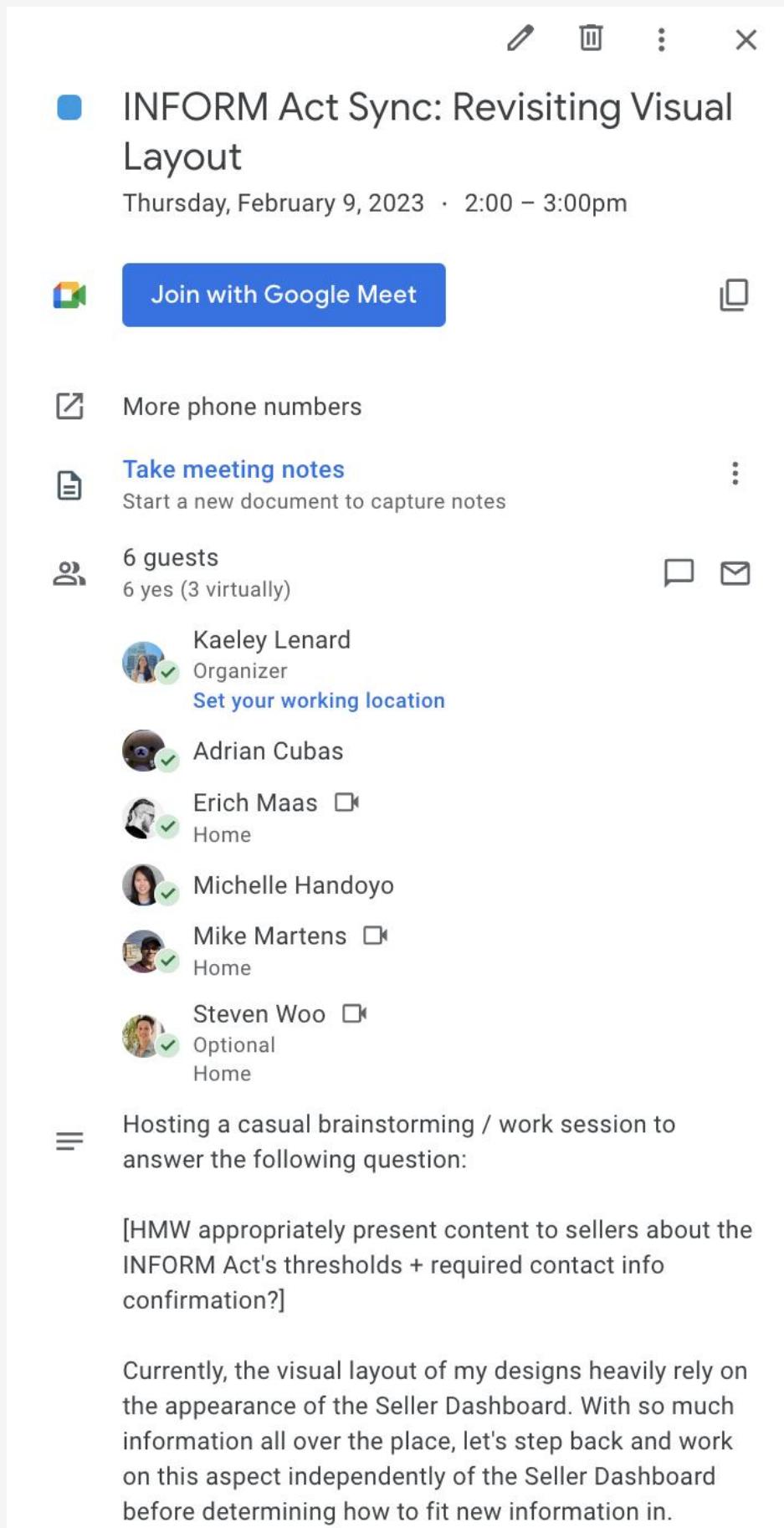
Design direction

First, design a solution independent of existing screens in order to determine the minimum amount of content needed for maximum effect.

Then, adapt content with its determined home.

Let's elaborate →

Design direction, expanded



💡 Be direct

Prioritize the most straightforward communication if a seller is considered high volume, reducing the necessity of displaying exact thresholds

📦 Distribute information appropriately

Utilize the Help Center article and Sales Report to prevent information clutter and overload during the critical confirmation process task

🧱 Gather what's needed

With the requested contact information already existing in other aspects of the system, pull in that data to ensure an efficient process without the need for recall

Hifi core designs →

New tab in the Seller Dashboard is visible only to HVS.

The screenshot shows the Mercari Seller dashboard with the "Contact info" tab selected. At the top, there's a navigation bar with categories like Women, Men, Electronics, Toys, Gaming, Handbags, Home, Vintage, Beauty, Kids, Sports, Handmade, Office, Pet, and View all. Below the navigation is a breadcrumb trail: Mercari / Seller dashboard / Contact info. The main content area is titled "Seller dashboard" and has tabs for My dashboard, Sales report, and Contact info (which is underlined). Under "Contact info", there's a sub-section titled "Contact info" with a "Confirm by Tue, 06/27" button. A note states: "To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount." Below this is a note about default info from account settings. There are three sections for "Name and default address", "Phone", and "Email", each with an "Edit" link. Under "Name and default address", the details are: Kaeley Lenard, 1530 Page Mill Rd, Ste 100, Palo Alto, CA 94304. There's also a checkbox for "This is a residential address and shouldn't be disclosed". The "Phone" section shows (415) 123-1234 with a checkbox for "This is a personal phone number and shouldn't be disclosed". The "Email" section shows kaeley@mercari.com with an "Edit" link. At the bottom, there's a checkbox for "I certify that the info provided is true and correct to the best of my knowledge." followed by a "Confirm" button.

The screenshot shows the mobile version of the Seller dashboard with the "Contact info" tab selected. The top status bar indicates the time is 9:41. The page title is "Seller dashboard | Mercari". The breadcrumb trail is Mercari / Seller dashboard / Contact info. The main content area is titled "Contact info" and has tabs for My dashboard and Contact info (which is underlined). Below this is a note: "Confirm by Tue, 06/27" and a note about annual contact info confirmation. It says: "To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount." Below this is a note about default info from account settings. There are three sections: "Name and default address", "Phone", and "Email". The "Name and default address" section shows Kaeley Lenard, 1530 Page Mill Rd, Ste 100, Palo Alto, CA 94304, with a checkbox for "This is a residential address and shouldn't be disclosed". The "Phone" section shows (415) 123-1234 with a checkbox for "This is a personal phone number and shouldn't be disclosed". The "Email" section shows kaeley@mercari.com. At the bottom, there's a checkbox for "I certify that the details provided are true and correct to the best of my knowledge." followed by a "Confirm" button.

"Contact info" was the agreed upon headline following discussion with Legal & Compliance.

Contact info Confirm by Tue, 06/27

To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount. [Learn more](#)

The default info is from your account settings. If you edit this, changes will take place there before confirming.

The description is intentionally lightweight, referencing legislation while creating an upfront understanding of information disclosure to buyers.

All required documents must be completed for the confirmation process.

 **Bank account**

You need to add a bank account before confirming this info.

[Go to Settings](#)

 **Government ID**

You need to verify your government ID before confirming this info.

[Go to Verification](#)

 **W-9**

Your W-9 needs to be approved before you can confirm this info.

[Go to Tax Center](#)

Banner messages signify a lockout experience until pre-reqs are met.

Info editing redirects the HVS to their Settings, preventing the need for additional database fields.

Phone Edit

(415) 123-1234

This is a personal phone number and shouldn't be disclosed.

Settings opens in the same window, and sellers are able to return to the flow via page controls, the abundance of notifications, or intuitive site knowledge.

Buyer disclosure disclaimers in Settings are provided to HVS at the \$20k threshold.

My addresses

Add address

Default address	
Kaeley Lenard 1530 Page Mill Rd Ste 100, Palo Alto, CA 94304	Edit
Since you're a high volume seller, your default address is disclosed to buyers unless otherwise specified. Learn more	
Home	
Kaeley Lenard 3223 Hanover St Ste 110, Palo Alto, CA 94304	Edit Set as default
Kaeley Lenard	
PO Box 60178, Palo Alto, CA 94306	Edit Set as default

Phone number

Change

Since you're a high volume seller, your number is disclosed to buyers unless otherwise specified. [Learn more](#)

Edit account

Email address

kaeley@mercari.com

Since you're a high volume seller, your email is disclosed to buyers. [Learn more](#)

Changing email? Enter your new email above and we'll send you an email with a confirmation link. Once you click that link, your email will be changed.

🏡 — Default address is used for confirmation purposes. The HVS may mark their address or phone number as residential any time within the Seller Dashboard, even post-confirmation.

☎ — This project introduced the ability to update phone number on web, supporting ease of use across platforms.

✉ — Email is always disclosed for HVS at the \$20k threshold.

Once information is confirmed, the HVS is approved for the next year.

The image displays two side-by-side screenshots of the Mercari Seller dashboard, illustrating the contact info confirmation process.

Screenshot 1: Seller dashboard - Contact info

This screenshot shows the 'Contact info' section of the Seller dashboard. It includes fields for Name and default address, Phone, and Email, each with an 'Edit' button. Below these fields is a checkbox for certifying the information: I certify that the info provided is true and correct to the best of my knowledge. A 'Confirm' button is located below this checkbox. At the bottom of the page, a dark button contains the text Info confirmed.

Screenshot 2: Seller dashboard | Mercari - Contact info

This screenshot shows the 'Contact info' page after confirmation. It displays the same contact details and checkboxes as Screenshot 1. Above the checkboxes, a 'Confirmed' status is indicated. Below the checkboxes, a note states: To sell at a high volume, you'll need to confirm your contact info annually. This info, unless otherwise specified, will be disclosed to buyers when you sell a certain amount. [Learn more](#). Further down, it says: The default info is from your account settings. If you edit this, changes will take place there before confirming. The page ends with a 'Confirm' button and a dark button containing the text Info confirmed.

Information may still be edited without affecting confirmation status.

Hifi additional designs →

Notifications

In collaboration with the CRM and DS teams, select notifications will also be accompanied by an email and/or SMS message for further reach.

! You're a high-volume seller.

That means, by law, some of your info needs to be confirmed.

[Confirm info](#)



You're a high-volume seller.
That means, by law, you need
to confirm some info.

! You're still a high-volume seller.

It's about time to confirm some of your info again.

[Confirm info](#)



You're still a high-volume seller.
It's about time to confirm some
of your info again.

! Your ability to sell is restricted.

By law, you need to confirm some of
your info to list items again.



Your ability to sell is restricted.
By law, you must confirm some
of your info to list items again.

You're on your way to becoming
a high-volume seller. By law,
you'll need to fill out a W-9.

Now

You're on your way to becoming
a high-volume seller. By law,
you'll need to add a bank
account.

Now

You're on your way to becoming
a high-volume seller. By law,
you'll need to verify a
government ID.

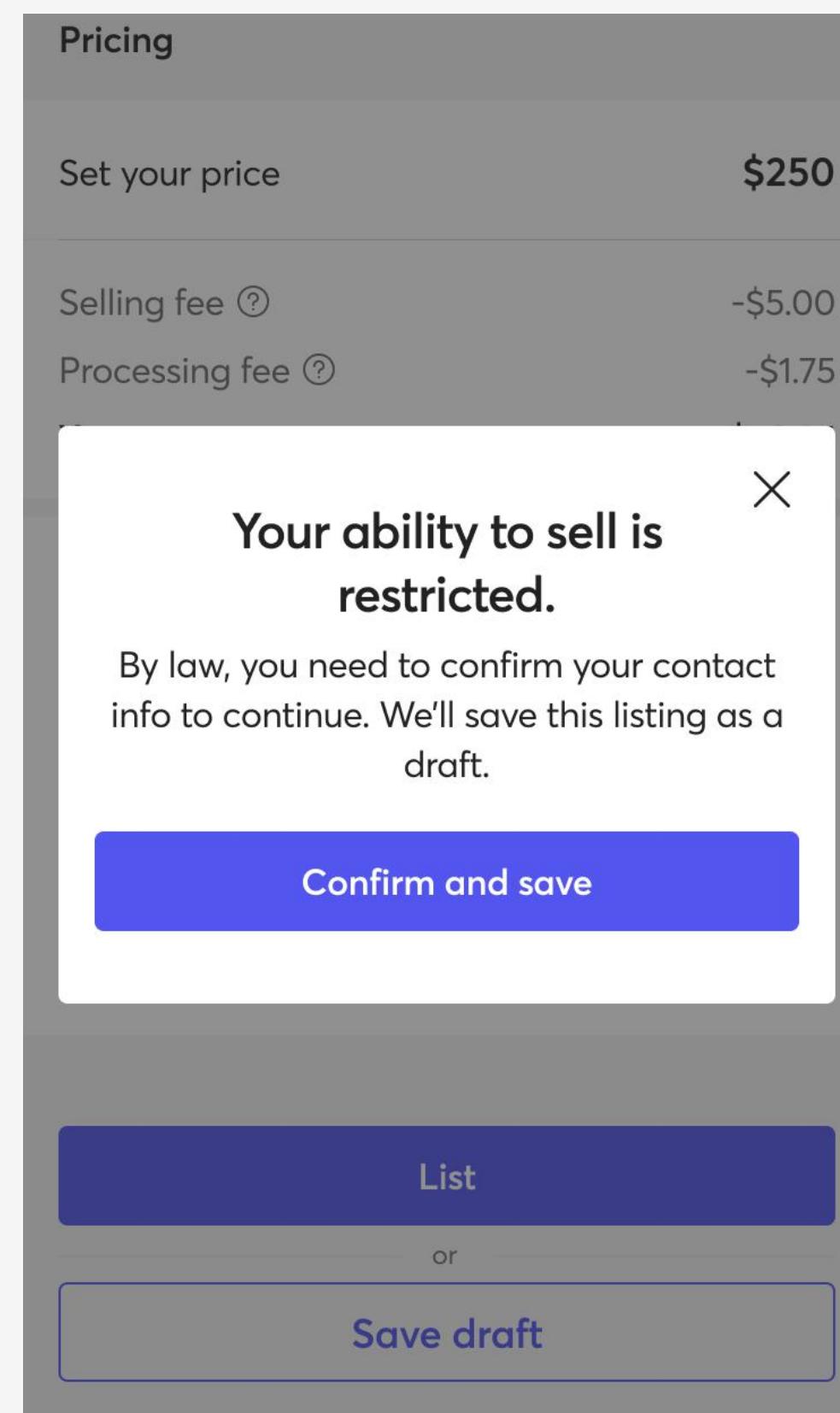
Now

Your info will be disclosed to
buyers. Review what this
includes.

Now

Account restriction

HVS who do not confirm their info within 10 days will lose their ability to sell. The account restriction is lifted immediately after info is confirmed.



Contact info exposure

When a buyer purchases an item from a HVS who has reached the \$20k threshold, the buyer will be able to view the seller's confirmed info.

Seller information

dogshop
  (30)

Details ^
Omakase, LLC.
1530 Page Mill Rd #100
Palo Alto, CA 94304
(888) 111-1111
shiba@doge.com

[Message](#)

Non-residential address and phone number

Seller information

dogshop
  (30)

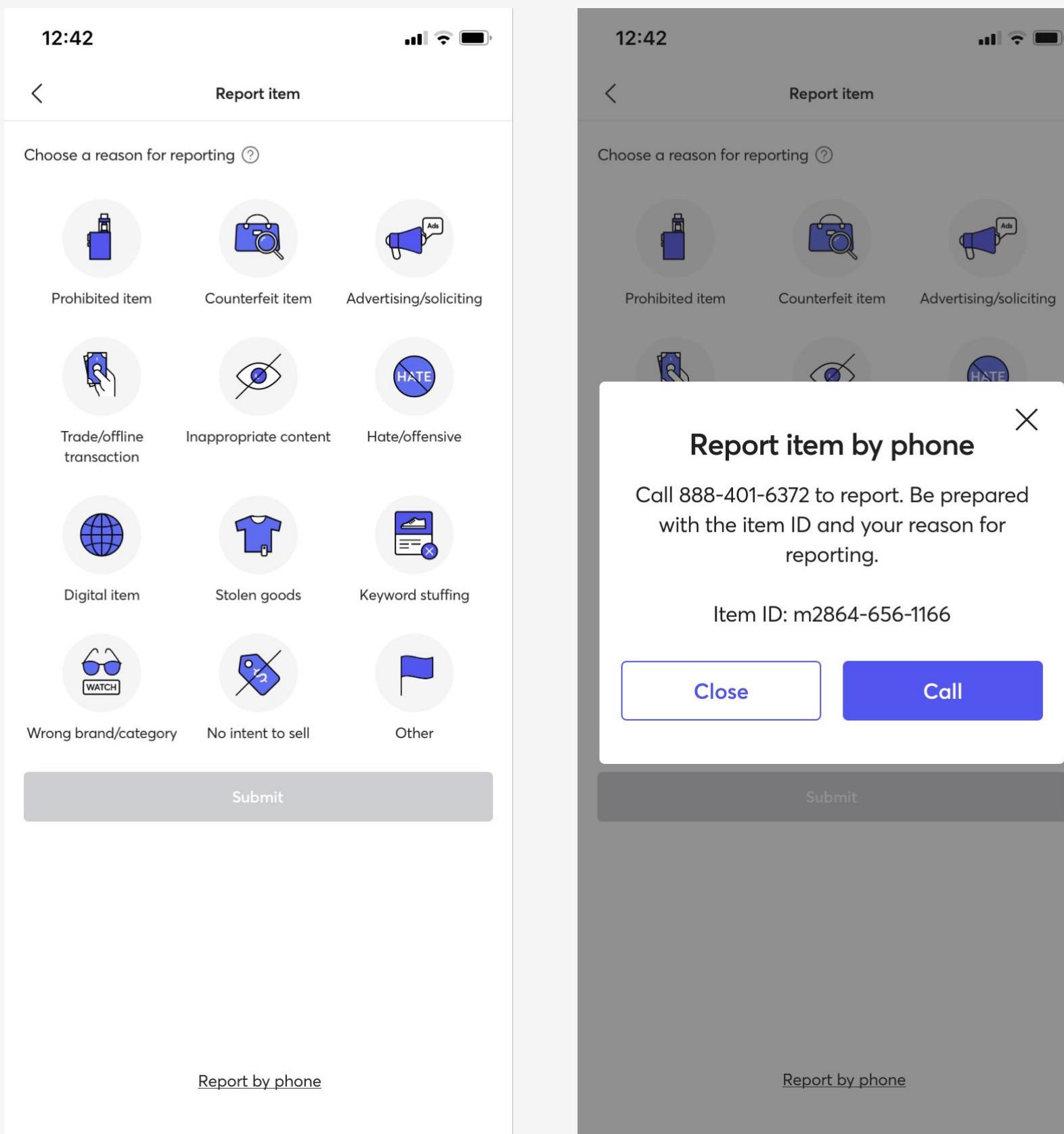
Details ^
CA, USA
shiba@doge.com

[Message](#)

Residential address and phone number

Phone reporting

Legislation requires a phone call-in option for item reporting.
However, the addition should be subtle to encourage usage of the digital form, which is the more efficient approach.



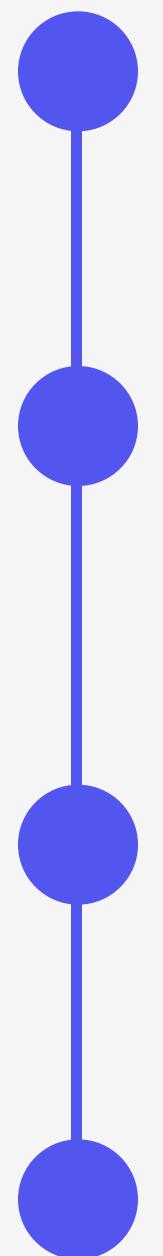
Sales reports

A new report option for completed transactions of {new} and {like new} items have been added.

The screenshot shows the Mercari Seller dashboard with the "Sales reports" tab selected. The interface includes a search bar, navigation links for categories like Women, Men, Electronics, and Home, and a "Brands" dropdown. The "Sales reports" section allows users to set a date range (From and To) and choose what orders to include (All orders, Completed, Canceled, or Condition: New, like new). A tooltip for "Completed" is visible over the "Include" dropdown menu.

Release and impact →

Release plan



Late April - Early May: Communicate to all users about new legislation

Mid May: 100 HVS test group within 11 states

No account restrictions from failure to comply

Early June: All remaining HVS

No account restrictions from failure to comply

June 27: Federal enactment with full functionality

Impact

17,590

Verifications requested

September 2023

92.3%

Requests verified

September 2023

\$7.3M

Fines avoided

Fiscal Year 2023

Internally, time has been saved for compliance-related requests. Previously, support would manually reach out to HVS for info confirmation.

Thank you

