

# SELLERFORUMS

Creating an  
Amazon Seller-Centric  
**Community Hub**

## **Empowering our Seller Community with Answers and Ideas**

Create a compelling place for sellers and developers to ask questions, give advice, and share ideas

An opportunity to reduce customer service inquiries and improve the bottom line

# Seller STATEMENTS

A.  
I need help



**Competitive example:** Ebay forums

## What that means to a customer

- A.1 I understand how to get help (registration, process, cost, sign in, what is available)
- A.2 I can easily see if my question has already been asked
- A.3 I can quickly find an answer
- A.4 I need the ability to ask my own questions
- A.5 I want to review responses to my questions and add more details if needed

## What that means to us

The user can find answers whether registered or not and it is easy to discover the value of signing up  
 There needs to be a prominent way to see similar questions already asked  
 Clicking on a similar question leads the user to a related discussion to view replies  
 We need to provide current educational resources

## Seller Forum WORKFLOWS



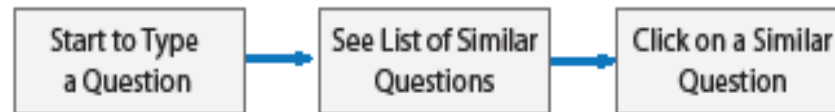
### A.1 I understand how to get help

It must be clear to new visitors how to sign up and why they would want to. Potential sellers can view all of the content but need to have seller credentials to participate.

- A.1.1 There are links in the top right of each page for help and to register
- A.1.2 From the main page there are 3 links that would lead the user to a description of the benefits and process of signing up
- A.1.3 There is an area dedicated to New Sellers that describes the benefits of signing up with links to registration and guidelines

## Seller Forum

# WORKFLOWS



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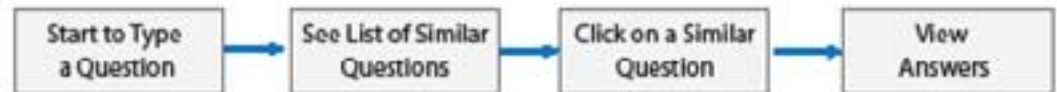
## A.2 I can easily see if my question has already been asked

- A.2.1 Seller begins to type a question
- A.2.2 A list of similar previous questions is displayed below the text box
- A.2.3 They can continue typing or choose from the suggested questions below

When a seller begins to type a question, suggestions showing similar questions (if similar questions have been asked previously) will appear below the text input area.

## Seller Forum

# WORKFLOWS



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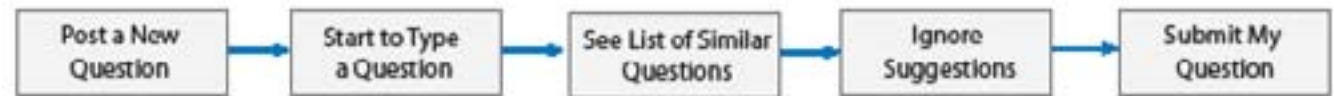
## A.3 I can quickly find an answer

When a seller clicks on a suggested question they are taken to that discussion where they may view all replies.

- A.3.1 Most pages offer an in-depth search function under the navigation
- A.3.2 When the user begins typing the subject of a new discussion, a list of suggestions will appear below the text input box
- A.3.3 When they choose from the suggested questions they are taken to that discussion where they may view all replies

## Seller Forum

# WORKFLOWS



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## A.4 I need the ability to ask my own questions

- A.4.1 The user begins to type a question in the subject line of a new discussion
- A.4.2 If that topic has been entered previously, suggestions will appear below
- A.4.3 The user can choose to ignore the suggestions and submit their question

If the user has not found the answer they were looking for they can post a new question from any page.

## Seller Forum WORKFLOWS



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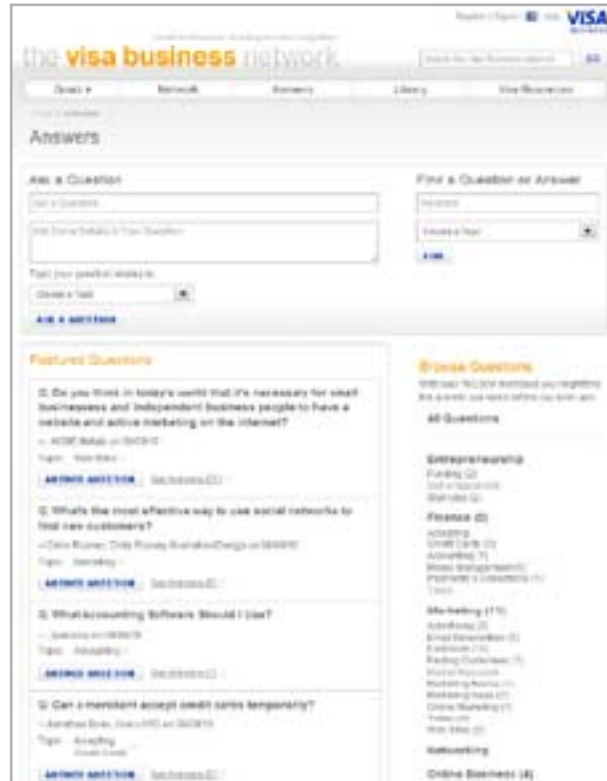
### A.5 I want to review responses to my questions

- A.5.1 On their custom dashboard page they can see a list of their posts
- A.5.2 They can click on the post and view the entire discussion thread
- A.5.3 The user has an opportunity to provide more details if need be



# Seller STATEMENTS

B.  
I want to  
learn how to  
grow my business



## Competitive Example: Visa Business Network

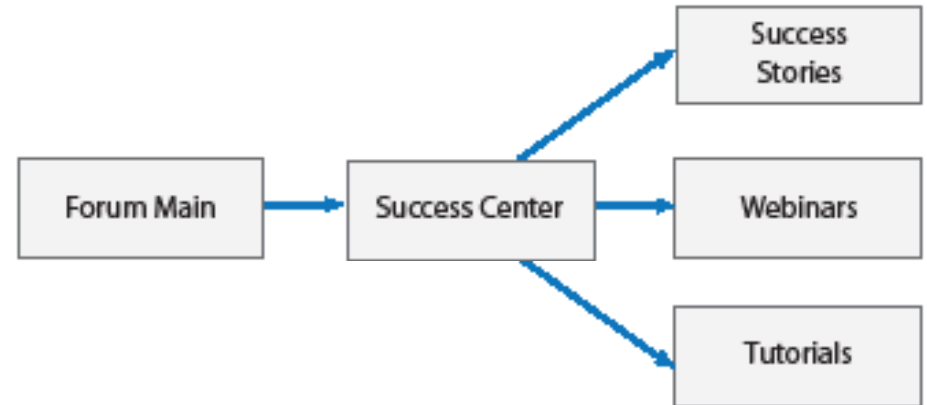
### What that means to a customer

- B.1 I want quick access to information and resources that relate to me and my business
- B.2 I am aware of Amazon announcements that may affect my business
- B.3 I am notified of people I should connect with who can help me grow my business

### What that means to us

- We need a method for evaluating criteria for matching sellers to mentors
- We would provide a business resource center
- There would be an area for success stories
- We would show announcements/resources based on seller profile/products

## Seller Forum WORKFLOWS



### B.1 I want quick access to information and resources that relate to me and my business

The unauthenticated user will be able to access links to webinars, tutorials and articles from the Success Center link in the navigation. Authenticated users will have access to the same link and have a list of additional resources on their custom main page.

- B.1.1 All users will have access to a Success Center from the navigation
- B.1.2 Users that login are taken to a custom main page
- B.1.3 The custom main page offers additional business resources

## Seller Forum

# WORKFLOWS



## B.2 I am aware of Amazon announcements that may affect my business

All users have access to announcements from the Newsroom link in the navigation.

- B.2.1 All users have access to announcements from the Newsroom link in the navigation
- B.2.2 From the Newsroom page they can view Amazon Announcements and product announcements

# Seller STATEMENTS

C.  
I want to be  
the best among  
my peers



## Competitive Example: LinkedIn Groups

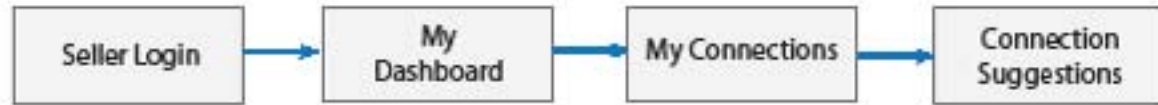
### What that means to a customer

- C.1 I want to track what I have earned and spent over the years and see how I compare to my peers
- C.2 I want to manage what aspects of my profile are public
- C.3 I want stats on how well I have answered questions
- C.4 I want to know when I am awarded best answer, what prizes I can earn and how close I am to earning them

### What that means to us

We will need to provide ways for the user to see how their activity compares to others

## Seller Forum WORKFLOWS



### **B.3 I am notified of people I should connect with who can help me grow my business**

Authenticated users are taken to a custom main page that displays who they have added to their network and suggestions as to who they may be interested in connecting with.

- B.3.1 Users must login to participate in the forums
- B.3.2 Once logged in they are taken to a custom main page
- B.3.3 This custom page displays who they have added to their network
- B.3.4 Below their network connections they will find suggestions of who they may be interested in adding to their network

# WORKFLOWS



## FUTURE STATE

### C.1 I want to track what I have earned and spent and see how I compare to my peers

- C.1.1 Users must log in to view any custom information
- C.1.2 Once logged in they are directed to a custom main page
- C.1.3 This page is where user statistics would be displayed

## Seller Forum WORKFLOWS



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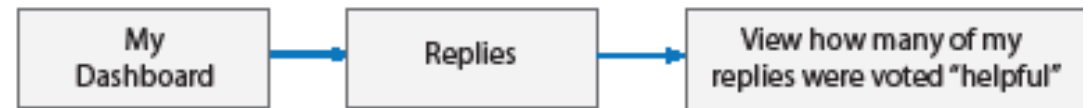
## C.2 I want to manage what aspects of my profile are public

Authenticated users will have the ability to build their own public profile by choosing what elements will be visible to all users.

- C.2.1 A user must log in to view any custom content
- C.2.2 An authenticated user can view the “My Dashboard” page
- C.2.3 This page contains a section called “Public Profile” where the user can choose what will and will not be visible publicly.

## Seller Forum

# WORKFLOWS



## C.3 I want stats on how well I have answered questions

- C.3.1 Users must log in to view any custom information
- C.3.2 Authenticated users have access to custom content on their "My Dashboard" page
- C.3.3 Phase I will show how many replies were voted as helpful

A future state will offer more in depth statistics comparing the user to their peers



# WORKFLOWS



## FUTURE STATE

**C.4 I want to know when I am awarded best answer, what prizes I can earn and how close I am to earning them**

- C.4.1 Users must log in to view any custom information
- C.4.2 Once logged in they are directed to a custom main page
- C.4.3 This page is where user statistics would be displayed

# Seller STATEMENTS

D.  
I want to  
answer questions



## Competitive Example: Yahoo! Answers

### What that means to a customer

- D.1 I can quickly find open questions
- D.2 I want suggestions of what I am qualified to answer based on past topics, my profile etc.
- D.3 I can see other responses to the question I am answering
- D.4 I can ask for more info form the person who asked the question

### What that means to us

There needs to be a way to search questions  
There needs to be a rewards program that has a tangible value

## Seller Forum

# WORKFLOWS



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## D.1 I can quickly find open questions

Once logged in the user can search open questions directly from the main page and most other pages.

- D.1.1 A user must be logged in to participate in the forums
- D.1.2 Once logged in they are directed to a custom main page
- D.1.3 From the main page the user can search open questions

**Is a question ever closed?**

## Seller Forum

# WORKFLOWS



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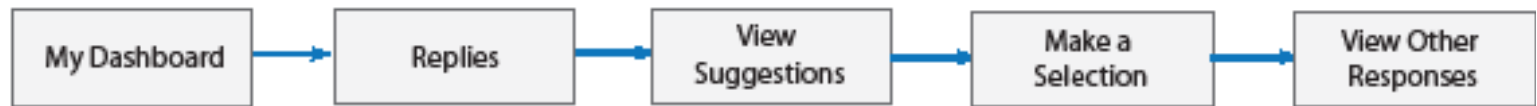
## D.2 I want suggestions of what I am qualified to answer

- D.2.1 A user must be logged in to view custom information
- D.2.2 Once logged in they are directed to a custom main page
- D.2.3 Here they will find suggestions of questions they are likely to be qualified to answer

Based on previous activity and other criteria, an authenticated user will find suggestions of questions to answer on their custom main page.

## Seller Forum

# WORKFLOWS

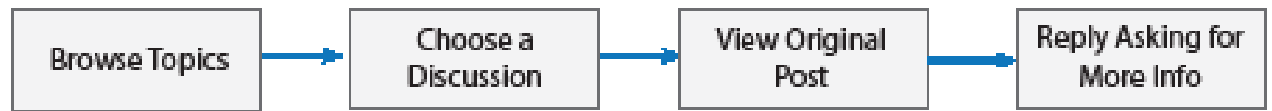


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## D.3 I can see other responses to the question I am answering

- D.3.1 A user must be logged in to participate in the forums
- D.3.2 Once logged in the user is directed to a custom main page
- D.3.3 The custom main page shows suggestions of questions I may answer
- D.3.4 If the user selects a discussion to participate in they will be able to view how others have responded to the post

## Seller Forum WORKFLOWS

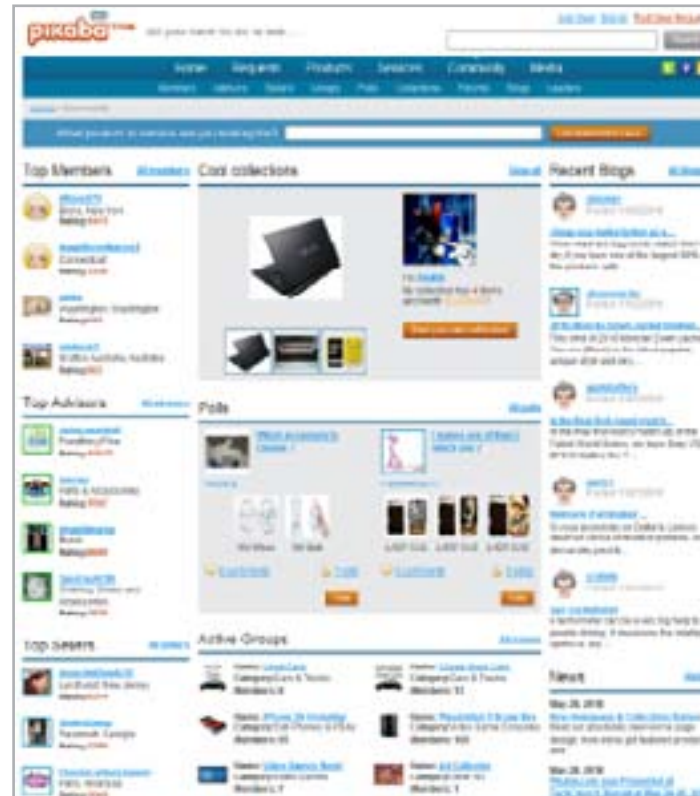


### D.4 I can ask for more info from the person who asked the question

- D.4.1 The user can browse topics from any page
- D.4.2 From the category main page, the user selects a discussion
- D.4.3 The original post is displayed prominently on the discussion page
- D.4.4 The user can then reply to the original post requesting more info

# Seller STATEMENTS

E.  
I want to  
be part of a  
community



## Competitive Example: Pikaba

### What that means to a customer

- E.1 I want to build a network of business connections
- E.2 I want the system to connection suggestions
- E.3 I can view the activity of people in my network
- E.4 I can search for people/segments/profile attributes
- E.5 I am notified of who wants to connect with me
- E.6 I can collaborate with people in and out of my network

### What that means to us

We need to have public and private profile account information areas

## Seller Forum

# WORKFLOWS



## E.1 I want to build a network of business connections

An authenticated user can view connection suggestions on their dashboard page and follow those links to user profiles and make a connection from there. There are also opportunities throughout the site to hover over a username and see a quick view of their profile and request a connection from there.

- E.1.1 A user must log in to view custom information
- E.1.2 From the “My Dashboard” page the user can view their connections
- E.1.3 A list of connection suggestions will be displayed on this page
- E.1.4 When the user clicks on a suggestion they will be taken to a profile
- E.1.5 From the profile a network connection can be requested



## Seller Forum

# WORKFLOWS



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## E.2 I want the system to make connection suggestions

An authenticated user can view connection suggestions on their dashboard page and follow those links to user profiles and make a connection from there.

- E.2.1 A user must authenticate to view custom information
- E.2.2 Once logged in the user is directed to a custom main page
- E.2.3 On the custom main page the user will see their network activity
- E.2.4 A list of connection suggestions will be displayed on this page

## Seller Forum

# WORKFLOWS



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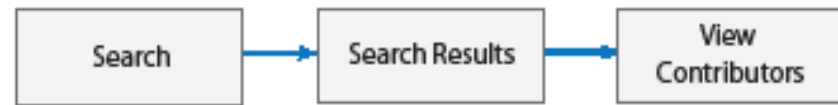
### E.3 I can view the activity of people in my network

- E.3.1 A user must authenticate to view custom information
- E.3.2 Once logged in the user can view the “My Dashboard” page
- E.3.3 On the “My Dashboard” page the user will see their connections
- E.3.4 They will also see the recent activity of their connections

From the “My Dashboard” page a user can view recent activity of their connections.

## Seller Forum

# WORKFLOWS



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## E.4 I can search for people/segments/profile attributes

- E.4.1 The user can search from any page
- E.4.2 From the search results the user can click on the "Contributors" tab
- E.4.3 There they will find users interested in similar topics

## Seller Forum

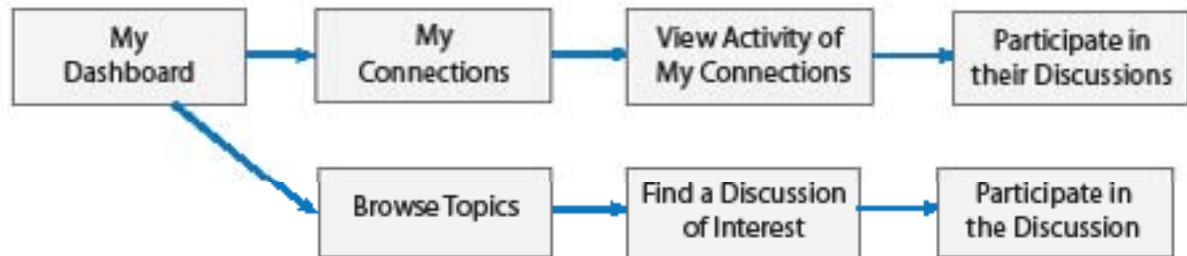
# WORKFLOWS



## E.5 I am notified of who wants to connect with me

- E.5.1 From the "My Dashboard" page the user can view their connections
- E.5.2 There will be a list of who has requested to connect with them
- E.5.3 When the user clicks on the request, they will be taken to a profile
- E.5.4 From the profile the user can accept or block the request

## Seller Forum WORKFLOWS



### E.6 I can collaborate with people in and out of my network

- E.6.1 A user must authenticate to participate in the seller forums
- E.6.2 Once logged in the user is directed to a custom main page
- E.6.3 From the custom page the user can view their network connections
- E.6.4 From their network connections they can view the activity of their connections and participate in their discussions
- E.6.5 From the custom page the user can browse topics
- E.6.6 From a topic the user may find a discussion of interest
- E.6.7 In a discussion the user may participate in the discussion

## Forum Main Page

**Problem:** Users need to find information quickly and intuitively.

**Solution:** There is a search box located where the eye usually goes to first on a page.

**Wireframe details:**

**1** To find information quickly, the user can easily search all content. As the user begins to enter keywords, suggestions will be revealed below.

**2** Top Forum categories are easily discovered in a prominent area as well as the top navigation area.

**3** Users have the opportunity to begin a new post here. They will be prompted to log in if they have not already done so.

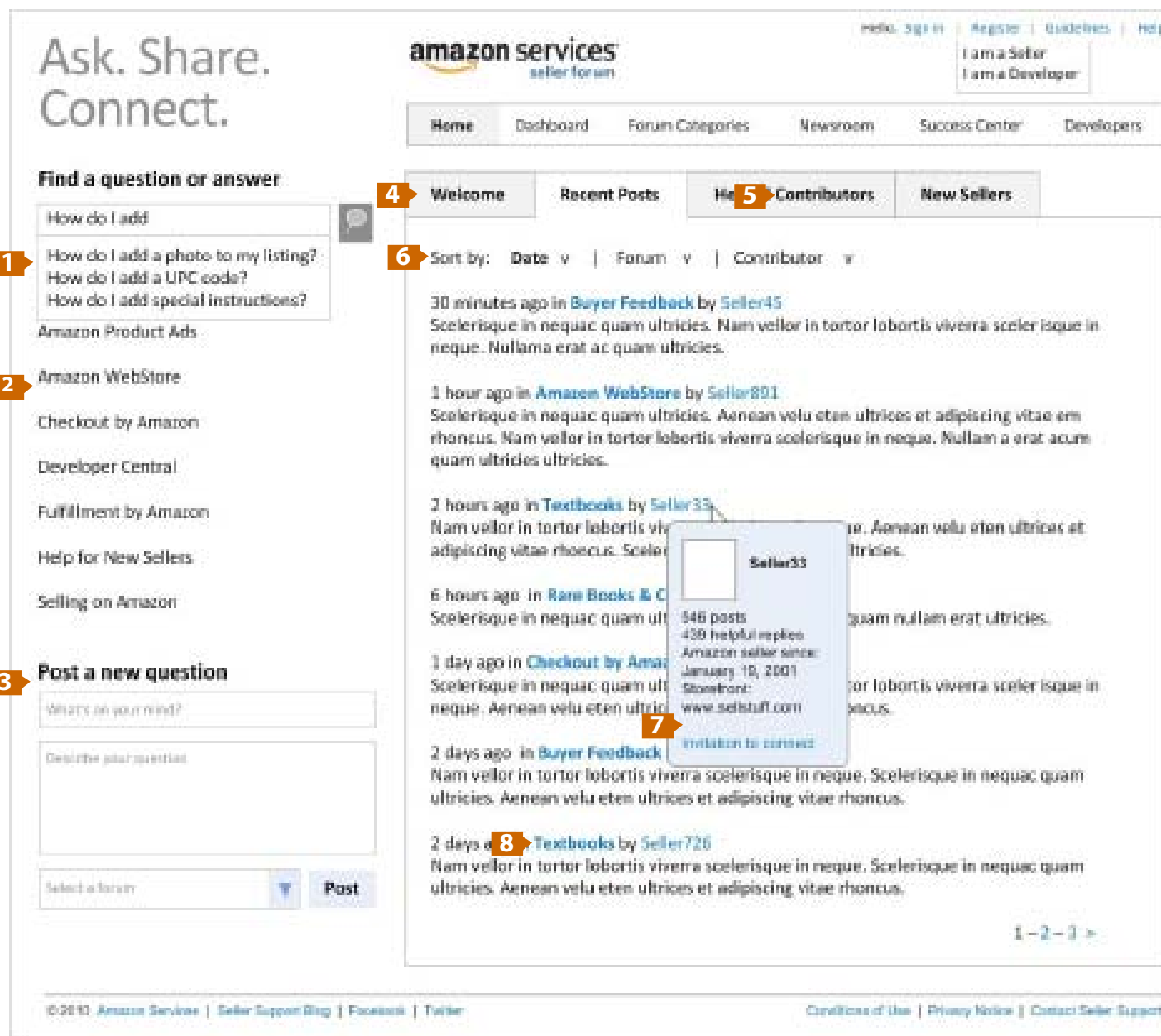
**4** From this landing page the user can quickly see the most recent posts in all forums. They can also easily view most helpful contributors and find an area dedicated to helping new sellers.

**5** New users/new sellers have a dedicated area where they can learn the benefits and process of signing up along with other valuable resources.

**6** With the vast amount of discussion topics offered, this section provides a quick and easy way to view the most recent threads with the ability to sort by date, forum or user.

**7** When a user hovers over a seller's alias they will see all of the statistics that the seller has chosen for their public profile. There is also a link to invite this user to be connected with you.

**8** Clicking on a forum name will take the user to that category main page.



Ask. Share. Connect.

amazon services seller forums

Home Dashboard **Forum Categories** Newsroom Success Center Developers

1 Home » Forum Categories » Checkout by Amazon

Find a question or answer

2 Checkout by Amazon Topics

Account Setup

Submit Orders

Managing Your Orders

Shopping Cart & Buy Now

Advanced Integration APIs

Tools & Documentation

3 All Forum Categories

Post a new question

What's on your mind?

Describe your question:

Select a forum Post

Checkout by Amazon

Recent Posts

Sort by: Date v | Forum v | Contributor v

30 minutes ago in **Account Setup** by Seller45  
Scelerisque in neque quam ultricies. Nam velor in tortor lobortis viverra scelerisque in neque. Nullam erat ac quam ultricies.

1 hour ago in **Managing Your Orders** by Seller801  
Scelerisque in neque quam ultricies. Aenean velu eten ultrices et adipiscing vitae rhoncus. Nam velor in tortor lobortis viverra scelerisque in neque. Nullam a erat acum quam ultricies ultricies.

2 hours ago in **Tools & Documentation** by Seller33  
Nam velor in tortor lobortis viverra scelerisque in neque. Aenean velu eten ultrices et adipiscing vitae rhoncus. Scelerisque in neque quam ultricies.

6 hours ago in **Shopping Cart & Buy Now** by NewSeller  
Scelerisque in neque quam ultricies. Nullam a erat ac quam nullam erat ultricies.

1 day ago **4 Checkout by Amazon** by Seller609  
Scelerisque in neque quam ultricies. Nam velor in tortor lobortis viverra scelerisque in neque. Aenean velu eten ultrices et adipiscing vitae rhoncus.

2 days ago in **Submit Orders** by Seller415  
Nam velor in tortor lobortis viverra scelerisque in neque. Scelerisque in neque quam ultricies. Aenean velu eten ultrices et adipiscing vitae rhoncus.

2 days ago in **Account Setup** by Seller726  
Nam velor in tortor lobortis viverra scelerisque in neque. Scelerisque in neque quam ultricies. Aenean velu eten ultrices et adipiscing vitae rhoncus.

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## Forum Category

**Problem:** Users need an intuitive way to navigate the sea of topics available in the forums.

**Solution:** Once a user has navigated to a forum category they can easily see the most recent activity in that forum.

### Wireframe details:

**1** Breadcrumbs indicate a navigable path to the user if they should want to backtrack

**2** When a forum category has sub-topics there will be a sub-navigation in the left rail. If there are no sub-topics for a particular category this area will offer “Did you know” tips derived from the most frequently asked questions.

**3** This link takes the user to a forum category directory page

**4** These links can be used to jump directly to a forum sub-topic

The screenshot shows the Amazon Seller Forums interface. At the top left, it says "Ask. Share. Connect." and "amazon services seller forum". The navigation bar includes "Home", "Dashboard", "Forum Categories", "Newsroom", "Success Center", and "Developers". The main content area is titled "Checkout by Amazon: Account Setup".

Numbered callouts highlight the following features:

- 1** Related Posts: A section on the left sidebar with three related posts.
- 2** Original Post: A post by "Neville" with a "Follow this post" button.
- 3** Follow this post: A button next to the original post.
- 4** Sort by: Oldest first | Newest first: A sorting dropdown menu.
- 5** Reply to original post | Reply to this post: Action buttons for replying.
- 6** Was this reply helpful? Yes | No Report abuse | Ignore this user: A feedback and moderation section.

At the bottom, there is a "Post a new question" form and a "Post" button.

## Discussion Threads

**Problem:** Current threads are lengthy and it can be difficult to determine which posts were made by the person who originally asked the question

**Solution:** Only the threads posted by the original poster will be highlighted.

### Wireframe details:

**1** When a user is viewing a thread they will be able to discover related posts on the same page without needing to perform a new search if this discussion is not what they needed.

**2** The original post is clearly marked and will remain at the top of each page for that topic.

**3** An authenticated user has the ability to follow a discussion by clicking here. They will then find updates on their profile page.

**4** The user can sort the thread view by oldest or newest first.

**5** A user can reply to the original post or reply to a thread within the discussion.

**6** The user can easily identify when the thread was posted and who it was in response to.



The screenshot shows the 'My Dashboard' page for Amazon Seller Forums. At the top left, it says 'Ask. Share. Connect.' and 'amazon services seller forum'. The top right has links for 'Hello, Sign in', 'Register', 'Guidelines', and 'Help'. Below this is a navigation bar with 'Home', 'Dashboard', 'Forum Categories', 'Newsroom', 'Success Center', and 'Developers'. The main content area is titled 'My Dashboard' and has a sub-navigation bar with 'Posts', 'Replies', 'My Connections', 'Public Profile', and 'Account Settings'. On the left side, there are two 'Important Announcement' sections, each with a 'Learn more' link, and a 'Post a new question' form with fields for 'What's on your mind?', 'Describe your question', and a 'Select a Forum' dropdown, plus a 'Post' button. The main content area shows 'My Posts' and 'Posts I'm following'. The 'My Posts' section lists three posts with their titles, dates, and content. The 'Posts I'm following' section lists three posts with their dates, forum names, and contributors. At the bottom of the page, there is a footer with copyright information and links for 'Conditions of Use', 'Privacy Notice', and 'Contact Seller Support'.

## My Dashboard

**Problem:** Current seller forums are generic and do not require authentication missing an opportunity for personalization.

**Solution:** Logging in with seller credentials will be required to participate in the forums. This not only ensures that participants are actual sellers or developers but offers the opportunity for personalization.

### Wireframe details:

- 1** Any critical company announcements will occupy this primary spot.
- 2** The secondary announcement space will be used to cross sell Amazon products and promote new features.
- 3** The authenticated user now has access to viewing all of their recent posts, posts they are following, their replies to posts, connections, their public profile and account settings.
- 4** The user can view a list of posts they are following and sort the results by date, forum category or contributor.

The screenshot shows the Amazon Seller Forums interface. At the top left, it says "Ask. Share. Connect." and "amazon services seller forum". Navigation links include "Home", "Dashboard", "Forum Categories", "Newsroom", "Success Center", and "Developers". A search bar is present with the text "Find a question or answer".

**1** **Related Searches**: A list of related search queries is shown on the left side, including "How do I add more photo views?", "Change listing details", "Photo tips & tricks", "Can I replace a photo?", "Don't have a photo", and "How do I create a photo zoom?".

**2** **Results for "add photo to listing"**: The search results are displayed in a grid. The first row shows "All Content" selected, with other tabs for "Forums", "Newsroom", "Success Center", and "Contributors".

**3** **Forums**: The "Forums" tab is highlighted, showing a list of forum posts. Each post includes a title, time, forum name, and author.

**4** **WEBINAR**: A specific result is highlighted, showing a "WEBINAR" announcement with a title and author.

At the bottom of the page, there is a footer with copyright information and links to "Conditions of Use", "Privacy Notice", and "Contact Seller Support".

## Search Results

**Problem:** The current seller forum site only searches the discussion threads.

**Solution:** The new search will search all site content including discussions, announcements, articles, webinars and user profiles

### Details:

- 1** To assist the user in finding an answer quickly, related searches are prominently displayed.
- 2** This area prominently displays the search term entered by the user.
- 3** These tabs simplify filtering of the content within the search results.
- 4** The default tab shows results for all of the site content related to the keywords searched.