



JOSH LINE

CASE STUDY

Barnes & Noble Marketplace

BARNES & NOBLE Welcome, Demo Account [My Account](#) | [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#) [Help](#)

SEARCH All [Advanced Search](#)

Account Overview

Demo Account
New York, NY

Your Status: **On Hold**

Your Feedback Rating:
★★★★★
5 out of 5 (1 ratings)

My Alerts

⚠ Your account is on HOLD. Please call 866-897-1763 immediately.
[More Info](#)

News & Messages

- Upcoming SSN/EIN Requirements!
- Our new blog
- Now on Twitter!

[See All](#)

FAQs

- How and why do I issue a refund?
- Why doesn't my balance go to zero when I'm paid on Tuesdays?
- What are the shipping allowances?

[See All](#)

Orders Pending (0)

You don't have any orders.

Try [adding more items](#) or enhancing your descriptions.

[Go to Orders](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions. If your item doesn't have an ISBN/UPC, please use our [title search](#).

Format:

ISBN, UPC, EAN:

What's it worth? Ready to sell?

[More about ISBNs, UPCs and EANs](#)

[Go to Inventory](#)

Upload Items to Sell

Select an Upload Option: Standard Purge & Replace

Add an inventory file via upload:

[Learn about using files](#)

View Finances

Current Balance **\$13.41**
[View associated transactions](#)

Next Payment Date **7/26/2011**
[View banking information](#)

Last Payment on 3/8/2011 **\$5.35**
[View associated transactions](#)

[Go to Payments](#)

Feedback

★★★★★ 12/29/2010 Thank you so much for upgrading my service for free! 159083180-006
101 Places Not to See Before You Die
by Catherine Price
Paperback

Overview

What is the Barnes & Noble Marketplace?

The Marketplace is an application within the B&N website where booksellers go to upload inventory, download orders, and submit invoices for payment for their sales on the B&N.com platform.

The Problem

As the B&N.com customer-facing website was in a redesign, the Marketplace seller web application was identified as a prime candidate for a refresh. The refresh came out of two directives: (1) identify and correct any usability issues that are driving bookseller attrition (repeat visits and volume of inventory was down 28% and 23%, respectively); and (2) convert customers to sellers so they can sell their personal goods on the B&N Marketplace.

To gather a sense of the “why” behind people leaving our platform, I spearheaded listening to customer service calls over a two week span. From these listening sessions, many usability issues were identified: managing inventory and orders, getting paid, and understanding what tasks they can accomplish in the Marketplace. I also performed user research in the form of contextual inquiry sessions with three types of booksellers (small, medium, and large sized stores), as well as everyday people selling personal goods on other websites, to gather insights into their tasks and goals for opportunities for improvement.

Problem Statement

Sellers need a way to easily perform common store functions across multiple product lines on the B&N site so that they can make money from online sales.

Design Questions

How might we support the needs of sellers in their day-to-day activities?

How might we make it easy for anyone to sign up and get started with a seller account?

My Role and Responsibilities

Research and Testing: Led customer-service listening sessions to identify unknown issues with the site. Performed a heuristic evaluation to gather a baseline. Performed contextual inquiry with booksellers and customers-as-sellers. Tested a prototype with customers using in-person usability testing (talk-aloud method). Designed and led a weekly seller round table to test wireframes and design concepts on sellers dialing in from remote locations.

IA and IxD: Redesigned the information architecture to be more in-line with seller mental models. Designed interactions and affordances across the Marketplace tool. Led collaborative design sessions with SMEs, product managers, customers, and third-party sellers. Designed a cohesive, easy to understand, user experience from start (whiteboard) to finish (wireframes and prototype). Worked with additional product teams to design for faceted search in the customer-facing Used, Rare and Collectable product site. Devised enhancements to transform customers into sellers without the overhead of the customer having to know all of the book-industry knowledge or language.

Design Strategy: Translated stakeholder, customer, and seller needs to design innovations that met many of the business goals: increasing throughput of sellers by converting customers to sellers; reducing attrition of booksellers; increasing seller time on the platform; increasing volume of books/product to the site; and extending product offering to other product categories, including rare and collectible, to increase sales.

Timeline

April 2009 - April 2010

Tools

Adobe Illustrator

Axure

Adobe PDF

OmniGraffle

Visio

Solution

As the lead designer for the Marketplace product team, I iterated on a number of concepts that served the needs and goals of booksellers and customers-as-sellers.

Through a cycle of iterative design and testing, the team and I introduced the following:

- Display of most recent orders to help sellers move product
- Add and upload inventory modules were introduced so the seller never has to leave the main page
- Key FAQs displayed on-page to assist in reducing customer support calls
- A less cumbersome checking account-linking system so that sellers can receive payment and issue refunds
- Dedicated account/settings page to edit and change seller information.

In late 2010, the Marketplace was launched and went on to be highly praised by booksellers on various forums and outlets.

As of 2012, adoption of the Marketplace among sellers was up twenty-one percent.

BARNES & NOBLE Welcome, Demo Account [My Account](#) | [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#) [Help](#)

SEARCH All [Advanced Search](#)

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FAQs
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Format:
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> More about ISBNs, UPCs and EANs
What's it worth? Ready to sell?
> Go to Inventory

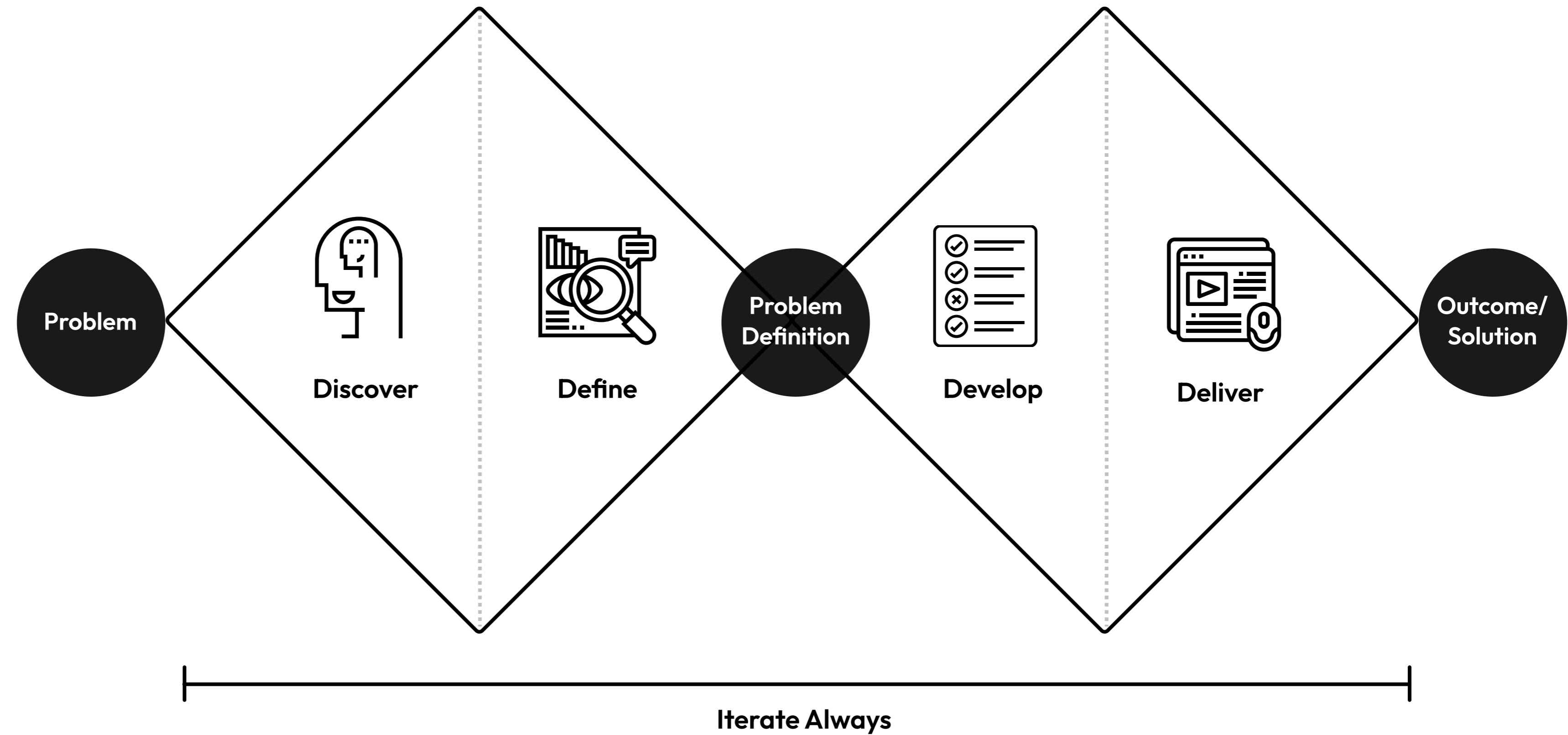
Upload Items to Sell
Select an Upload Option: Standard Purge & Replace
Add an inventory file via upload:
> Learn about using files

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My Design Process

The design activities for the B&N Marketplace redesign follows roughly the Design Council's Double Diamond approach: Discover, Define, Develop, Deliver, with iteration between phases.



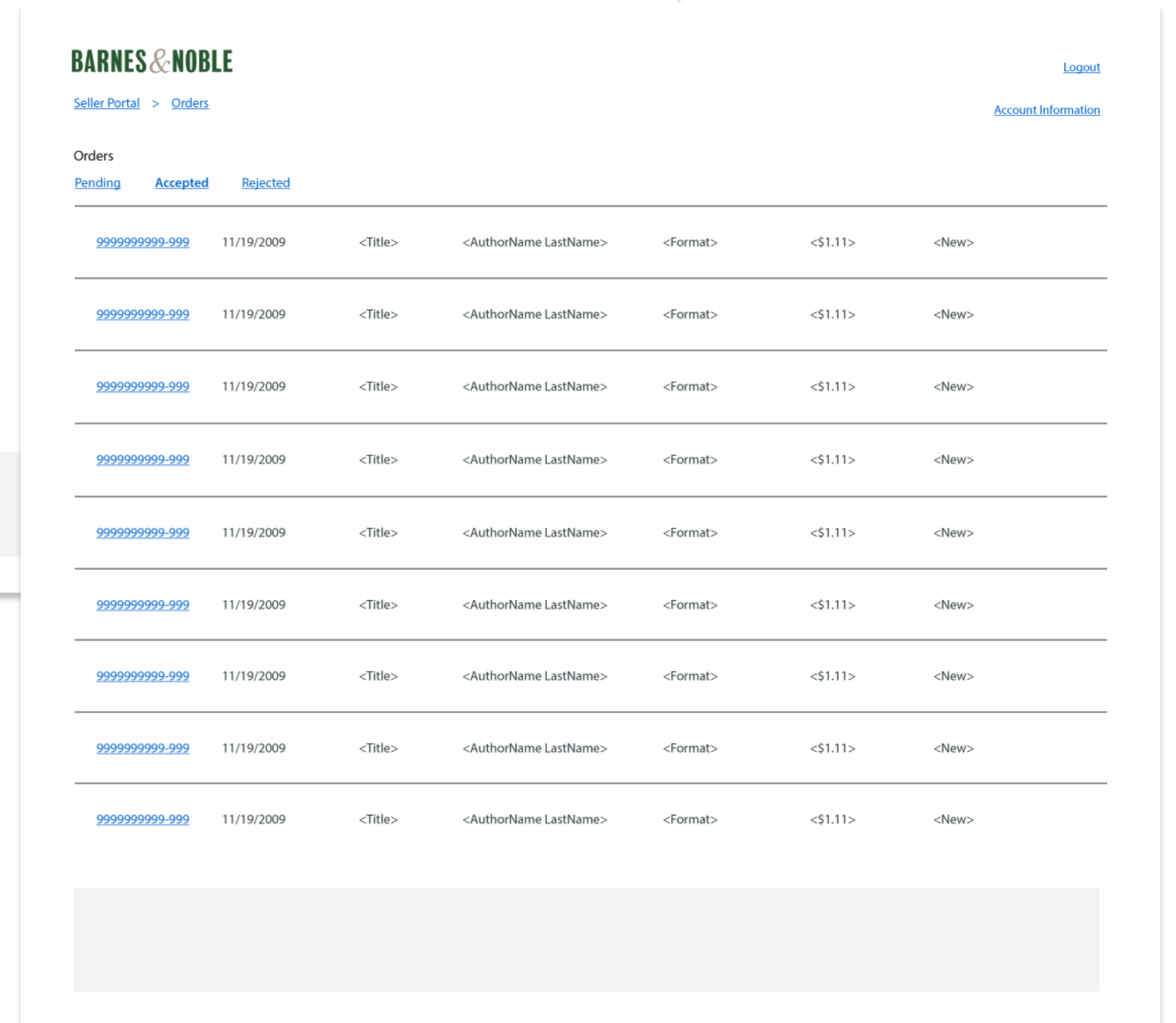
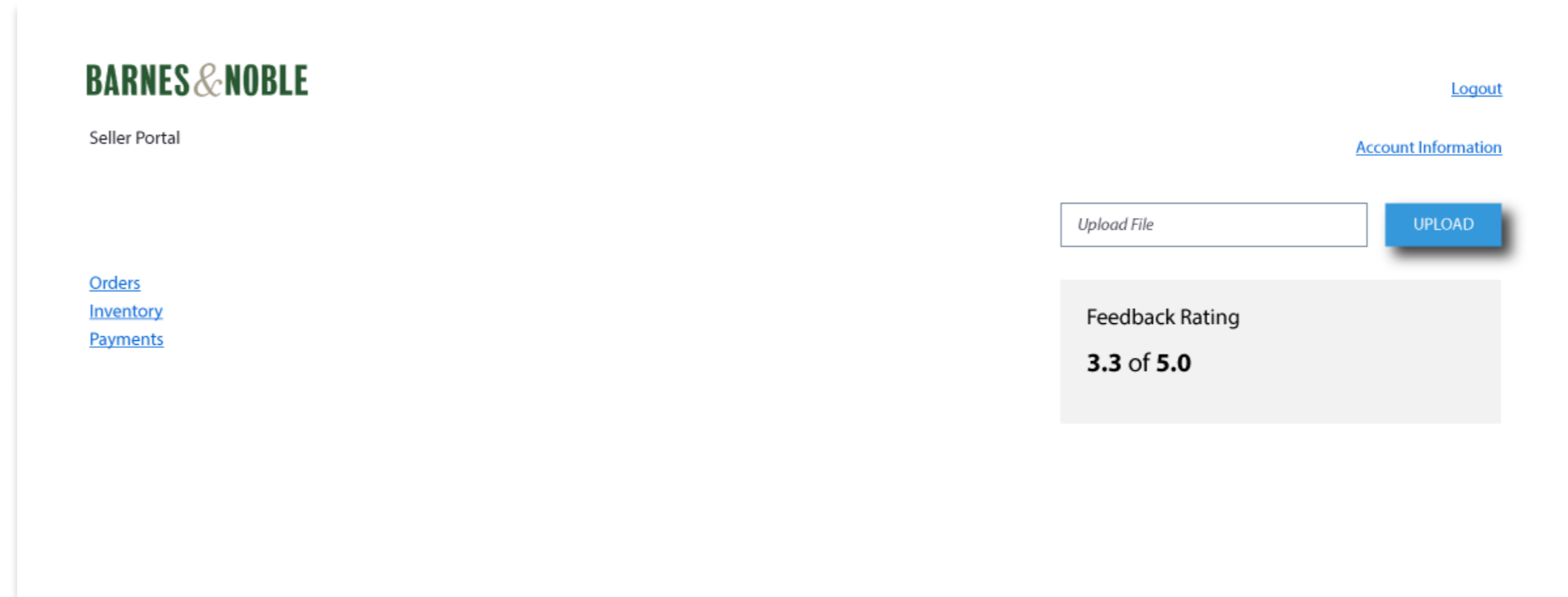
Discover

Process: Original State / Heuristic Evaluation / Site Map (Current State) / Assumptions / Business Goals / Stakeholder Analysis / Contextual Inquiry

DISCOVER

Original State

The screens were what I saw when I signed in to the original state. My first reaction was that there isn't anything for the sellers to do here. If you dive into each section, a table view appears with some rudimentary filters, but for the most part, this seems like a partially complete website done in someone's spare time. When I asked the team about the state of the site, they said, "Yeah, it could be a lot better! Can you help us?"



DISCOVER

Heuristic Evaluation

For what screens were available, I performed a heuristic evaluation using Nielsen's heuristics as a guide for identifying and correcting usability issues with the experience.

Sparse Detail on Seller Portal

HIGH SEVERITY

Heuristics

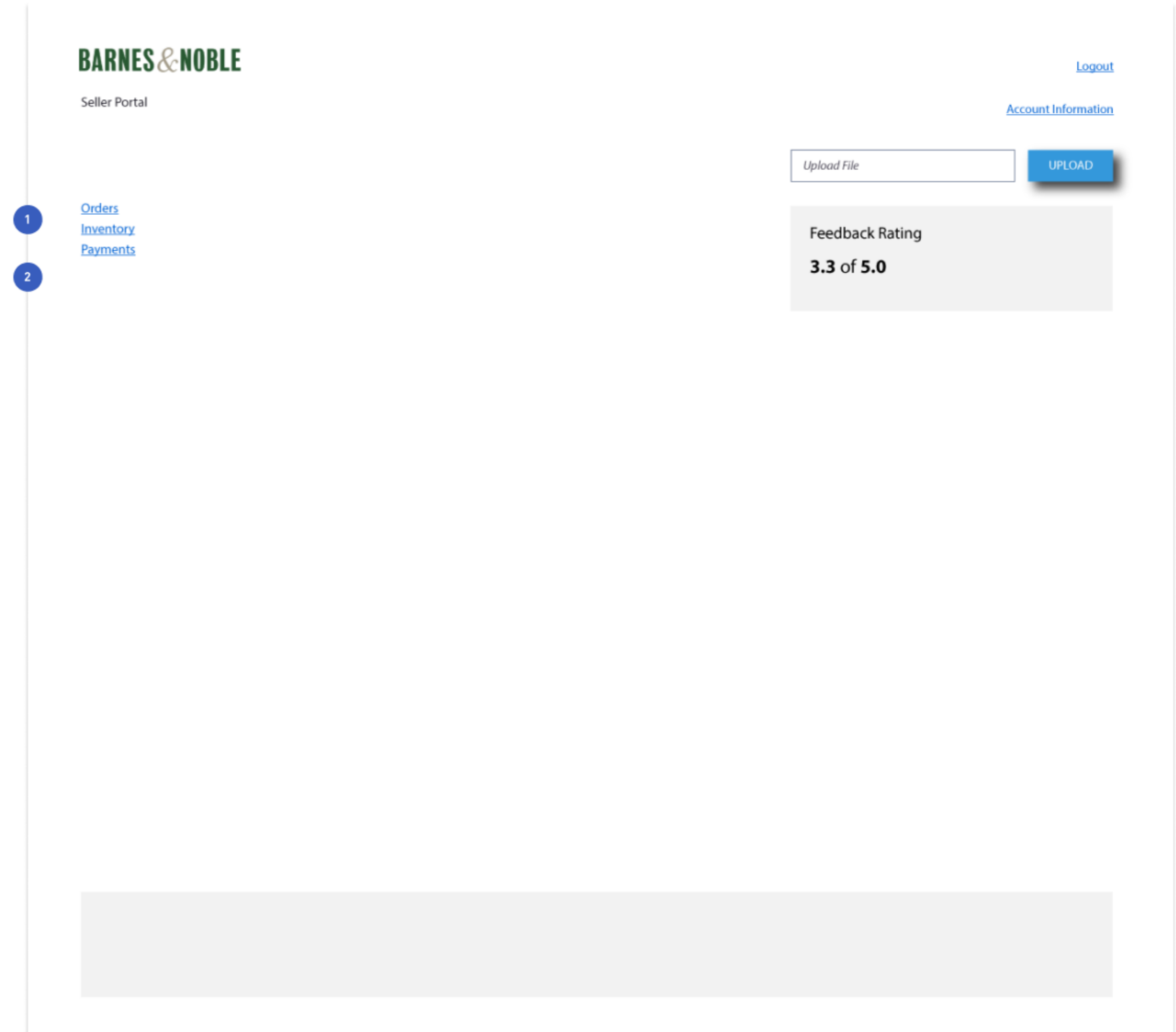
Consistency and Standards
Visibility of System Status

Issue

- 1 The user doesn't know what to do here. There are links, yes, but what do they do?
- 2 The user has to click into a section in order to receive detail of their orders, inventory, payments, or their account information.

Recommendations

- Surface defaults for orders, inventory, or payments.
- Provide more detail so that this feels more like an experience rather than an opportunity for the user to be confused about where they are.



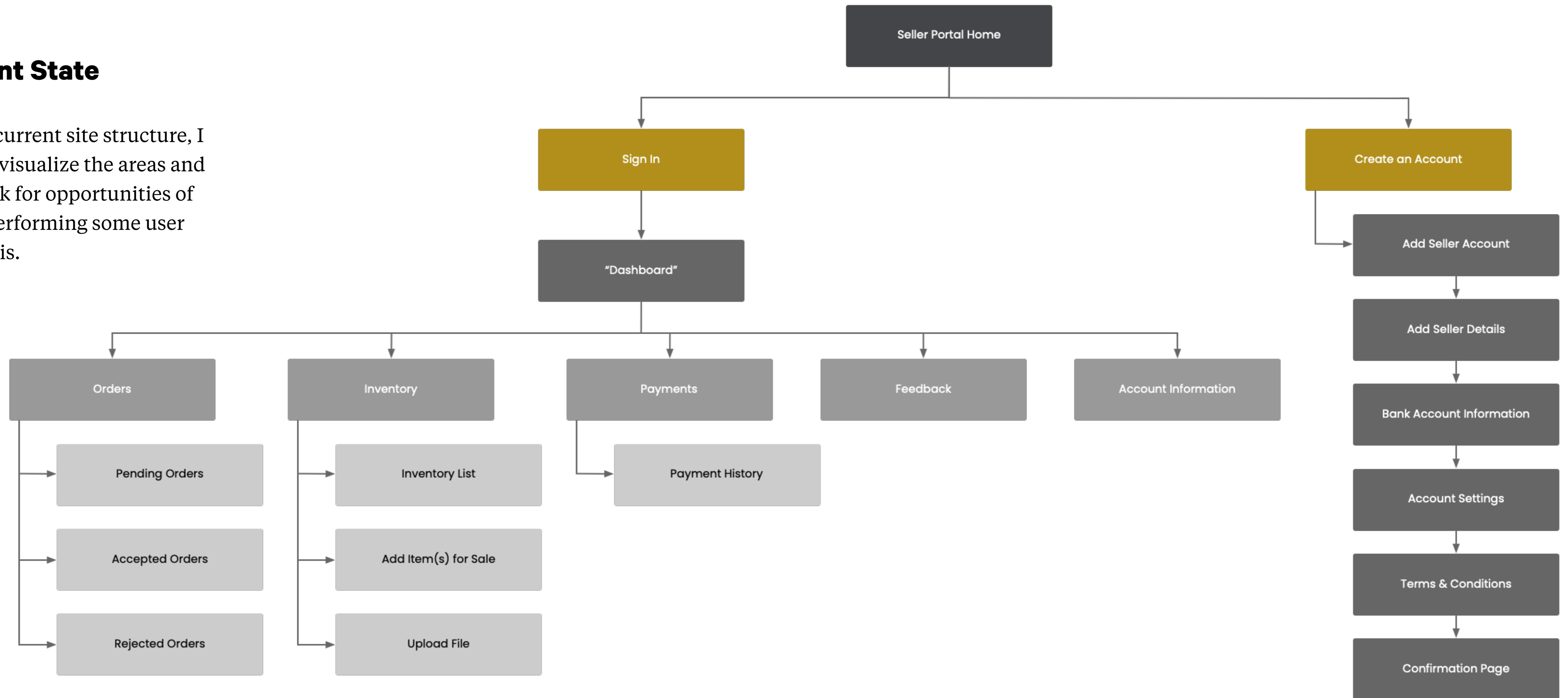
Related Document

[Heuristic Evaluation](#) APPENDIX

DISCOVER

Site Map Current State

To get a sense of the current site structure, I created a site map to visualize the areas and relationships and look for opportunities of improvement after performing some user research and synthesis.



DISCOVER

Assumptions

Before performing any user research, I participated in 1.5 weeks of listening sessions with B&N's customer service representatives for Used and Collectible. I listened intently for issues with the site, where things are going wrong, and sources of dissatisfaction.

Armed with a rudimentary understanding of the sellers, I sought to understand my product team's perspective, ie what we think we know about the seller, how they live their lives, operate their stores, and interact with our systems.

Assumptions

Together, the product team and I came up with the following list of assumptions to capture what we think we know about the seller and what we need to investigate:

- 01** Sellers would like to see a view of their entire store.
- 02** Sellers spend a lot of time taking pictures of their product.
- 03** Sellers do a lot of data entry.
- 04** Sellers don't know if an error has occurred on the site.
- 05** Sellers don't take action on feedback.
- 06** Sellers prefer to cross-list their inventory on multiple sites.
- 07** Sellers are more than likely dissatisfied with this experience.

DISCOVER

Business Goals

The team interviewed stakeholders within the Used Books part of the business to collect, understand, and work to achieve the following business goals:



Increase seller base by adding customers-as-sellers.



Reduce attrition of sellers on the platform.



Increase seller time on the platform.



Improve the usability of the Marketplace experience.



Increase volume of books/products to the B&N site.



Extend product offering through new attributes.

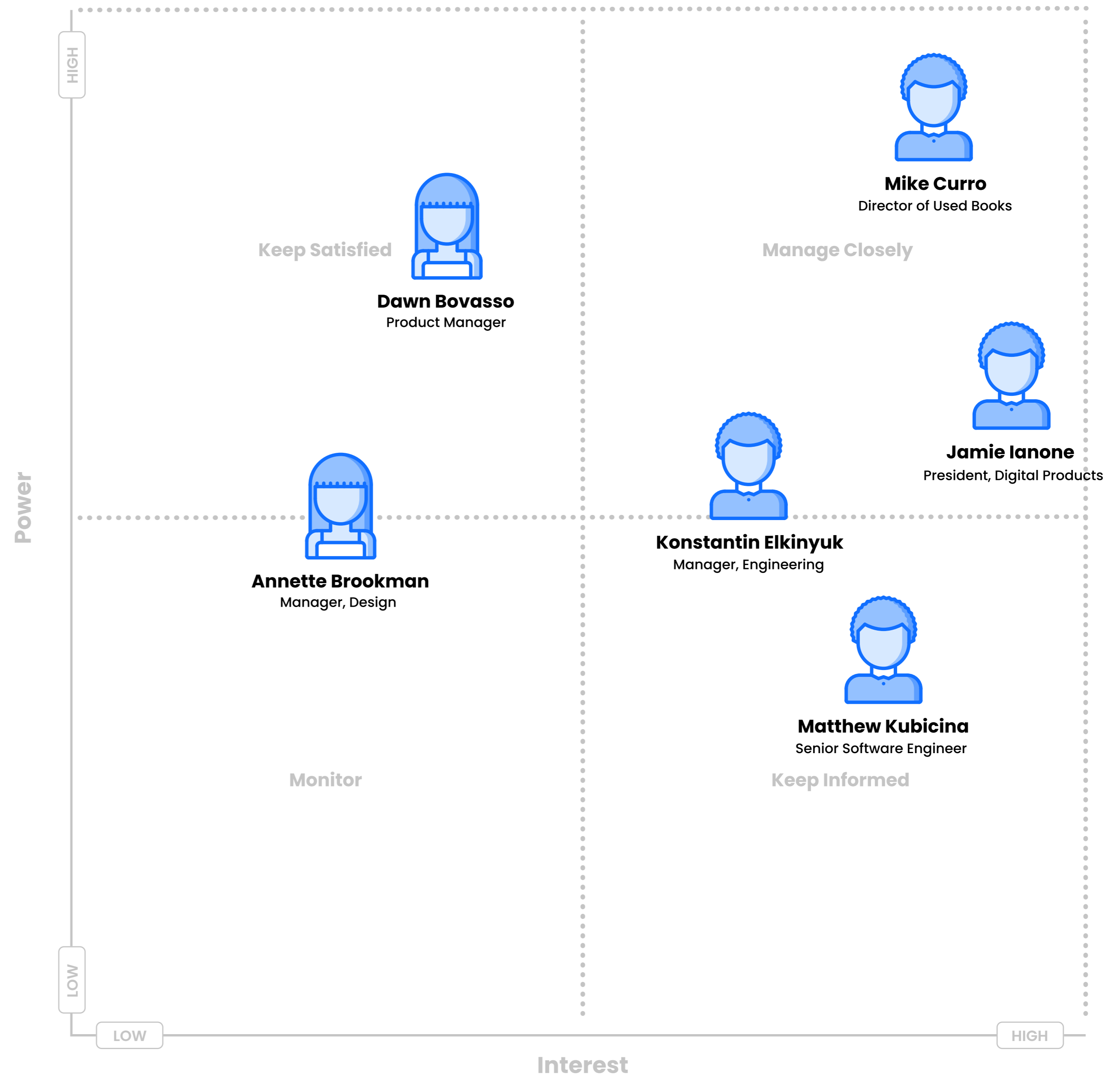


Extend search capabilities to improve “informational scent.”

DISCOVER

Stakeholder Analysis

In order to visualize the dynamics of the stakeholders for this project, I created the following graph, plotting Power and Interest over the axes. This graph helped me understand who I should be communicating to and what should be presented (and when).



DISCOVER

Contextual Inquiry

In order to understand our sellers, how they run their shops, and how they enter product into the system, I devised a research plan.

After a week of performing contextual inquiry sessions, I spent another two weeks synthesizing the information for delivery in a report to our project stakeholders.

Related Documents

[Contextual Inquiry Plan](#) PDF

[Contextual Inquiry Report](#) PDF

Contextual Inquiry

Site visit plan for <Small Book Shop Owner/Employee>

The Barnes and Noble.com information architect will visit three types of stores in three areas of the New York area to gather information to further understand how booksellers are using the current iteration of the BN.com seller tool. The results of this investigation will be used to redesign the seller tool.

Issues and Objectives

Issues:

- How do storeowners know to list an item online, as opposed to selling it in the store?
- Are these items double-listed?
- Who uploads inventory to the seller tool?
- Who is in charge of fulfilling orders?
- What steps are there in fulfilling order? Can you tell me about your process? Can you show me?
- What if a book is sold, in-store, at the time of a sale? How do you correspond to the customer?
- What role does feedback play a role for your store's sales/image?
- What do you do when you go on vacation? What if a books is sold?
- How long do you list an item?
- When do you delist an item on the seller visit? What are the conditions for this de-listing?
- How do you handle refunds?

Contextual Inquiry Report

Josh Line, Information Architect, BN.com

Visit notes with use cases

Small Store Owner

The store is in complete disarray. He lists sporadically on various sites, looking to get some money, but he wants to get more of a chunk of the business on Amazon and, similarly, BN. He's used Amazon before, but he doesn't really know how to go about adding books there. It is too confusing.

His day is made up of buying books from people at a sliver of their price, only to turn them around for profit in his store. He bought this store with some estate money, so he's not really looking for high-volume sales. He's really only looking to acquire more books so he can read more books.

The Store

It's just him. He works there from 11am to 6pm every day, except when he goes on vacation for two to three months at a time. There are 15 stacks swelling with books. In addition to these stacks there are tables covered with books, as well as stacks of books lining all of the aisles. The atmosphere of the store is dreary, smokey, as if mildew has set in and it's hard to get it out. The store sees 10-20 customers a day - when he's open.

We go through the seller tool:

Use Case

Create Account

- 1.) Goes to Seller Tool main page;
- 2.) BN Customer? Y/N (No);
- 3.) First Name, Last Name, Email Address, Password, Sec. Q, Sec. A;
- 4.) Enters Seller Information, Telephone, Contact and Shipping Address;
- 5.) Credit Card Information, and Billing Address;

Define

Process: Assumptions Revisited / Personas / Mental Models / Task Flows / Process Flows (Current State) / Journey Maps (Current State) / Problem Statement & HMW Questions

DEFINE

Assumptions Revisited

To verify whether or not each assumption about sellers and their behavior was true, I checked each assumption against the results of the contextual inquiry research sessions.

Of the team's seven assumptions, five proved to be correct. The rest of the assumptions had mixed results warranting a need for further research and experimentation using usability testing.

Assumptions Revisited

01

Sellers would like to see a view of their entire store.

True. Each seller expressed an interest in seeing what is currently in inventory, most recent orders, most recent feedback, vacation settings, etc.

02

Sellers spend a lot of time taking pictures of their product.

True. Each seller walked me through their process and a solid chunk of time was dedicated to taking picture of the product for upload to the site. When asked why they won't use images on Google, they were worried about a mismatch and returns.

03

Sellers do a lot of data entry.

True. Sellers enter their own items. They sit their with the item, open and closing it to inspect for condition, as well any details for entering into the system.

04

Sellers don't know if an error has occurred on the site.

True. Very true. The seller can upload an entire inventory by way of CSV and the only error they will receive is an error occurred but not where the occurred and what they can do to fix the error.

05

Sellers don't take action on feedback.

Mixed. Some sellers respond to feedback but there doesn't exist a mechanism to collect comments from the seller about the original feedback. As it stands, customer feedback is one-sided.

06

Sellers prefer to cross-list their inventory on multiple sites.

Mixed. My assumption that sellers would prefer to scatter their inventory across all websites wasn't correct. Many sellers have their preferred vendors and as many of these sites require a manual entry, it doesn't pay to cross-list for time's sake.

07

Sellers are more than likely dissatisfied with this experience.

True. Many sellers were dissatisfied with the features available to them. Many sites offer email notifications and dashboards with listings, so their question was, why can't I have these things?

Related Documents

[Assumptions](#) **APPENDIX**

DEFINE


Personas

I designed personas to generate empathetic understanding of our users, so that when eventual disagreements took place over product direction and differentiation took place, we could look to these behavioral profiles as our North Star.

These personas were then used in the creation of mental models, future-state work flows, and journey maps, thereby giving the team a view necessary to understand booksellers and the world in which they live.

Related Documents

Personas **APPENDIX**



Siobhan Washington

LARGE BOOKSTORE EMPLOYEE

- 28 years old
- Prospect Heights, NY
- Bookstore Employee

Tech savvy. Avid online seller.

Siobhan works quickly, using mobile device technology to scan books into the database using SKUs and ISBNs.

Siobhan is, by her admission, the best employee on-staff. She wants to head up most of the tech efforts to add and remove books from the shelves.

If she had her way, selling used and new books online would be completely automated. She wants it done that fast.

"It has to be FAST, or I will have no use for it. I need to sell these books!"


Tech


- Internet: ●●●●●
- Early Adopter: ●●●●○
- Online Shopping: ●●●●○

Goals

- Add books and other items at lightning speed.
- Remove inventory without a lot of hassle.
- Search for and use descriptions of similar books for her inventory.
- Review feedback to see what the shop can do better.

Fave brands





Charlie Matthews

SMALL BOOKSTORE OWNER

- 63 years old
- Brooklyn, NY
- Bookstore Owner
- Lives with partner

Holding out. Not tech savvy.

Charlie is a busy bookshop owner. He's been known to leave for vacation for months at a time, where his shop sits vacant and customers wonder when (and if) he'll return. However, he does eventually return, and people are always glad to see his doors open.

Charlie operates one book at a time. He buys books from locals, and he's slow to put them in a place where customers can find them. Most of his books reside in various piles spread throughout the store.

He spends more hours than he should at the bookstore, but he loves books so much that he can't see retiring anytime soon.

"I just want a way to sell my books online. I have no idea on how to do this."


Tech

- Internet: ●○○○○
- Early Adopter: ●○○○○
- Online Shopping: ●●○○○

Goals

- Enter store inventory into database with ease.
- The ability to go on vacation at the drop of a hat.
- Receive help without having to call a customer support line.
- Find out which book/item did not upload correctly.
- Print out labels and invoices for shipping to customers.

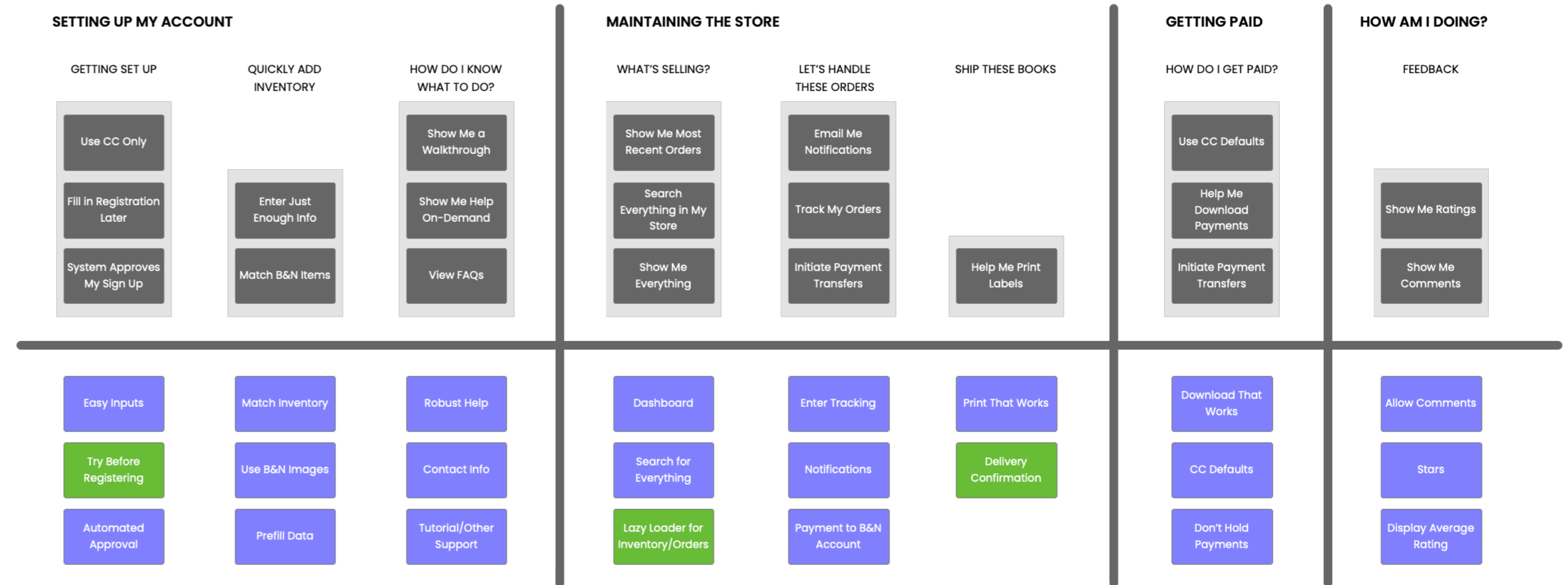
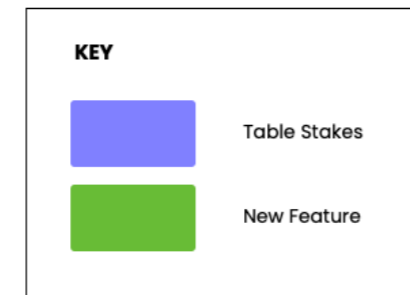
Fave brands



DEFINE

Mental Models

Using Indi Young’s work on mental models as a frame, I created mental models to view what is important to booksellers, as well as areas of opportunity or improvement within the Marketplace application.

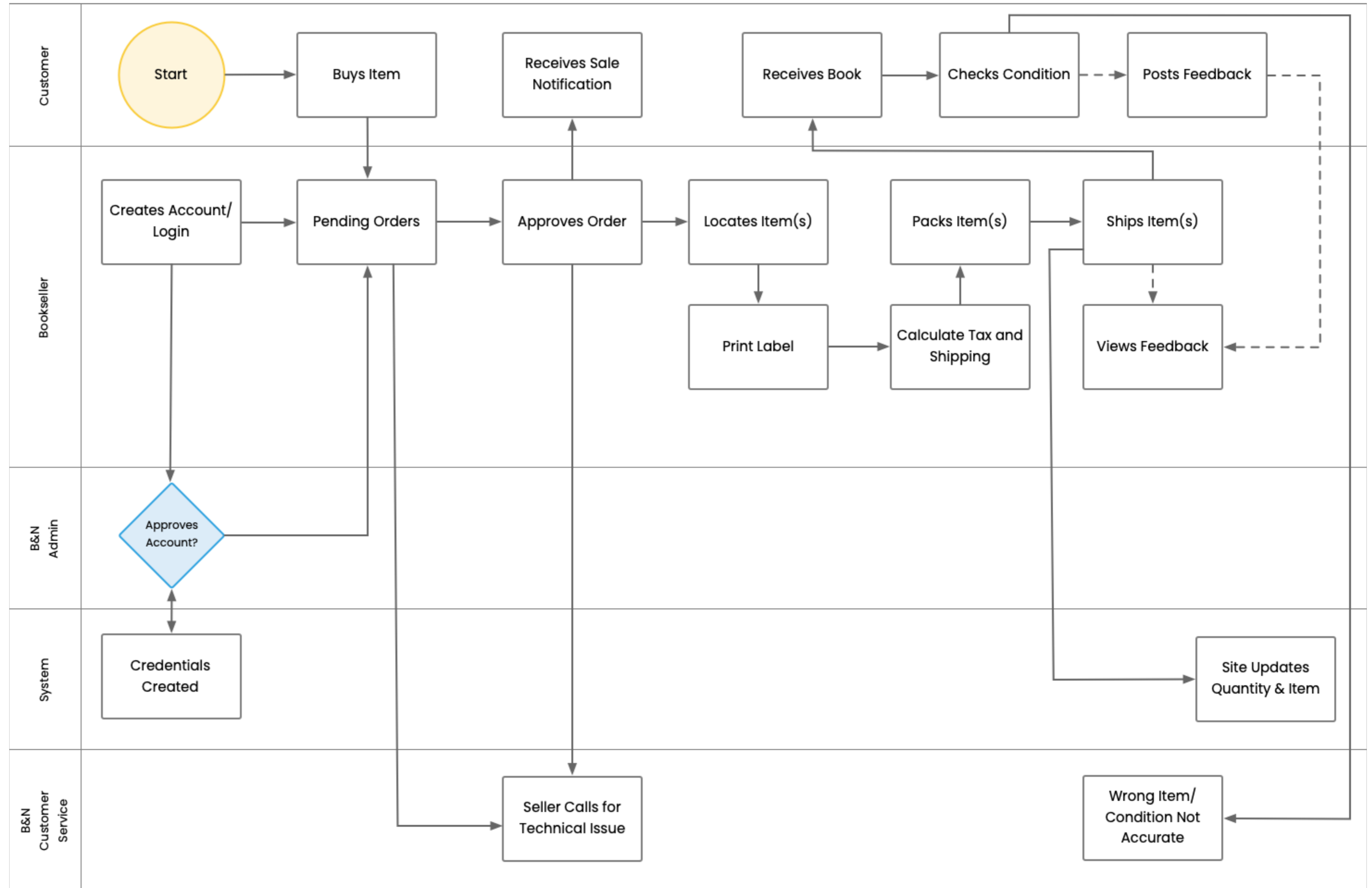


Related Documents

DEFINE

Task Flows (Current State)

Current state task flows were designed by synthesizing the contextual inquiry interviews. The current state task flows were helpful for visualizing how booksellers enter their inventory and interact with any selling platform (not B&N specific).

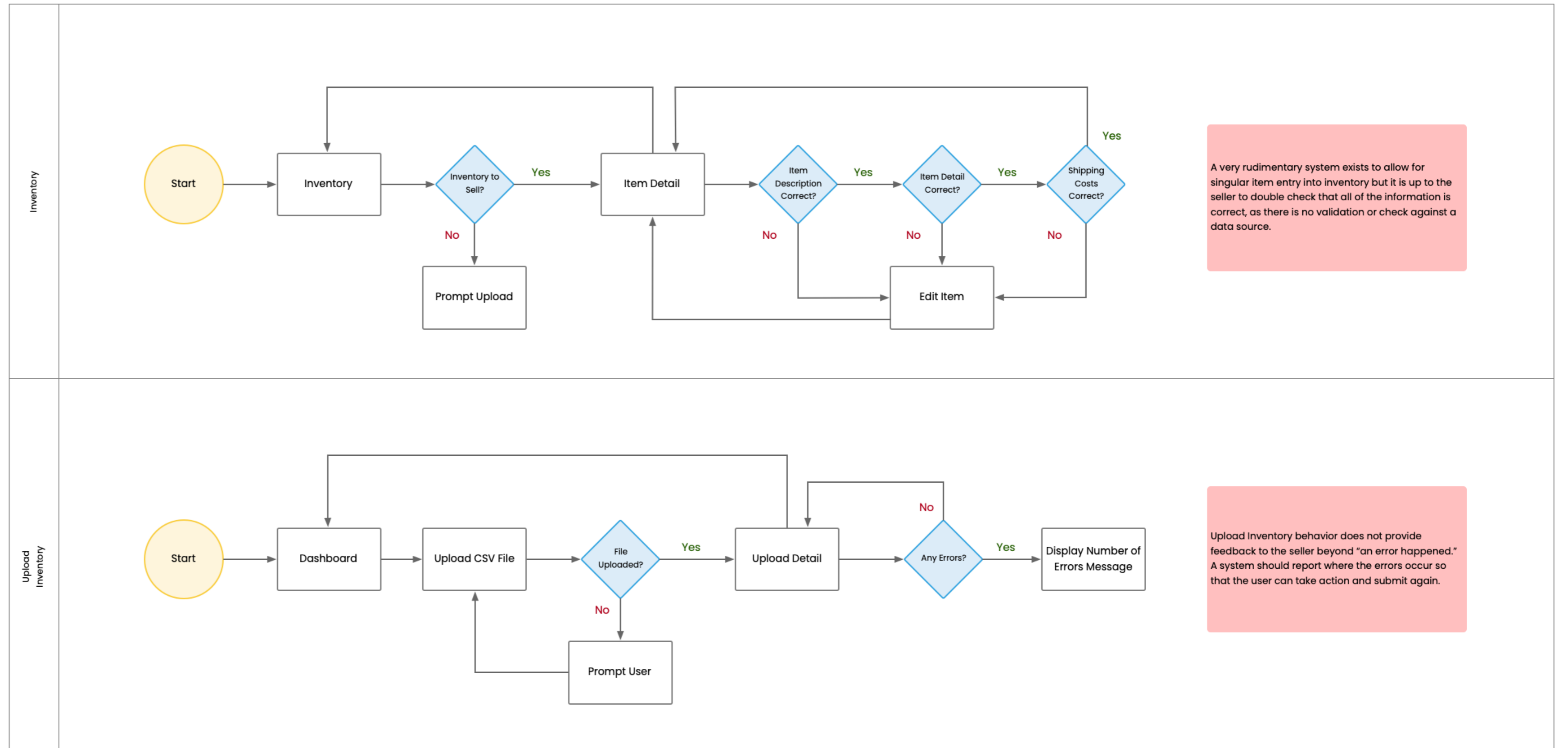


Related Documents

DEFINE

B&N Process Flows (Current State)

Current state process flows were designed by synthesizing the information obtained from the contextual inquiry interviews. The task flows were helpful for visualizing how booksellers enter their inventory and interact with the system.



Related Documents

NEW SELLER
FUTURE FLOW

GOAL OF JOURNEY: To illustrate future state for new sellers

STAGES	Discover			Sign Up			Manage Store						Take a Break			
BEHAVIOR	Google	Word of Mouth	Enter URL	Enter Acct Info	Enter Bank Acct	Wait for Approval	Manage Inventory	Locate Item(s)	Box + Label	Ship Order	Receive Payment	Receive Return(s)	Refund Payment	On Vacation	Delete Account	
CUSTOMER ACTIONS	<ul style="list-style-type: none"> Search for "BN Seller" in Google Click on ad related to the Marketplace Click on a link in an email Enter URL into browser Ask other sellers where they are selling Read about in a seller portal trade publication. 			<ul style="list-style-type: none"> Read details (if any) Enter account information: name, address, bank account information (twice) Wait two to three weeks for approval. 			<ul style="list-style-type: none"> Enter inventory one by one Batch upload inventory by a spreadsheet Locate item in store/personal inventory Check order details for shipping information Print a shipping label Print an invoice Box up inventory for shipment Drop-off item to shipper or have a shipment picked up Receive a return Select refund of payment 						<ul style="list-style-type: none"> Check item(s) for condition and return to inventory Enter returned item(s) back into available inventory. 		<ul style="list-style-type: none"> Set store to "on vacation" Set return date Set store to "off vacation" Delete account Confirm the delete. 	
THINKING	<ul style="list-style-type: none"> Why can't I just find this on the website? Okay, this sign in screen looks like it will steal my information. 			<ul style="list-style-type: none"> Why do I have to enter my bank account twice? Why does it take two to three weeks to approve my joining the seller tool? Why do I have to enter my bank acct? 			<ul style="list-style-type: none"> This batch upload isn't working. It's not telling which items weren't accepted. Why do I have to go three screens in to print a shipping label and invoice? Entering inventory one-by-one is really labor intensive given that I have to go back a couple of screens each time. 						<ul style="list-style-type: none"> How do I let people know that I'm not around to ship their order? 			
FEELING	<ul style="list-style-type: none"> I don't know what I'm signing up for and that makes me feel nervous! I'm disappointed that I can't find this site on the B&N.com site. How is this supposed to make me money? How is this better than other sites I sell on? 			<ul style="list-style-type: none"> I'm disappointed that I'm not instantly approved. Why do I have to give you my bank account info if you're not going to instantly accept me? I'm outraged! 			<ul style="list-style-type: none"> I'm angry that you're not telling which part of my spreadsheet isn't formatted correctly. I'm disappointed that I have to go several levels in to this site to gather order details. This should be easy. I'm disappointed that I can't print a shipping label or invoice from the main screen. This is some weak sauce stuff. I would expect Barnes and Noble to do better. 						<ul style="list-style-type: none"> Exasperated at lack of controls for vacation (on/off). 			
SUPPORTING CAST	<ul style="list-style-type: none"> SEO analyst and staff Content team Product owner and product team of B&N sections where info would appear B&N stakeholders with decision-making. 			<ul style="list-style-type: none"> Customer service representatives Product team for seller tool SAP team for bank account details.. 			<ul style="list-style-type: none"> SAP for orders, inventory, and payment Product team for seller tool Customer service representatives B&N database support for feedback and account details. 						<ul style="list-style-type: none"> B&N database for account details. 			
OPPORTUNITIES	<p>GLOBAL</p> <ul style="list-style-type: none"> Communicate clear value prop STAGE: Discover, Sign Up 			<p>SIGN UP</p> <ul style="list-style-type: none"> Make for a more effective seller STAGE: Sign Up, Manage, Break Don't ask for bank details period. STAGE: Discover, Sign Up 			<p>MANAGE INVENTORY</p> <ul style="list-style-type: none"> Provide the right help at the right time. STAGE: Sign Up, Manage Surface important information first. STAGE: Sign Up, Manage, Break Provide modules for feedback and reviews. STAGE: Manage Replace bank accounts with credit cards. STAGE: Manage 						<p>TAKE A BREAK</p> <ul style="list-style-type: none"> One-click vacation settings. STAGE: Manage 			
	<ul style="list-style-type: none"> Provide in-roads into the seller portal. STAGE: Discover 			<ul style="list-style-type: none"> Don't make the seller wait. STAGE: Discover, Sign Up 			<ul style="list-style-type: none"> Provide the right tools at the right time. STAGE: Manage, Break Fix the broken tools. STAGE: Manage, Break Let the seller control their account. STAGE: Manage, Break 									

DEFINE

Journey Maps (Current State)

Current state journey maps were designed by synthesizing the contextual inquiry interviews and noting how people work with their inventory. The current state task flows were most helpful for visualizing, step-by-step, how booksellers enter their inventory and manage their stores.

Related Documents

Journey Maps - Current State **APPENDIX**

DEFINE

HMW Statements & Problem Statement

To frame the problem and create possible solutions for Charlie, Buddy, Siobhan, and Nicolas, I examined research insights to generate HMW questions. These questions provided the team with a lens through which to understand the problem space from the user's point of view before heading into the ideation phase.

HMWs

How might we support the needs of booksellers in their day-to-day activities?

How might we make it easy for anyone to sign up and get started with a seller account?

Problem Statement

Sellers need a way to easily perform common store functions across multiple product lines on the B&N site so that they can make money from online sales.

Develop

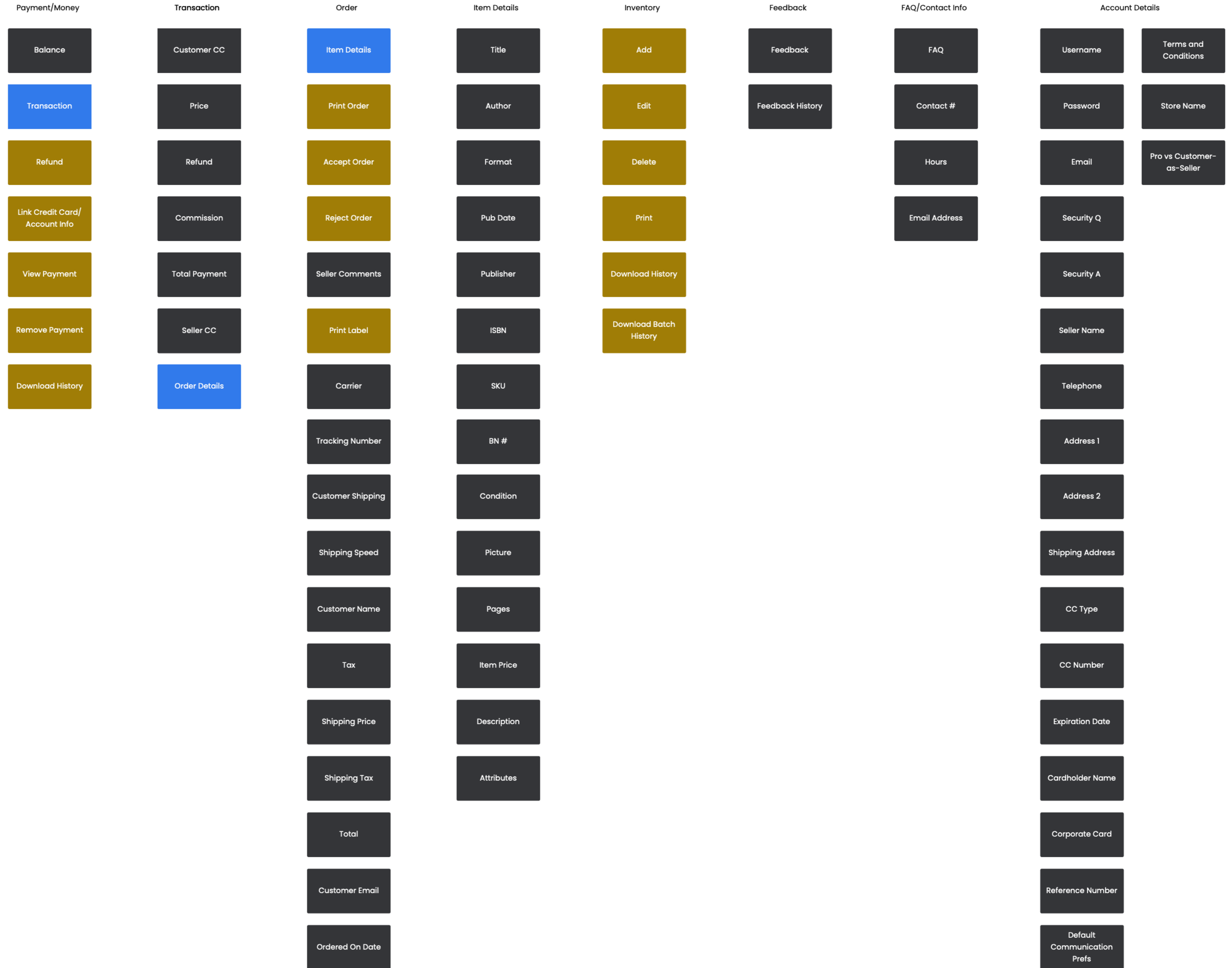
Process: Affinity Mapping / Importance-Difficulty Map / Process Flows (Future State) / Journey Maps (Future State) / Site Map (Future State) / Sketches / Wireframes



DEVELOP

Affinity Mapping

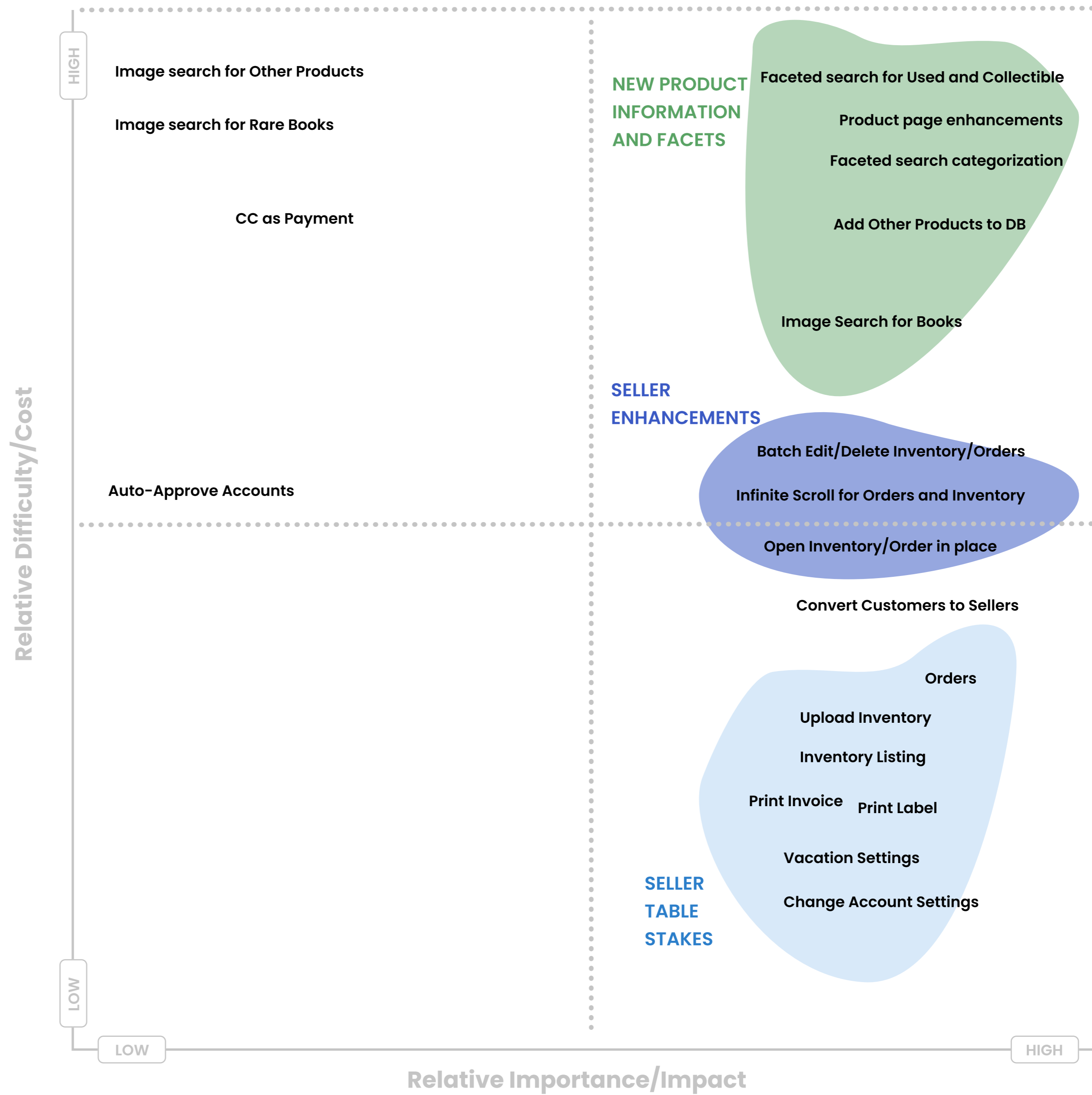
Pulling key data out of the current state application, the team performed affinity mapping to group terms into clusters for taxonomic labeling. The resulting categories and behaviors were used to inform the redesign of the information architecture and information design of the Marketplace seller application.



DEVELOP

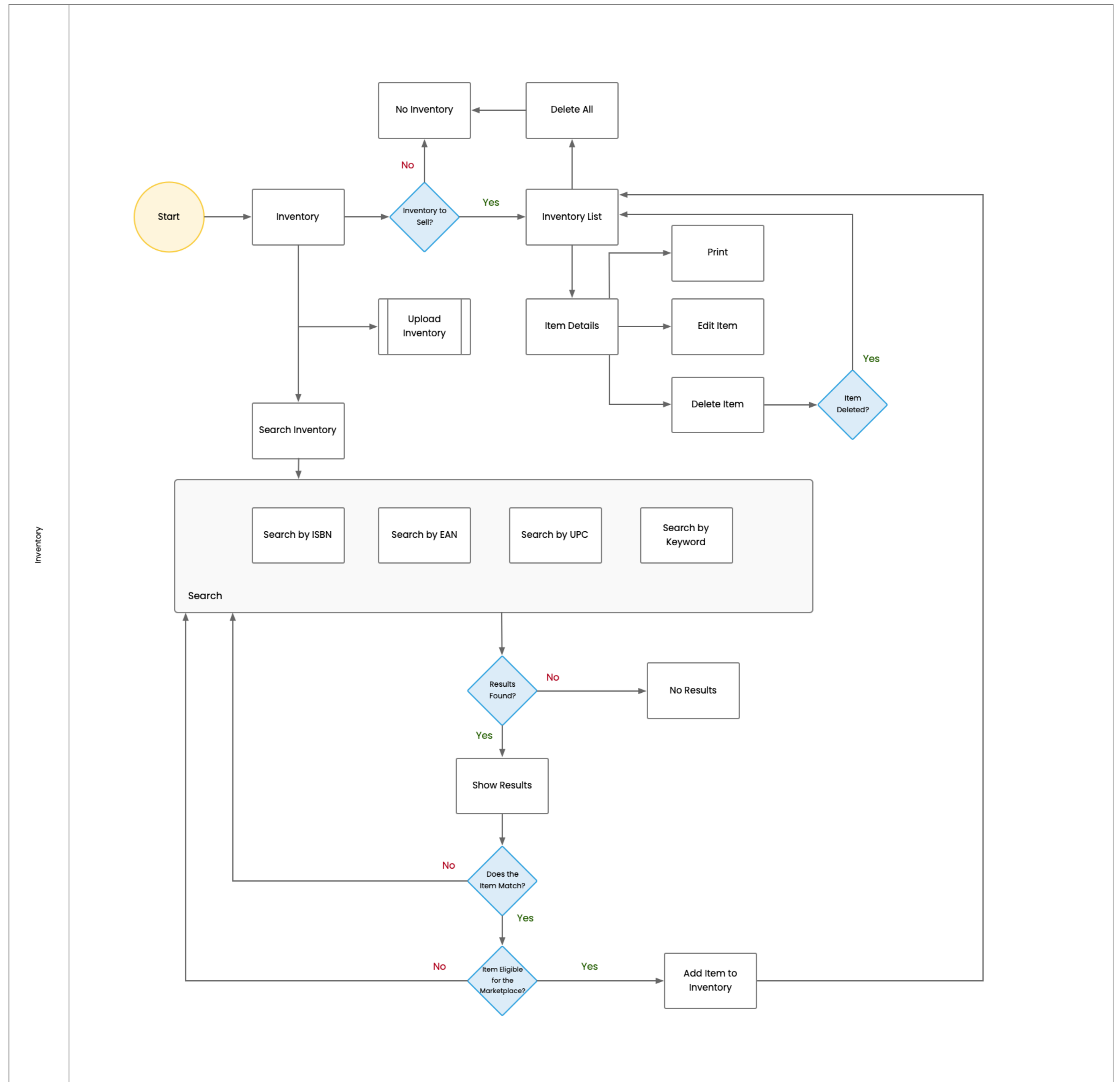
Importance-Difficulty Matrix

Of the following listed features, a number fell off the roadmap due to the amount of effort in developing our MVP. Image Search for Other Products, Image Search for Rare Books, Credit Card as Payment, and Auto-Approve Accounts were shelved for the time being.



DEVELOP

B&N Process Flows (Future State)



Related Documents

DEVELOP

Journey Maps (Future State)

Future state journey maps serve three purposes:

- Making changes to the original journey maps
- Highlighting new actions and supporting cast supports.
- Whether or not we have truly supported opportunities to enhance the experience for our sellers (green/red).

NEW SELLER
FUTURE FLOW

GOAL OF JOURNEY: To illustrate future state for new sellers

STAGES	Discover			Sign Up			Manage Store						Take a Break		
BEHAVIOR	Google	Word of Mouth	Enter URL	Enter Acct Info	Enter Bank Acct	Wait for Approval	Manage Inventory	Locate Item(s)	Box + Label	Ship Order	Receive Payment	Receive Return(s)	Refund Payment	On Vacation	Delete Account
CUSTOMER ACTIONS	<ul style="list-style-type: none"> • Search for "BN Seller" in Google • Search for "BN Marketplace" in Google • Click on a link in an email • Enter URL into browser • Provide means to refer people to sell • Cross-market on the B&N website • Provide links to service on B&N website. 			<ul style="list-style-type: none"> • Read details (if any) • Enter account information: name, address, credit card • Approved within seconds to minutes. 			<ul style="list-style-type: none"> • Enter inventory one by one • Batch upload inventory by a spreadsheet • Locate item in store/personal inventory • Check order details for shipping information • Print a shipping label • Print an invoice • Box up inventory for shipment • Drop-off item to shipper or have a shipment picked up • Receive a return • Select refund of payment <ul style="list-style-type: none"> • Check item(s) for condition and return to inventory • Enter returned item(s) back into available inventory • Modify price or item information • Remove an order from inventory • Cancel an order due to circumstances • Search for inventory, orders, payments, and feedback • Track orders. 						<ul style="list-style-type: none"> • Set store to "on vacation" • Set return date • Set store to "off vacation" • Delete account • Confirm the delete. 		
THINKING	<ul style="list-style-type: none"> • Can I refer friends so that they can sell on this service? 			<ul style="list-style-type: none"> • This is what I am used to - this has the same feel as the rest of the B&N site. I feel comforted by this. 			<ul style="list-style-type: none"> • I can keep loading inventory or orders into the same page. So much nicer! • When I enter items for inventory I can just hit a button to move on to the next item. • Labels and invoices are just where I want them. 						<ul style="list-style-type: none"> • That's clever putting this in the account section! 		
FEELING	<ul style="list-style-type: none"> • I'm content that I got this site from a friend. • This site looks like what I'd expect from B&N. • It didn't feel difficult finding this site/service. 			<ul style="list-style-type: none"> • This looks like the rest of the site and I'm content with that. • Can I get an account without entering my financial stuff? I like to try things before I buy. 			<ul style="list-style-type: none"> • I'm excited to see that I don't have to go three to four levels deep to see inventory or order details. • I'm happy that payments are treated like the rest of the site - by scrolling or searching. • I can search for anything from any page on this site. That's amazing! • I'm happy to see FAQs that help me when I need it. 						<ul style="list-style-type: none"> • I'm glad to see this here instead of elsewhere. It's especially great seeing it on the main page. 		
SUPPORTING CAST	<ul style="list-style-type: none"> • SEO analyst and staff • Content team • Product owner and product team of B&N sections where info would appear • B&N stakeholders with decision-making. 			<ul style="list-style-type: none"> • Customer service representatives • Product team for seller tool • SAP team for bank account details . 			<ul style="list-style-type: none"> • SAP for orders, inventory, and payment • Product team for seller tool • Customer service representatives • B&N database support for feedback and account details • B&N database support for advanced search across inventory, orders, and feedback • B&N database support for customer profile and customer-as-seller. 						<ul style="list-style-type: none"> • B&N database for account details. 		
DID WE SUPPORT THESE OPPORTUNITIES?	<p>GLOBAL</p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Communicate clear value prop</p> <p>STAGE: Discover, Sign Up</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Make for a more effective seller</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%; background-color: #f08080;"> <p>Don't ask for bank details period.</p> <p>STAGE: Discover, Sign Up</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Provide in-roads into the seller portal.</p> <p>STAGE: Discover</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%; background-color: #f08080;"> <p>Don't make the seller wait.</p> <p>STAGE: Discover, Sign Up</p> </div> </div>			<p>SIGN UP</p>			<p>MANAGE INVENTORY</p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Provide the right help at the right time.</p> <p>STAGE: Sign Up, Manage</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Surface important information first.</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Provide modules for feedback and reviews.</p> <p>STAGE: Manage</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Provide the right tools at the right time.</p> <p>STAGE: Manage, Break</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Fix the broken tools.</p> <p>STAGE: Manage, Break</p> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> <p>Let the seller control their account.</p> <p>STAGE: Manage, Break</p> </div> </div>						<p>TAKE A BREAK</p> <div style="border: 1px solid black; padding: 5px; width: 100%; background-color: #f08080;"> <p>Replace bank accounts with credit cards.</p> <p>STAGE: Manage</p> </div> <div style="border: 1px solid black; padding: 5px; width: 100%; margin-top: 10px;"> <p>One-click vacation settings.</p> <p>STAGE: Manage</p> </div>		

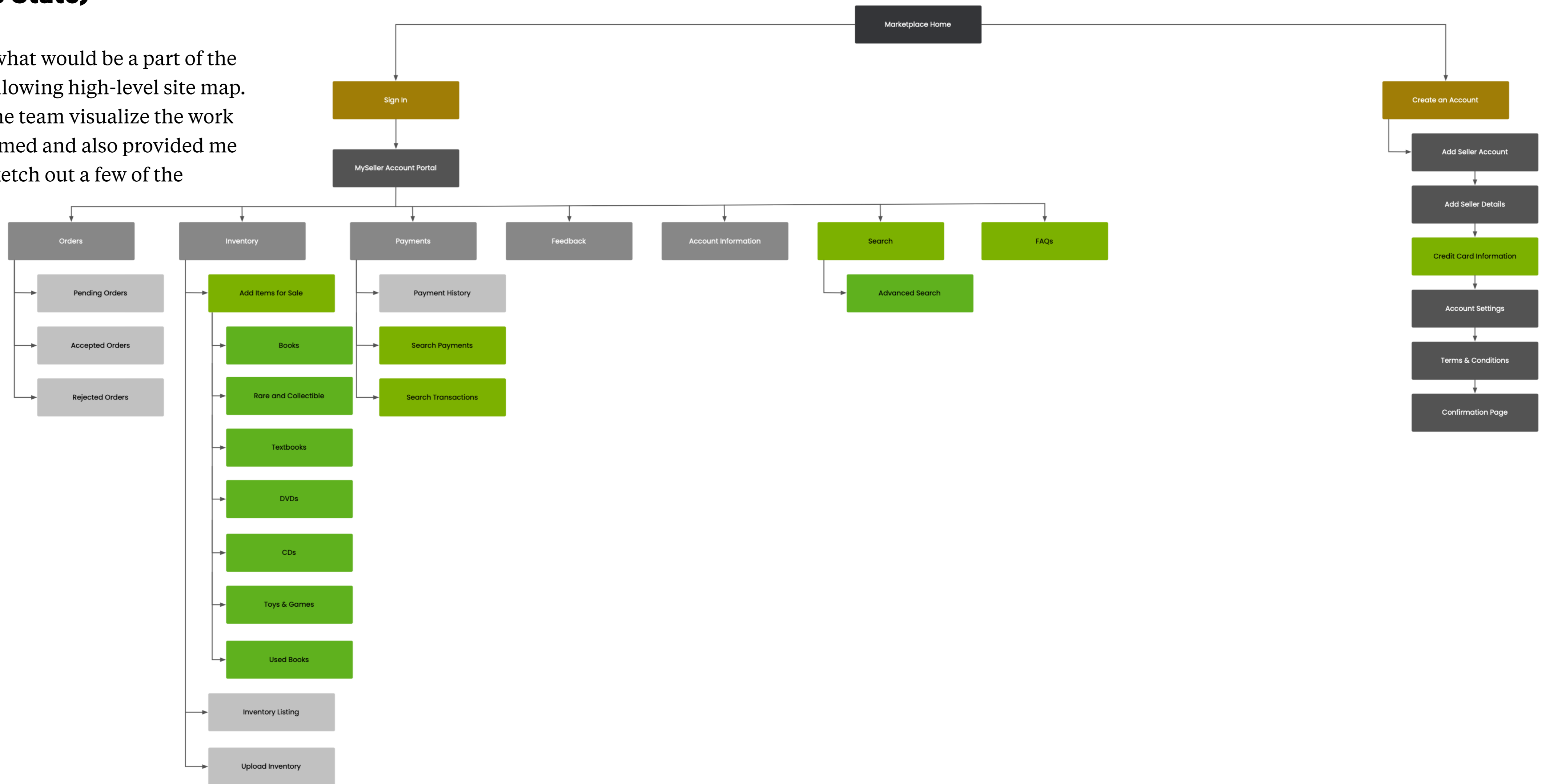
Related Documents

Journey Maps - Future State APPENDIX

DEVELOP

Site Map (Future State)

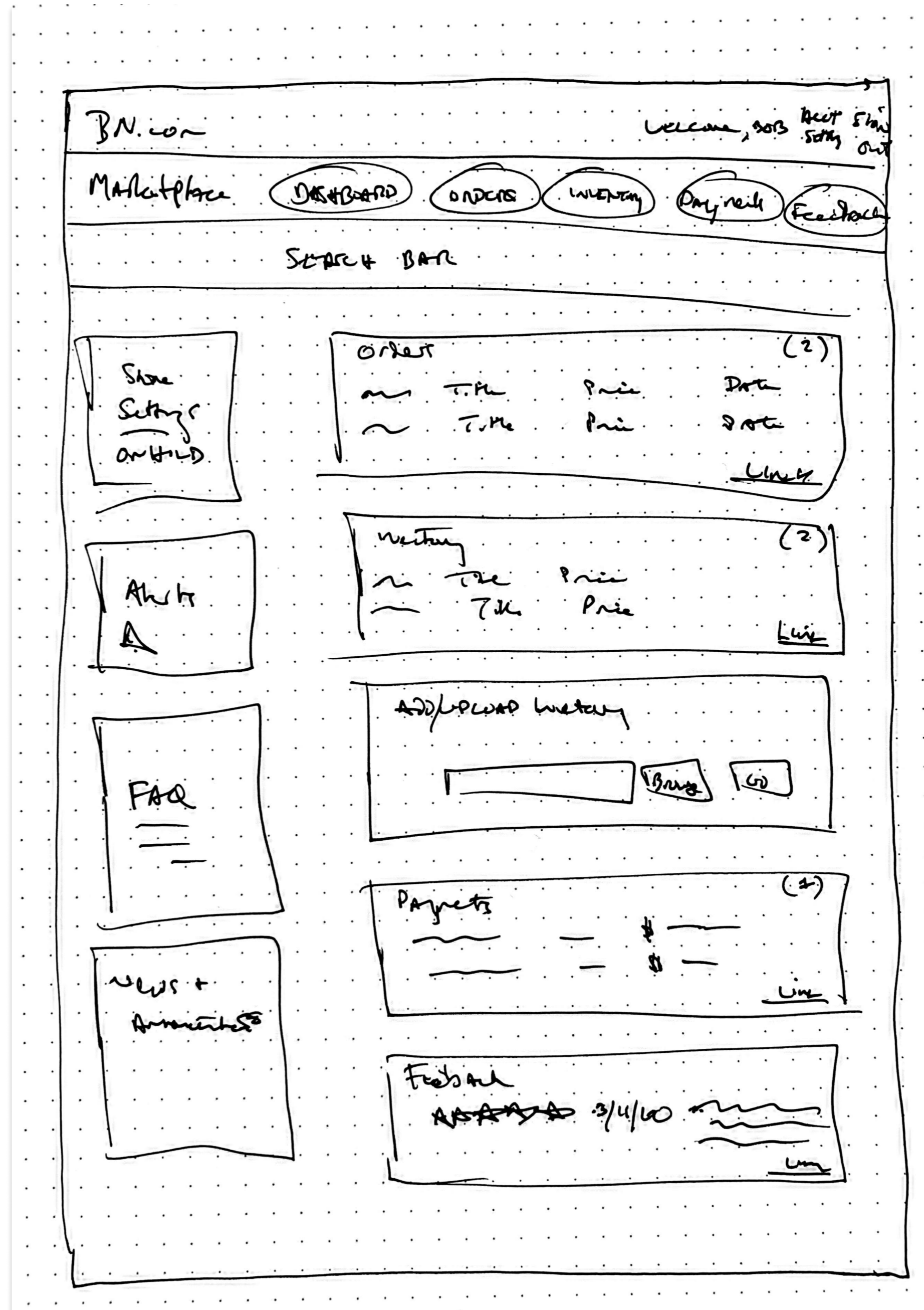
Taking assessment of what would be a part of the MVP, I designed the following high-level site map. This diagram helped the team visualize the work that needs to be performed and also provided me with an inventory to sketch out a few of the screens.



DEVELOP

Sketches

I sketched a couple of variations to kick-off conversations on how the Marketplace seller app “could” look for sellers. These sketches served as a boundary object meant for provocation to produce debate on what an ideal experience would be for sellers as based on what we know about their goals and behaviors. A lot of conversation happened, so these sketches served as a perfect vehicle for airing what was “ideal” for the seller and not so much.



Related Documents

DEVELOP

Wireframes

After making the sketches and a few lively conversations on the way forward, I designed a set of wireframes to aid the development effort.

I explored the designs in grayscale wireframes in order to secure buy-in from our project stakeholders.

NOTE: The name of the Marketplace was changed after a few high-level individuals met and decided that we should go with a name that felt more familiar (mySellerAccount) to everyday people.

Related Documents

[Wireframes](#) APPENDIX

Barnes & Noble Welcome, Bob Dobalina [My Account](#) [Sign Out](#)

mySellerAccount
[Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#)

Search

 All ▼ [Go](#) [Advanced Search](#)

Account Overview

Charlie's Books
New York, NY

Your Status: **On Hold**
★★★★★
4 out of 5 (1 rating)

▼ **Orders** Pending (0)

You don't have any orders.
Try [adding more items](#) or enhancing your descriptions.

[Go to Orders](#)

▼ **Add Items to Sell**

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. If your item doesn't have an ISBN/UPC, please use our [title search](#).

Format: ▼ What's it Worth? Ready to Sell?

ISBN, UPC, EAN:
[Check Now](#) [List Now](#)

[More about ISBNs, UPCs, and EANs](#)

[Go to Inventory](#)

▼ **Upload Items to Sell**

Select an Upload Option: Standard Purge & Replace

Add an inventory file via upload: [Browse](#) [Upload](#)

[Learn about using files](#)

▼ **View Finances**

Current Balance View associated transactions	\$12,321.99
Next Payment Date View banking information	7/26/2011
Last Payment on 3/8/2011 View associated transactions	\$5,666.21

[Go to Payments](#)

My Alerts

Your account is on HOLD. Please call 866-897-1763 immediately.
[More Info](#)

News & Messages

- [Upcoming SSN/EIN Requirements!](#)
- [Our new blog!](#)
- [Now on Twitter!](#)

[See All](#)

FAQs

- [How and why do I issue a refund?](#)
- [Why doesn't my balance go to zero when I'm paid on Tuesdays?](#)
- [What are shipping allowances?](#)

[See All](#)

▼ **Feedback**

Deliver

Process: Usability Testing / Final Designs

DELIVER

Usability Testing

Using a clickable prototype (Axure RP), I worked with the Barnes & Noble Union Square store to set-up a table where I could perform usability testing with store customers. I then performed usability testing (using a think-aloud protocol) with the prototype with eight participants.

Related Documents

[Usability Test Report](#) **APPENDIX**

[Clickable Prototype](#) **PROTOTYPE**

Site-Wide Header and Logo

my SellerAccount **Dashboard** **Orders** **Inventory** **Payments** **Feedback** **Settings** **Help**

Search Inventory Go [Advanced Search](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions.

ISBN, UPC, EAN: [More about ISBNs, UPCs and EANs](#)

or

If this item **does not have** an ISBN/UPC, search by:

Keyword:

Add Items Using a File

Add an inventory file via upload:

Process as Purge & Replace

Most Recent File Upload

Upload Date: 10/25/2011 4:53:16 PM

File Name: 20111025_1639_ExpoTest.txt

File Format: TAB

Upload Option: Standard

Status: Closed

Listings Processed: 170

Errors: 524

[Upload History](#)

[Download Template](#)

[Learn about using files](#)

Inventory 1000 listings

Select: All, None

	Listing Details	QTY	ISBN/UPC	SKU	Added	Condition	Price	Action
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

DELIVER

Final Designs

Using the results of the guerrilla testing sessions, the team quickly made some adjustments to the designs and came up with the following as the final design for the mySellerAccount application.

The team also had a weekly roundtable session in place for designs to be presented and discussed with a pool of sellers. In this manner, we had a running dialogue with our sellers, who were helping shape the future of the application.

Per our methodology, we had checks in place to help reduce the loudest voice on the call. If a seller drowned out others more than three times, they were dropped back into the pool of sellers, and another seller would be called up to the roundtable.

BARNES & NOBLE Welcome, Demo Account [My Account](#) | [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#) [Help](#)

SEARCH All [Advanced Search](#)

Account Overview
Demo Account
New York, NY

Your Status: **On Hold**

Your Feedback Rating:
★★★★★
5 out of 5 (1 ratings)

My Alerts
⚠ Your account is on HOLD. Please call 866-897-1763 immediately.
[More Info](#)

News & Messages
• Upcoming SSN/EIN Requirements!
• Our new blog
• Now on Twitter!
[See All](#)

FAQs
• How and why do I issue a refund?
• Why doesn't my balance go to zero when I'm paid on Tuesdays?
• What are the shipping allowances?
[See All](#)

Orders Pending (0)

You don't have any orders.
Try [adding more items](#) or enhancing your descriptions.
[Go to Orders](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions. If your item doesn't have an ISBN/UPC, please use our [title search](#).

Format:

ISBN, UPC, EAN: [More about ISBNs, UPCs and EANs](#)

What's it worth? Ready to sell?

[Go to Inventory](#)

Upload Items to Sell

Select an Upload Option: Standard Purge & Replace

Add an inventory file via upload:

[Learn about using files](#)

View Finances

Current Balance **\$13.41**
[View associated transactions](#)

Next Payment Date **7/26/2011**
[View banking information](#)

Last Payment on 3/8/2011 **\$5.35**
[View associated transactions](#)

[Go to Payments](#)

Feedback

★★★★★ 12/29/2010 Thank you so much for upgrading my service for free! 159083180-006
101 Places Not to See Before You Die
by Catherine Price
Paperback

Related Documents

[Final Designs](#) **APPENDIX**

Outcomes

The following outcomes were observed as a result of the design process and our iterative environment of experimentation and usability testing:

21% increase in adoption (as of 2012)

500% increase in usability across the Inventory, Inventory Upload, Orders, and Feedback scenarios



What I Learned

Rage Against the Machine

Entrenched stakeholders held a lot of assumptions about how sellers and employees interact with the Marketplace. However, by visiting booksellers and their employees and understanding how they use technology in their lives, we were able to derive their needs, pain points, and goals to better hone in on a redesign that met their mental models and how they work.

Break Up the Concrete

We took the existing workflow for the Marketplace and broke it to pieces. People come into the Marketplace for various reasons. It is our job to understand these mental models and design for them. Ultimately, the final product was made better due to examining the workflow and designing new and varied flows to present and work with inventory and orders.

Bring Me the Guerilla

One area that could have been improved upon was testing with customers-as-sellers. We did in-person usability testing with store customers, but it wasn't known if these people would ultimately sell on the site.

The storeowners and bookstore employees definitely had a stronger voice in the direction of this redesign as they represented the majority of users in our weekly roundtable sessions.

APPENDIX

Heuristic Evaluation

Sparse Detail on Seller Portal

HIGH SEVERITY

Heuristics

Consistency and Standards

Visibility of System Status

Issue

- 1 The user doesn't know what to do here. There are links, yes, but what do they do?
- 2 The user has to click into a section in order to receive detail of their orders, inventory, payments, or their account information.

Recommendations

- Surface defaults for orders, inventory, or payments.
- Provide more detail so that this feels more like an experience rather than an opportunity for the user to be confused about where they are.

BARNES & NOBLE

Seller Portal

[Orders](#)
[Inventory](#)
[Payments](#)

[Logout](#)

[Account Information](#)

Upload File

UPLOAD

Feedback Rating

3.3 of 5.0

Table Views for Orders & Inventory

MEDIUM SEVERITY

Heuristic

Flexibility and efficiency of use

Issue

- 1 Multi-page tabular view with no sorts or filters.
- 2 This view can cause a significant amount of cognitive load, considering the first entry is the order number.

Recommendations

- Provide sorts, filters, or other means of accessing this information.
- Provide quick views into the orders so that the user doesn't have to pogo stick in and out of order details.

The screenshot shows the Barnes & Noble Seller Portal interface. At the top left is the logo "BARNES & NOBLE". To the right are links for "Logout" and "Account Information". Below the logo is a breadcrumb "Seller Portal > Orders". Underneath, there are tabs for "Orders", "Pending", "Accepted", and "Rejected". The main content is a table with 10 rows of order data. The first two rows are highlighted with blue circles containing the numbers 1 and 2, corresponding to the issues listed on the left. Each row contains: a blue circular icon with a number, a blue link for the order ID (999999999-999), the date 11/19/2009, a placeholder for the title (<Title>), a placeholder for the author name (<AuthorName LastName>), a placeholder for the format (<Format>), a price placeholder (<\$1.11>), and a status placeholder (<New>). The table is separated into sections by horizontal lines. At the bottom of the screenshot is a large grey rectangular area.

Assumptions

Assumptions

Together, the product team and I came up with the following list of assumptions to capture what we think we know about the seller and what we need to investigate:

- 01** Sellers would like to see a view of their entire store.
- 02** Sellers spend a lot of time taking pictures of their product.
- 03** Sellers do a lot of data entry.
- 04** Sellers don't know if an error has occurred on the site.
- 05** Sellers don't take action on feedback.
- 06** Sellers prefer to cross-list their inventory on multiple sites.
- 07** Sellers are more than likely dissatisfied with this experience.

Assumptions Revisited

- 01** Sellers would like to see a view of their entire store.
True. Each seller expressed an interest in seeing what is currently in inventory, most recent orders, most recent feedback, vacation settings, etc.
- 02** Sellers spend a lot of time taking pictures of their product.
True. Each seller walked me through their process and a solid chunk of time was dedicated to taking picture of the product for upload to the site. When asked why they won't use images on Google, they were worried about a mismatch and returns.
- 03** Sellers do a lot of data entry.
True. Sellers enter their own items. They sit their with the item, open and closing it to inspect for condition, as well any details for entering into the system.
- 04** Sellers don't know if an error has occurred on the site.
True. Very true. The seller can upload an entire inventory by way of CSV and the only error they will receive is an error occurred but not where the occurred and what they can do to fix the error.
- 05** Sellers don't take action on feedback.
Mixed. Some sellers respond to feedback but there doesn't exist a mechanism to collect comments from the seller about the original feedback. As it stands, customer feedback is one-sided.
- 06** Sellers prefer to cross-list their inventory on multiple sites.
Mixed. My assumption that sellers would prefer to scatter their inventory across all websites wasn't correct. Many sellers have their preferred vendors and as many of these sites require a manual entry, it doesn't pay to cross-list for time's sake.
- 07** Sellers are more than likely dissatisfied with this experience.
True. Many sellers were dissatisfied with the features available to them. Many sites offer email notifications and dashboards with listings, so their question was, why can't I have these things?

Personas





Charlie Matthews

SMALL BOOKSTORE OWNER

 63 years old

 Brooklyn, NY

 Bookstore Owner

 Lives with partner

Holding out. Not tech savvy.

Charlie is a busy bookshop owner. He's been known to leave for vacation for months at a time, where his shop sits vacant and customers wonder when (and if) he'll return. However, he does eventually return, and people are always glad to see his doors open.

Charlie operates one book at a time. He buys books from locals, and he's slow to put them in a place where customers can find them. Most of his books reside in various piles spread throughout the store.

He spends more hours than he should at the bookstore, but he loves books so much that he can't see retiring anytime soon.

"I just want a way to sell my books online. I have no idea on how to do this."

Tech

Internet ● ○ ○ ○ ○

Early Adopter ● ○ ○ ○ ○

Online Shopping ● ● ○ ○ ○

Goals

- Enter store inventory into database with ease.
- The ability to go on vacation at the drop of a hat.
- Receive help without having to call a customer support line.
- Find out which book/item did not upload correctly.
- Print out labels and invoices for shipping to customers.

Fave brands












Siobhan Washington

LARGE BOOKSTORE EMPLOYEE

 28 years old

 Prospect Heights, NY

 Bookstore Employee

Tech savvy. Avid online seller.

Siobhan works quickly, using mobile device technology to scan books into the database using SKUs and ISBNs.

Siobhan is, by her admission, the best employee on-staff. She wants to head up most of the tech efforts to add and remove books from the shelves.

If she had her way, selling used and new books online would be completely automated. She wants it done that fast.

"It has to be FAST, or I will have no use for it. I need to sell these books!"

Tech

Internet ●●●●●
Early Adopter ●●●●○
Online Shopping ●●●●○

Goals

- Add books and other items at lightning speed.
- Remove inventory without a lot of hassle.
- Search for and use descriptions of similar books for her inventory.
- Review feedback to see what the shop can do better.

Fave brands

amazon



Powell's
CITY OF BOOKS

BARNES & NOBLE
BOOKSELLERS





Buddy Brewster

MEDIUM BOOKSTORE OWNER

 38 years old

 Brooklyn, NY

 Bookstore Owner

 Lives with partner

Tech savvy. Eager to make a sale.

Buddy owns a very busy bookshop in the Brooklyn Heights area. He's dispensed a lot of the duties on his son, Jasper, but he still likes to oversee things and spends about four days in the shop, per week.

Buddy buys only from publishing houses. He's not in the business to pass used books on to the public. He can manually enter about sixty books per hour. He realizes that this is inefficient, but he has to get the books online somehow.

Buddy enjoys his off-hours and knows that his leisure time will be taken care of by the efforts of his son and employees.

"I need the transactions to take to my taxman, like, now."

Tech

Internet ●●●●○

Early Adopter ●●○○○

Online Shopping ●●●●●

Goals

- Quickly upload inventory to the web site.
- Retrieve transactions for his accountant for tax season.
- Search for and use descriptions of similar books for his inventory.
- Ability to put shop on vacation with no hassle.
- Download inventory list to help with book purchases.

Fave brands

amazon





Nicolas Gagosian

CUSTOMER-AS-SELLER

 35 years old

 Newark, NJ

 Technology Consultant

Tech friendly. Sell-curious.

Nic lives in an apartment in Newark, New Jersey. He's collected comics and other fantasy collectibles for years and he's being pressured to make space in his home.

In addition to these collectibles, Nic hasn't been quick to get rid of his college textbooks. Those will need to go, as well. Maybe he'll sell on eBay, but he's curious about whether or not the company will take too much off of the top of his sales.

During his off-hours, Nic likes to stream television series on Netflix. He wants to get more exercise in the form of long walks.

"It'd be nice to sell these old books and collectibles online - you know, like on eBay."

Tech

Internet ●●●○○
Early Adopter ●●●●○
Online Shopping ●●●●○

Goals

- Sell personal items (used books and media) from his home.
- Help getting started in a seller platform.
- Search for books and other products to help set up inventory.
- Easy uploads and sales - no checking account information.
- Download inventory list to help with book purchases.

Fave brands

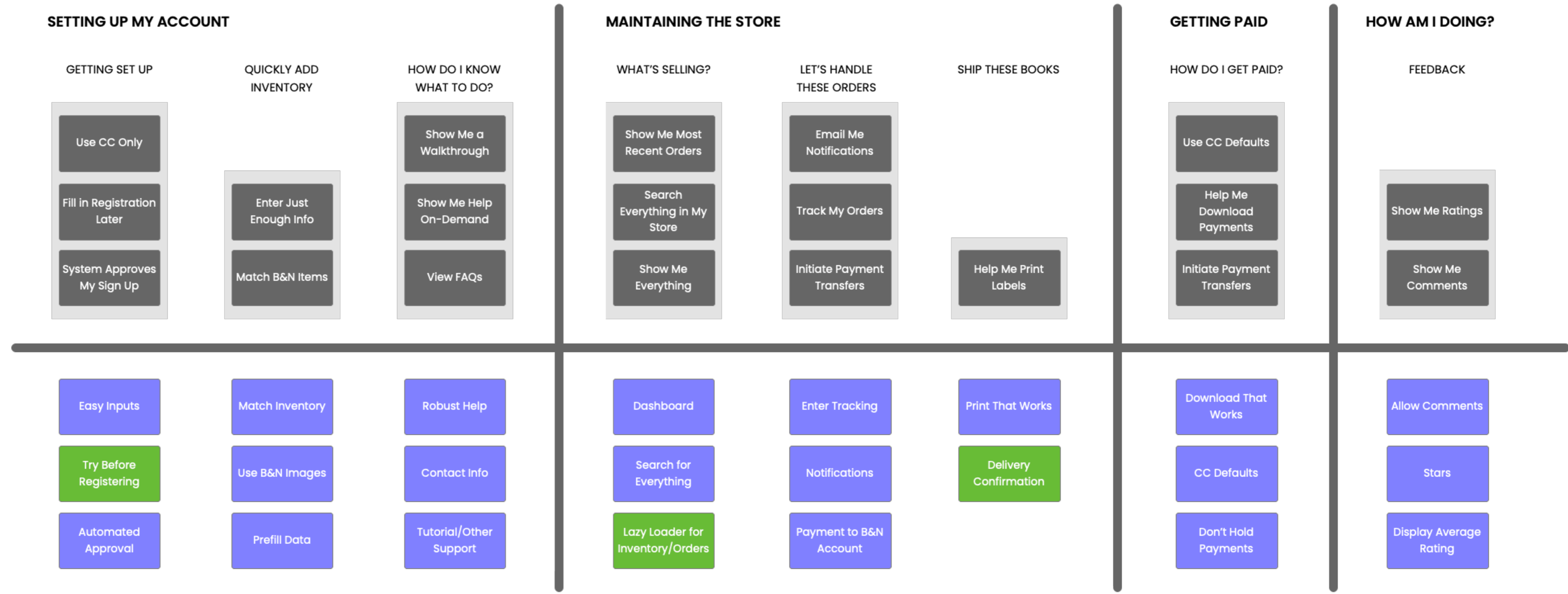
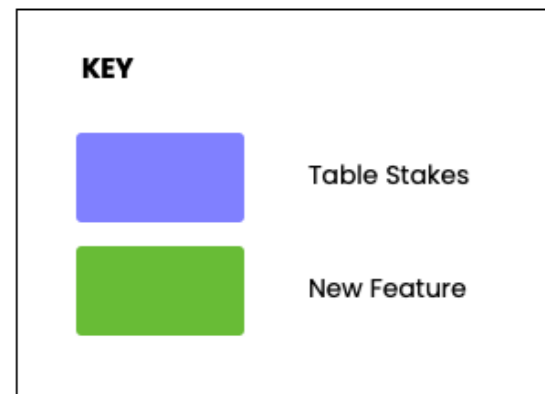
amazon

ebay

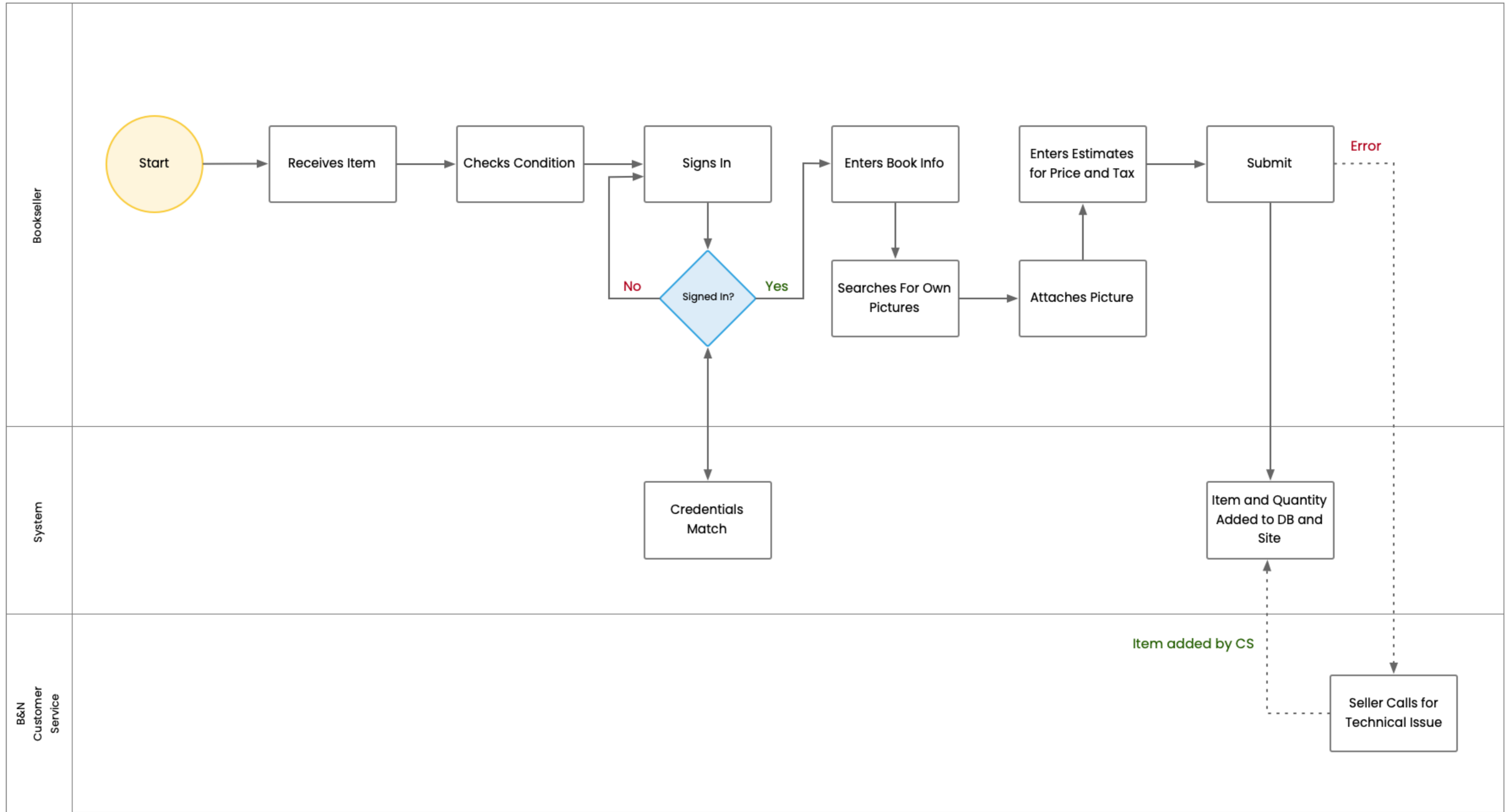
Microsoft

DC
COMICS

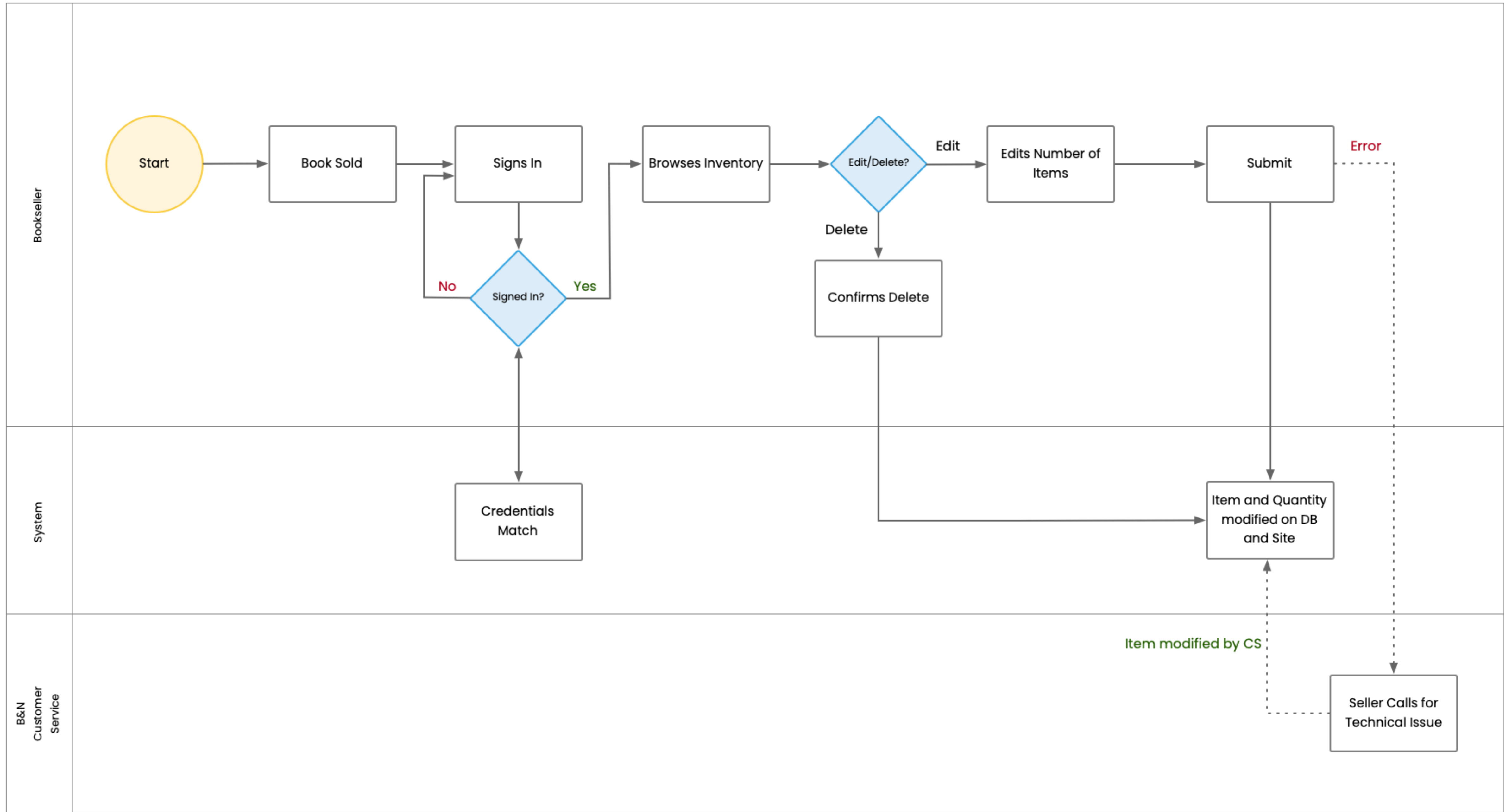
Mental Models



Task Flows - Current State

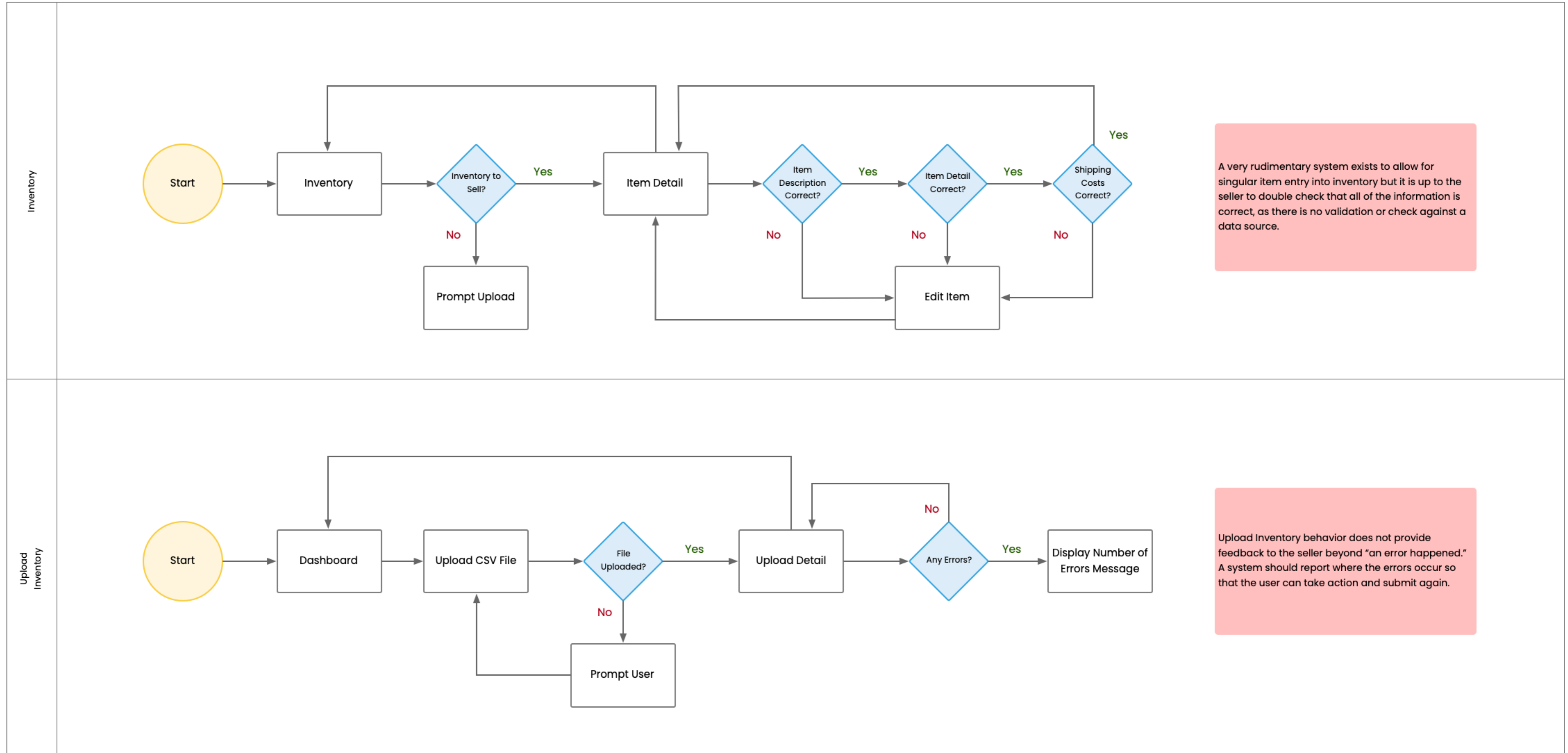


Add Inventory - Task Flow



Remove Inventory - Task Flow

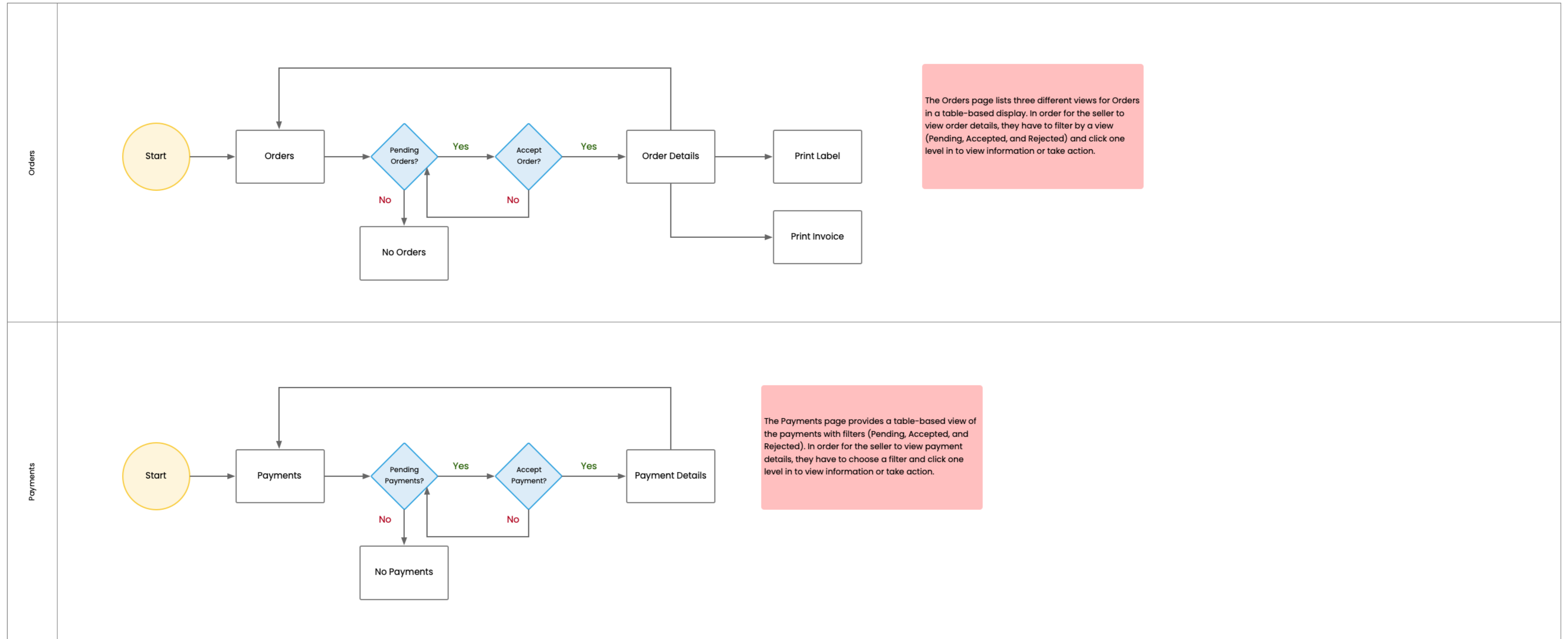
Process Flows - Current State



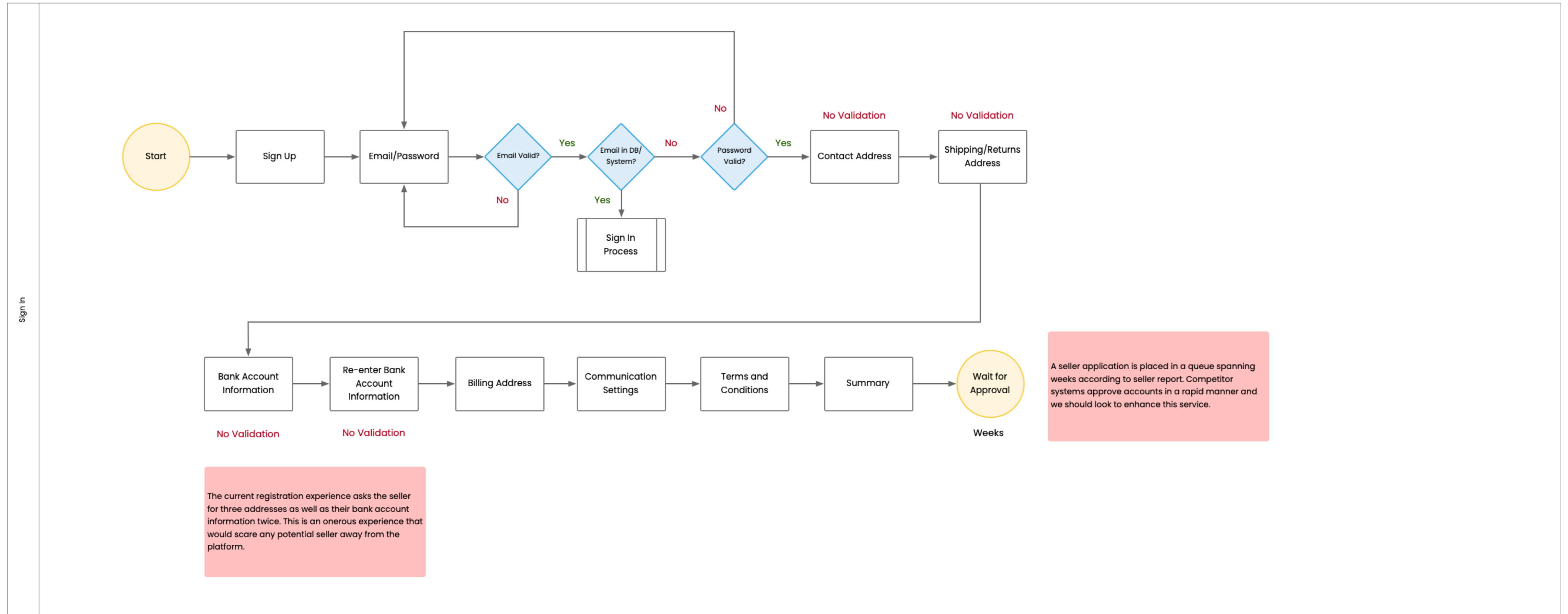
A very rudimentary system exists to allow for singular item entry into inventory but it is up to the seller to double check that all of the information is correct, as there is no validation or check against a data source.

Upload Inventory behavior does not provide feedback to the seller beyond "an error happened." A system should report where the errors occur so that the user can take action and submit again.

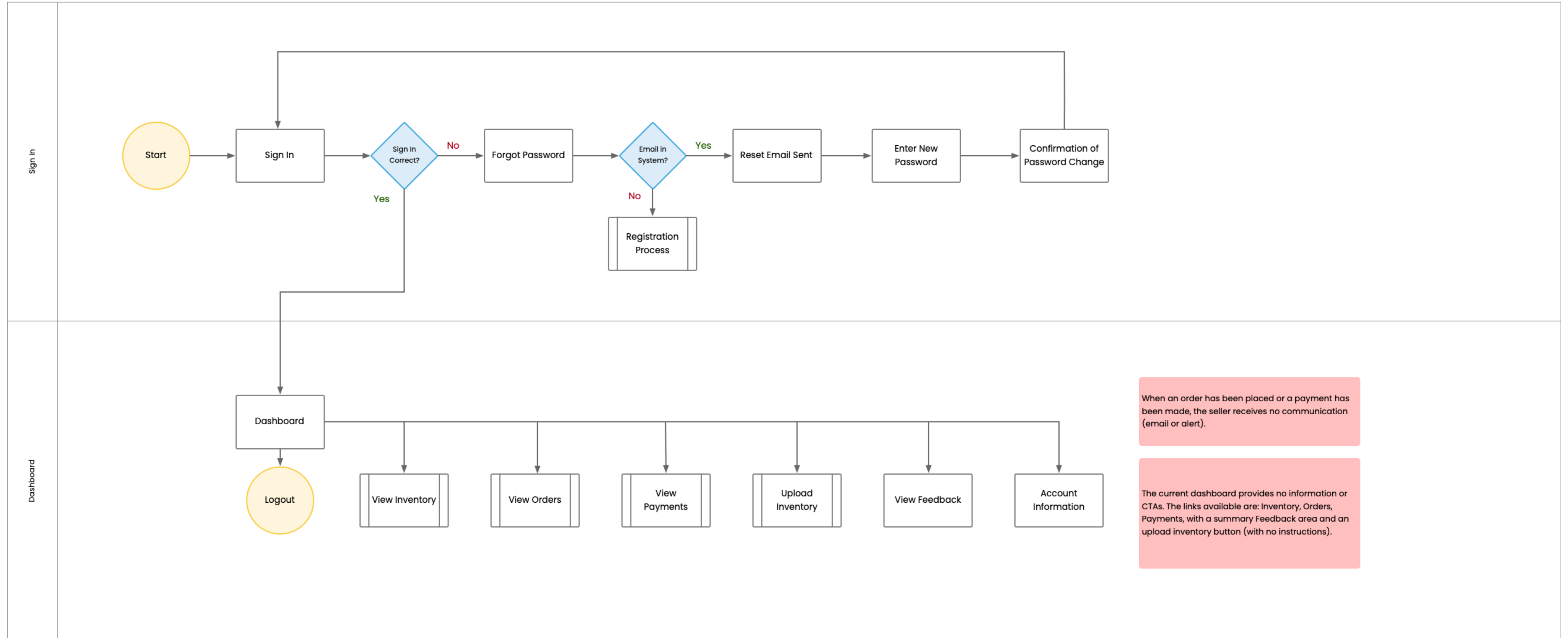
Inventory & Upload Inventory - System Process (w/ issues)



Orders & Payments - System Process (w/ issues)



Registration - System Process (w/ issues)



Sign In & Dashboard - System Process (w/ issues)

Journey Maps - Current State

NEW SELLER
CURRENT FLOW

GOAL OF JOURNEY: To illustrate future state for new sellers

STAGES	Discover			Sign Up			Manage Store						Take a Break		
BEHAVIOR	Google	Word of Mouth	Enter URL	Enter Acct Info	Enter Bank Acct	Wait for Approval	Manage Inventory	Locate Item(s)	Box + Label	Ship Order	Receive Payment	Receive Return(s)	Refund Payment	On Vacation	Delete Account
CUSTOMER ACTIONS	<ul style="list-style-type: none"> Search for "BN Seller" in Google Click on ad related to the Marketplace Click on a link in an email Enter URL into browser Ask other sellers where they are selling Read about in a seller portal trade publication. 			<ul style="list-style-type: none"> Read details (if any) Enter account information: name, address, bank account information (twice) Wait two to three weeks for approval. 			<ul style="list-style-type: none"> Enter inventory one by one Batch upload inventory by a spreadsheet Locate item in store/personal inventory Check order details for shipping information Print a shipping label Print an invoice Box up inventory for shipment Drop-off item to shipper or have a shipment picked up Receive a return Select refund of payment <ul style="list-style-type: none"> Check item(s) for condition and return to inventory Enter returned item(s) back into available inventory. 						<ul style="list-style-type: none"> Set store to "on vacation" Set return date Set store to "off vacation" Delete account Confirm the delete. 		
THINKING	<ul style="list-style-type: none"> Why can't I just find this on the website? Okay, this sign in screen looks like it will steal my information. 			<ul style="list-style-type: none"> Why do I have to enter my bank account twice? Why does it take two to three weeks to approve my joining the seller tool? Why do I have to enter my bank acct? 			<ul style="list-style-type: none"> This batch upload isn't working. It's not telling which items weren't accepted. Why do I have to go three screens in to print a shipping label and invoice? Entering inventory one-by-one is really labor intensive given that I have to go back a couple of screens each time. 						<ul style="list-style-type: none"> How do I let people know that I'm not around to ship their order? 		
FEELING	<ul style="list-style-type: none"> I don't know what I'm signing up for and that makes me feel nervous! I'm disappointed that I can't find this site on the B&N.com site. How is this supposed to make me money? How is this better than other sites I sell on? 			<ul style="list-style-type: none"> I'm disappointed that I'm not instantly approved. Why do I have to give you my bank account info if you're not going to instantly accept me? I'm outraged! 			<ul style="list-style-type: none"> I'm angry that you're not telling which part of my spreadsheet isn't formatted correctly. I'm disappointed that I have to go several levels in to this site to gather order details. This should be easy. I'm disappointed that I can't print a shipping label or invoice from the main screen. This is some weak sauce stuff. I would expect Barnes and Noble to do better. 						<ul style="list-style-type: none"> Exasperated at lack of controls for vacation (on/off). 		
SUPPORTING CAST	<ul style="list-style-type: none"> SEO analyst and staff Content team Product owner and product team of B&N sections where info would appear B&N stakeholders with decision-making. 			<ul style="list-style-type: none"> Customer service representatives Product team for seller tool SAP team for bank account details.. 			<ul style="list-style-type: none"> SAP for orders, inventory, and payment Product team for seller tool Customer service representatives B&N database support for feedback and account details. 						<ul style="list-style-type: none"> B&N database for account details. 		
OPPORTUNITIES	<p>GLOBAL</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Communicate clear value prop</p> <p>STAGE: Discover, Sign Up</p> </div> <div style="width: 30%;"> <p>Make for a more effective seller</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div style="width: 30%;"> <p>Don't ask for bank details period.</p> <p>STAGE: Discover, Sign Up</p> </div> </div> <div style="margin-top: 10px;"> <p>Provide in-roads into the seller portal.</p> <p>STAGE: Discover</p> </div>			<p>SIGN UP</p> <div style="margin-top: 10px;"> <p>Don't make the seller wait.</p> <p>STAGE: Discover, Sign Up</p> </div>			<p>MANAGE INVENTORY</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Provide the right help at the right time.</p> <p>STAGE: Sign Up, Manage</p> </div> <div style="width: 30%;"> <p>Surface important information first.</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div style="width: 30%;"> <p>Provide modules for feedback and reviews.</p> <p>STAGE: Manage</p> </div> </div> <div style="margin-top: 10px;"> <p>Provide the right tools at the right time.</p> <p>STAGE: Manage, Break</p> </div> <div style="margin-top: 10px;"> <p>Fix the broken tools.</p> <p>STAGE: Manage, Break</p> </div>						<p>TAKE A BREAK</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Replace bank accounts with credit cards.</p> <p>STAGE: Manage</p> </div> <div style="width: 45%;"> <p>One-click vacation settings.</p> <p>STAGE: Manage</p> </div> </div> <div style="margin-top: 10px;"> <p>Let the seller control their account.</p> <p>STAGE: Manage, Break</p> </div>		

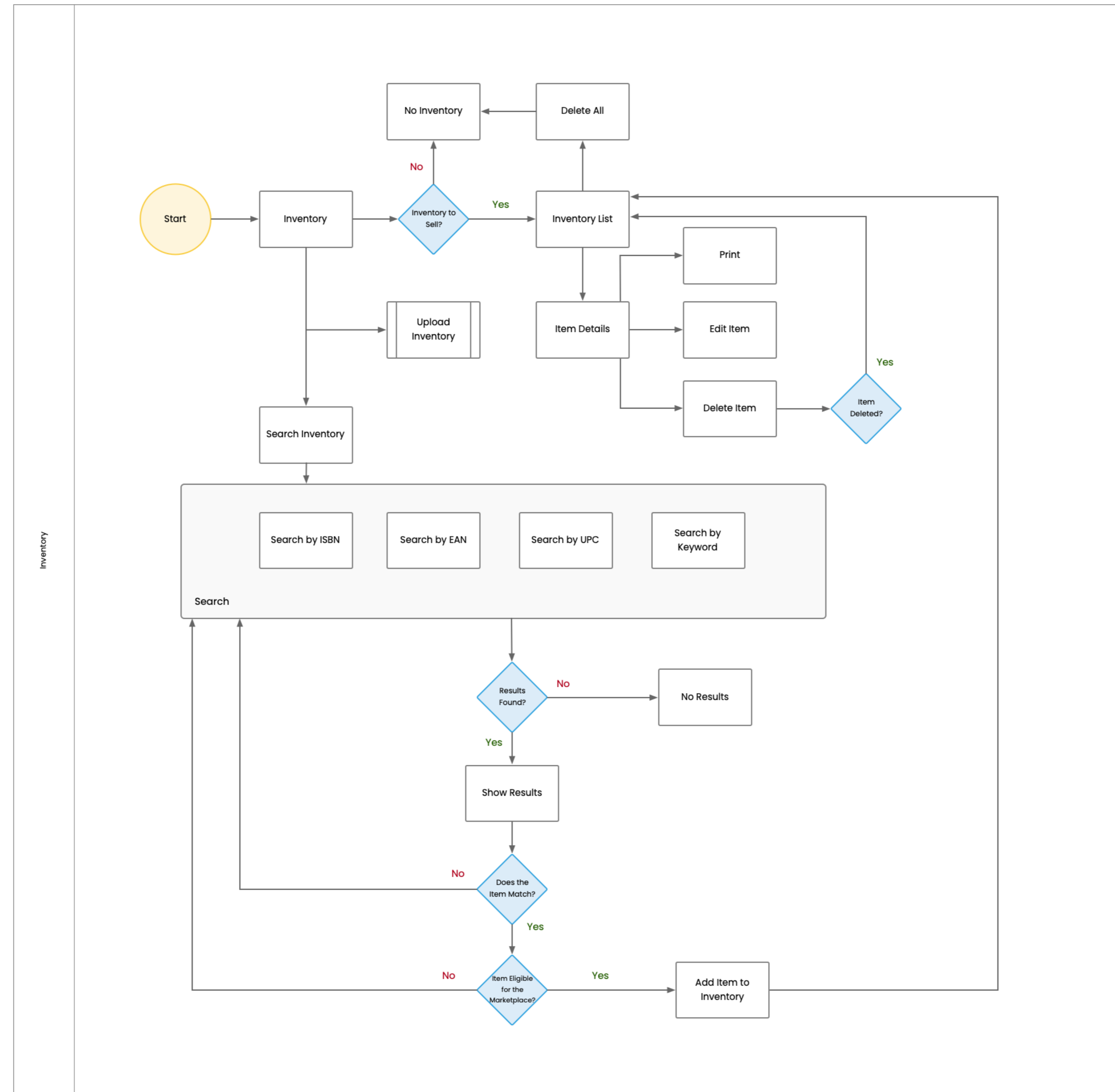
EXISTING SELLER

CURRENT FLOW

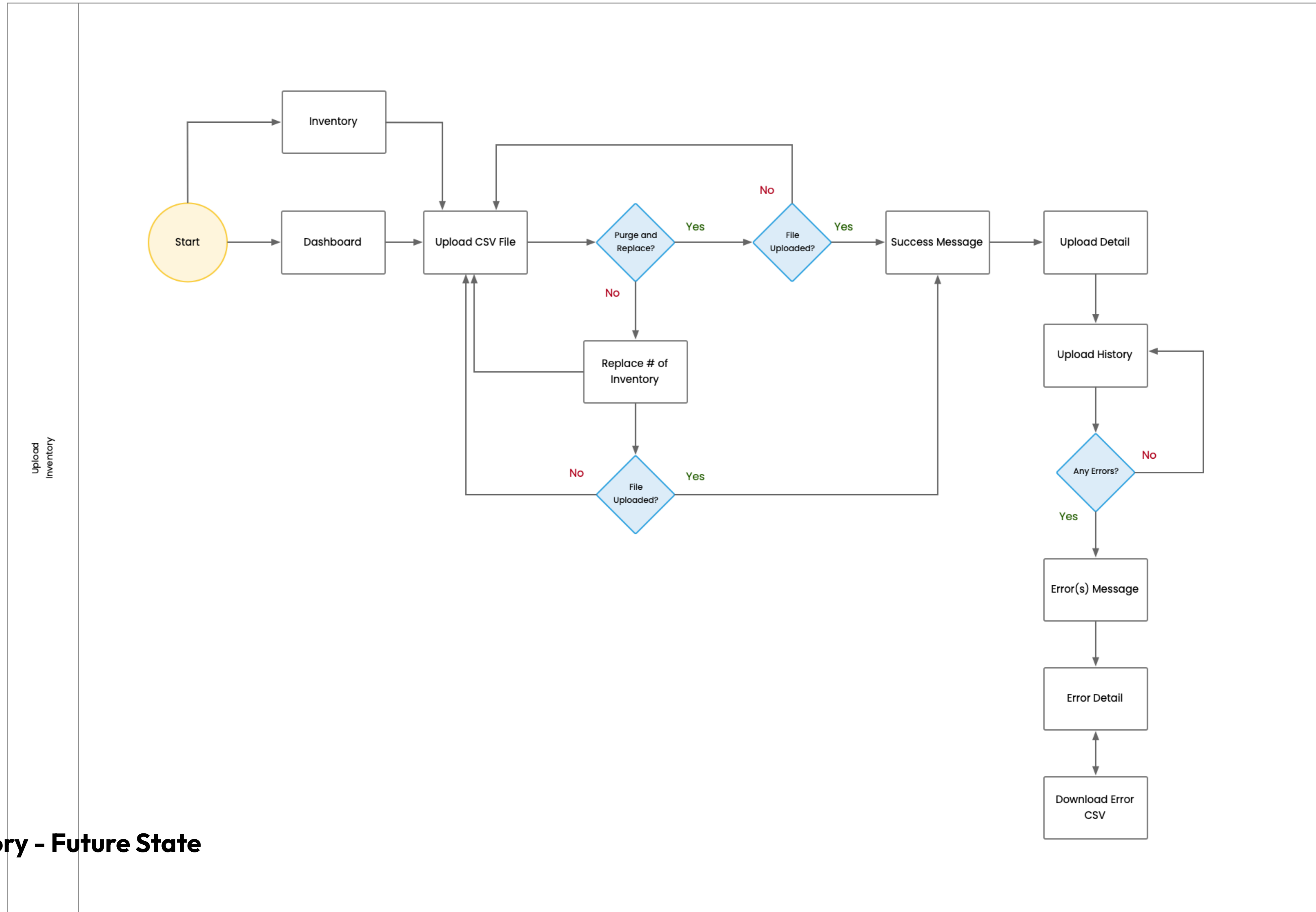
GOAL OF JOURNEY: To illustrate current state for existing sellers

STAGES	Manage Store							Take a Break		
BEHAVIOR	Sign In	Manage Inventory	Locate Item(s)	Box + Label	Ship Order	Receive Payment	Receive Return(s)	Refund Payment	On Vacation	Delete Account
CUSTOMER ACTIONS	<ul style="list-style-type: none"> • Enter inventory one by one • Batch upload inventory by a spreadsheet • Locate item in store/personal inventory • Check order details for shipping information • Print a shipping label • Print an invoice • Box up inventory for shipment • Drop-off item to shipper or have a shipment picked up • Receive a return • Select refund of payment <ul style="list-style-type: none"> • Check item(s) for condition and return to inventory • Enter returned item(s) back into available inventory • Modify price or item information • Remove an order from inventory • Cancel an order due to circumstances. 							<ul style="list-style-type: none"> • Set store to "on vacation" • Set return date • Set store to "off vacation" • Delete account • Confirm the delete. 		
THINKING	<ul style="list-style-type: none"> • Why isn't the batch upload working? • I don't mind going a few levels down but there should be a way to get back to the main screen. • I'm not seeing a good way to cancel an order, here. 							<ul style="list-style-type: none"> • How do I let people know that I'm not around to ship their order? 		
FEELING	<ul style="list-style-type: none"> • I'm angry that you're not telling which part of my spreadsheet isn't formatted correctly. • I'm disappointed that I have to go several levels in to this site to gather order details. This should be easy. • I'm disappointed there is no way to cancel an order. Do I really have to call customer service to do this? • I would like more ways to describe an item. What you have here is really limiting. 							<ul style="list-style-type: none"> • Exasperated at lack of controls for vacation (on/off). 		
SUPPORTING CAST	<ul style="list-style-type: none"> • SAP for orders, inventory, and payment • Product team for seller tool • Customer service representatives • B&N database support for feedback and account details. 							<ul style="list-style-type: none"> • B&N database for account details. 		
OPPORTUNITIES	<p>GLOBAL</p> <div data-bbox="658 1542 895 1665"> <p>Communicate clear value prop</p> <p>STAGE: Discover, Sign Up</p> </div> <div data-bbox="920 1542 1158 1665"> <p>Make for a more effective seller</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div data-bbox="658 1695 895 1819"> <p>Provide in-roads into the seller portal.</p> <p>STAGE: Discover</p> </div>		<p>MANAGE INVENTORY</p> <div data-bbox="1233 1542 1471 1665"> <p>Provide the right help at the right time.</p> <p>STAGE: Sign Up, Manage</p> </div> <div data-bbox="1496 1542 1733 1665"> <p>Surface important information first.</p> <p>STAGE: Sign Up, Manage, Break</p> </div> <div data-bbox="1759 1542 1996 1665"> <p>Provide modules for feedback and reviews.</p> <p>STAGE: Manage</p> </div> <div data-bbox="2021 1542 2259 1665"> <p>Replace bank accounts with credit cards.</p> <p>STAGE: Manage</p> </div> <div data-bbox="1233 1695 1471 1819"> <p>Provide the right tools at the right time.</p> <p>STAGE: Manage, Break</p> </div> <div data-bbox="1496 1695 1733 1819"> <p>Fix the broken tools.</p> <p>STAGE: Manage, Break</p> </div> <div data-bbox="1759 1695 1996 1819"> <p>Let the seller control their account.</p> <p>STAGE: Manage, Break</p> </div>				<p>TAKE A BREAK</p> <div data-bbox="2509 1542 2746 1665"> <p>One-click vacation settings.</p> <p>STAGE: Manage</p> </div>			

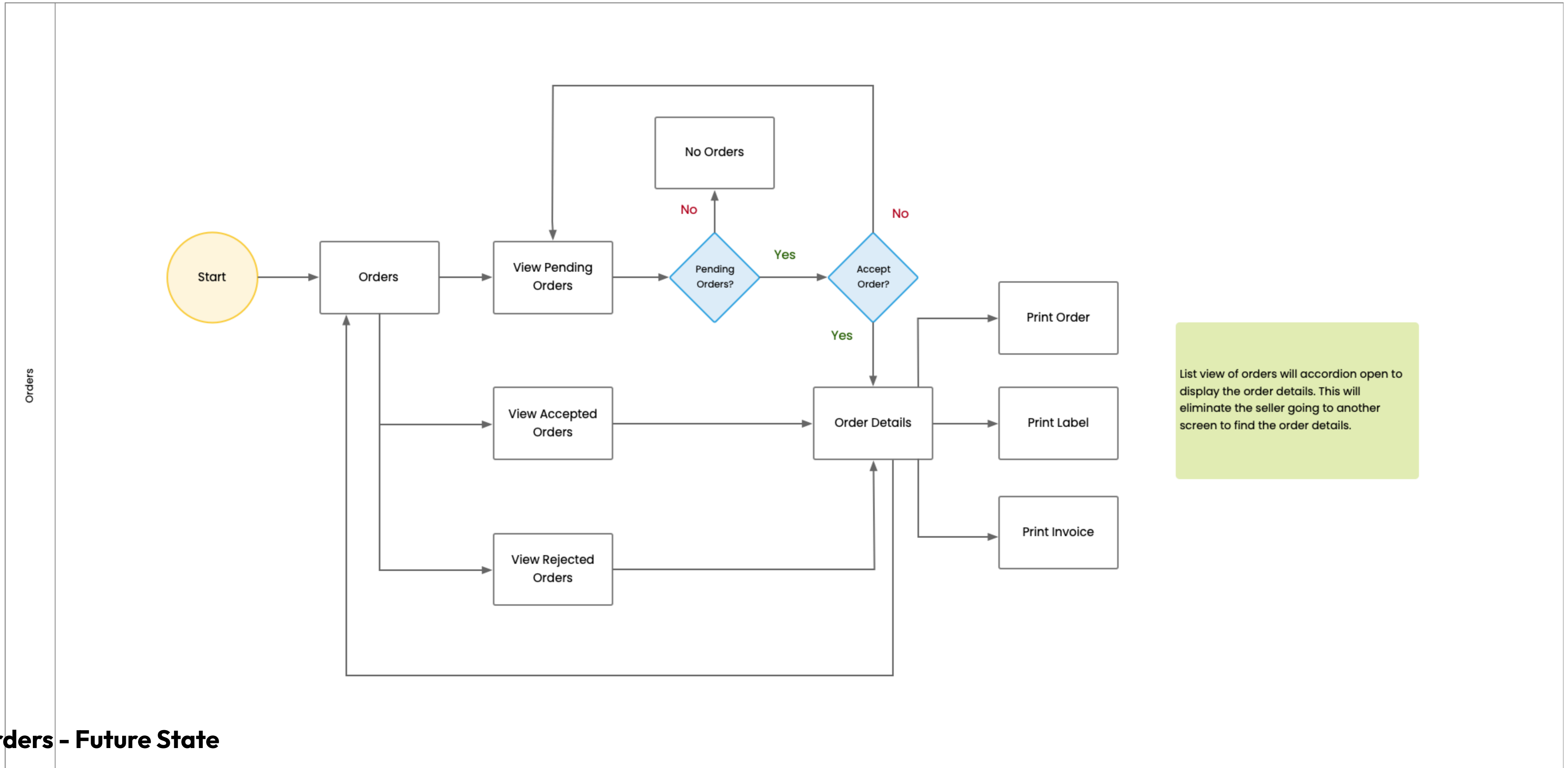
Process Flows - Future State



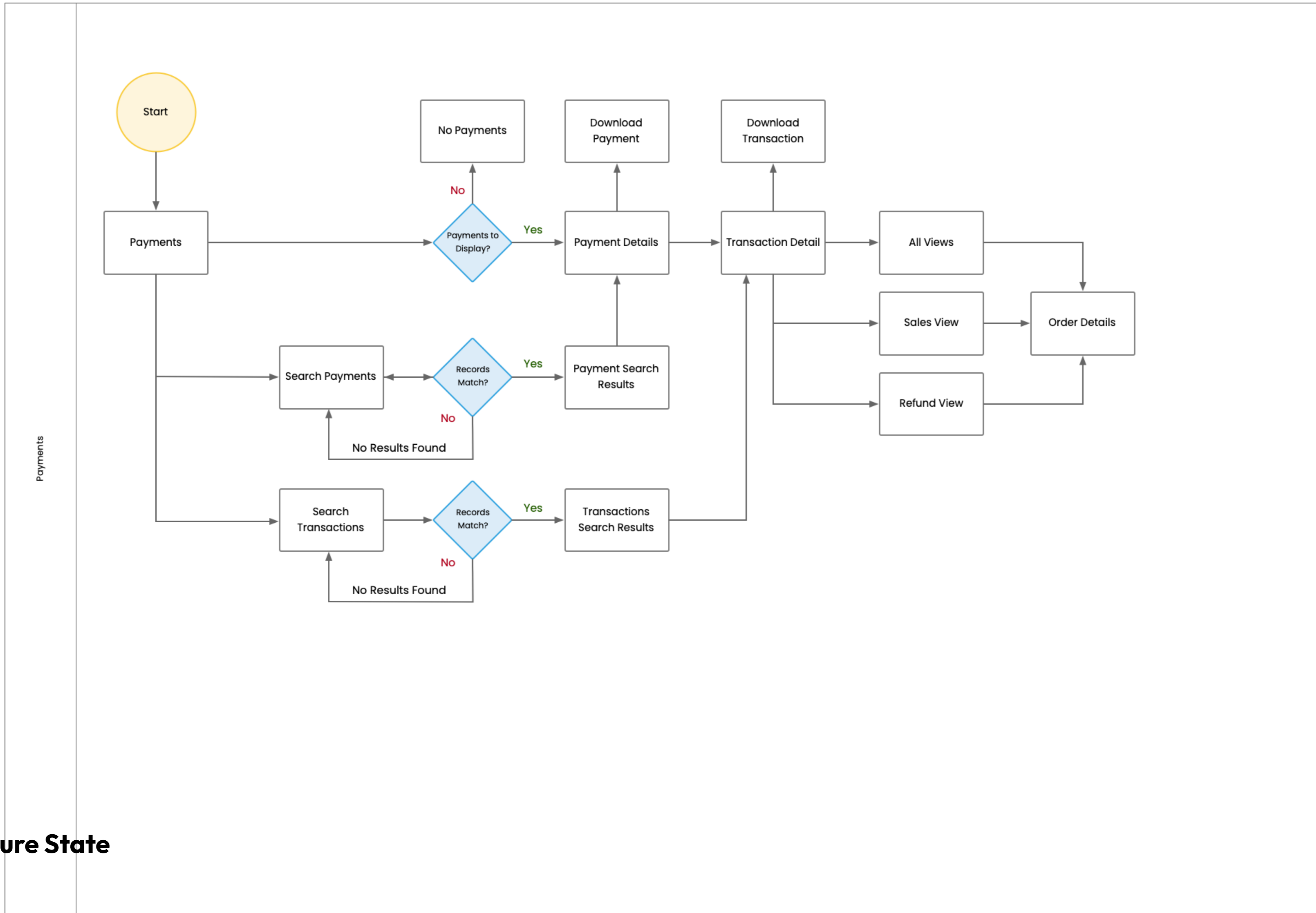
Inventory - Future State



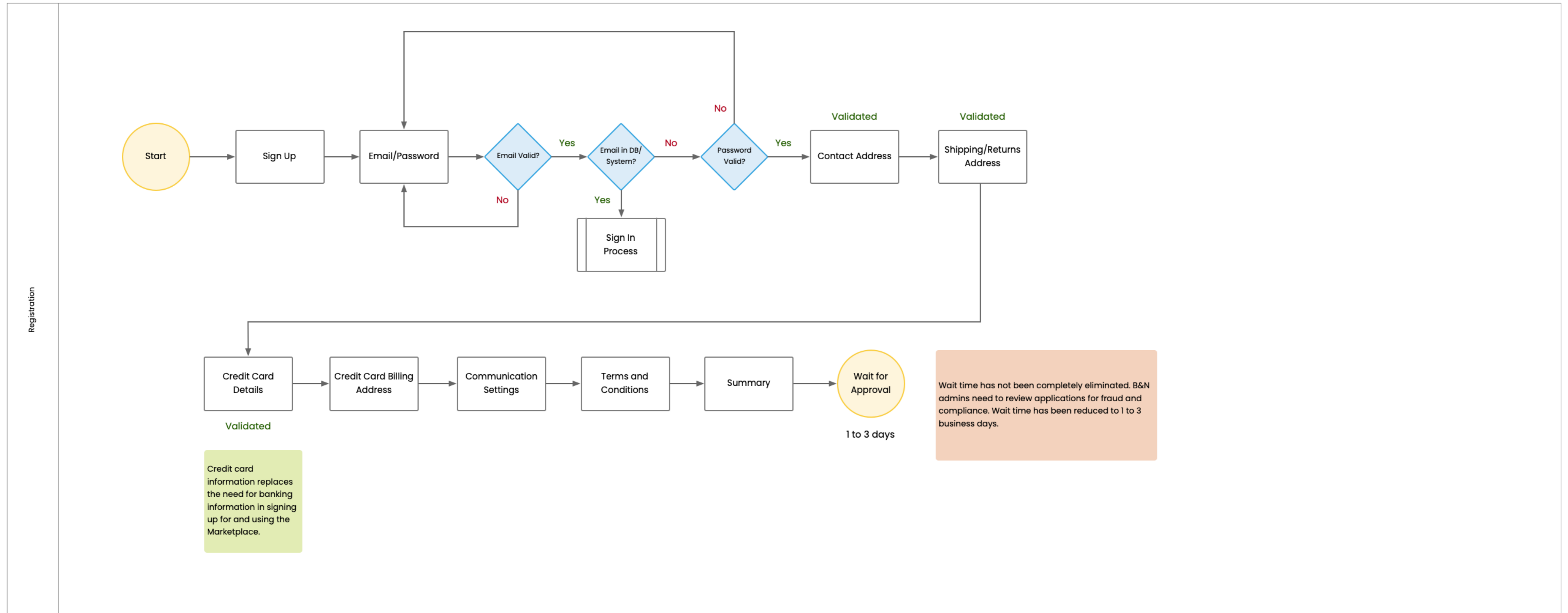
Upload Inventory - Future State



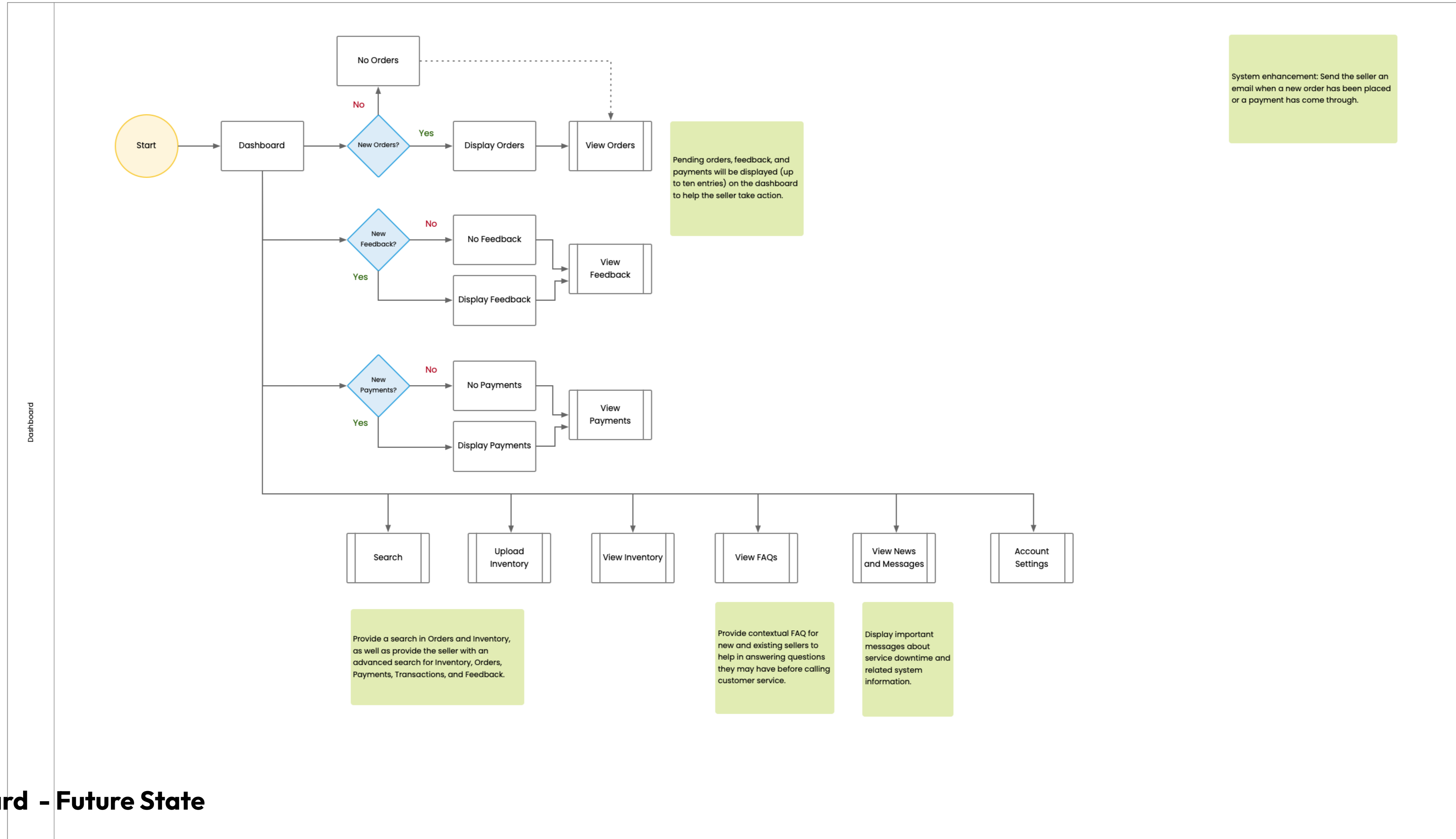
Orders - Future State



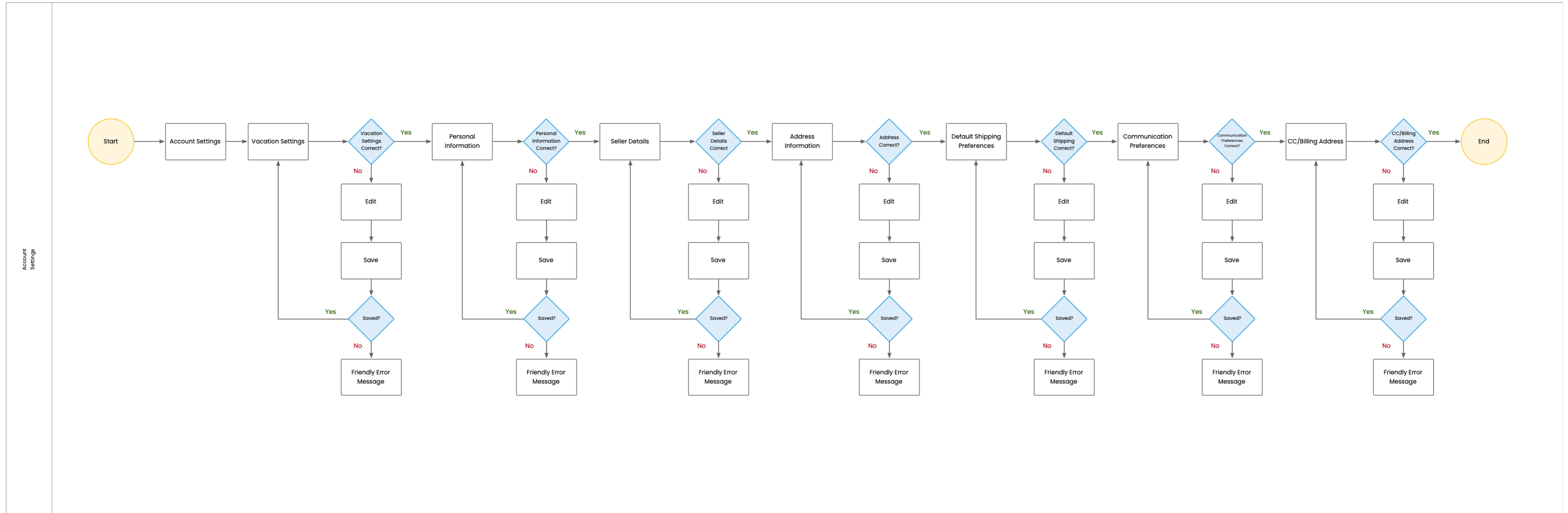
Payments - Future State



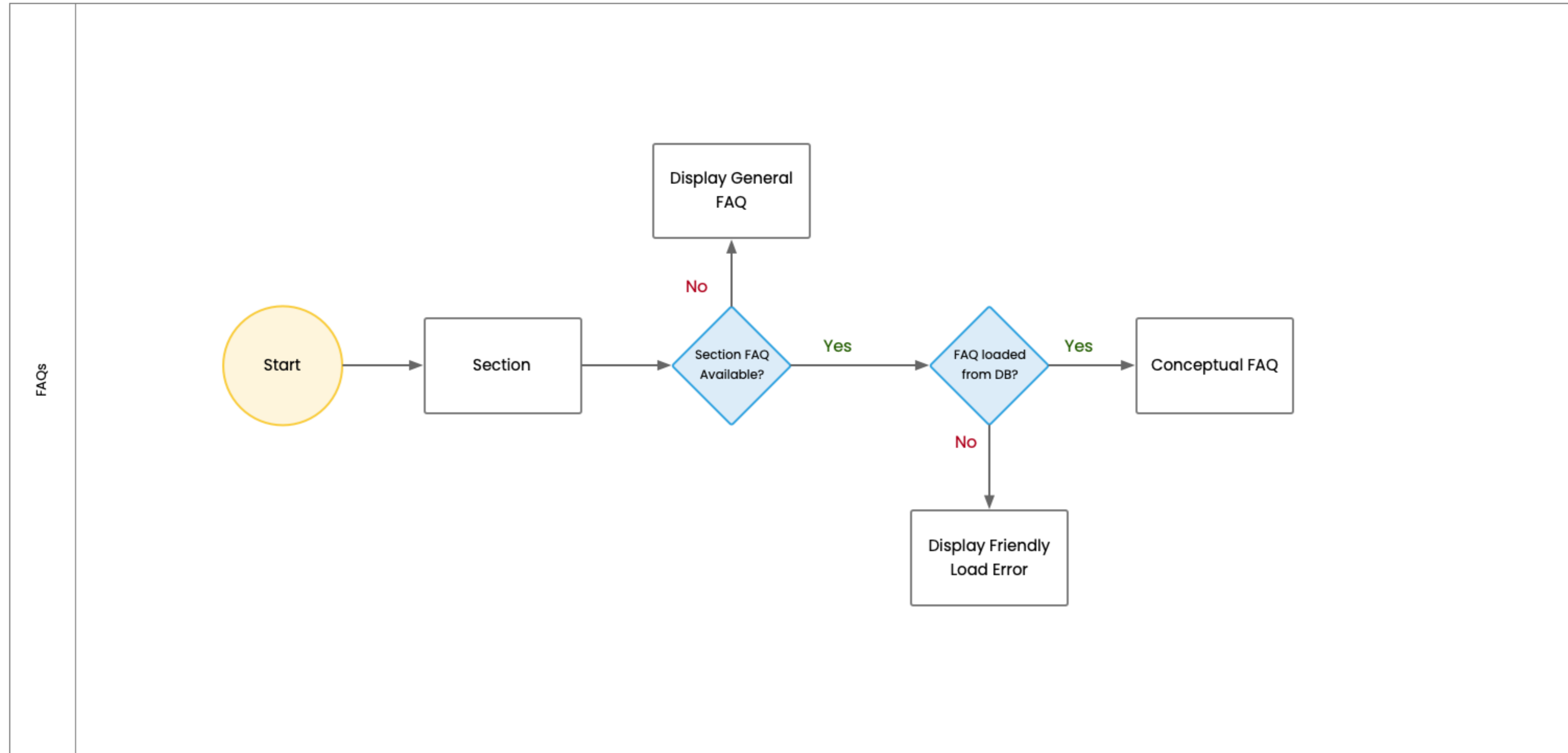
Registration - Future State



Dashboard - Future State



Account Settings - Future State



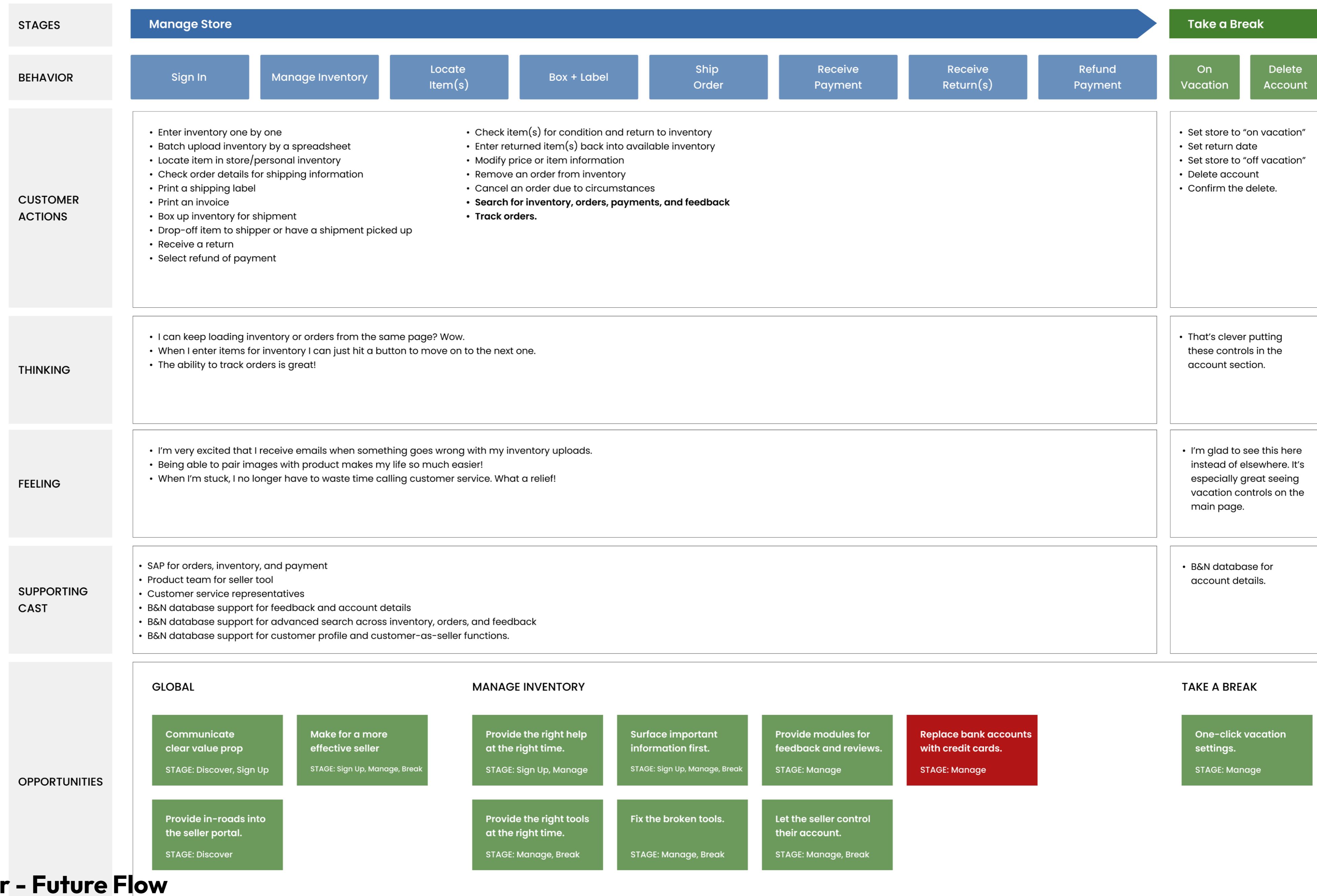
FAQs - Future State

Journey Maps - Future State

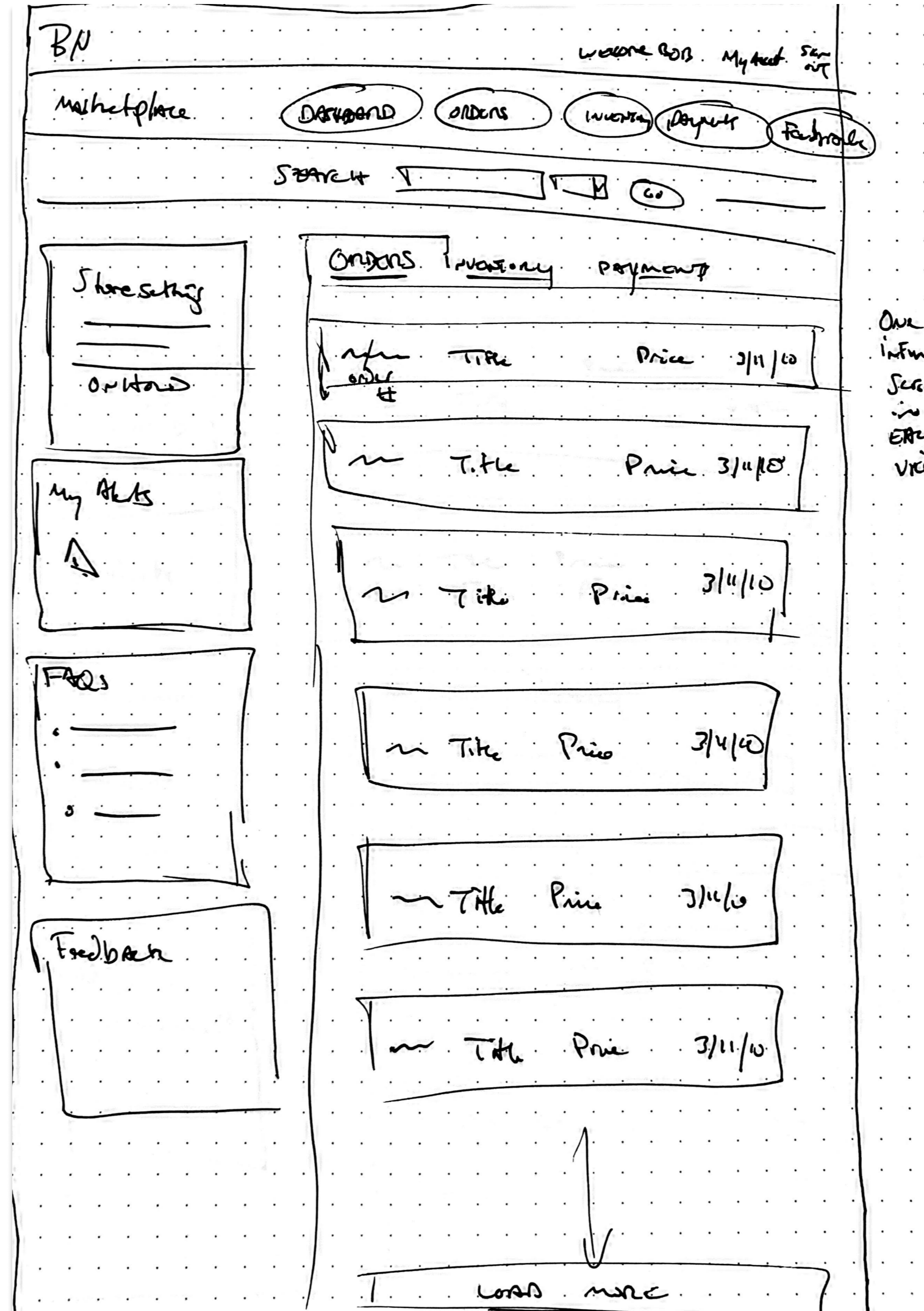
NEW SELLER
FUTURE FLOW

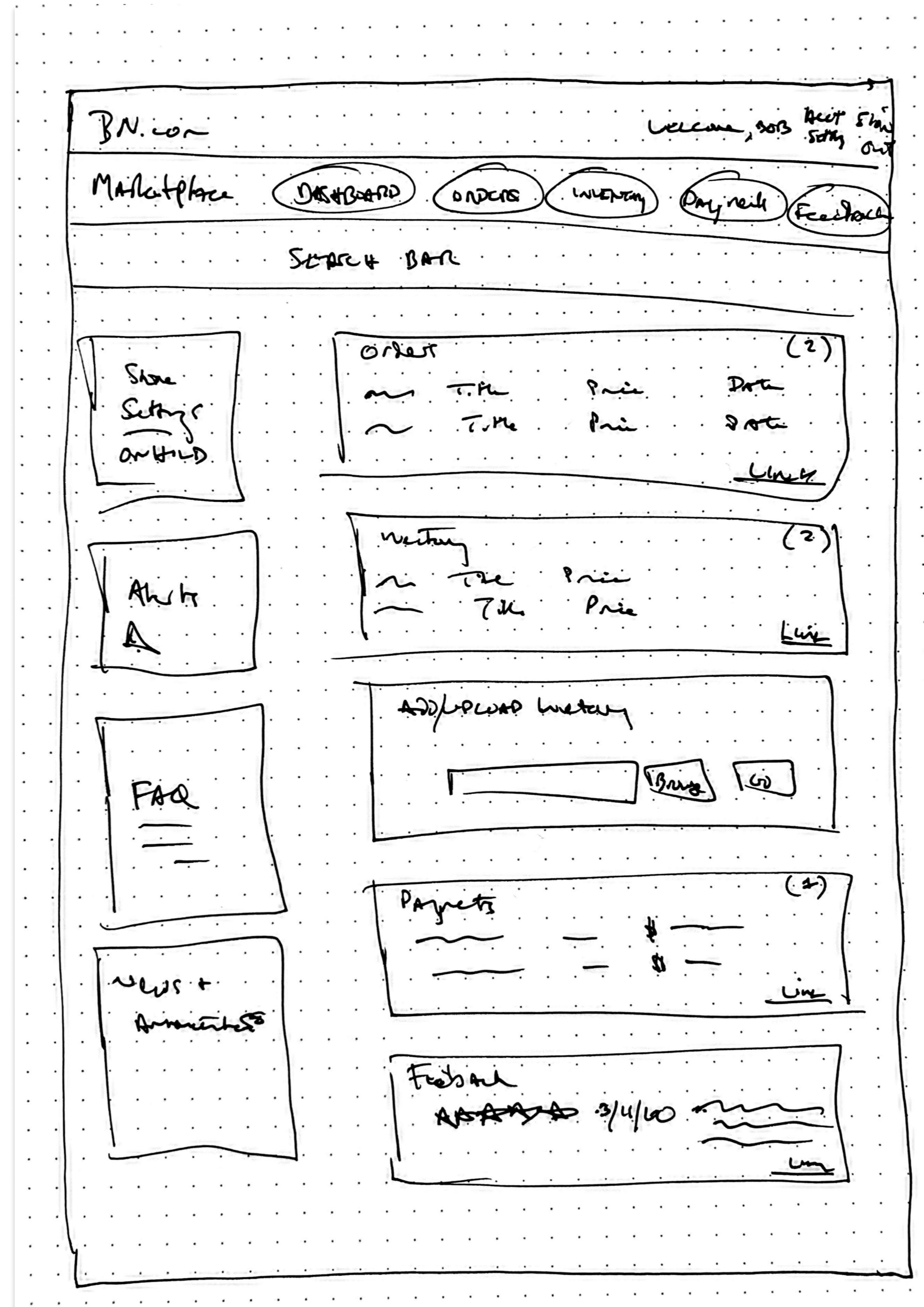
GOAL OF JOURNEY: To illustrate future state for new sellers

STAGES	Discover			Sign Up			Manage Store						Take a Break		
BEHAVIOR	Google	Word of Mouth	Enter URL	Enter Acct Info	Enter Bank Acct	Wait for Approval	Manage Inventory	Locate Item(s)	Box + Label	Ship Order	Receive Payment	Receive Return(s)	Refund Payment	On Vacation	Delete Account
CUSTOMER ACTIONS	<ul style="list-style-type: none"> Search for "BN Seller" in Google Search for "BN Marketplace" in Google Click on a link in an email Enter URL into browser Provide means to refer people to sell Cross-market on the B&N website Provide links to service on B&N website. 			<ul style="list-style-type: none"> Read details (if any) Enter account information: name, address, credit card Approved within seconds to minutes. 			<ul style="list-style-type: none"> Enter inventory one by one Batch upload inventory by a spreadsheet Locate item in store/personal inventory Check order details for shipping information Print a shipping label Print an invoice Box up inventory for shipment Drop-off item to shipper or have a shipment picked up Receive a return Select refund of payment Check item(s) for condition and return to inventory Enter returned item(s) back into available inventory Modify price or item information Remove an order from inventory Cancel an order due to circumstances Search for inventory, orders, payments, and feedback Track orders. 						<ul style="list-style-type: none"> Set store to "on vacation" Set return date Set store to "off vacation" Delete account Confirm the delete. 		
THINKING	<ul style="list-style-type: none"> Can I refer friends so that they can sell on this service? 			<ul style="list-style-type: none"> This is what I am used to - this has the same feel as the rest of the B&N site. I feel comforted by this. 			<ul style="list-style-type: none"> I can keep loading inventory or orders into the same page. So much nicer! When I enter items for inventory I can just hit a button to move on to the next item. Labels and invoices are just where I want them. 						<ul style="list-style-type: none"> That's clever putting this in the account section! 		
FEELING	<ul style="list-style-type: none"> I'm content that I got this site from a friend. This site looks like what I'd expect from B&N. It didn't feel difficult finding this site/service. 			<ul style="list-style-type: none"> This looks like the rest of the site and I'm content with that. Can I get an account without entering my financial stuff? I like to try things before I buy. 			<ul style="list-style-type: none"> I'm excited to see that I don't have to go three to four levels deep to see inventory or order details. I'm happy that payments are treated like the rest of the site - by scrolling or searching. I can search for anything from any page on this site. That's amazing! I'm happy to see FAQs that help me when I need it. 						<ul style="list-style-type: none"> I'm glad to see this here instead of elsewhere. It's especially great seeing it on the main page. 		
SUPPORTING CAST	<ul style="list-style-type: none"> SEO analyst and staff Content team Product owner and product team of B&N sections where info would appear B&N stakeholders with decision-making. 			<ul style="list-style-type: none"> Customer service representatives Product team for seller tool SAP team for bank account details 			<ul style="list-style-type: none"> SAP for orders, inventory, and payment Product team for seller tool Customer service representatives B&N database support for feedback and account details B&N database support for advanced search across inventory, orders, and feedback B&N database support for customer profile and customer-as-seller. 						<ul style="list-style-type: none"> B&N database for account details. 		
DID WE SUPPORT THESE OPPORTUNITIES?	<p>GLOBAL</p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Communicate clear value prop STAGE: Discover, Sign Up </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Make for a more effective seller STAGE: Sign Up, Manage, Break </div> <div style="border: 1px solid black; padding: 5px; width: 20%; background-color: #c00000; color: white;"> Don't ask for bank details period. STAGE: Discover, Sign Up </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Provide in-roads into the seller portal. STAGE: Discover </div> <div style="border: 1px solid black; padding: 5px; width: 20%; background-color: #c00000; color: white;"> Don't make the seller wait. STAGE: Discover, Sign Up </div> </div>			<p>SIGN UP</p>			<p>MANAGE INVENTORY</p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Provide the right help at the right time. STAGE: Sign Up, Manage </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Surface important information first. STAGE: Sign Up, Manage, Break </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Provide modules for feedback and reviews. STAGE: Manage </div> <div style="border: 1px solid black; padding: 5px; width: 20%; background-color: #c00000; color: white;"> Replace bank accounts with credit cards. STAGE: Manage </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Provide the right tools at the right time. STAGE: Manage, Break </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Fix the broken tools. STAGE: Manage, Break </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> Let the seller control their account. STAGE: Manage, Break </div> </div>						<p>TAKE A BREAK</p> <div style="border: 1px solid black; padding: 5px; width: 100%;"> One-click vacation settings. STAGE: Manage </div>		



Sketches





Wireframes

Dashboard View

Barnes & Noble Welcome, Bob Dabalina [My Account](#) [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#)

Search All ▼ [Go](#) [Advanced Search](#)

Account Overview

Charlie's Books
New York, NY

Your Status: **On Hold**
★★★★★
4 out of 5 (1 rating)

My Alerts

⚠ Your account is on HOLD. Please call 866-897-1763 immediately.
[More Info](#)

News & Messages

- [Upcoming SSN/EIN Requirements!](#)
- [Our new blog!](#)
- [Now on Twitter!](#)

[See All](#)

FAQs

- [How and why do I issue a refund?](#)
- [Why doesn't my balance go to zero when I'm paid on Tuesdays?](#)
- [What are shipping allowances?](#)

[See All](#)

Orders Pending (0)

You don't have any orders.

Try [adding more items](#) or enhancing your descriptions.

[Go to Orders](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. If your item doesn't have an ISBN/UPC, please use our [title search](#).

Format: ▼ What's it Worth? Ready to Sell?

ISBN, UPC, EAN: [Check Now](#) [List Now](#)

[More about ISBNs, UPCs, and EANs](#)

[Go to Inventory](#)

Upload Items to Sell

Select an Upload Option: Standard Purge & Replace

Add an inventory file via upload: [Browse](#) [Upload](#)

[Learn about using files](#)

View Finances

Current Balance	\$12,321.99
View associated transactions	
Next Payment Date	7/26/2011
View banking information	
Last Payment on 3/8/2011	\$5,666.21
View associated transactions	

[Go to Payments](#)

Feedback

★★★★★	12/29/2010	Thank you so much for upgrading my service for free!	159083180-006 101 Places Not to See Before You Die by Catherine Price Paperback
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Inventory View

Barnes & Noble
Welcome, Bob Dabalina [My Account](#) [Sign Out](#)

mySellerAccount

Dashboard
Orders
Inventory
Payments
Feedback
Settings

Search

Inventory
▼

Go
[Advanced Search](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions.

Format: Book ▼

ISBN, UPC, EAN:

[More about ISBNs, UPCs, and EANs](#)

OR

If this item **does not have an ISBN/UPC**, search by:

Format: Book ▼

Title:

Author:

Search

Add Items using a File

Select an Upload Option:

Standard Purge & Replace

Add an inventory file via upload:

Browse
Upload

Most Recent File Upload

Upload Date: 11/16/2010 4:30:34 PM

File Name: Bob_testfile.csv

File Format: TAB

Upload Option: Standard

Status: Complete

Listings Processed: 2004

Errors: 11

[Go to Upload History](#)
[Download Template](#)

[Learn about using files](#)

Inventory 1999 Listings

Select: All None Action ▼

	Listing Details	QTY	ISBN/UPC	SKU	Added	Condition	Price	Action
<input type="checkbox"/>	The Human Stain by Philip Roth Hardcover Listing Details	1	9780618059454		11/17/2010	Like New	\$2,200.00	Edit Delete
<input type="checkbox"/>	Percy Jackson and the Olympians Three Volume Boxed Set by Rick Riordan Paperback - New Edition Listing Details	3	9781423113492		11/17/2010	Very Good	\$15.45	Edit Delete
<input type="checkbox"/>	Psychology in Modules by David G. Myers Hardcover - Eight Edition Listing Details	1	9780716779278		11/17/2010	New	\$135.00	Edit Delete

Payments View

Barnes & Noble Welcome, Bob Dabalina [My Account](#) [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) **[Payments](#)** [Feedback](#) [Settings](#)

Search All Go [Advanced Search](#)

Payments Overview

Current Balance	\$12,321.99
View associated transactions	
Next Payment Date	7/26/2011
View banking information	
Last Payment on 3/8/2011	\$5,666.21
View associated transactions	

Search Payments Search Transactions

For From

Last 30 Days to

OR

Payments 1999 Listings

[Download Payments](#)

Payment Date	Payment Number	Details	Amount	Details
3/8/2011	20000093968	ACH PAYMENT to BANK OF AMERICA	\$5.35	View Details

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Feedback View

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Welcome, Bob Dabalina [My Account](#) [Sign Out](#)

mySellerAccount

Dashboard
Orders
Inventory
Payments
Feedback
Settings

All ▼

Go

[Advanced Search](#)

Feedback Overview

Feedback Rating ★★★★★ (4 out of 5)

What your customers see: 1 customer has left you 1 rating

Rating	Last 3 months (0 ratings)	Last 6 months (0 ratings)	Total (1 rating)
★★★★★	0%	0%	100%
★★★★☆	0%	0%	0%
★★★☆☆	0%	0%	0%
★★☆☆☆	0%	0%	0%
★☆☆☆☆	0%	0%	0%

Feedback

All (1)
[Positive](#)
[Negative](#)

Rating	Date	Comments	Order Information
★★★★☆	12/29/2010	Dawn: Thank you so much for upgrading my Service for free!	<p>159083180-006 101 Places Not to See Before You Die by Catherine Price Paperback Pub Date: 2010</p> <p>\$13.57 Like New</p> <p>Order Details</p>

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1997 - 2011 [Barnes & Noble.com LLC](#)

FAQs View

Barnes & Noble Welcome, Bob Dabalina [My Account](#) [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#)

Search All ▼ [Go](#) [Advanced Search](#)

Frequently Asked Questions

Most Popular FAQs

- [How and why do I issue a refund?](#)
- [Why doesn't my balance go down to zero when I'm paid on Tuesdays?](#)
- [What are shipping allowances?](#)
- [How does feedback work?](#)
- [What makes a book rare and collectible?](#)
- [What are the different product conditions, and how do I choose?](#)
- [Why aren't my items appearing on the site?](#)
- [How can I become a seller?](#)
- [Do you have a complete manual for getting started?](#)

Topics

Most Popular FAQs

- [For New Sellers](#)
- [Orders](#)
- [Inventory](#)
- [Payments](#)
- [Feedback](#)
- [Settings](#)

Barnes & Noble Seller Relations

Email: sellerrelations@barnesandnoble.com
Telephone: 866-897-1763 (Toll-free)
International Sellers: 201-559-3890
Hours: 8AM - 6:30PM (ET) Mon.-Fri.

Suggestion Box

Your Name:

Your Email Address:

Upload Attachment: [Browse](#)

Suggestion:

5000 of 5000 characters remaining

[Submit](#)

Note: This box is only for suggestions about your experience. **DO NOT** use it for account problems or anything that needs immediate attention. Instead, please call 1-866-897-1763.

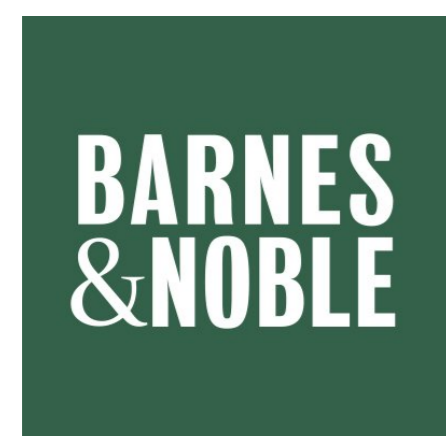
K5

Usability Test Report

Usability Test Report

Marketplace/My Seller Portal

Joshua Line



Background Summary

Brief Summary

After wireframe designs were closer to complete, a prototype was created in Axure in order to test the usability of the app.

Testing Team

- Josh Line - lead IA/UX designer

Testing Materials

The testing prototype consisted of a clickable Axure prototype. Each test was performed on a PC laptop.

Goal

The goal of the sessions was to verify the usability of the design so the team could move ahead with designing the UI and all of the assets.

Methodology

Tested prototype with eight participants in a guerilla test. Participants were provided with a prototype and compensated with coffee and a pastry.

The participants used the talk-aloud method (clickable prototype) in a usability test covering the following eight scenarios:

- (1) View Orders
- (2) Search Inventory
- (3) Search Payments
- (4) View Feedback for an Item
- (5) Edit Account Settings
- (6) View Upload History and Details
- (7) Sign Up for an Account

The participants were asked to explain what was happening on the screen as well as work through these scenarios. A scenario was considered “passed” if it achieved an 80% or higher pass rate across all participants.

Usability Test Summary

8 participants 7 scenarios

Participants	Sign Up for Account	Orders	Search Inventory	Search Payments	Feedback	Account Settings	Upload History
1	✓	✓	✓	✓	✓	✓	✓
2	✓	✓	—	—	✓	✓	—
3	✓	✓	✓	✓	✓	✓	✓
4	✓	✓	✓	✓	✓	✓	✓
5	✓	✓	✓	✓	✓	✓	✓
6	✓	✓	✓	✓	✓	✓	✓
7	✓	✓	✓	✓	✓	✓	✓
8	✓	✓	✓	✓	✓	✓	✓
Success	8	8	7	7	8	8	7
Completion Rates	100%	100%	88%	88%	100%	100%	88%

Usability Test Scenarios

Every Page - General Questions

What do you think you'd find on this page? What's going on here?

Sign Up for an Account

Let's say you're new to the site. How would you sign up for an Account?

Success Criteria: Navigates through the entire Sign up experience.

View Orders

You'd like to add orders to your account. How would you add an item?

Success Criteria: Clicks on Orders or "adding more items" link.

Search Inventory

Okay, we've looked at your orders, but let's say you want to look up information for an item in your inventory. How would you do that?

Success Criteria 1: Clicks on search bar, selects Inventory, clicks on "Go" button.

Search Payments

Let's say you want to look for a specific payment. How would look for this information?

Success Criteria: Clicks on Payment and Date Range Search.

View Feedback for an Order

Let's shift gears a bit. Let's go back to the main page and search for feedback on an order. How would you do that?

Success Criteria 1: Clicks on Feedback link in the module in the Dashboard and then the Order Details link.

or

Success Criteria 2: Clicks on the main navigation item for Feedback and then clicks on the Order Details link.

Edit Account Settings

You want to change some details on your account. How would you make changes to your account?

Success Criteria 1: Clicks on Account Settings and then edits and saves a portion of the Account Settings.

View Upload History and Detail

You've recently uploaded some inventory and you want to check if everything uploaded okay. How would you check this?

Success Criteria: Clicks on Inventory, Upload History, and then View Details.

SEARCH INVENTORY

Site-Wide Header and Logo

my SellerAccount Dashboard Orders **Inventory** Payments Feedback Settings Help

2 Search Inventory Go Advanced Search

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions.

ISBN, UPC, EAN: [More about ISBNs, UPCs and EANs](#)

or

If this item **does not have** an ISBN/UPC, search by:

Keyword:

Add Items Using a File

Add an inventory file via upload:

Process as Purge & Replace

Most Recent File Upload

Upload Date: 10/25/2011 4:53:16 PM
 File Name: 20111025_1639_ExpoTest.txt
 File Format: TAB
 Upload Option: Standard
 Status: Closed
 Listings Processed: 170
 Errors: 524

[Upload History](#)
[Download Template](#)

[Learn about using files](#)

Inventory 1000 listings

Select: All, None

	Listing Details	QTY	ISBN/UPC	SKU	Added	Condition	Price	Action
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

1

2

ISSUES & RECOMMENDATIONS

Number	Recommendation	Justification	Severity
1	Make it more apparent that this is where they can search for Inventory for sale.	Although not many participants didn't click here, they did hover over this area thinking this is where you would search for Inventory.	High
2	Make search box more prominent.	It took most of the participants a minute to register that they could search on this site.	High

SEARCH PAYMENTS

Site-Wide Header and Logo

my SellerAccount Dashboard Orders Inventory Payments Feedback Settings Help

Search All [Advanced Search](#)

Payments Overview

Current Balance View associated transactions	\$29.99	Search Payments	Search Transactions
Next Payment Date View banking information	9/13/2011	For	From
Last Payment on 1/12/2011 View associated transactions	\$5.55	Last 30 days <input type="button" value="v"/>	OR <input type="text"/> to <input type="text"/>
<input type="button" value="Search"/>			

Payments

[Download Payments](#)

Payment Date	Payment Number	Details	Amount	
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details
3/8/2011	333333333	ACH PAYMENT TO <BANK NAME>	\$1.11	View Details

ISSUES & RECOMMENDATIONS

Number	Recommendation	Justification	Severity
1	Consider breaking the search out of the overview.	Half of the participants had questions about the placement of the search next to the overview.	High

UPLOAD HISTORY

Site-Wide Header and Logo

my SellerAccount Dashboard Orders Inventory Payments Feedback Settings Help

Search Inventory [Advanced Search](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions.

ISBN, UPC, EAN: [More about ISBNs, UPCs and EANs](#)

or

If this item **does not have** an ISBN/UPC, search by:

Keyword:

Add Items Using a File

Add an inventory file via upload:

Process as Purge & Replace

Most Recent File Upload

Upload Date: 10/25/2011 4:53:16 PM

File Name: 20111025_1639_ExpoTest.txt

File Format: TAB

Upload Option: Standard

Status: Closed

Listings Processed: 170

Errors: 524

[Upload History](#) 1

[Download Template](#)

[Learn about using files](#)

Inventory

1000 listings

Select: All, None

	Listing Details	QTY	ISBN/UPC	SKU	Added	Condition	Price	Action
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	<Long Item Name for Listing> <by <Author>> <Format> Listing Details	1	13803133813	ExpoTest0067	6/12/2010	<New>	\$1.11	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

ISSUES & RECOMMENDATIONS

Number	Recommendation	Justification	Severity
1	Convert Upload History link to a CTA for better usability and findability.	Half of the participants had to root around for this link.	High

Conclusion

Seven scenarios were tested with eight participants from March to April of 2010. The results of the usability test involved prioritizing critical issues and examining the causes behind scenarios not being completed.

There are many areas of overall improvement for this redesign to increase usability, findability, and accessibility. There are 4 high severity items to consider within this redesign effort. Many of these issues include the following:

Converting links to more noticeable CTAs

Consider taking identified links and converting them to CTAs so the user can both perform the task they are looking to do on the Marketplace/MySeller Account pages.

Making search more prominent

Across the pages of this application, make search more prominent so the user knows they can search as a behavior and can also search for orders, inventory, payments, and transactions.

Final Designs

BARNES & NOBLE Welcome, Demo Account [My Account](#) | [Sign Out](#)

mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#) [Help](#)

SEARCH All [Advanced Search](#)

Account Overview

Demo Account
New York, NY

Your Status: **On Hold**

Your Feedback Rating:
★★★★★
5 out of 5 (1 ratings)

Orders

Pending (0)

You don't have any orders.

Try [adding more items](#) or enhancing your descriptions.

[Go to Orders](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions. If your item doesn't have an ISBN/UPC, please use our [title search](#).

Format:

ISBN, UPC, EAN:

What's it worth? Ready to sell?

[More about ISBNs, UPCs and EANs](#)

[Go to Inventory](#)

Upload Items to Sell

Select an Upload Option: Standard Purge & Replace

Add an inventory file via upload:

[Learn about using files](#)

View Finances

Current Balance	\$13.41
View associated transactions	
Next Payment Date	7/26/2011
View banking information	
Last Payment on 3/8/2011	\$5.35
View associated transactions	

[Go to Payments](#)

Feedback

★★★★★	12/29/2010	Thank you so much for upgrading my service for free!	159083180-006
			101 Places Not to See Before You Die by Catherine Price Paperback

My Alerts

! Your account is on HOLD. Please call 866-897-1763 immediately.
[More Info](#)

News & Messages


- Upcoming SSN/EIN Requirements!
- Our new blog
- Now on Twitter!

[See All](#)

FAQs

- How and why do I issue a refund?
- Why doesn't my balance go to zero when I'm paid on Tuesdays?
- What are the shipping allowances?

[See All](#)


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SEARCH

Inventory ▾
GO
[Advanced Search](#)

Add Items to Sell

To add an individual item to your inventory, enter the item's ISBN or UPC in the field below. Click the "Search" button, and then follow the easy instructions.

Format: Book ▾

ISBN, UPC, EAN:

[More about ISBNs, UPCs and EANs](#)

OR

If this item **does not have** an ISBN/UPC, search by:

Format: Book ▾

Title:

Author:

Search

Add Items Using a File

Select an Upload Option:

Standard Purge & Replace

Add an inventory file via upload:

Browse... Upload

Most Recent File Upload

Upload Date: 11/16/2010 4:30:34 PM

File Name: Dawn_TestINVfile.txt

File Format: TAB

Upload Option: Standard

Status: Closed

Listings Processed: 2004

Errors: 11

[Go to Upload History](#)
[Download Template](#)

[Learn about using files](#)

Inventory 1999 Listings

Select: All, None Action ▾

	Listing Details	QTY	ISBN/UPC	SKU	Added	Condition	Price	Action
<input type="checkbox"/>	The Human Stain by Philip Roth Hardcover Listing Details	1	9780618059454		11/17/2010	Like New	\$2,200.00	Edit Delete
<input type="checkbox"/>	Percy Jackson and the Olympians Three Volume Boxed Set by Rick Riordan Paperback - New Edition Listing Details	3	9781423113492		11/17/2010	Very Good	\$15.45	Edit Delete
<input type="checkbox"/>	Psychology in Modules by David G. Myers Hardcover - Eighth Edition Listing Details	1	9780716779278		11/17/2010	New	\$135.00	Edit Delete

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mySellerAccount [Dashboard](#) [Orders](#) [Inventory](#) [Payments](#) [Feedback](#) [Settings](#) [Help](#)

SEARCH All [Advanced Search](#)

Payments Overview


Current Balance	\$13.41	Search Payments Search Transactions	
View associated transactions		For	
Next Payment Date	7/26/2011	Last 30 Days <input type="button" value="v"/> OR <input type="text"/> to <input type="text"/>	
View banking information		<input type="button" value="Search"/>	
Last Payment on 3/8/2011	\$5.35		
View associated transactions			

Payments

[Download Payments](#)

Payment Date	Payment Number	Details	Amount	Details
3/8/2011	2000093968	ACH PAYMENT to BANK OF AMERICA	\$5.35	View Details

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SEARCH

All
GO Advanced Search

Feedback Overview

Feedback Rating: ★★★★★ (5 out of 5)

What your customers see: 1 customers have left you 1 ratings

Rating	Last 3 Months (0 Ratings)	Last 6 Months (0 Ratings)	Total (1 Ratings)
★★★★★	0%	0%	100%
★★★★☆	0%	0%	0%
★★★☆☆	0%	0%	0%
★★☆☆☆	0%	0%	0%
★☆☆☆☆	0%	0%	0%

Feedback All (1) | Positive | Negative

Rating	Date	Comments	Order Information
★★★★★	12/29/2010	Dawn: Thank you so much for upgrading my service for free!	159083180-006 101 Places Not to See Before You Die by Catherine Price Paperback Pub Date: 2010 \$13.57 Like New ► Order Details

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SEARCH All [Advanced Search](#)

Frequently Asked Questions

Most Popular FAQs

- ▶ [How and why do I issue a refund?](#)
- ▶ Why doesn't my balance go to zero when I'm paid on Tuesdays?
- ▶ What are the shipping allowances?
- ▶ How does feedback work?
- ▶ What makes a book rare & collectible?
- ▶ What are the different conditions, and how do I choose?
- ▶ Why aren't my items appearing on the site?
- ▶ How can I become a Seller?
- ▶ Do you have a complete manual for getting started?

Topics

Most Popular FAQs

- For New Sellers
- Orders
- Inventory
- Payments
- Feedback
- Settings

Barnes & Noble Seller Relations

Email: sellerrelations@barnesandnoble.com
Telephone: 866-897-1763 (Toll-Free)
International Sellers: 201-559-3890
Hours: 8AM-6:30PM (ET) Mon.-Fri.

Suggestion Box

Your Name: **Your Email Address:** **Upload Attachment:** Optional; 4MB Max

Suggestion:

5000 of 5000 characters remaining

Note: This box is only for suggestions about your experience. DO NOT use it for account problems or anything that needs immediate attention. Instead, please call 1-866-897-1763.

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