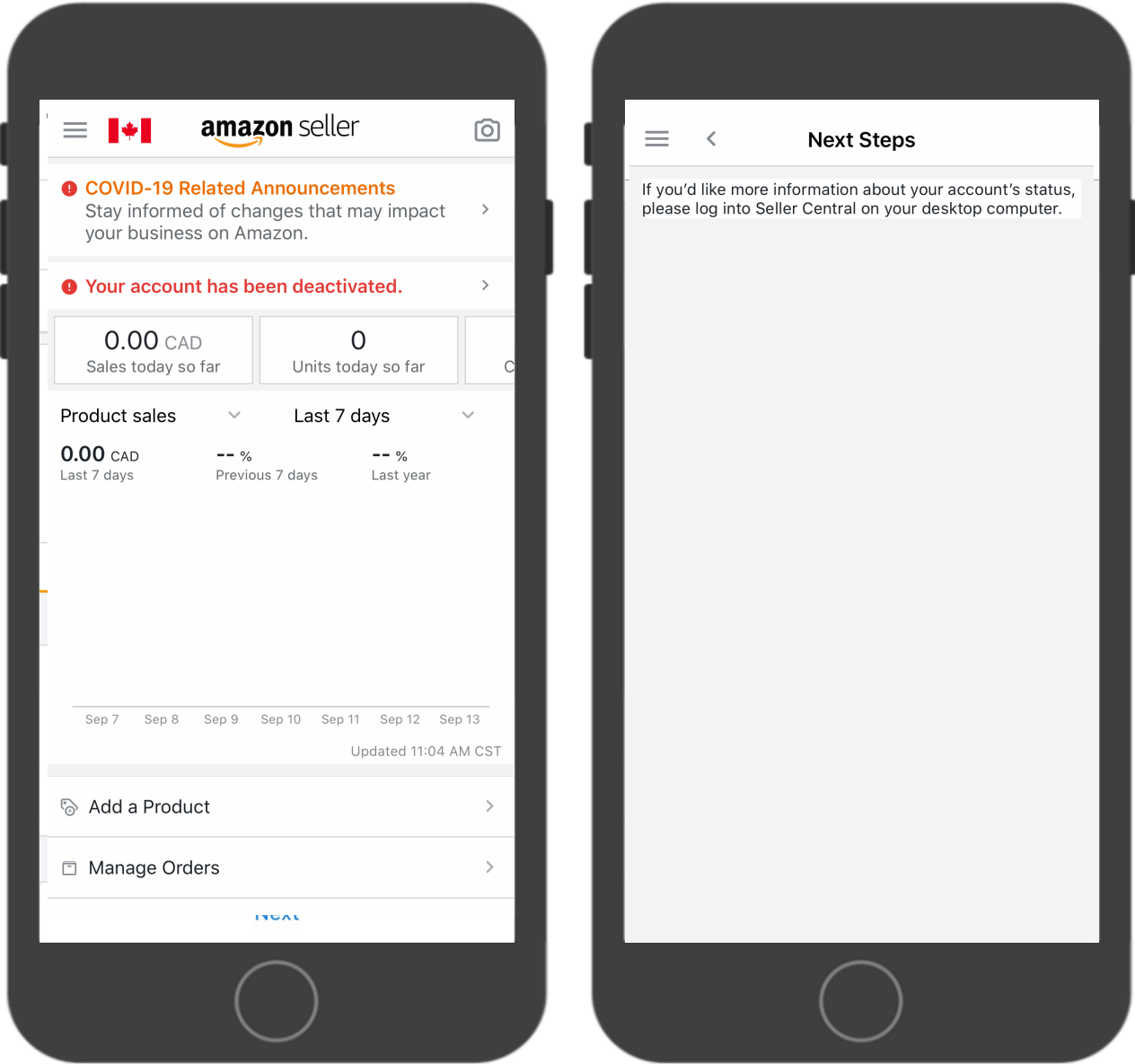
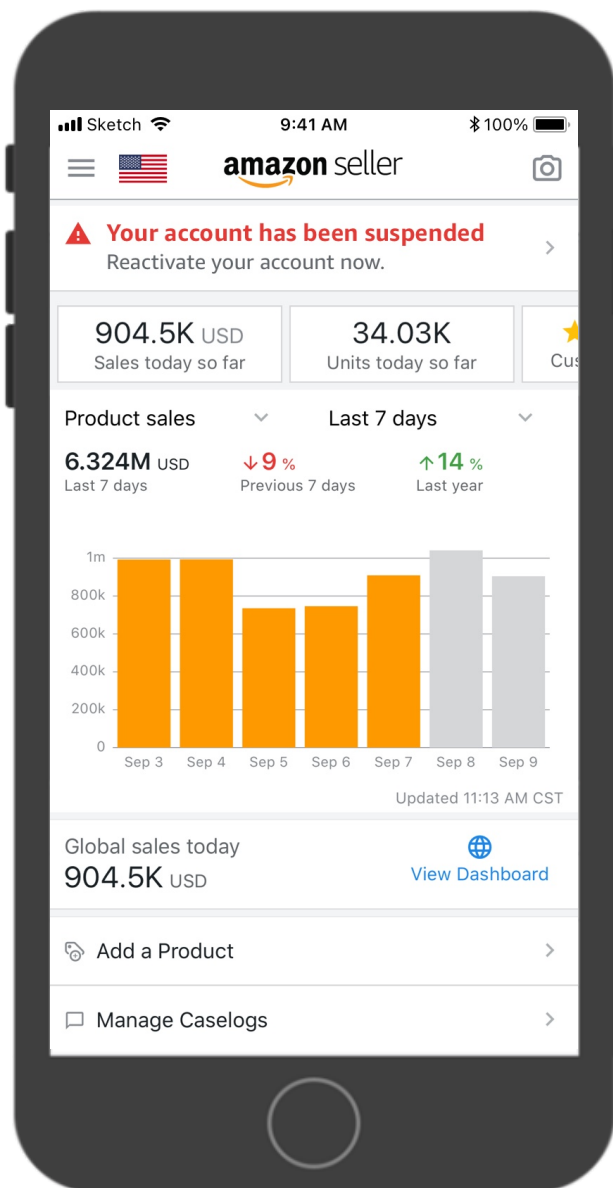


Account Appeals Workflow Mobile UX Design

Sep 18, 2020

Current mobile experience

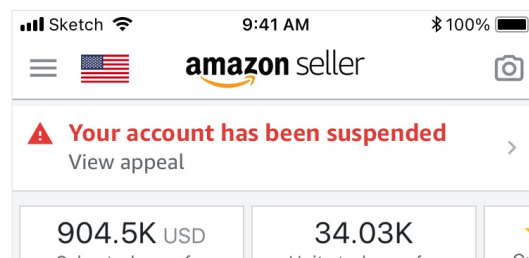




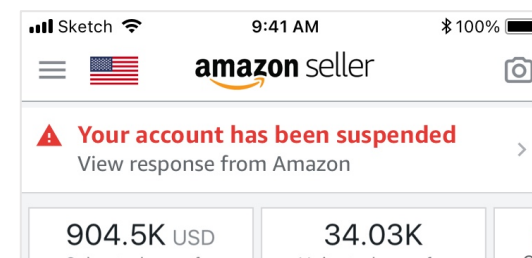
Being informed about the suspension

- Banner title + body.
- After submission, banner stays until account reinstated, with banner description showing the appeal status.

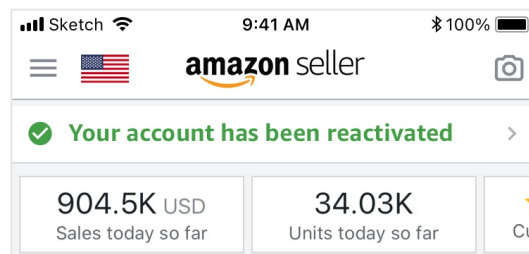
Submitted but no response from Amazon yet

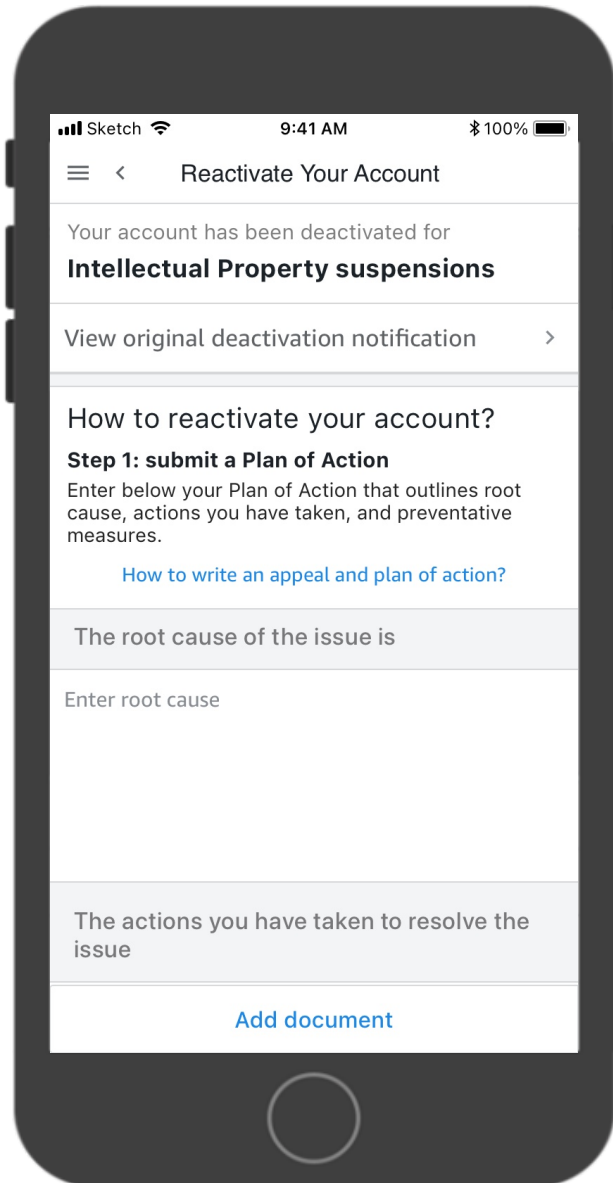


New response from Amazon



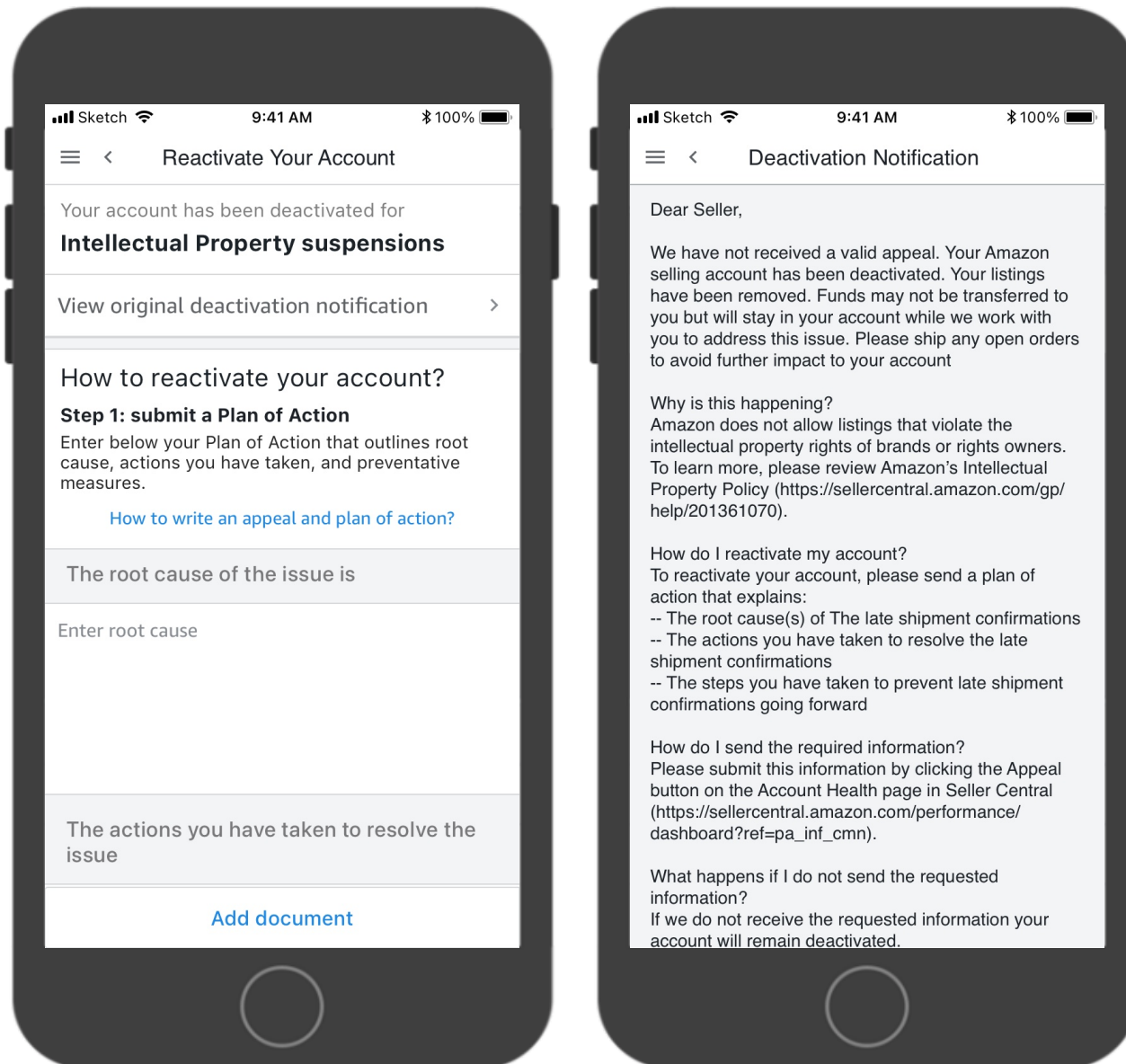
Account reactivated





Submit an appeal

- Suspension reason
- Instructions
- Appeal content (plan of Actions, document uploading, etc.)
- Deactivation in error



Option A: link to a page

Submit an appeal

Review the deactivation reasons

- Link to a page
 - Notifications are long emails
 - Do Sellers normally check the suspension reasons when writing an appeal?
- [UPDATED] Use default navigation row rather than emphasized for deactivation notification link

Sketch 9:41 AM 100%

Reactivate Your Account

Your account has been deactivated for
Intellectual Property suspensions

[View original deactivation notification](#) >

How to reactivate your account?
Step 1: submit a Plan of Action
Enter below your Plan of Action that outlines root cause, actions you have taken, and preventative measures.

[How to write an appeal and plan of action?](#)

The root cause of the issue is

Enter root cause

The actions you have taken to resolve the issue

[Add document](#)

Sketch 9:41 AM 100%

Reactivate Your Account

Your account has been deactivated for
Intellectual Property suspensions

[View original deactivation notification](#) >

How to reactivate your account?
Step 2: Add document
You can attach up to 20 files with total size of 10MB. Accept file types: X, Y, Z.

[How to write an appeal and plan of action?](#)

Add document

[+ Upload document](#) >

Has your account been deactivated in error?
If you believe that your account has been deactivated in error, please provide an explanation below.

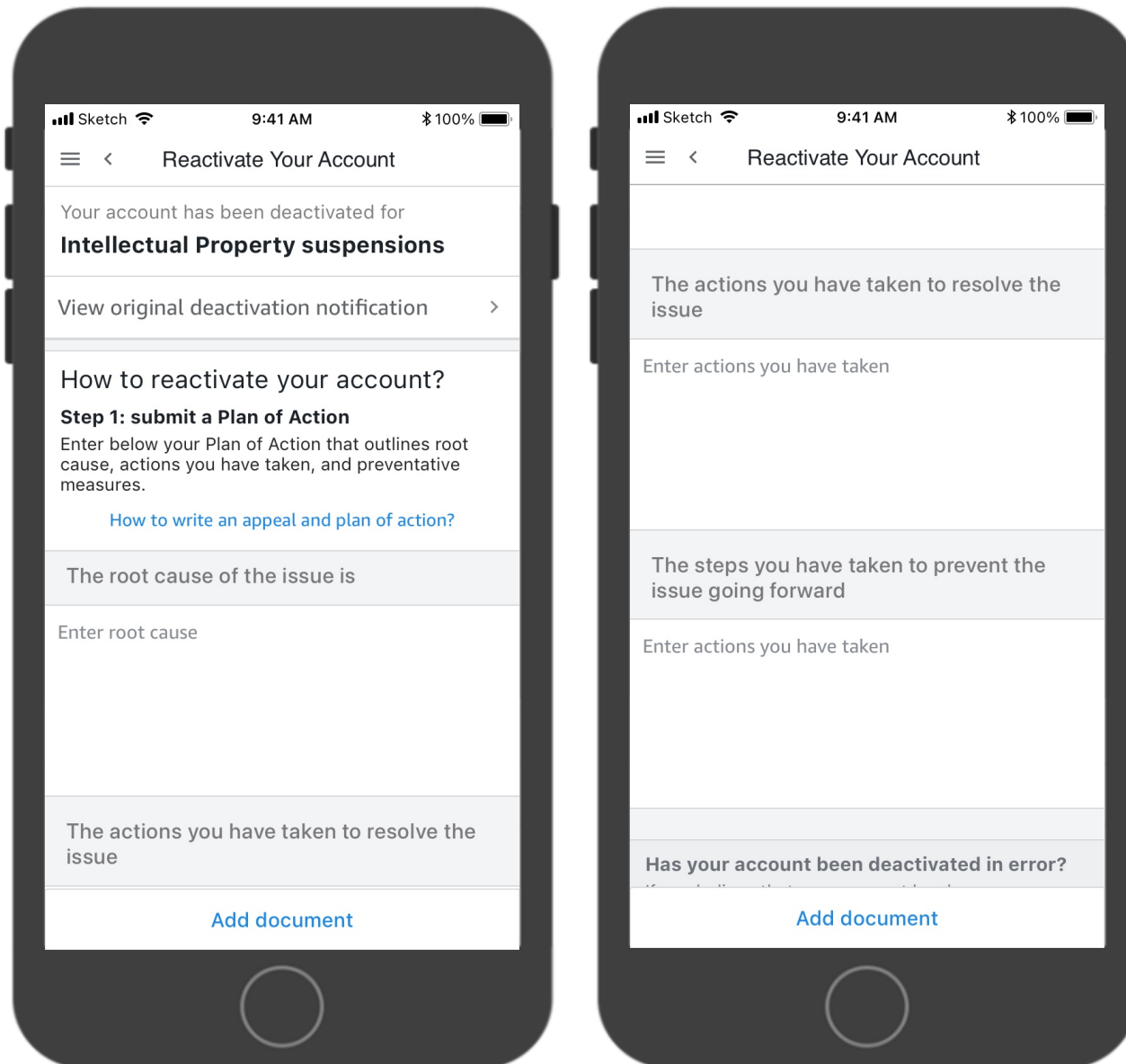
[Submit an explanation](#)

[Back](#) [Submit](#)

Submit an appeal

Instructions

- Stays on the page for all steps
- Content relevant to the current suspension type
- * Has a help link (will open a page)

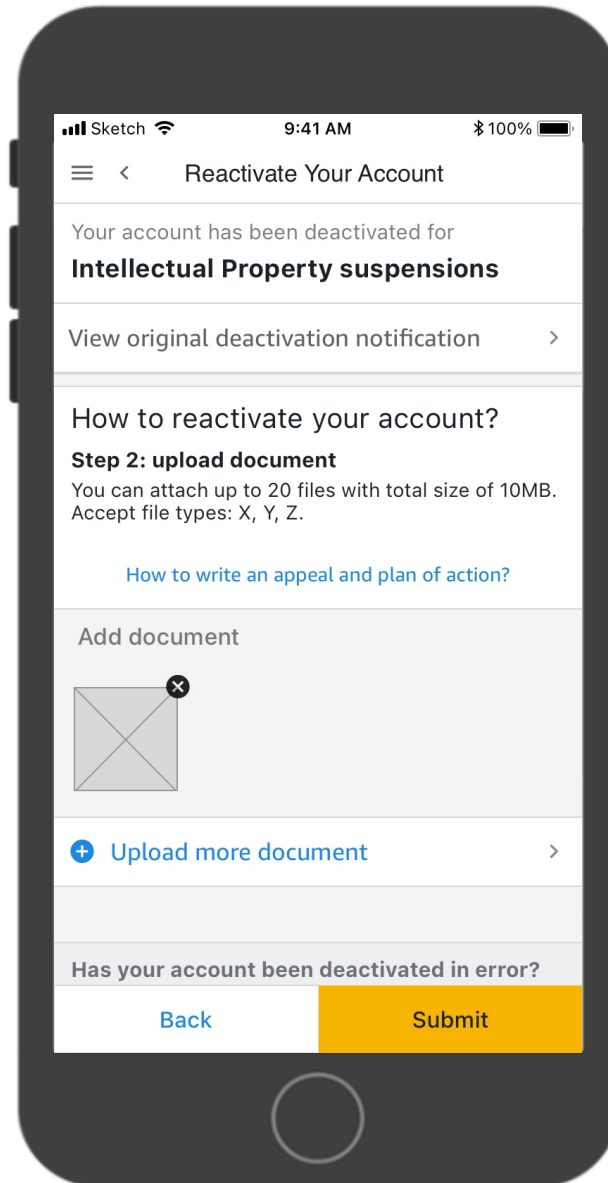
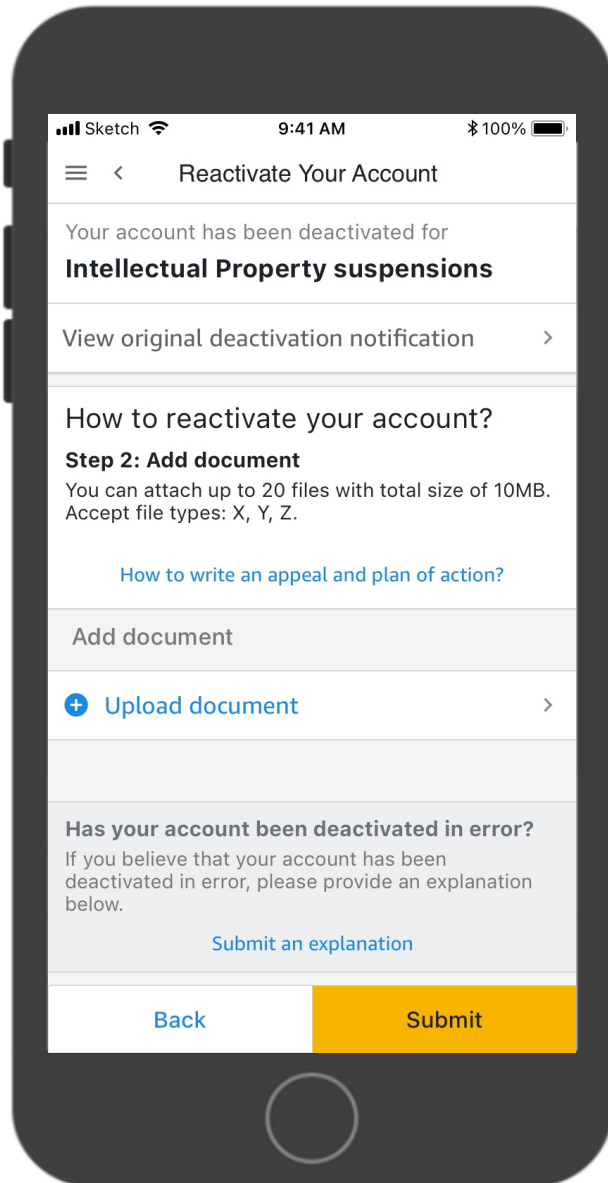


Option B: in-place text input

Submit an appeal

Plan of Actions

- In-place text input
 - Contents are a few sentences long
 - * Sellers copy paste from other apps on mobile



Submit an appeal

Document uploading

- Will have a string "(optional)" placed next to the title if this is optional for this suspension

Optional document uploading

How to reactivate your account?

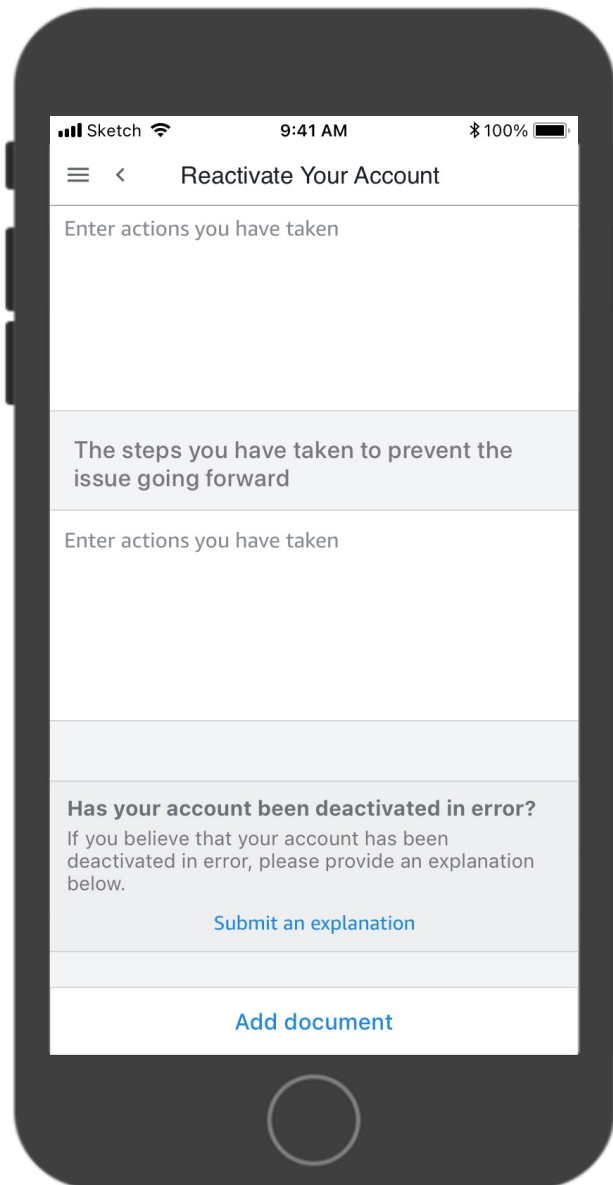
Step 2: upload document (optional)

You can attach up to 20 files with total size of 10MB.
Accept file types: X, Y, Z.

[How to write an appeal and plan of action?](#)

Add document (optional)

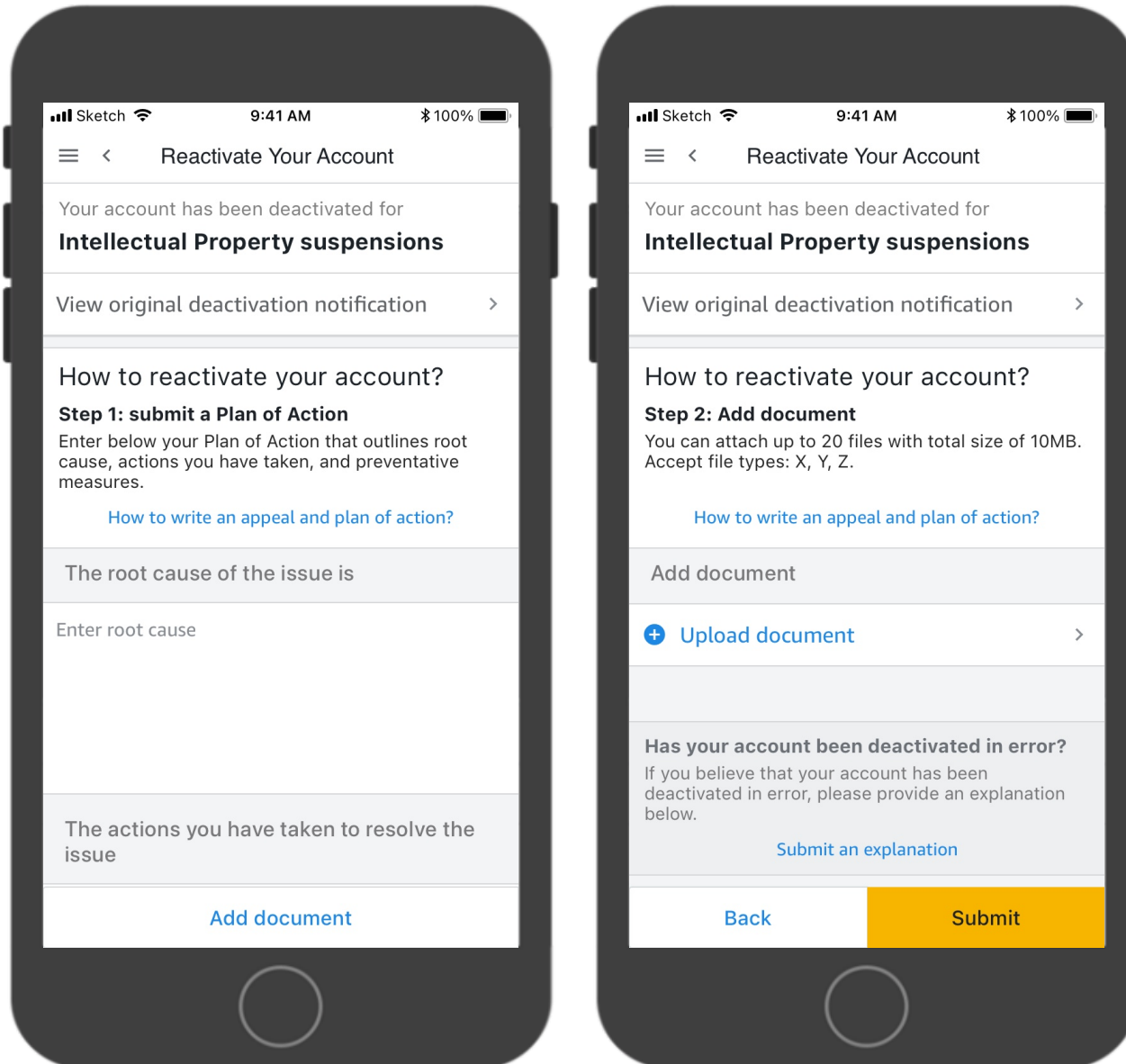
[+ Upload document](#)



Submit an appeal

Deactivation in error

- Placed at the very bottom of the page
- If submit explanation link not available, use plain text string to let them know that they can do it on desktop



Submit an appeal

Progress & CTAs

- [UPDATE] No tabs, use button copy to let Sellers know next steps
 - Button copy should be constant with desktop, which clearly says what the next step is
- If document uploading is optional, show "Submit" button in POA step

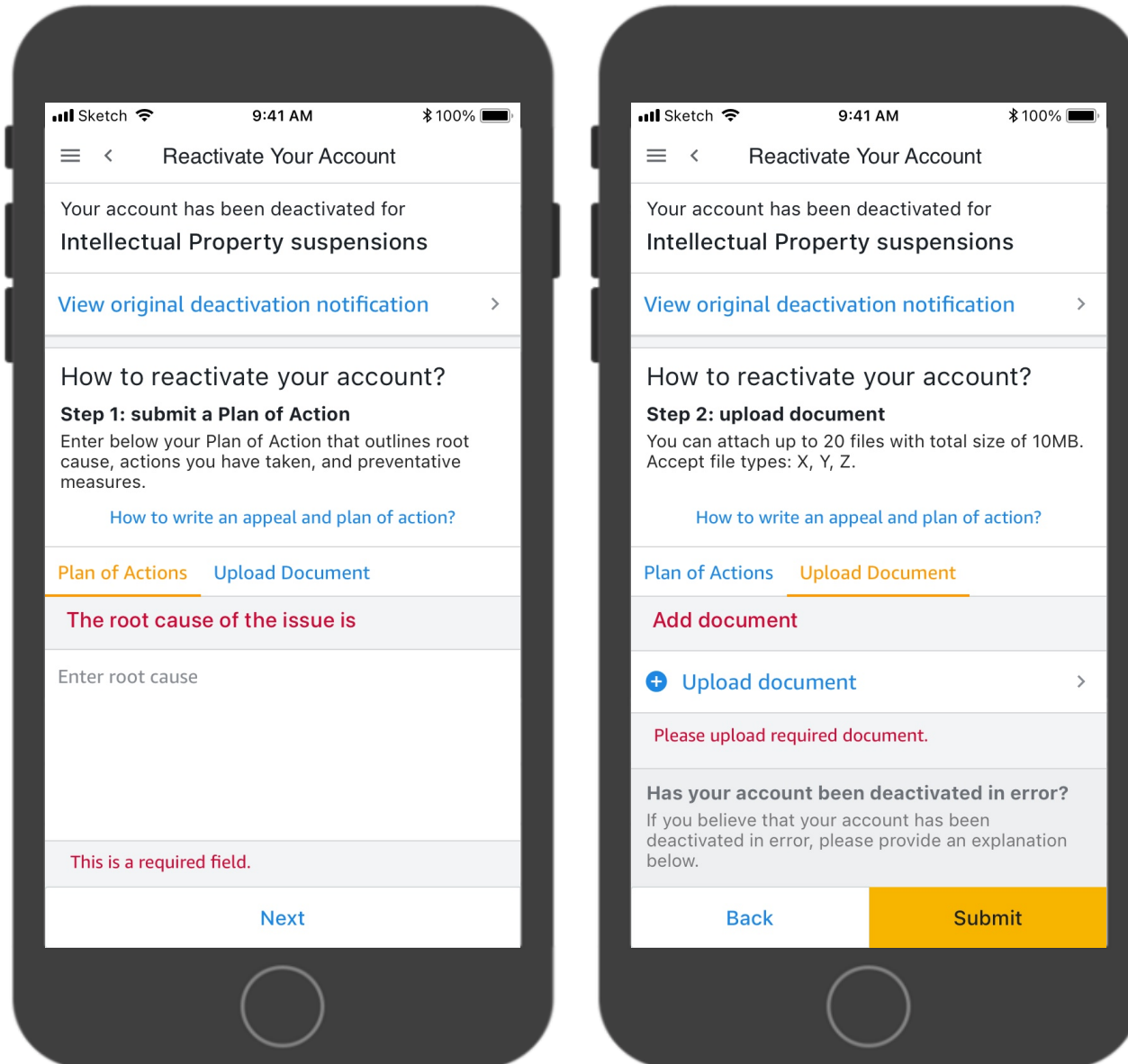
Document uploading optional

The root cause of the issue is

Enter root cause

The actions you have taken to resolve the issue

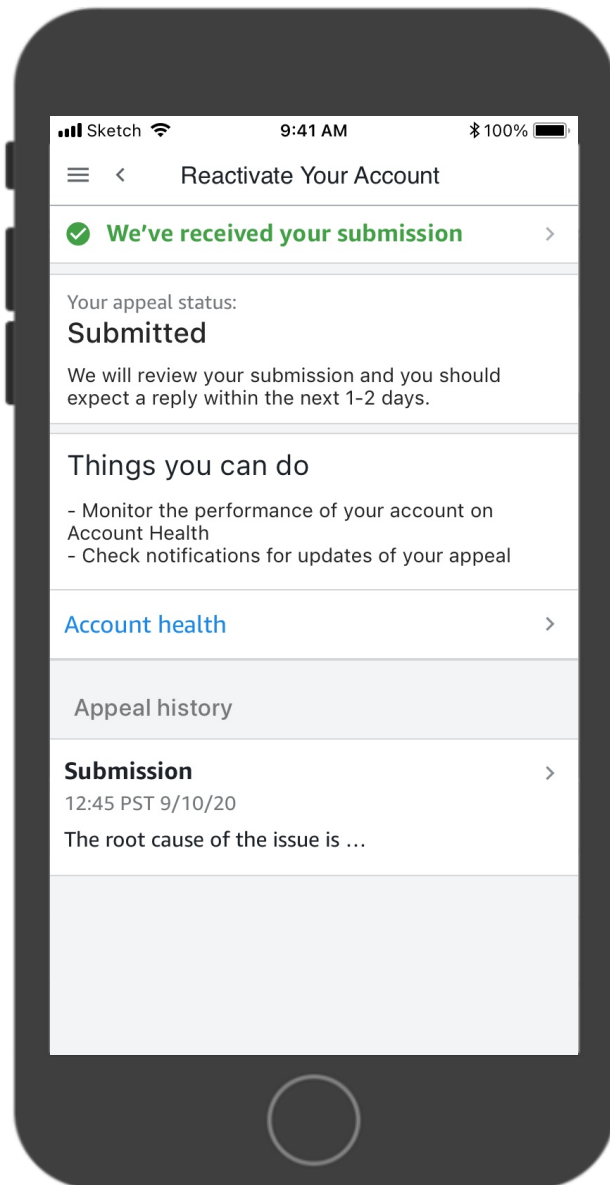
Add document Submit



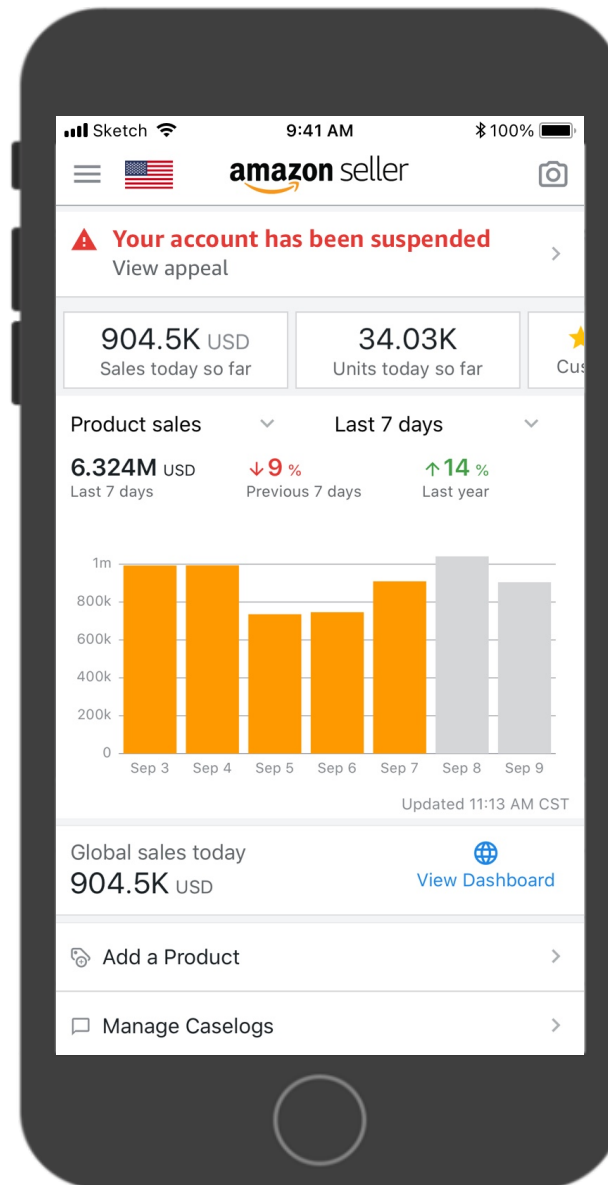
Submit an appeal

Page validation

- Find out the errors and let the Sellers know when they click on action buttons
- Show errors in place if possible



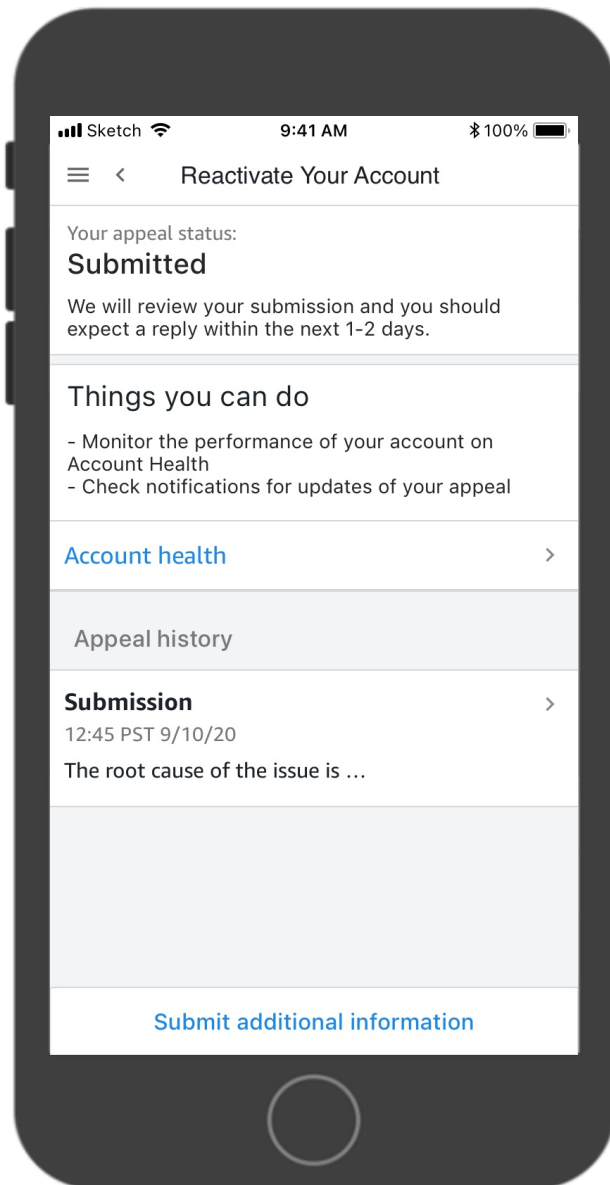
Appeal history page



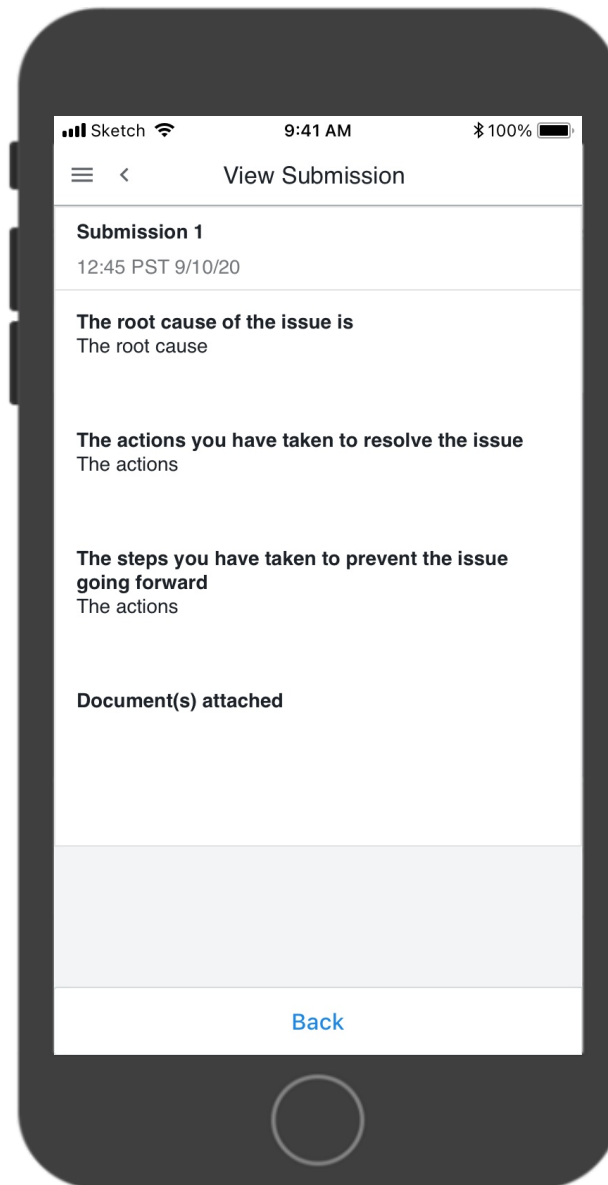
Submit an appeal

After submission

- Show submission received success banner on Appeal History page
- Homepage banner body changes to "View appeal"



Appeal history page



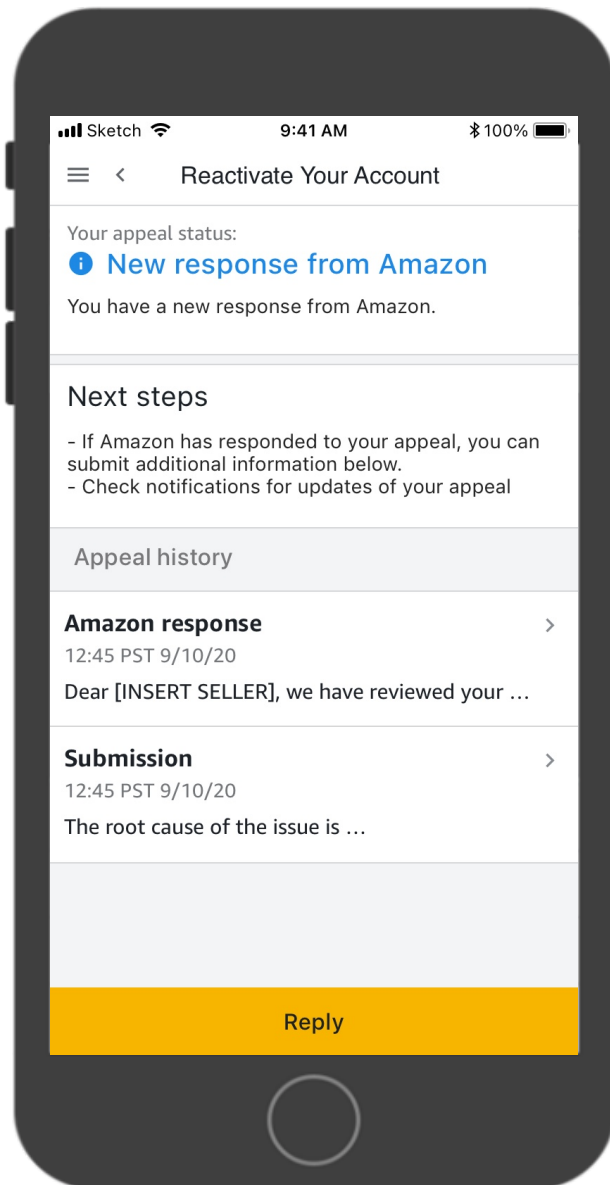
View submission

View appeal

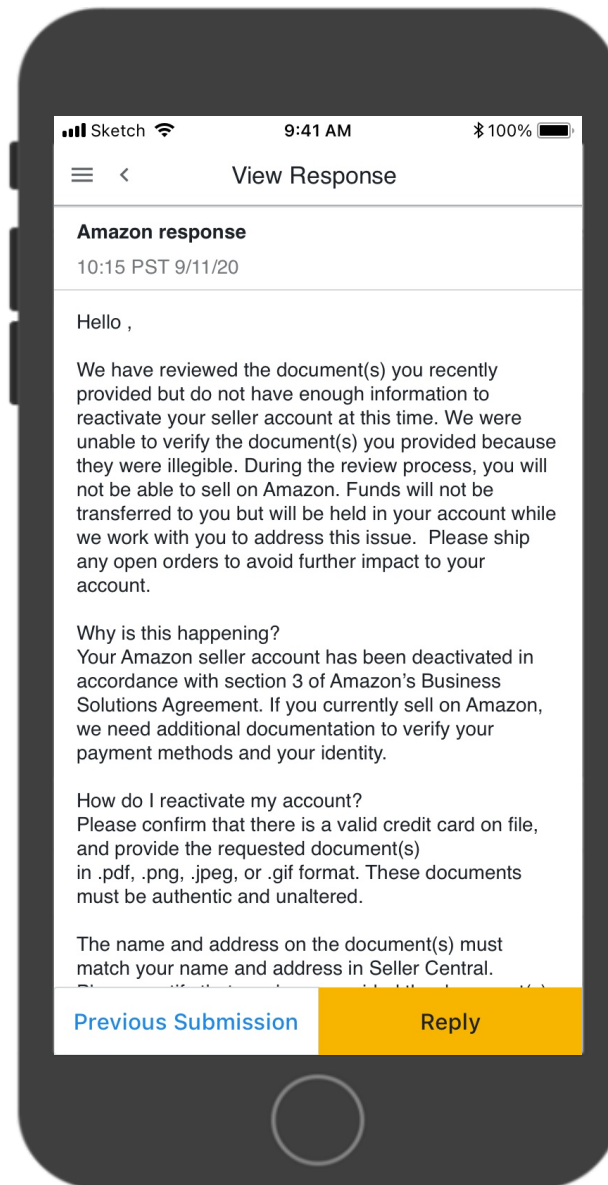
- Appeal status
- Next steps (things you can do)
- Appeal history
- * Actions available

>12h after submission, no response from Amazon

- Show "Submit additional information" button on Appeal History page
 - Will start another submission



Appeal history page



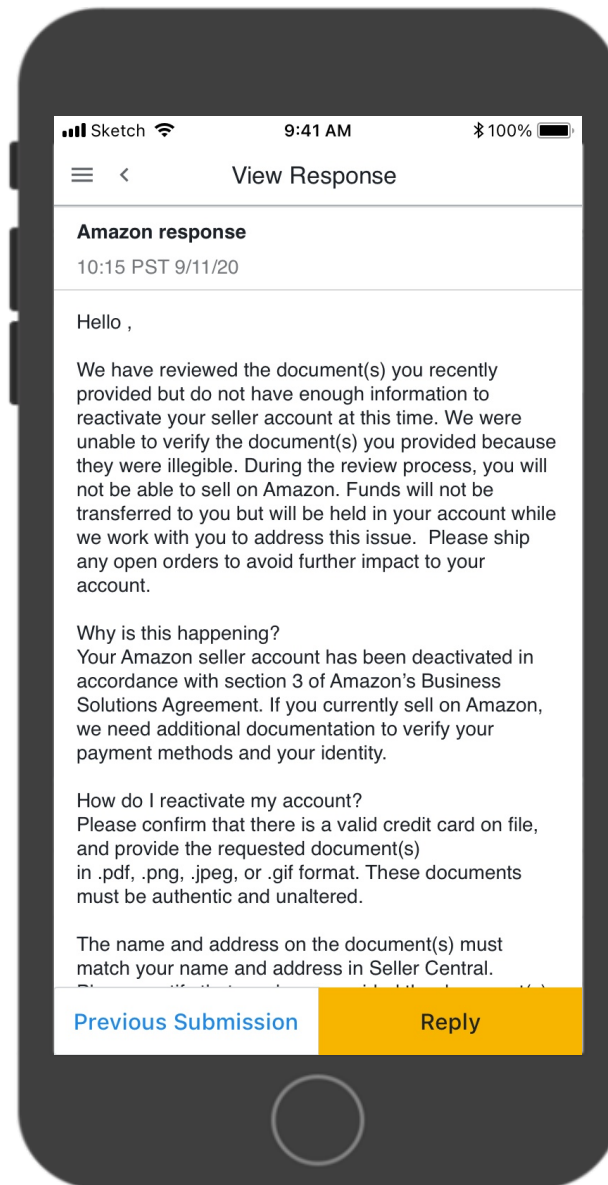
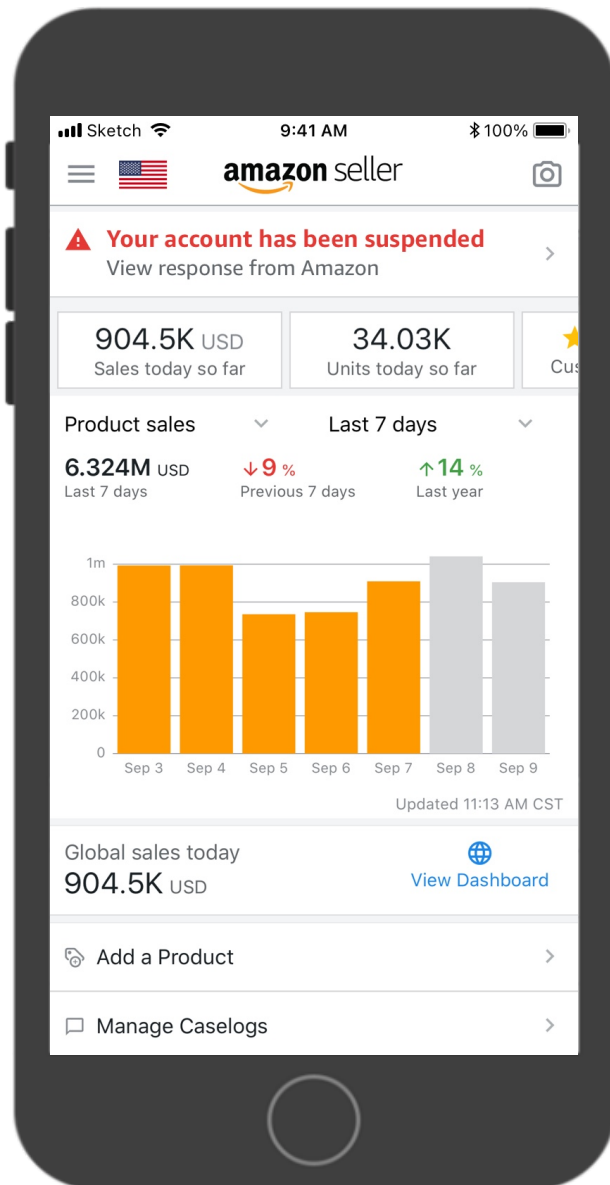
View Amazon response

View appeal

- Appeal status
- Next steps (things you can do)
- Appeal history
- * Actions available

Amazon response received (rejection)

- Status changes to "New response from Amazon"
- Show action button "Reply"
 - Will start another submission
- View response
 - Can start a new submission from the view response page
 - [UPDATE] Previous Submission button will take them to the Appeal history page to view previous conversations.

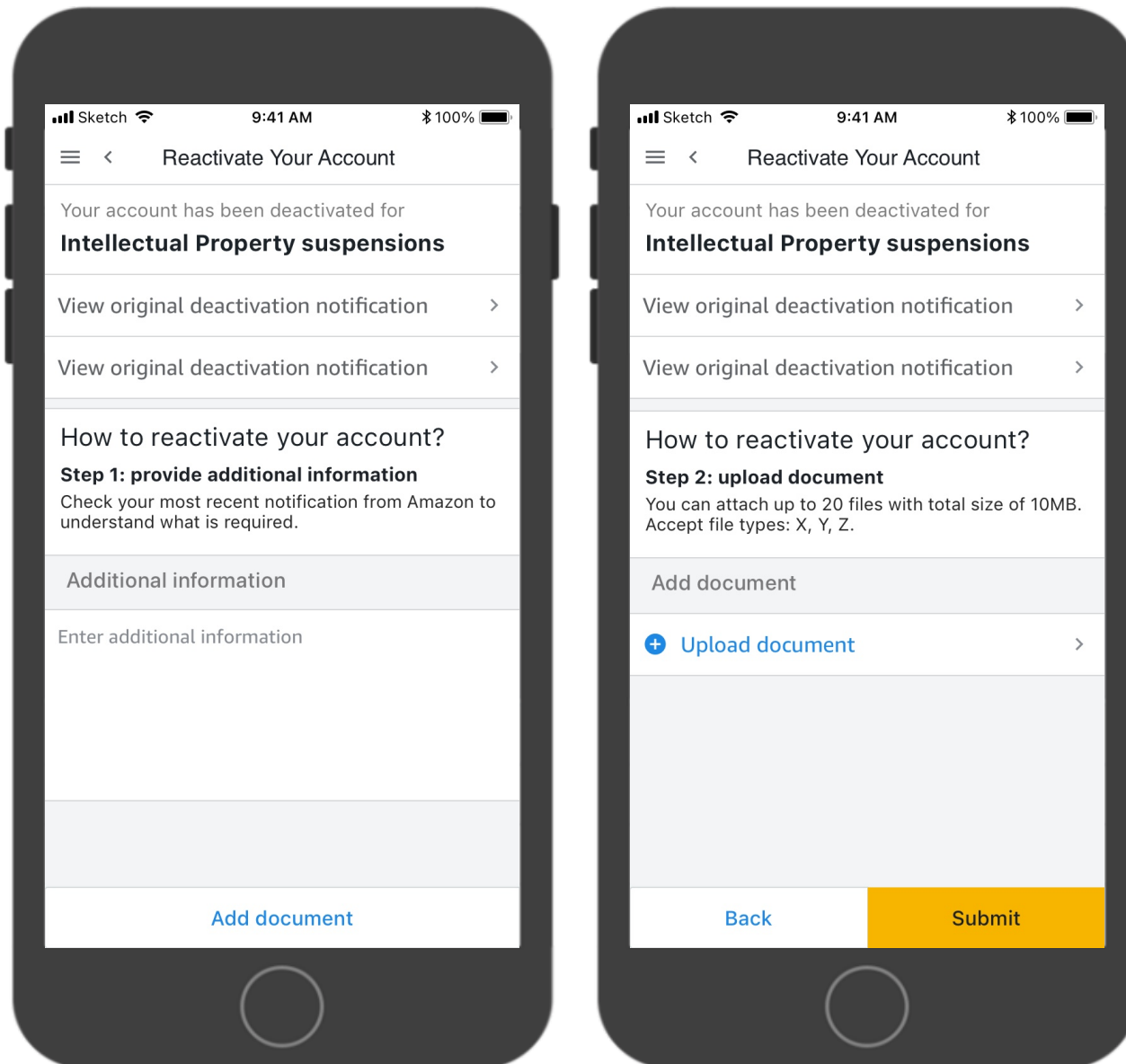


View Amazon response

View appeal

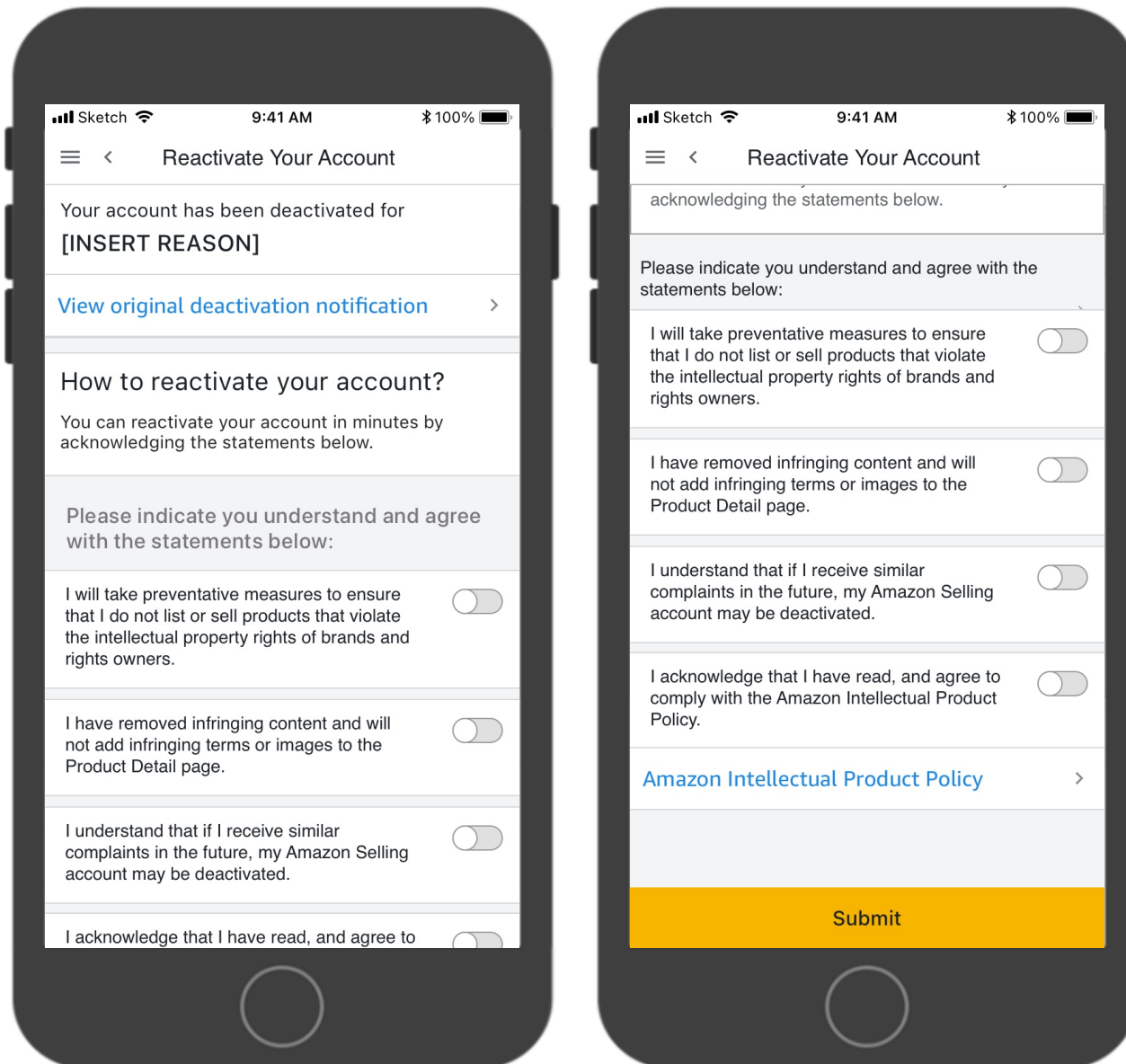
Coming from homepage banner

- First time tapping the banner will take SPs directly to the response message
- They can go to the appeal history page by tapping "Previous Submission" button



Submit additional information

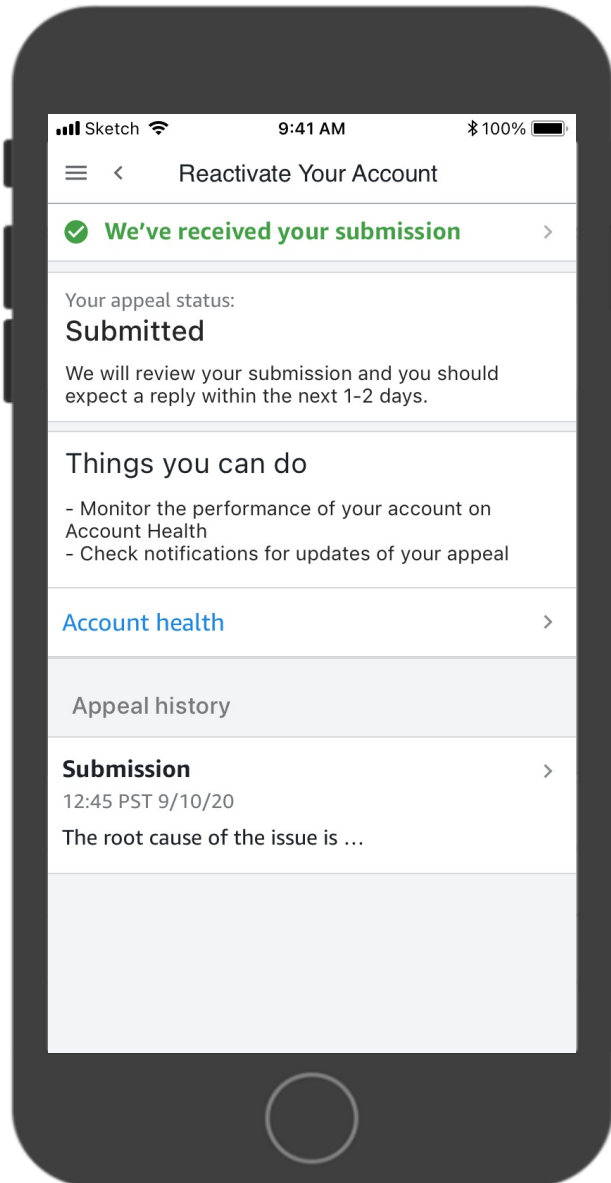
- Show link (or expander) for “latest response from Amazon”
 - [UPDATE] Link changes to default navigation row



[View Amazon response](#)

Self-reinstatement

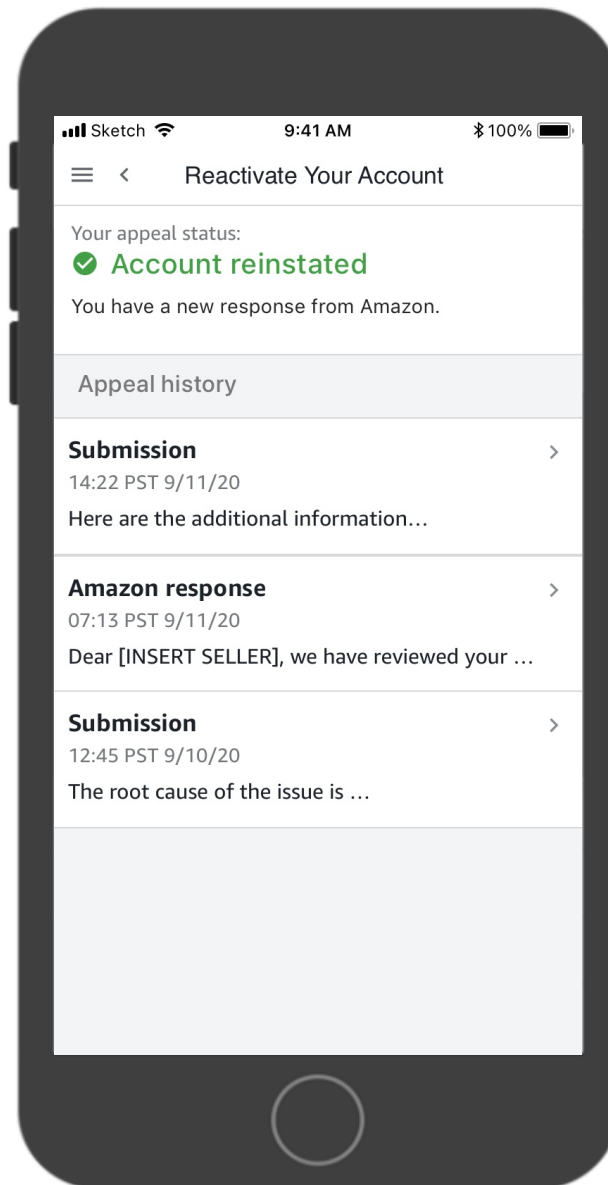
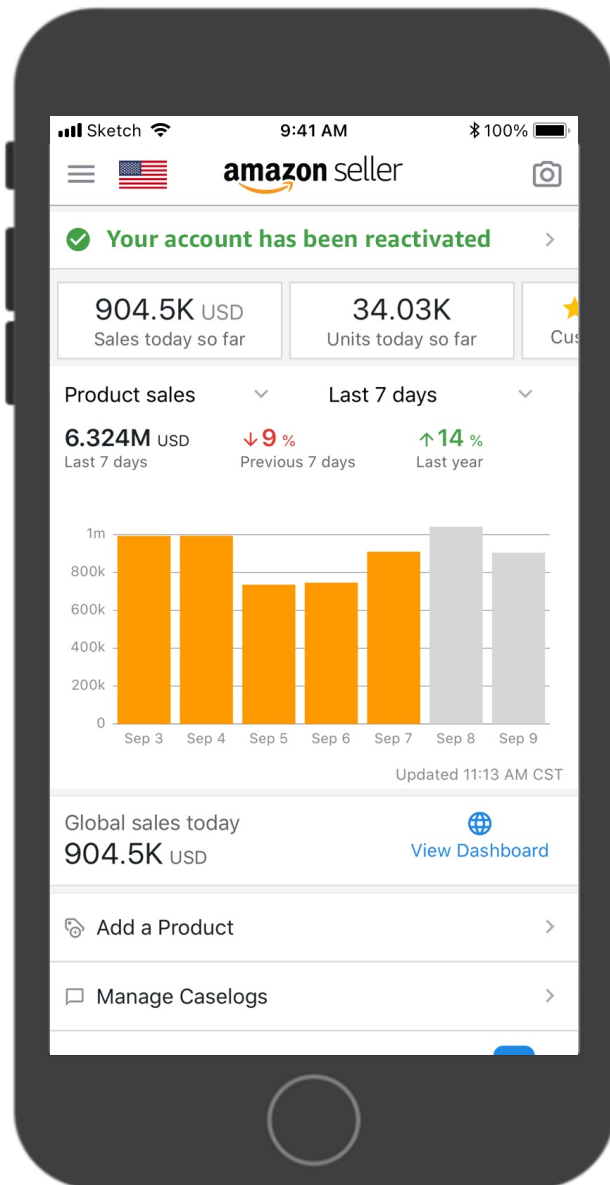
- SPs have to tap on each switch to acknowledge the statements
- Has a link to policy
- Submit button is enabled when everything is checked
 - OR let the SPs know which boxes are missing when CTA is clicked, whichever is cheaper



Self-reinstatement

After submission

- SPs will still see the "Submitted" status for a few minutes



View Amazon response

Appeal successful

- Show account reactivated success banner on homepage
 - When clicked, show appeal history
- The notification banner will be gone in ? (or after click?)

Account Appeals Workflow Mobile

