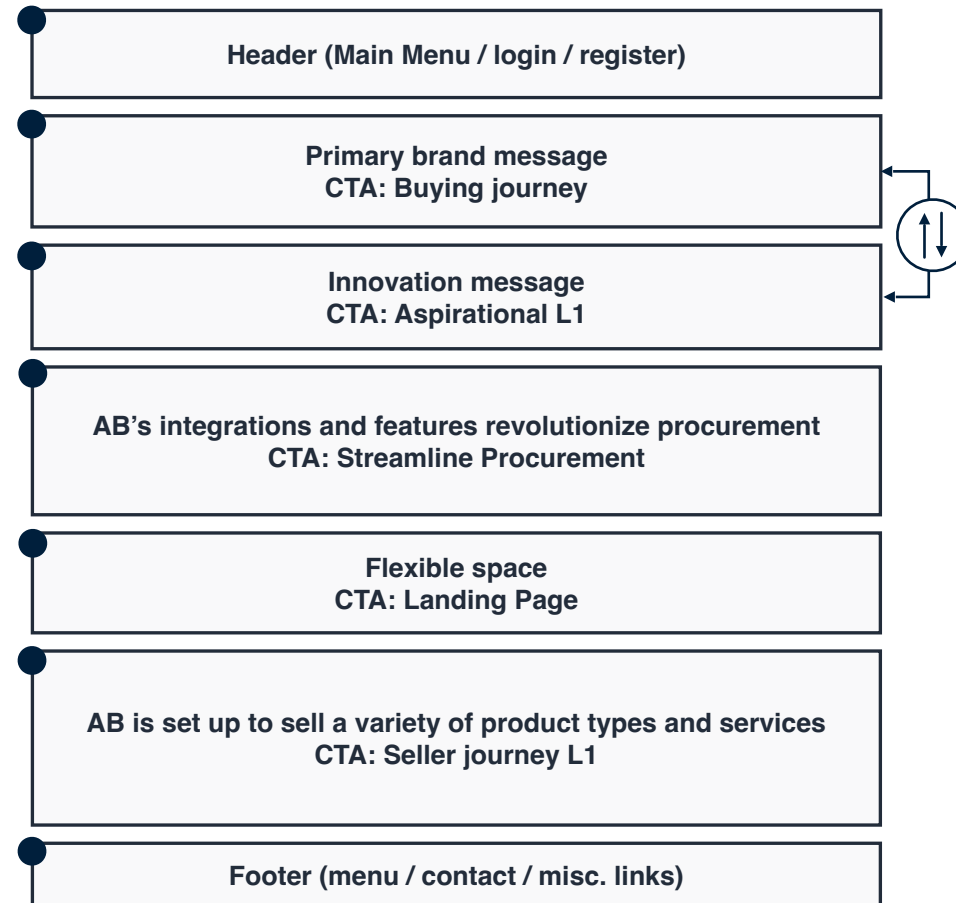amazon business

Amazon Website
Page Legos

Prepared by the Brand
Foundations Team

November 5, 2019

Guide to Page Legos

What they mean…

- **Words in the box** = the main question each section should answer. These reflect what a user will learn by merely scanning the page.

- **Placement of the box** = the relative priority (or side-by-side if equal priority).

- **Size of the box** = the relative amount of time users are expected to spend engaging with the content.

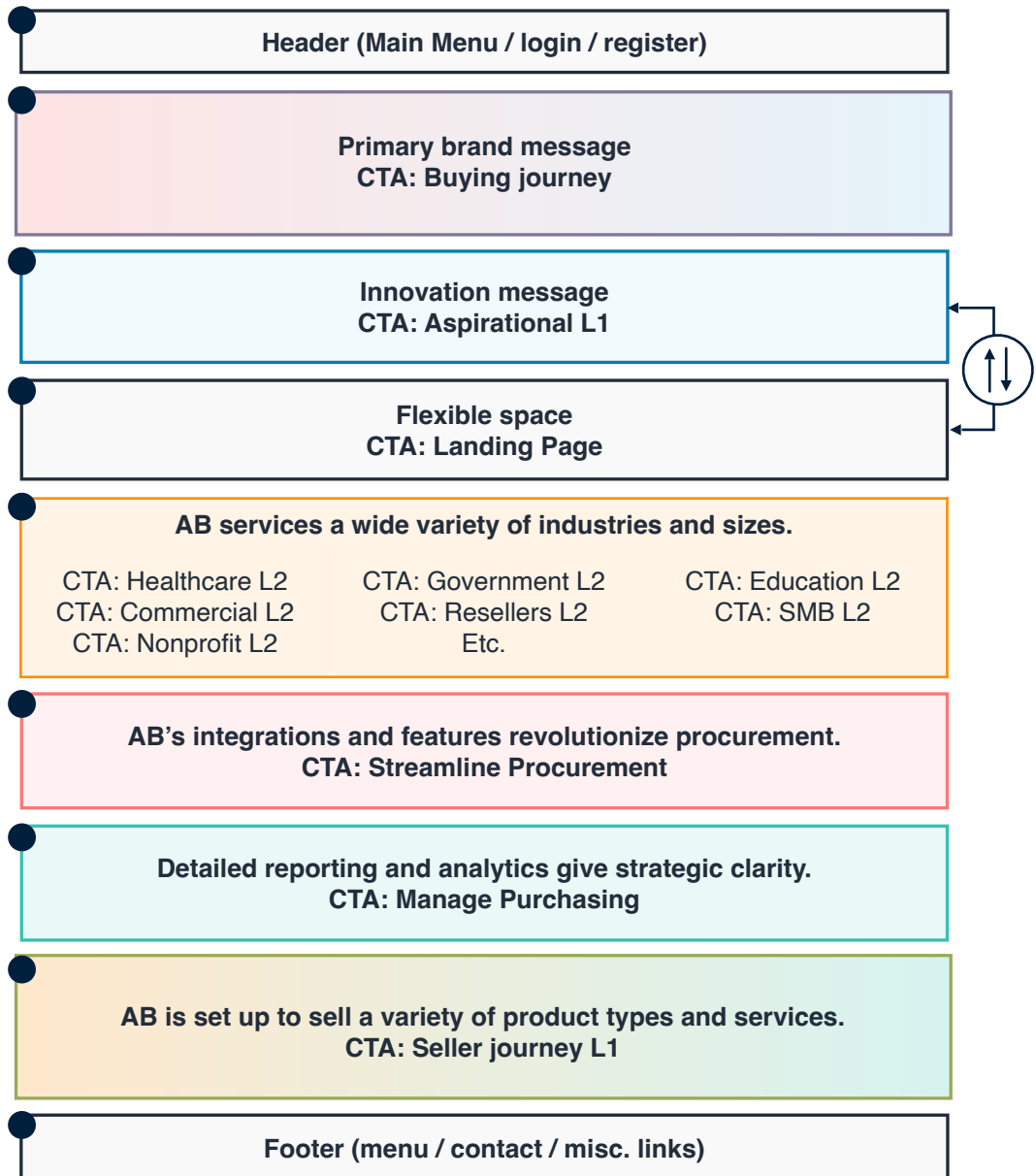- **Calls to Action (CTAs)** = how we move users from one page to another.

Header (Main Menu / login / register)
Primary brand message **CTA: Buying journey**
Innovation message **CTA: Aspirational L1**
AB's integrations and features revolutionize procurement **CTA: Streamline Procurement**
Flexible space **CTA: Landing Page**
AB is set up to sell a variety of product types and services **CTA: Seller journey L1**
Footer (menu / contact / misc. links)

What they do **NOT** mean…

- Layout of elements (left / right, shape, type); wireframes will communicate that.

- Actual size of elements; design will determine that.

- Final language (naming, wording); creative will determine that.

This is an **internal guide** to make sure our design and creative are tied to purpose and always answering user questions.
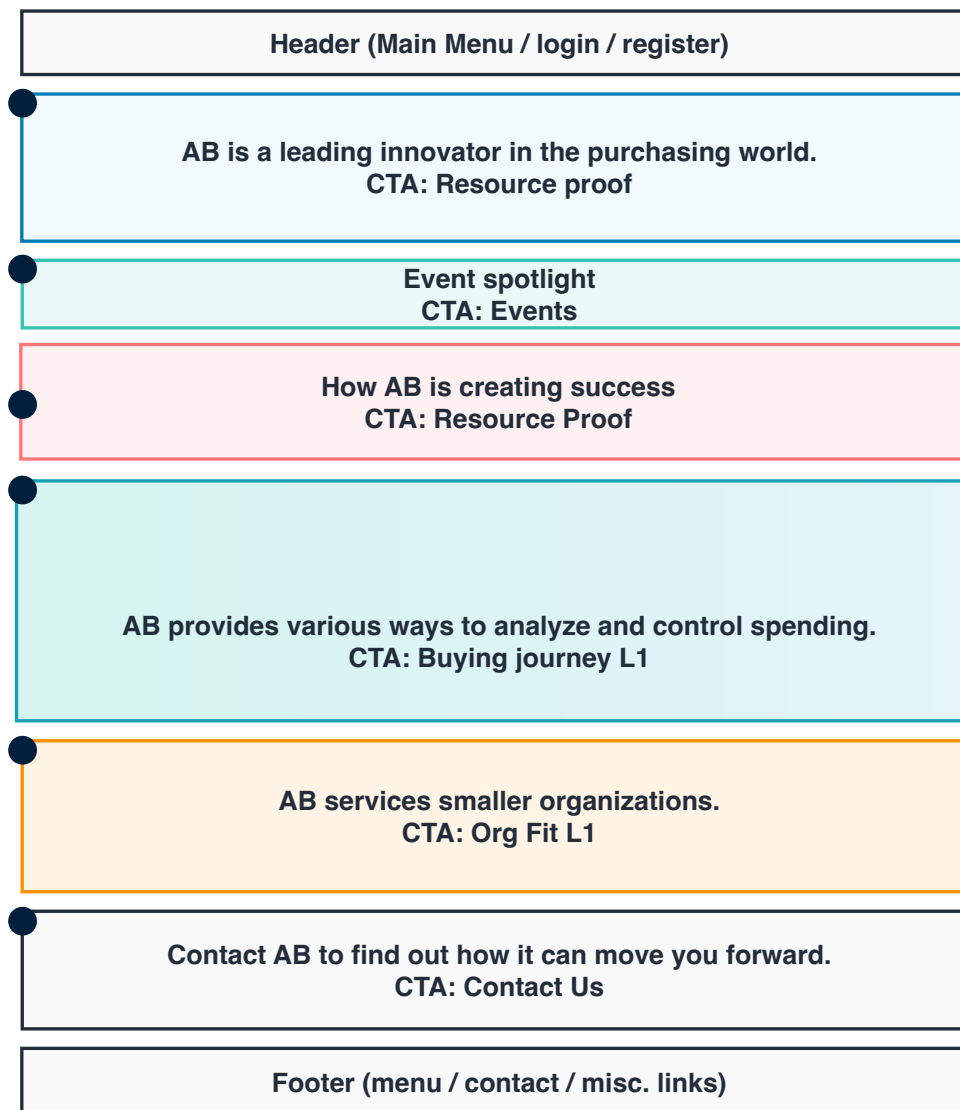
Home

1. Main menu, main CTA to login / registration.
   How long and difficult is setup? *How do I get started?*

2. Opening statement and branding.
   What does AB provide? *What is Business Prime?*

3. Brand story teaser.
   Is AB a leader or trailer in this space?
   Who else is using AB?

4. Flexible space for news / campaign / launch.

5. Tile-based section showing variety of service areas.
   Do you service my specific size / vertical?

6. Integration partnerships / quotes.
   Will AB integrate with my current way of doing things?

7. Engaging information graphic on reports.
   Can I get reports on my org's activities?
   Can I monitor purchasing? What analysis can AB give me?

8. Pull-through of the unexpected things sellers provide on AB (slider / tiles*).*
   Can I sell my particular product / service on AB?

9. Standard footer.
   Whom do I talk to if I have questions?

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Header (Main Menu / login / register)

Primary brand message
CTA: Buying journey

Innovation message
CTA: Aspirational L1

Flexible space
CTA: Landing Page

AB services a wide variety of industries and sizes.

CTA: Healthcare L2	CTA: Government L2	CTA: Education L2
CTA: Commercial L2	CTA: Resellers L2	CTA: SMB L2
CTA: Nonprofit L2	Etc.	

AB's integrations and features revolutionize procurement.
CTA: Streamline Procurement

Detailed reporting and analytics give strategic clarity.
CTA: Manage Purchasing

AB is set up to sell a variety of product types and services.
CTA: Seller journey L1

Footer (menu / contact / misc. links)

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Aspirational L1

1. Aspirational hero statement paired with compelling and motivational content on innovation in procurement.
Is AB a leader or trailer in this space?
What does AB provide above and beyond just using Amazon?

2. CTA to join AB at upcoming trade shows or events, or media showcasing AB's presence at those events.
Who else is using AB?

3. Tentpole statement about how AB is revolutionizing purchasing along with fresh storytelling of a successful outcome.
Are other orgs using this for primary or tail spend?

4. Sequence of content focused on insights and analysis (with concrete visuals) that AB can provide.
What analysis can AB give me about my purchasing?
Can I get reports about activity in my organization?
Can I monitor my purchasing footprint for corporate social responsibility?
Is there an approval workflow?

5. Expression statement of AB's suitability for all sized businesses.
Do I have to be a certain size to use AB?
Will AB integrate with my current way of doing things?

6. Link to an open-ended form for contacting a representative.
Whom do I talk to if I have questions?

Bringing More Together	Innovation with Intention	Ready for Every Stage	Making Buying Simpler

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Header (Main Menu / login / register)

AB is a leading innovator in the purchasing world.
CTA: Resource proof

Event spotlight
CTA: Events

How AB is creating success
CTA: Resource Proof

AB provides various ways to analyze and control spending.
CTA: Buying journey L1

AB services smaller organizations.
CTA: Org Fit L1

Contact AB to find out how it can move you forward.
CTA: Contact Us

Footer (menu / contact / misc. links)
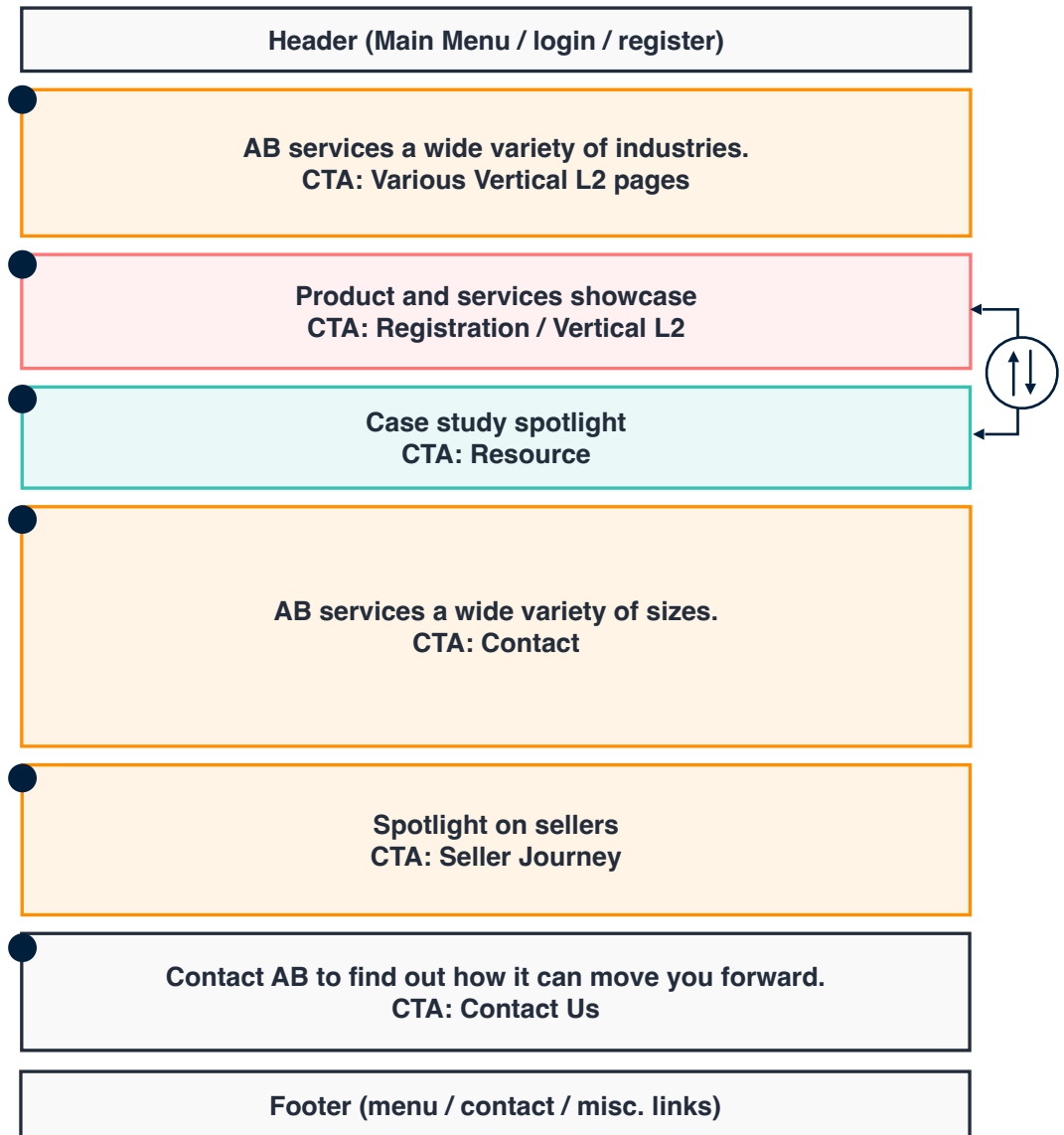
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Organizational Fit L1

1. Hero with interactive device to select a specific vertical. Action is tied to 2 and 3 below.
Do you service my specific vertical?
Do I have to be a certain size to use AB?

2. Showcase of products and services that are unexpected and specific. Load state has a broad message about vertical capability. Once 1 is interacted with above, view switches to targeted offerings.
What products are available for my vertical?
Do you carry the brands I'm looking for?

3. Proof of AB's reach into unexpected verticals. Load state has a recent and best-in-class case study featured. Once 1 is interacted with above, view switches to targeted case study. *Who else is using AB?*

4. Three-up of testimonials (video?) from clients of different sizes, with proof points tailored to those needs.
Do I have to be a certain size to use AB?
Can AB keep track of my contracts?
Are there invoice options?
Is tax exemption handled elegantly?

5. Messaging about seller vetting and support.
Can I trust the sellers on AB?
Is AB a good steward in the community?

6. Link to an open-ended form for contacting a representative.
Whom do I talk to if I have questions?
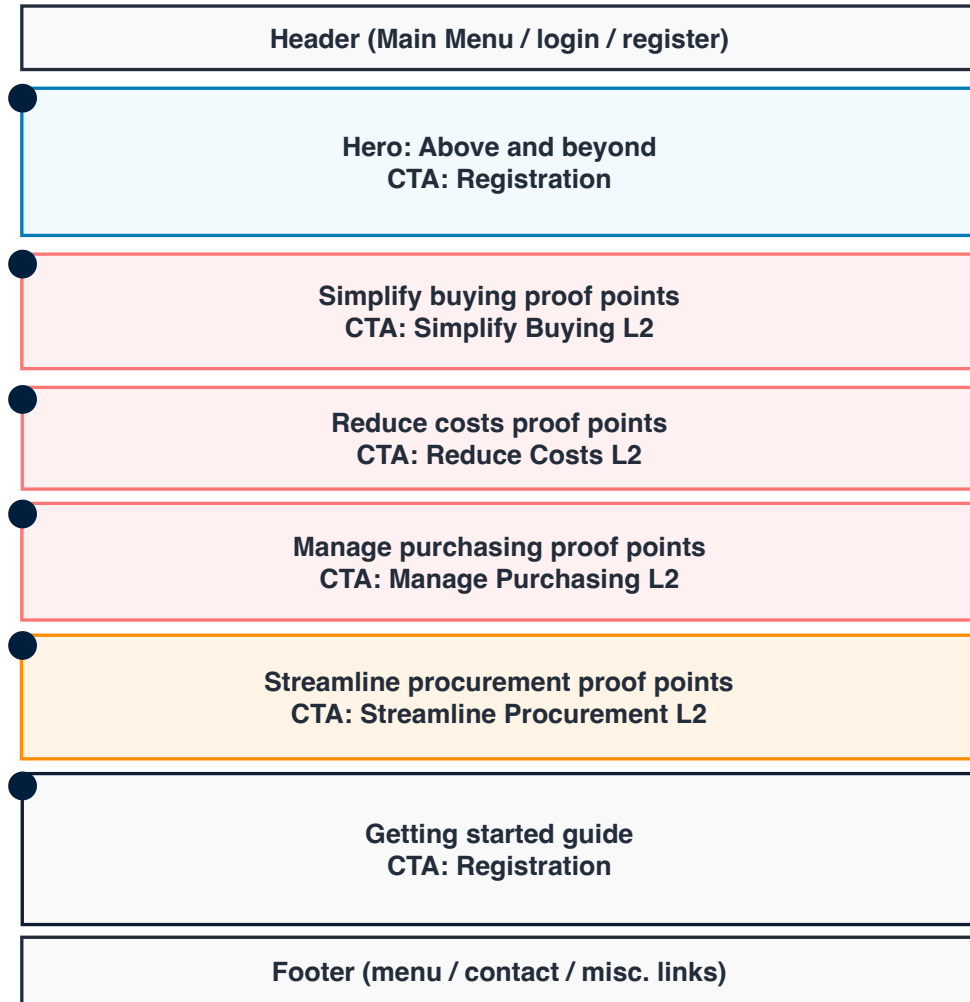
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Header (Main Menu / login / register)

AB services a wide variety of industries.
CTA: Various Vertical L2 pages

Product and services showcase
CTA: Registration / Vertical L2

Case study spotlight
CTA: Resource

AB services a wide variety of sizes.
CTA: Contact

Spotlight on sellers
CTA: Seller Journey

Contact AB to find out how it can move you forward.
CTA: Contact Us

Footer (menu / contact / misc. links)

Buying Journey L1

1. Hero directly addressing how AB presents a leap forward in the purchasing experience for businesses.
   What does AB provide above and beyond just using Amazon?

2. Series of compelling proof points on how AB simplifies buying.
   Is the interface easy to understand and use?
   What kind of support do I get as a client?

3. Series of compelling proof points on how AB reduces costs.
   Can I negotiate prices?
   Is there still free shipping?
   Can I get rebates?

4. Series of compelling proof points on how AB manages purchasing.
   Can AB handle multiple user accounts?
   Is tax exemption handled elegantly?
   Are there invoice options?

5. Series of compelling proof points on how AB streamlines procurement.
   Can I get reports on activity in my organization?
   Will AB integrate with my current way of doing things?
   What procurement systems does AB integrate with?

6. Inducement to register paired with downloadable guide to getting started with AB.
   How do I get started?

Header (Main Menu / login / register)
Hero: Above and beyond CTA: Registration
Simplify buying proof points CTA: Simplify Buying L2
Reduce costs proof points CTA: Reduce Costs L2
Manage purchasing proof points CTA: Manage Purchasing L2
Streamline procurement proof points CTA: Streamline Procurement L2
Getting started guide CTA: Registration
Footer (menu / contact / misc. links)

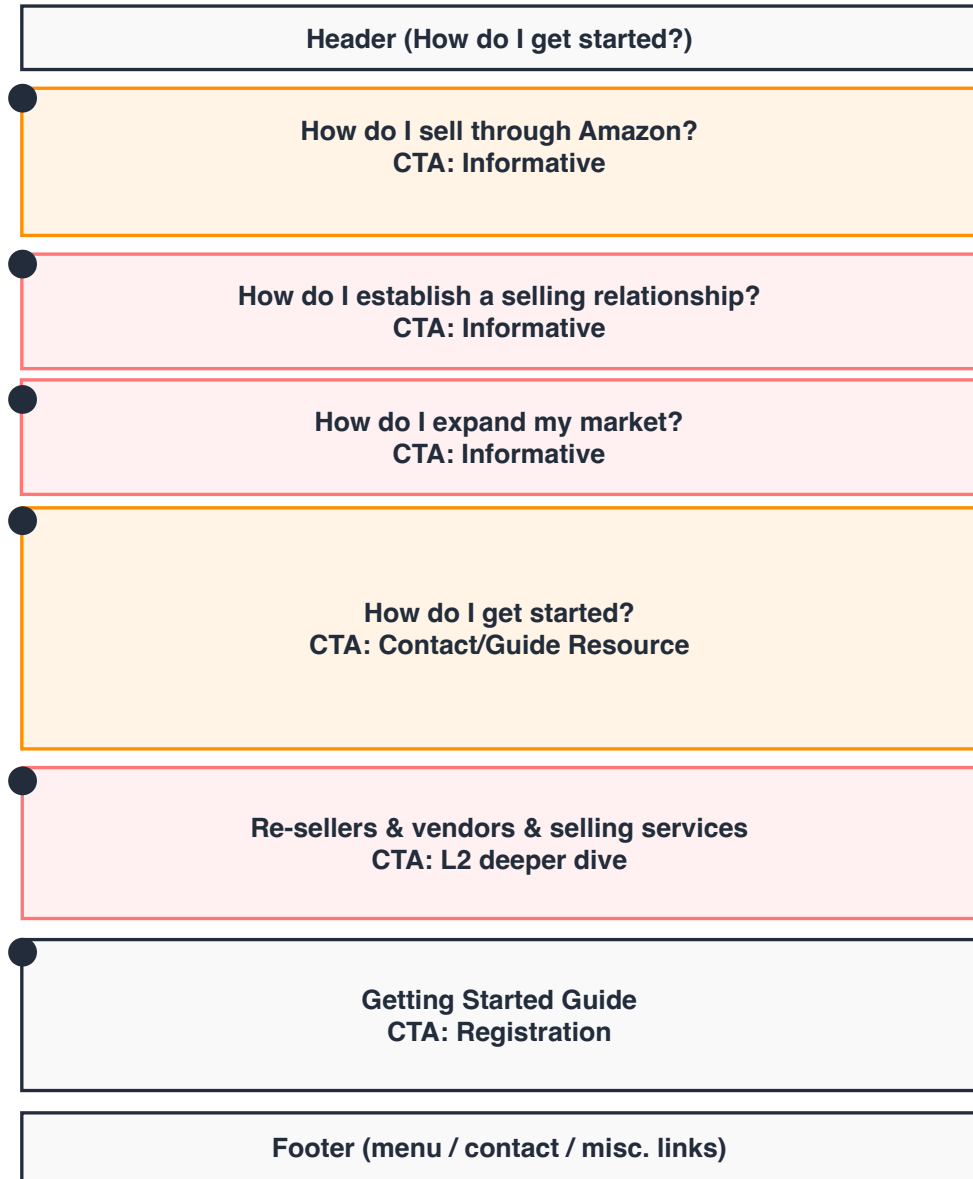| Bringing More Together	Innovation with Intention	Ready for Every Stage	Making Buying Simpler

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Selling Journey L1

1. Differentiation message.
   How do I sell through Amazon?
   How do I know I'm reaching a new (or my) audience on AB?
   Is the interface easy to understand and use?

2. Representation of being effective for a wide range of businesses (sellers) through case study examples.
   Do I have to be a certain size (big enough or small enough) to use AB?

3. Action-oriented CTA focus to expand my market on AB.
   How Amazon can help company growth.
   Why should I sell on Amazon?

4. Focus on how to get started as a seller
   How do I handle fulfillment on AB?
   Can I offer different pricing to AB buyers?

5. 3 (L2) areas to open up into re-sellers & vendors.
   How can I sell through Amazon under my business model?
   What kind of support do I get as a client of AB?

6. Inducement to register paired with downloadable guide to getting started with AB.
   How do I get started?

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Header (How do I get started?)

How do I sell through Amazon?
CTA: Informative

How do I establish a selling relationship?
CTA: Informative

How do I expand my market?
CTA: Informative

How do I get started?
CTA: Contact/Guide Resource

Re-sellers & vendors & selling services
CTA: L2 deeper dive

Getting Started Guide
CTA: Registration

Footer (menu / contact / misc. links)

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Thank You