

Merchant Pages Onboarding Flow

Start page, storefront = Yes	1a
Start page, storefront = No, Mobile/Homebased	1b
Start page, storefront = No, M/H - Other	1c
Start page, storefront = No, Online	1d
Start page, Product = Register	1e
Interstitial	2
Contact information	3

Project Goals

- Build logic into the form so merchants can be appropriately directed throughout the process
- If a merchant needs to be redirected (to Fuse, for example) do it as early as possible so the merchant doesn't need to fill out two forms
- Minimize disappointment- if a merchant is going to be rejected, reject as early as possible
- Improve the % of good contacts
- Speed up the self-service funnel
- Track the form's performance- abandonments, completes, data quality

Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Start using Amazon Local now!

Business Category

Do you have a storefront?

Storefront Zip Code

Appears if 'Do you have a storefront?' = Yes.

Select the product you're interested in

- Deals
- Register
- Coupons
- Takeout

Unavailable products are visible but not selectable

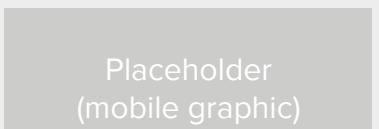
[Home](#)
[Work with us](#)

[Products](#)
[Deals](#)
[Coupons](#)
[Register](#)
[Booking](#)
[Ticketing](#)
[Takeout](#)

[Success Stories](#)
[Beauty Merchant](#)
[Travel Merchant](#)
[Food & Drink Merchant](#)
[Entertainment Merchant](#)

[Help](#)
[Contact Us](#)

[Follow us](#)
 

[Download our mobile app](#)


Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Start using Amazon Local now!

Business Category

Do you have a storefront?

Primary Region Served

Appears if 'Do you have a storefront?' = No - Mobile Business or Homebased Business

Populates with Regions from the selected state

Select the product you're interested in

- Deals
- Register
- Coupons
- Takeout

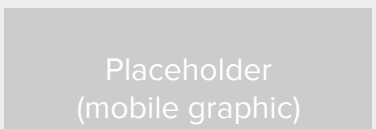
[Home](#)
[Work with us](#)

[Products](#)
[Deals](#)
[Coupons](#)
[Register](#)
[Booking](#)
[Ticketing](#)
[Takeout](#)

[Success Stories](#)
[Beauty Merchant](#)
[Travel Merchant](#)
[Food & Drink Merchant](#)
[Entertainment Merchant](#)

[Help](#)
[Contact Us](#)

[Follow us](#)
 

[Download our mobile app](#)


Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Start using Amazon Local now!

Business Category

Do you have a storefront?

Primary Region Served

Please enter your Region Name

If user selects 'Other' they will be asked to enter their Region Name

Select the product you're interested in

- Deals
- Register
- Coupons
- Takeout

[Home](#)
Work with us

[Products](#)
Deals
Coupons
Register
Booking
Ticketing
Takeout

[Success Stories](#)
Beauty Merchant
Travel Merchant
Food & Drink Merchant
Entertainment Merchant

[Help](#)
Contact Us

[Follow us](#)
 

[Download our mobile app](#)
Placeholder
(mobile graphic)

Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Start using Amazon Local now!

Business Category

Do you have a storefront?

Select the product you're interested in

- Deals
- Register
- Coupons
- Takeout

Products unavailable to the merchant are visible but not selectable

[Home](#)
[Work with us](#)

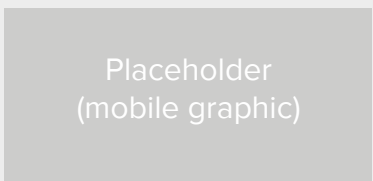
[Products](#)
[Deals](#)
[Coupons](#)
[Register](#)
[Booking](#)
[Ticketing](#)
[Takeout](#)

[Success Stories](#)
[Beauty Merchant](#)
[Travel Merchant](#)
[Food & Drink Merchant](#)
[Entertainment Merchant](#)

[Help](#)
[Contact Us](#)

[Follow us](#)
 

[Download our mobile app](#)



Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Start using Amazon Local now!

Business Category

Do you have a storefront?

Storefront Zip Code

Select the product you're interested in

- Deals
- Register
You will be redirected to the Amazon Local Register page to sign up.
- Coupons
- Takeout

Selecting Register prompts a line of text explaining that the user will be redirected

[Continue](#)

[Home](#)
Work with us

[Products](#)
Deals
Coupons
Register
Booking
Ticketing
Takeout

[Success Stories](#)
Beauty Merchant
Travel Merchant
Food & Drink Merchant
Entertainment Merchant

[Help](#)
Contact Us

[Follow us](#)

[Download our mobile app](#)
Placeholder
(mobile graphic)

Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Thank you for your interest in Amazon Local.

At this time, we do not operate in an area your business is in. Amazon Local is continuing to expand rapidly into new locations.

Enter another zip code:

Continue

Or give us your contact information and we'll reach out to you when we're in that area.

Full name:

Contact email:

Business name

Submit

Interstitial only appears if a merchant fails pre-qual.

- *If a merchant submits their information on the interstitial screen we will also capture what we gather on the pre-qual screen and merge that onto one lead.*
- *If the merchant doesn't submit information here, we should still capture what the merchant inputted on the pre-qual screen but not reach out.*

Future state: dynamic, shows other AL products, and Amazon services. Lily controls this through CMS

[Home](#)
Work with us

[Products](#)
Deals
Coupons
Register
Booking
Ticketing
Takeout

[Success Stories](#)
Beauty Merchant
Travel Merchant
Food & Drink Merchant
Entertainment Merchant

[Help](#)
Contact Us

[Follow us](#)
 

[Download our mobile app](#)

Placeholder
(mobile graphic)

Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Thanks! Please enter the following information to continue the process.

Contact information

Full name:

Contact email:

Contact phone number:

Business Information

Business name:

Do you have a website?

Website:

Appears if 'Do you have a website?' = Yes.

Storefront Address:

Will say 'Business Address' if user has chosen Home, Mobile, or Online Business in previous screen

Continue

[Home](#)
Work with us

[Products](#)
Deals
Coupons
Register
Booking
Ticketing
Takeout

[Success Stories](#)
Beauty Merchant
Travel Merchant
Food & Drink Merchant
Entertainment Merchant

[Help](#)
Contact Us

[Follow us](#)
 

[Download our mobile app](#)

Placeholder
(mobile graphic)

Get Started

Lorem ipsum dolor sit amet, consectetur amet, consectetur adipiscing elit dolor sit elit.

Thank You!

Fusce luctus, neque et aliquam mattis, nunc sem consequat nisi, et condimentum mauris erat ac arcu. Aenean sodales lacus quam, vel posuere tellus volutpat id.

Mauris congue leo eu felis tempus tempor. [Donec dictum](#) odio a dolor auctor sagittis vel ut dolor. Proin ut lorem vell.

Continue

[Home](#)
Work with us

[Products](#)
Deals
Coupons
Register
Booking
Ticketing
Takeout

[Success Stories](#)
Beauty Merchant
Travel Merchant
Food & Drink Merchant
Entertainment Merchant

[Help](#)
Contact Us

[Follow us](#)
 

[Download our mobile app](#)

Placeholder
(mobile graphic)