

**MICHIGAN STATE**  

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**U N I V E R S I T Y**

**Project Plan**  
**Seller Forums Echo Companion**  
**The Capstone Experience**

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*From Students...  
...to Professionals*

# Functional Specifications

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- Amazon Echo compatibility with Amazon Seller Forums
  - Allows use of Alexa with Seller Forums
  - “Hands free”
- Determine and prioritize the supported Alexa Skills



# Design Specifications

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- Amazon Echo and Alexa Voice Assistant
- “Alexa, run Seller Forums Companion”
  - Communicate desired actions



# Screen Mockup: User Interaction

The screenshot shows a forum thread with two posts. The first post is by a user with 4 posts, registered on 10 Mar, 15 3:06 AM. The post text discusses negative feedback on FBA. Below the post is a 'Was this helpful?' poll with 'Yes' (0) and 'No' (0) buttons. A red box labeled '1' is placed to the left of the post header. The second post is by a user with 6,591 posts, registered on 06 Oct, 13 5:46 AM. The post text says 'Since you are selling through fba you can usually get Amazon to strike it. You can also request feedback removal of its a product review.' Below this post is a 'Was this reply helpful?' poll with 'Yes' (2) and 'No' (0) buttons. A red box labeled '2' is placed to the left of this poll. A red box labeled '3' is placed over the 'Reply' button of the second post. To the right of the thread are two sidebars: 'Available Actions' with links for 'Reply to this Thread', 'Search Forum', 'Ask a question', and 'Back to Thread List'; and 'Icon Legend' with items for 'Answered question', 'Unanswered question with answer points still available', and 'Unanswered question'. Below that is a 'Seller Forums Status Icons' section with icons for 'Master: 25000+ pts', 'Veteran : 5000-24999 pts', 'Enthusiast : 500-4999 pts', 'Novice: 50-499 pts', and 'Amazonian'.

## Interaction 1

**User:** Read replies to the most recently asked question.

**Echo:** Reads question and then first reply.

## Interaction 2:

**User:** That reply was useful.

**Echo:** Votes up on the reply.

## Interaction 3:

**User:** Post a reply to that reply.

[User says reply]

[Echo posts reply]



# Screen Mockup: Forums Home

amazon services  
seller forums

United States  
Seller Central

Welcome, Guest | Login | Guest Settings | Forums Guidelines | Forums Help

## Seller Forums

Discuss selling on Amazon and other Amazon services with fellow sellers.

**Search all seller forums** 2

ex: Shipping fees

Advanced search

**Get help from other sellers**

1

### Selling on Amazon

**General Selling Questions**  
Find answers to your questions about Selling on Amazon and receive responses from Amazon and fellow sellers. For account-specific questions, or if you do not receive an answer, contact Seller Support.

**Help For New Sellers**  
New to selling on Amazon? Post your questions here for help from veteran sellers. Be sure to review our New Seller FAQ.

**Listing Management & Reports**  
Use this forum to discuss best practices for listing products on Amazon and managing inventory.

[View all Selling on Amazon forums](#)

### Other Amazon Services

**Amazon Payments**  
Making it easy for Amazon customers to shop on your website.

**Amazon Product Ads**  
Advertising your products on Amazon detail pages.

**Amazon Marketplace Web Service (MWS)**  
Building and integrating services using Amazon Marketplace Web Service APIs.

**Amazon Webstore**  
Running your own eCommerce site using Amazon technologies.

**Amazon Sponsored Products**  
Promote the products you sell on Amazon with keyword-targeted ads.

[View entire list of seller forums](#)

### Fulfillment By Amazon

**General FBA Questions**  
You sell it, we ship it. Questions on using Amazon's fulfillment service.

**Shipping Inventory to Amazon**  
Questions on shipment creation, product packaging, product restrictions, and shipping best practices.

**FBA Orders and Customer Service**  
Questions on returns, refunds, feedback, and other policies related to FBA orders.

[View all Fulfillment By Amazon forums](#)

### Announcements

**Important Alert**  
20 Sep, 2015 9:01 AM

### Recently answered questions

How to cancel a multi-channel fulfillment order?  
In Fulfillment By Amazon

New Seller has question about feedback and refund attitude.  
In Selling on Amazon

Anything to be done about pointless negative reviews?  
In Selling on Amazon

### Open questions

Yes i am new asking for help please.  
In Selling on Amazon

Listing limit  
In Groups

Sale Issue and Now Problem with Return HELP PLEASE!  
In Selling on Amazon

Contact Seller Support

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## Interaction 1:

**User:** Post a question to General Selling Questions.

**Echo:** What would you like to ask?

[User Asks question]

[Echo posts question to General selling questions]

## Interaction 2:

**User:** Search for questions about buyer complaints

**Echo:** Here are your results for buyer complaints

[Echo reads off first question title]

**User:** Read that post

[Echo reads that post]



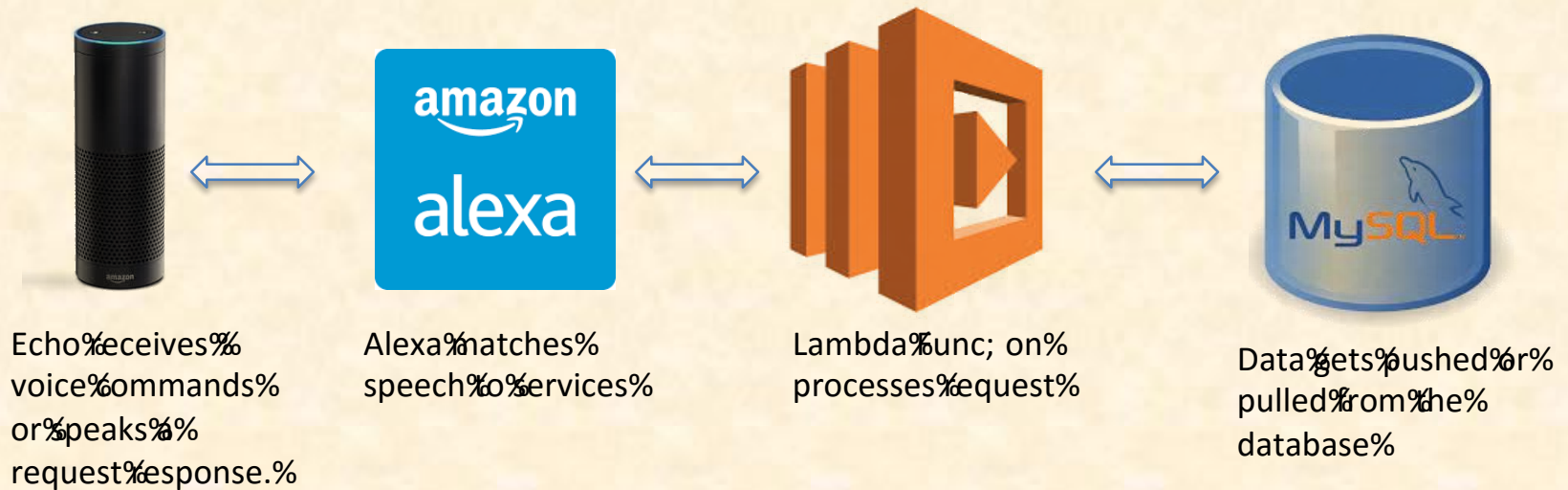
# Technical Specifications

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- Alexa – Matches speech to service
- AWS Lambda – Runs code to process request
- AWS RDS – Cloud Relational Database
- AWS SQS – Service to database queue
- MySQL Database – Mock Seller Forums database
- Data Parser – Script to populate database



# System Architecture



# System Components

- Hardware Platforms
  - Amazon Echo
- Software Platforms / Technologies
  - Alexa Skills Kit – Java/Node.JS
  - Amazon Web Services
    - RDS – MySQL Database
    - Lambda
    - SQS





# Testing

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- Seller Forums Companion Loop
- Individual skills
  - Run specific actions
- Mock database
  - Pull current post
- SQS command queue



# Risks

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- MySQL Database
  - Mimic Amazon as close as possible
- Alexa Skills Creation
  - Which skills and how to create them
- Testing
  - Security limits testing