Seller: Team Management

eBay Sellers need a way to manage their team(s) implementation of this feature requires integrating new and existing components and pages into the Seller Hub and Seller can spend more time in product growth.

My Role

Senior Product Designer

Industry

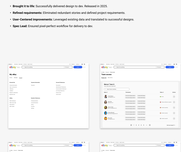
E-commerce

Platform

Mobile: Web and Native
Tablet: Web and Native
Desktop: Web

My Impact & Outcome

- **Brought it to life**: Successfully delivered design to dev. Released in 2025.
- **Refined requirements**: Eliminated redundant stories and defined project requirements.
- **User Centered Improvements**: Leveraged existing data and translated to successful designs.
- **Sync Lead**: Ensured post-perfect workflow for delivery.



Team Structure

Problem

Currently, Seller manually contacts their reports via email and phone. This process is time-consuming and lacks efficiency. The focus on product-related information with minimal time for administrative efforts.

Challenges

eBay seller reports required a laborious effort from the Seller, taking time away from other tasks. The current data presentation in the interface were difficult to access and lacked relevance to the user's journey when executing team management tasks.

User Research & Pain Points

To make this feature available, an ingress point was established for the web app, allowing further data to be collected. Yet further research was required to address the following issues:

1. The current Seller Hub offers limited customization and it was not clear which specific components belong to Account Account Preference, Personal Info, and Setting.
2. Should Account Owner be the only management for Team management access, what is the optimal hierarchical position?
3. Team management should not differ significantly from the existing Account management interface, it should align with eBay's design system and brand guidelines.
4. Team management should be easily accessible and robust enough to allow for access, editing, and communication with members.

Further Research discoveries

- How can we help team members access actions more quickly?
- Incorporate search functionality for team scalability
- Clear role definitions
- Look into technical data set support and parametric
- Provision account access for delegates as per Seller needs.

Delegation of Access

Accepted: Go to Seller Hub, Set as default, Remove Account, View Activity, and Contact eBay.

Archived: View activity.

Created: Accept invite.

Failed Notification: Accept invite.

Revoked: Remove Account, View Activity.

Suspended: Remove Account, View Activity.

Further access definition

`invitation.pending` Created

`invitation.bounced` Failed Notification

Team Member Status explained

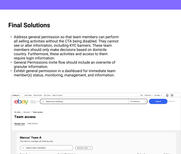
Active
Once we add users, weeks team member access, view activity, and delete member. Revoking this member status will turn their status to Inactive. The applied update is for several reasons, including the expiration of the invitation, the invitation being Stales, on the other hand, will revoke team members' access and remove them from the team.

Suspended
The Seller has set an invitation, but the member has not accepted it. Further actions include resending the invitation or canceling the invitation. The invitation will automatically expire if not accepted through the process only to find that nothing has changed. Have can we interrupt the potential member process?

Invitation expiration
Four days is the limitation for invitations. The Account Owner may resend the invitation if needed. Altogether, These are no further issues with this implementation.

2FA
The Account Owner may delete the member invitation or email a reminder to the potential team member, informing them that they have a pending two-factor authentication (2FA) task to complete. Upon completing the 2FA task, the invitation will be activated. Therefore, a 48-hour interim period will be implemented until further information is shared.

Inactive
Only Account Owner may reinstate team member access, view their activity, and contact eBay. The applied update is for several reasons, team member may require a team member to go through the entire process again, or the invitation has been revoked, or the team member may be limited if their contact information is outdated or are. Further considerations will need to be decided upon at a later date.



Account Owner Actions for MVP

- Allow the Seller to view the member account as part of the Account Management Interface.
- Provide the option to archive team members and reference activity for future reviews.
- Contact eBay will provide the Seller with company support that includes Technical Support, legal information Technical Support, and account support.

Add Team Member

Restructuring to accommodate a new team member had to be factored into the Seller team management journey. The one caveat was making this interface needs available without having to compromise the current Seller Hub experience. The ability to manage their team properly. One of the early iterations I had in mind was to incorporate the Add Team Member interface as a tab.

Add Team Member

Final Solutions

- Address general permission so that team members can perform their tasks without the need to switch to the Seller Hub dashboard view or other information, including KYC banners. These team members should only make decisions based on direction from the Account Owner. The current Seller Hub experience requires login information.
- Ensuring the Seller Hub interface flow should include an overview of granular information.
- Offer a comprehensive overview in a dashboard for immediate team member(s) status, monitoring, management, and information.

- General permissions can influence the exchange of communication in the Team activity section without impediments.

- Add additional Dashboard features for scalable flexibility while providing Account Owners with complete control over their business needs.