

Philip M. Sutherland

Experience and Product Design

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UX Case Study: Wayfair Premium Brand Home

Project Type: B2B Desktop Application

Dates: 10/20 - Present

My Role: Product Design Lead (solo)

Partners & Stakeholders:

- Wayfair Partner Home Platform
- Merchant Application Engineering Group
- North America Retail Technology & Analytics (internal data group)

Overview

Premium Brand Home is a highly scalable and data-intensive B2B application allowing “Suppliers” (manufacturers and distributors) selling their home goods products on the Wayfair e-commerce platform to participate, manage and measure their success in several high-profile, “flagship” branding and marketing programs. The application supports thousands of Wayfair Suppliers, each with potentially hundreds of products enrolled in a half-dozen different Premium Brand programs.

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Users/Audience:

Professionals in Supplier organizations responsible for negotiating and managing marketing, branding, and related distribution relationships with Wayfair. These would include, for example, "E-commerce Channel" managers. In small- to mid-size Suppliers one or two people may be responsible for the entire business relationship with Wayfair. In larger Suppliers, there could be an entire team and higher-level managers tasked purely to managing this business relationship.

User Needs, Tasks & Pain Points

A User (Supplier organization) needs to:

- Receive offers from Wayfair that product(s) from the Supplier's catalog be included in "Premium Brand" marketing programs.
- Evaluate and determine whether or not to accept or reject these offers, employing both data Wayfair provides and the Supplier's own. This evaluation is fundamentally an ROI calculation - to participate in programs, a Supplier must "exclusively" sell a product on Wayfair and make financial commitments.
- Track the status and success of their products in the programs.
- Respond to requests from Wayfair on particular products.
- Resolve cases where products are found to violate the required business terms for inclusion in programs.

Design Requirements & Constraints

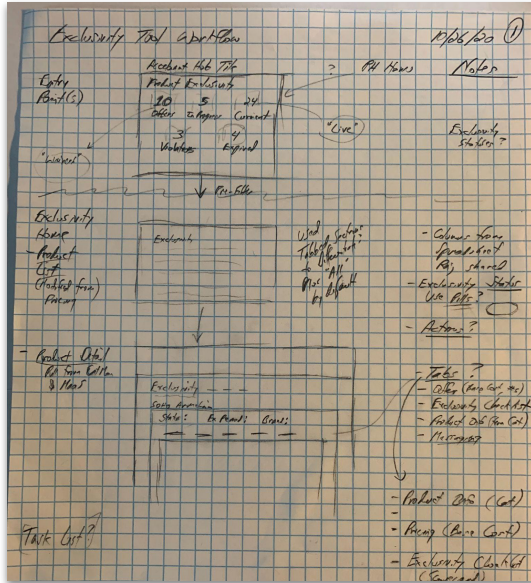
- Create application using an established enterprise design system (in Sketch) that primarily supported asset management applications and table views.
- Design a very initial MVP that can be quickly extended.
- Dedicated "landing page" with data visualization would not be initially available.
- Enable users to optionally export and import table data into spreadsheet formats and to analyze and make decisions outside the application.
- Conceive the design for intermittent, rather than consistent users.

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Design Solutions

- I conceived, proposed, designed and helped built a new “lifecycle” status structure for Premium Brand Home that enabled Suppliers users to track and manage their products throughout different programs.
- I designed a set of table views and a supporting “product detail drawer” that kept the application architecturally flat and easier to developed, while enabling users to remain on a primary, “workspace,” view.
- I created actionable table cell mechanisms using existing design system components so that users could see information necessary for them to make decisions but take action either within the application or via exported/imported spreadsheets.
- I constructed the application so that the team could add relatively easily new lifecycle stages, notably a “Violations” view by which Wayfair could alert Suppliers to identified breaches of business terms.
- I devised a “mini dashboard” by which users who only periodically engaged the program could quickly see - and respond to - changes since a previous session.

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Example sequence 1: Supplier user analyzes and acts upon one or more offers from Wayfair for products to be included in Premium Brand Programs.

- To prioritize for an MVP, and because data access was a work-in-progress the default initial view for a user is the “Offers” table (shown right), rather than a dashboard-style landing page (current in development).
- User has the option to accept, reject, or possibly respond to a set of “offer parameters” for each product.
- A user will evaluate each offer parameter, and the offer generally, within the context of several data points, such as whether a product already is being sold exclusively on Wayfair and its wholesale base cost.

Premium Brand Home Sequence - 1a

The screenshot displays the 'Premium Brand Home' dashboard for a Wayfair partner. At the top, there's a search bar and navigation icons. Below the title, a summary bar shows key metrics: 'Product Status Update' (What's new?), 'Requests Requiring Response' (80), 'Active in Programs New this Week' (6), 'Active Products Requiring Exclusivity New this Week' (4), 'Violations New this Week' (2), and 'Released New this Week' (3). A secondary bar shows 'Premium Brand Requests' with 8 In Progress, 34 Active, 9 Rejected, and 6 Released. The main section is a table of 80 requests, with 0 selected. The table columns include Part #, Image, SKU Number, Quick View, Product Name, Collection Name, SKU Added, Request Expiration, Current Exclusivity, Current Base Cost, Recommended Base Cost, and You would be Accepting. The table lists various products like SOHO Armchair, Windsor Armchair, Chelsea Sofas, Chelsea Table, Greenwich Chair, SOHO Table, Chelsea Armchair, SOHO Bookcase, and Greenwich Cabinet, each with its respective costs and exclusivity status.

Part #	Image	SKU Number	Quick View	Product Name	Collection Name	SKU Added	Request Expiration	Current Exclusivity	Current Base Cost	Recommended Base Cost	You would be Accepting
1532-er4-321		W00-253201		SOHO Armchair 67	SOHO	12/15/20	01/17/21	Exclusive - WPP	\$52.99	\$46.99	Recommended Base Cost
1056-tg4-7736		W00-523329		Windsor Armchair 45	Windsor	12/16/20	01/18/21	Exclusive - WPP	\$119.99	\$110.00	Recommended Base Cost
1253-67u-788		W00-783929		Chelsea Sofas 14R	Chelsea	12/18/20	01/18/21	Exclusive - WPP	\$87.99	\$82.00	Recommended Base Cost
1035-67y-786		W00-783929		Chelsea Table 87T	Chelsea	12/18/20	01/19/21	Exclusive - WPP	\$35.99	\$33.00	Recommended Base Cost
7837-Hd-34a		45233-ds89		Greenwich Chair 34F	Greenwich	12/20/20	01/20/21	Exclusive - WPP	\$73.99	\$70.00	Recommended Base Cost
15712-wf-572		25320-uh-78		SOHO Table 56Y	SOHO	12/22/20	01/21/21	Exclusive - WPP	\$45.99	\$43.00	Recommended Base Cost
9773-qa-563		783929-er-2		Chelsea Armchair 7	Chelsea	12/23/20	01/22/21	Exclusive - WPP	\$74.99	\$72.00	Recommended Base Cost
1035-67y-786		25320-uh-78		SOHO Bookcase 7Y	SOHO	12/23/20	01/22/21	Exclusive - WPP	\$47.99	\$45.00	Recommended Base Cost
731283-x23		45233-ds89		Greenwich Cabinet 4	Greenwich	12/26/20	01/23/21	Exclusive - WPP	\$101.99	\$99.00	Recommended Base Cost

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Example sequence 1: Offer Review and Acceptance

- To prioritize for the MVP, and because data access was a work-in-progress, the default initial view for a user was the “Offers” table (shown right), rather than the dashboard-style landing page I originally conceived.
- User has the option to accept, reject, or possibly respond to a set of “offer parameters” for each product.
- A user will evaluate each offer parameter - and the offer generally - within the context of several data points, such as whether a product already is being sold exclusively on Wayfair and its wholesale base cost.

Premium Brand Home Sequence - 1a

The screenshot displays the 'Premium Brand Home' dashboard for a Wayfair partner. At the top, there's a search bar and navigation icons. Below the title, a summary bar shows key metrics: Product Status Update, Requests (80), Active in Programs (6), Active Products Requiring Exclusivity (4), Violations (2), and Released (3). The main section is titled 'Premium Brand Requests' and shows 80 requests in progress, 34 active, 9 rejected, and 6 released. A table lists individual requests with columns for Part #, Image, SKU Number, Quick View, Product Name, Collection Name, SKU Added, Request Expiration, Current Exclusivity, Current Base Cost, Recommended Base Cost, and You would be Accepting. The table includes 10 rows of data for various furniture items like SOHO Armchair, Windsor Armchair, Chelsea Sofas, Chelsea Table, Greenwich Chair, SOHO Table, Chelsea Armchair, SOHO Bookcase, and Greenwich Cabinet. At the bottom, there's a pagination control showing 80 rows and page 1 of 1.

Part #	Image	SKU Number	Quick View	Product Name	Collection Name	SKU Added	Request Expiration	Current Exclusivity	Current Base Cost	Recommended Base Cost	You would be Accepting
1532-er4-321		W00-253201		SOHO Armchair 67	SOHO	12/15/20	01/17/21	Exclusive - WPP	\$52.99	\$46.99	Recommended Base Cost
1056-tg4-7736		W00-523329		Windsor Armchair 45	Windsor	12/16/20	01/18/21	Exclusive - WPP	\$119.99	\$110.00	Recommended Base Cost
1253-67u-788		W00-783929		Chelsea Sofas 14R	Chelsea	12/18/20	01/18/21	Exclusive - WPP	\$87.99	\$82.00	Recommended Base Cost
1035-67u-786		W00-783929		Chelsea Table 87T	Chelsea	12/18/20	01/19/21	Exclusive - WPP	\$35.99	\$33.00	Recommended Base Cost
7837-Hd-34a		45233-ds89		Greenwich Chair 34F	Greenwich	12/20/20	01/20/21	Exclusive - WPP	\$73.99	\$70.00	Recommended Base Cost
15712-wf-572		25320-uh-78		SOHO Table 56Y	SOHO	12/22/20	01/21/21	Exclusive - WPP	\$45.99	\$43.00	Recommended Base Cost
9773-qa-563		783929-er-2		Chelsea Armchair 7	Chelsea	12/23/20	01/22/21	Exclusive - WPP	\$74.99	\$72.00	Recommended Base Cost
1035-67y-786		25320-uh-78		SOHO Bookcase 7Y	SOHO	12/23/20	01/22/21	Exclusive - WPP	\$47.99	\$45.00	Recommended Base Cost
731283-x23		45233-ds89		Greenwich Cabinet 4	Greenwich	12/26/20	01/23/21	Exclusive - WPP	\$101.99	\$99.00	Recommended Base Cost

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Example sequence 1: Offer Review and Acceptance.

- To keep the application's structure "flat" and easier to build, I employed a "drawer overlay" so that users could access information they might want to make decisions without navigating away from the primary table view.

Premium Brand Home Sequence - 1b

The screenshot displays the 'wayfair PARTNER HOME' interface. At the top, there's a search bar and navigation icons. The main heading is 'Premium Brand Home', followed by a sub-header: 'Products in our Premium Brand programs are sold exclusively on Wayfair but gain substantial merchandising and exposure benefits and increased opportunities for success. [Learn More...](#)'

Key metrics are shown in a summary bar:

- Product Status Update: What's new?
- Requests: Requiring Response 80
- Active in Programs: New this Week 6
- Active Products Requiring Exclusivity: New this Week 4
- Violations: New this Week 2
- Released: New this Week 3

Below this, a 'Premium Brand Requests' section shows filters: 8 In Progress, 34 Active, 1 Violations, 9 Rejected, 6 Released. There are search and filter controls, and buttons for 'Export Data' and 'Import Data'.

A table lists 80 requests with columns: Part #, Image, SKU Number, Quick View, Product Name, Collection Name, SKU Added, Request Expiration, Current Exclusivity, Current Base Cost, Recommended Base Cost, and You would be Accepting. The table shows three rows of data:

Part #	Image	SKU Number	Quick View	Product Name	Collection Name	SKU Added	Request Expiration	Current Exclusivity	Current Base Cost	Recommended Base Cost	You would be Accepting
1532-er4-321		W00-253201		SOHO Armchair 67	SOHO	12/15/20	01/17/21	Exclusive - WPP	\$52.99	\$46.99	Recommended Base Cost
1056-tg4-7736		W00-523329		Windsor Armchair 45	Windsor	12/16/20	01/18/21	Exclusive - WPP	\$119.99	\$110.00	Recommended Base Cost
1253-67u-788		W00-783929		Chelsea Sofa 14R	Chelsea	12/18/20	01/18/21	Exclusive - WPP	\$87.99	\$82.00	Recommended Base Cost

Below the table, a 'Product Exclusion Details' modal is open for the first item (SKU: 1532-er4-321). It shows:

- Supplier Part #: 1532-er4-321
- Product: SOHO Armchair 67 - Black
- Manufacturer Part ID #: 7S-87UJ-5
- Manufacturer: Overseas Furniture, Inc.
- Wayfair SKU: [25320-uh-78](#)
- Exclusivity Status: Offer
- Current Exclusivity: Exclusive - WPP
- Exclusivity Brand: Birchlane
- Exclusivity Reason: Wayfair Preferred Partner
- Wholesale Base Cost (USD): Effective Base Cost: \$52.99, Current Base Cost: \$52.99, Recommended Base Cost: \$46.99, Countered Base Cost: -
- Exclusivity Offer Acceptance: Offer Made: 01/01/21, Offer Expiration: 01/17/21

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Example sequence 2: Supplier is notified within the application that one or more of its products in Premium Brand programs may have violated business terms (usually “Exclusivity”). Supplier can take action(s) to address these possible violations and track resolution over time.

A user navigates to the “Violations” view of the application either via the tabbed sections (a part of the design system) or via the “mini-dashboard” at the top of the application. The mini-dashboard links both alert users to changes since previous engagements, navigate to corresponding tables, and pre-filter the table contents.

Premium Brand Home Sequence - 2a

The screenshot displays the Wayfair Partner Home interface. At the top, there is a search bar and a navigation menu. Below the search bar, the title "Premium Brand Home" is followed by a brief description: "Products in our Premium Brand programs are sold exclusively on Wayfair but gain substantial merchandising and exposure benefits and increased opportunities for success. [Learn More...](#)".

The mini-dashboard at the top right shows several key metrics:

- Product Status Update: What's new?
- Requests Requiring Response: 80
- Active in Programs New this Week: 6
- Active Products Requiring Exclusivity New this Week: 4
- Violations New this Week: 2
- Violations Resolved New this Week: 2
- Released New this Week: 3

Below the mini-dashboard, there are tabs for different views: Premium Brand Requests (8 In Progress), 34 Active, 1 Violations (selected), 9 Rejected, and 6 Released.

The main content area features a search bar with "Part #", a "Search" button, and a "Filters" button. There are also links for "Export Data" and "Import Data".

The table below shows 11 products violating exclusivity. The table has the following columns: Part #, Image, Wayfair SKU, Product Name, Link to Competitor Listing, Violation Status, Violation Response, Comment, Response Date, and Resolution Status.

Part #	Image	Wayfair SKU	Product Name	Link to Competitor Listing	Violation Status	Violation Response	Comment	Response Date	Resolution Status
1011-338a		783929-er-2	Herkimer Table 18y	www.amazon.com/product/8783-354-1789	Exclusivity required by 12/30	Action Required	--	--	Action Required
1233-43r		98283-ty-4a	SOHO Sofa T-8	www.amazon.com/product/1988-a42-901	Exclusivity required by 12/30	Action Required	--	--	Action Required
1532-er4		25320-uh-78	SOHO Armchair 67	www.amazon.com/product/7883a-766-5323	Benefits Revoked	Action Required	--	--	Action Required
1056-tg4		52332-ht-67	Windsor Armchair 45	www.amazon.com/product/73416-ty-3421	Benefits Revoked	Action Required	--	--	Action Required
1253-67u		783929-er-2	Herkimer Sofa 54A	www.amazon.com/product/25324-uh-789	Benefits Revoked	Resolved		12/16/21	Verification in Progress
1035-67y		98283-ty-4a	SOHO Couch 3A	www.amazon.com/product/3782-76t-335	Benefits Revoked	Resolved		12/16/21	Verification in Progress
1011-45h		25320-uh-78	SOHO Side Chair 5T	www.amazon.com/product/27838-88-092	Benefits Revoked	Bad Match		12/15/21	Under Wayfair Review
1267-57u		52332-ht-67	Windsor Side Table	www.amazon.com/product/5621-h56-1532	Benefits Revoked	Not Exclusive		12/03/21	Under Wayfair Review
0041-97		27889-a-Y	Montague Table	www.amazon.com/product/27889-a-Y	Benefits Revoked	Not First Party		12/02/21	Under Wayfair Review
2335-996		31472-Q-H	Verona Sofa R8	www.amazon.com/product/31472-Q-H	Benefits Temporarily Restored	Can't Resolve		11/28/21	Pending Wayfair Response
5432a-01		42156-g	Lucca Side Table	www.amazon.com/product/6783-r-W	Benefits Revoked	Bad Match		11/25/21	Violation Confirmed

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Example sequence 2: Violations

A user can respond to identified violations either via the row-level dropdown menu or by exporting the table data, making changes offline, and then importing the data back into the application, which populates the Violations table to reflect the offline actions.

Premium Brand Home Sequence - 2b

The screenshot shows the 'Premium Brand Home' dashboard. At the top, there are summary cards for 'Product Status Update', 'Requests Requiring Response' (80), 'Active In Programs' (6), 'Active Products Requiring Exclusivity' (4), 'Violations' (2), 'Violations Resolved' (2), and 'Released' (3). Below these are filters for 'Premium Brand Requests', '8 In Progress', '34 Active', '11 Violations', '9 Rejected', and '6 Released'. A search bar and 'Export Data'/'Import Data' buttons are also present.

Part #	Image	Wayfair SKU	Product Name	Link to Competitor Listing	Violation Status	Violation Response	Comment	Response Date	Resolution Status
1011-338a		783929-er-2	Herkimer Table 18y	www.amazon.com/product/8783-354-1789	Exclusivity required by 12/30	Action Required			Action Required
1233-43r		98283-ty-4a	SOHO Sofa T-8	www.amazon.com/product/1988-a42-901	Exclusivity required by 12/30	Resolved			Verification in Progress
1532-e14		25320-uh-78	SOHO Armchair 67	www.amazon.com/product/7883a-766-5323	Benefits Revoked	Bad Match		12/15/21	Under Wayfair Review
1056-tp4		52332-H-67	Windsor Armchair 45	www.amazon.com/product/73416-ty-3421	Benefits Revoked	Not Exclusive		12/03/21	Under Wayfair Review
1253-67u		783929-er-2	Herkimer Sofa 54A	www.amazon.com/product/25324-uh-789	Benefits Revoked	Not First Party		12/02/21	Under Wayfair Review
1035-67y		98283-ty-4a	SOHO Couch 3A	www.amazon.com/product/3782-761-335	Benefits Revoked	Can't Resolve		11/28/21	Pending Wayfair Response
1011-45h		25320-uh-78	SOHO Side Chair 5T	www.amazon.com/product/27838-88-092	Benefits Revoked	Bad Match		11/25/21	Violation Confirmed
1267-57u		52332-H-67	Windsor Side Table	www.amazon.com/product/5621-h56-1532	Benefits Revoked				
0041-97		27889-a-Y	Montague Table	www.amazon.com/product/27889-a-Y	Benefits Revoked				
2335-996		31472-Q-H	Verona Sofa R8	www.amazon.com/product/31472-Q-H	Benefits Temporarily Restored				
5432a-01		42156-q	Lucca Side Table	www.amazon.com/product/67883-r-W	Benefits Revoked				

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Example sequence 2: Violations

A user can access additional information about a product and its identified violation via an overlay drawer.

Premium Brand Home Sequence - 2c

The screenshot displays the Wayfair Partner Home dashboard for Premium Brand Home. At the top, there's a search bar and navigation icons. The main header reads "Premium Brand Home" with a sub-header stating that products in these programs are sold exclusively on Wayfair and gain substantial merchandising and exposure benefits. Below this, a summary bar shows key metrics: Product Status Update (What's new?), Requests (Requiring Response: 80), Active in Programs (New this Week: 6), Active Products Requiring Exclusivity (New this Week: 4), Violations (New this Week: 2), Violations Resolved (New this Week: 2), and Released (New this Week: 3). A secondary bar shows 8 In Progress, 34 Active, 11 Violations, 9 Rejected, and 6 Released. A search and filter section is present, along with "Export Data" and "Import Data" buttons. The main table lists 11 Products Violating Exclusivity and 0 Unsaved Responses. The table columns include Part #, Image, Wayfair SKU, Product Name, Link to Competitor Listing, Violation Status, Violation Response, Comment, Response Date, and Resolution Status. The first four rows show products with "Action Required" status and "Exclusivity required by 12/30" or "Benefits Revoked" reasons. An overlay drawer titled "Product Exclusivity Details" is open for the first product (Part # 1011-338a-589, Herkimer Table 18y). It provides detailed information: Supplier Part # 1011-338a-589, Current Exclusivity: Exclusive - WPP, Active Brand: Birch Lane, Exclusivity Reason: Wayfair Preferred Partner, Violation Status: Exclusivity Required by 12/30, Violation Type: 1st Party, Competitor: Amazon, Product on Competitor: Mackenzie Dining Table, Date First Flagged: 8/05/21, Most Recent Flag: 8/23/21, Link to Competitor Instance: www.amazon.com/product/7883a-766-5323, Resolution Status: Action Required, Your Violation Response: Action Required, and Response Date: None.

Part #	Image	Wayfair SKU	Product Name	Link to Competitor Listing	Violation Status	Violation Response	Comment	Response Date	Resolution Status
1011-338a		783929-er-2	Herkimer Table 18y	www.amazon.com/product/8783-354-1789	Exclusivity required by 12/30	Action Required	--	--	Action Required
1233-43r		98283-ty-49	SOHO Sofa T-8	www.amazon.com/product/1988-a42-901	Exclusivity required by 12/30	Action Required	--	--	Action Required
1532-e14		25320-uh-78	SOHO Armchair 67	www.amazon.com/product/7883a-766-5323	Benefits Revoked	Action Required	--	--	Action Required
1056-tp4		52332-ht-67	Windsor Armchair 45	www.amazon.com/product/73416-ty-3421	Benefits Revoked	Action Required	--	--	Action Required

Product Exclusivity Details

	Supplier Part # 1011-338a-589 Herkimer Table 18y Manufacturer Part ID #: 7S-87UJ-5 Manufacturer: Urban Furniture, Inc. Wayfair SKU: 783929-er-2	Exclusivity Status: Exclusivity Required by 12/30 Current Exclusivity: Exclusive - WPP Active Brand: Birch Lane Exclusivity Reason: Wayfair Preferred Partner	Violation Details Violation Status: Exclusivity Required by 12/30 Violation Type: 1st Party Competitor: Amazon Product on Competitor: Mackenzie Dining Table Date First Flagged: 8/05/21 Most Recent Flag: 8/23/21 Link to Competitor Instance: www.amazon.com/product/7883a-766-5323	Violation Resolution Resolution Status: Action Required Your Violation Response: Action Required Response Date: Your Comment: None.
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Example sequence 2: Violations

A user can enter a comment for each product, facilitating communication between a Supplier and Wayfair about an identified violation. Generally speaking, the “Violations” function supports a basic dispute resolution.

Premium Brand Home Sequence - 2d

The screenshot displays the Wayfair Partner Home dashboard. At the top, there's a search bar and navigation icons. The main heading is "Premium Brand Home" with a sub-note about exclusive sales and benefits. Below this, a summary bar shows key metrics: Product Status Update, Requests (80), Active in Programs (6), Active Products Requiring Exclusivity (4), Violations (2), Violations Resolved (2), and Released (3). A secondary bar shows filters for Premium Brand Requests (8 In Progress, 34 Active, 11 Violations, 9 Rejected, 6 Released). The main content area features a table of 11 products violating exclusivity. A modal window titled "Violation Response Comment" is open over the first row, allowing a user to enter a comment. The table columns include Part #, Image, Wayfair SKU, Product Name, Link to Competitor Listing, Violation Status, Violation Response, Comment, Response Date, and Resolution Status.

Part #	Image	Wayfair SKU	Product Name	Link to Competitor Listing	Violation Status	Violation Response	Comment	Response Date	Resolution Status
1011-338a		783929-er-2	Herkimer Table 18y	www.amazon.com/product/8783-354-1789	Exclusivity required by 12/30	Unsaved Resolved			Action Required
1233-43r		98283-ty-4a	SOHO Sofa T-8	www.amazon.com/product/1988-a42-901	Exclusivity required by 12/30				
1532-e14		25320-uh-78	SOHO Armchair 67	www.amazon.com/product/7883a-766-5323	Benefits Revoked				
1056-tg4		52332-ht-67	Windsor Armchair 45	www.amazon.com/product/73416-ty-3421	Benefits Revoked				
1253-67u		783929-er-2	Herkimer Sofa 54A	www.amazon.com/product/25324-uh-789	Benefits Revoked				
1035-67y		98283-ty-4a	SOHO Couch 3A	www.amazon.com/product/3782-79t-335	Benefits Revoked	Resolved			Progress
1011-45h		25320-uh-78	SOHO Side Chair 5T	www.amazon.com/product/27838-88-092	Benefits Revoked	Bad Match		12/15/21	Under Wayfair Review
1267-57u		52332-ht-67	Windsor Side Table	www.amazon.com/product/5621-h56-1532	Benefits Revoked	Not Exclusive		12/03/21	Under Wayfair Review
0041-97		27889-a-Y	Montague Table	www.amazon.com/product/27889-a-Y	Benefits Revoked	Not First Party		12/02/21	Under Wayfair Review
2335-996		34172-Q-H	Verona Sofa R8	www.amazon.com/product/34172-Q-H	Benefits Temporarily Restored	Can't Resolve		11/28/21	Pending Wayfair Response
5432a-01		42156-g	Lucca Side Table	www.amazon.com/product/6783-r-W	Benefits Revoked	Bad Match		11/25/21	Violation Confirmed