

Crowd Power Online Marketplace

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ADDISON



JOANNE



KATHERINE



SUNMI

METHODOLOGY

Methodology: Who we talked to



Daniel, startup employee

In person



Matt, intern at enterprise corporation

Video call



Lorena, student at Stanford

In person

Methodology: Why these three?



Daniel, startup employee

- Made an online platform for selling clothes (Closetloop) – expert



Matt, intern at large enterprise corporation

- In the target age group – non-user



Lorena, student at Stanford

- In the target age group – avid user

think
win
Republican will

Sharing fitness info

Yerale

Dribbble

Product Hunt

finding freelancers

small business help?

WAZE

CROWDPOWER

Pinterest

Yelp

tutoring as a service

REDDIT

paper review

user

Etsy

word meanings / index cards

social comments

Knowledge

membership



industry person

foster pets

Airbnb

Jessie Duan (coach / knowledge)

design review

cold-start problem

KICKSTARTER

Tell us about the last time...

FEEDBACK

sesh

crowdsourced closet

Karma

bluetooth

free shit

real-time Braille

fiverr

talent-finding

Postmates

loneliness

progress commenting

Avora

Methodology: What did we ask?

- Are you an avid user of crowdsourced products?
- What's the last time you bought/sold something online? Explain what it was. Was it time-sensitive?
- What do you typically look for in online marketplaces?
- What are some online marketplaces you use?
- What sites do you usually use to purchase items?

Methodology: What did we ask?

- Ask the expert:
 - What was the hardest part of building your product?
 - Are there unique challenges on the engineering or security and liability sides?
 - What are some problems only crowdsourcing can address?

If you have
something to sell,
what do you do?



INTERVIEW RESULTS

think ab

win

publican will

bad

CROWDFUNDER

Pinterest

Product Hunt

finding freelancers

tutoring as a service

Yelp

paper review

u2er

etsy

work manager was not

Acron

Uber

industry person

uber pro

Seize Data (app / training)

KICKSTARTER

Tell us about the best food

FEEDBACK

Karma

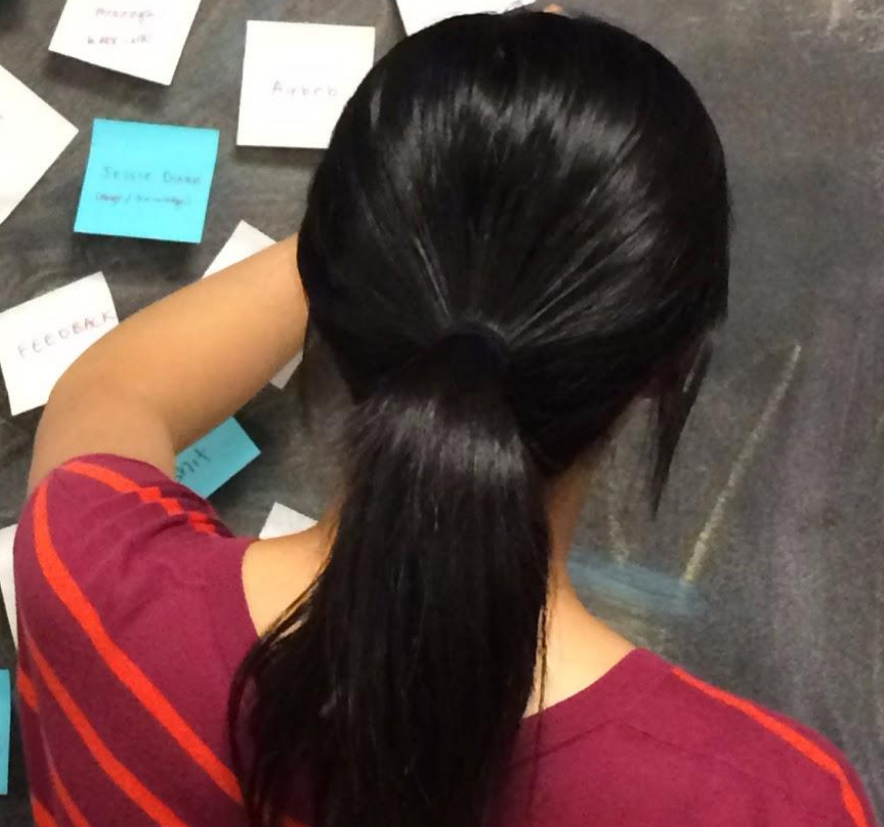
bluetooth

real-time Braille

fiverr

Talent-finding

progress commenting





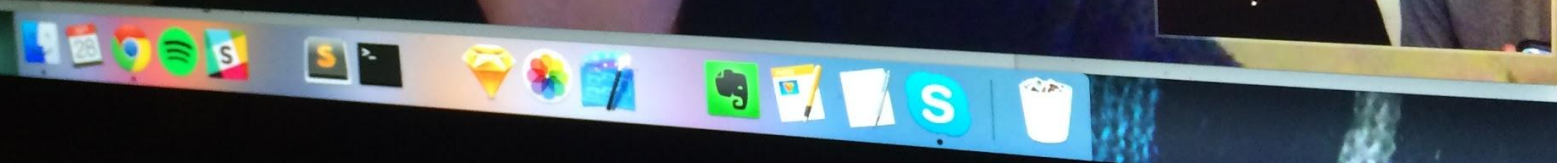
“I always look for mutual friends if I’m buying online from someone”

-Matt

Home
Contacts
Current Calls
Wat...
History



Matt



The topic of trusting **friends'**
recommendations came up
again and again



“I don’t like ULoop
because it’s ugly”
-Lorena



Lorena

**Visual appearance of
interface seems to matter to
users – for example,
Craigslist vs. Etsy**



“Facebook is a really familiar platform, so it’s just more convenient”

-Daniel

A woman with dark hair, wearing a light blue short-sleeved button-down shirt, is seated at a dark green table. She is looking down at a spiral-bound notebook and writing with a green pen. Her left hand rests on the notebook. To her right, a man in a blue polo shirt is seated, facing her. On the table between them are a smartphone, a stack of papers with a circular logo on top, and another spiral notebook. The background shows a dining area with round wooden tables and chairs, and a wall with a radiator and electrical outlets.

Daniel

Multiple interviewees
mentioned using **social
networks** to buy items
online

Visual
appearance
can increase
TRUST

Friends are the #1 trusted source

Visual appearance can increase trust

Social networks can facilitate online shopping

ANALYSIS



INFERENCES

Social networks are used extensively as marketplaces

People want to be safe when buying or selling online

The visual appearance of a site influences the amount of trust a user has.

QUESTIONS

Is there an effective way to integrate friends into an online marketplace?

Are social media transactions the best way to buy and sell among friends?

What kind of visual design helps users start to trust a product?

CONCLUSIONS

People are looking for a secure way to buy and sell.

A new online marketplace needs to establish itself as trustworthy.

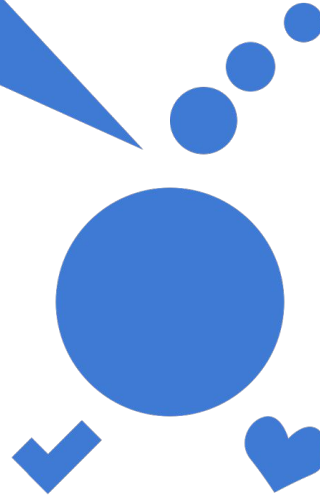
A more professional UI will help users feel safer.

- "It's really hard to do anything on a website when its userbase is too small."
- "I always look for mutual friends if I'm buying online from another person."
- "It's a hassle to go through social media to buy things."
- "Picture focused platforms seem to be really effective. Like Instagram."
- "Quality control is so essential for crowdsourced products"

- Resorting to the web first
- Searching for the lowest price
- Urgency leads to compromise when it comes to selling items
- Trusting images more than text
- Relying on their pre-existing social network
- Security is really important - needing to know exactly who they are meeting online

- Why are they asking me these questions?
- How do I get my purchase?
- Is this site/marketplace reliable?
- How do I keep a safe, spam-free market?
- What's the highest price I can set without losing my potential buyer?
- I need to sell this off really soon!

- Annoyance due to difficulty in searching for items on Facebook
- Distrust in certain items in non-mainstream online marketplace
- Appreciation for niche markets when talking about Etsy
- Worry about being taken advantage of or information being stolen
- Delight coming with getting an item that the user really wanted, especially when there is a premium on it

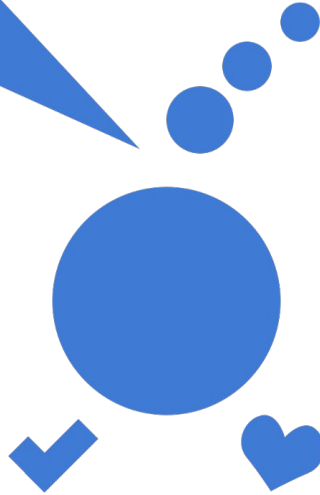


- "I mainly look for textbooks and housing online."
- "I don't like ULoop because it's ugly."
- "I find it hard to sell things that have more personal significance on the traditional online marketplaces"
- "There are concert tickets that people may not want to buy online"
- "Price inflation is a problem"

- Even when an information isn't on Facebook, people still post a link to it on Facebook to advertise it
- On Facebook, transaction takes place through statuses and university "buy & sell" groups
- Judging the sketchiness of a website by its user interface
- Relating more to people in their age group

- Why are these people charging so much for this product? Not worth it.
- Has this been sold already?
- Wow this stuff is actually really crappy.
- It's so hard to write reviews through my mobile app!

- Frustration when user makes a mistake in ordering items ("accidentally", "want geolocate functionality")
- More trust in people in their age group when talking about ULoop ("both buyers and sellers are students!", excited tone)
- Indifference toward getting the best deal or getting unique items
- Excitement in realizing that there is high demand for a product one listed
- Confused because there are so many options



NEED

A balance of
usability and safety

NEED

Ability to
purchase/sell things
quickly

INSIGHT

People using social networks to buy and sell face frustration and annoyance trying to find the right items – **“It’s a hassle.”**

familiarity

INSIGHT

Users of online marketplaces trust images more than text – **“Picture focused platforms seem to be really effective.”**

NEED

to be

TRUSTWORTHY

& CONNECTED

A young man with dark hair, wearing an orange t-shirt, is seated at a round wooden table in a restaurant. He is looking off-camera to the right with a thoughtful expression, his right hand resting on his head. In the background, another person is seated at a table, and the restaurant's interior is visible, including a bar area with bottles and warm lighting. The word "CONTRADICTION?" is overlaid in large white text at the bottom of the image.

CONTRADICTION?

CONTRADICTION?

Social media is a popular way to buy and sell items in a network, but multiple interviewees complained that this was a “hassle” and that they **couldn't find the items they wanted.**

SUMMARY

- A professional **visual identity** that incorporates **images** along with text increases the feelings of trust and security
- Having mutual friends as **common users** increases trustworthiness
- **Familiarity** can be more powerful than features or even ease of use



Taken with a selfie stick!