



# Crowd Power Online Marketplace

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# INITIAL POV

We met **Lorena**. We were amazed to realize that **Facebook was her go-to website** for things like event tickets or hard-to-get items. It would be game-changing to facilitate **buying & selling of items through Facebook**.

## Needfinding: Who we talked to



**Bayian**, electrical engineering student at Stanford

**In person**



**Miji**, mother of three kids

**Video call**

# Needfinding: Why these two?



**Bayian**, electrical engineering student at Stanford

- Student perspective, exploring how people use social media in relation to online marketplaces



**Miji**, mother of three kids

- From a different age group, hearing experiences about extensive use of larger marketplaces like Amazon



Talking with Bayesian

An open book is shown from a slightly elevated angle, lying flat. The pages are white and appear to have some faint text or markings, though they are mostly obscured by a semi-transparent green overlay. The book is centered in the frame. The background is a solid, uniform green color.

**WE HEARD STORIES!**



## BAYIAN

bought soccer cleats that didn't arrive for half a year – the importance of **reviews** and good **customer service**



## MIJI

had a seller on Amazon contact her after she submitted a low rating and try to artificially boost their ratings – the need for more **honest, unbiased ratings**





# Talking with Miji

A photograph of a person with long blonde hair sitting at a desk, writing in a spiral notebook with a pen. The scene is overlaid with a semi-transparent green filter. In the foreground, there is a white mug on a saucer, a laptop keyboard, and another notebook. The text "WHAT WE LEARNED" is centered in white, bold, uppercase letters.

# WHAT WE LEARNED

## What we learned

While reviews are important and increase trust, some reviews are **artificially generated**

The platform should offer some kind of **guarantee** – even if not in the form of traditional customer service, the product should move from the seller to the buyer quickly

**REVISED POVS**

We met **Miji**.

We were amazed to realize how far people and 3rd party sellers were willing to go to **keep their ratings up**.

It would be game-changing to design a new rating system that **reflects the quality of products/sellers accurately**.

We met **Lorena**.

We were amazed to realize that **Facebook was her go-to website** for things like event tickets or hard-to-get items.

It would be game-changing to **leverage people's social networks** to facilitate buying & selling of items without frustration.

We met **Bayian**.

We were amazed to realize that he deemed **secure arrival of items** as one of the most important aspects of online marketplaces.

It would be game-changing for an online marketplace to offer the advantages of crowdsourcing while **guaranteeing reliable shipping and delivery of orders**.

**HOW-MIGHT-WE'S**



How might we provide users  
with a way to sell and  
purchase **time-sensitive  
products?**

How might we help the users so that they can write **high quality reviews** and put each review in a **certain context?**

How might we improve the  
user experience of **obtaining  
purchases?**



**BRAINSTORM  
SOLUTIONS!**

## Solution #1: Ticket Market

A platform devoted to buying and selling time-sensitive tickets for shows, concerts, and festivals

## Solution #2: Five Favorites

A platform where users can share their five favorite products each month and see trending items

## Solution #3: Yard Sale

A location-based buying and selling platform where users can only see products that are within a certain proximity



# EXPERIENCE PROTOTYPES



# TESTING METHODS

After making paper prototypes, we created scripts to **put the testers into an environment where they would be using our product prototypes**

So instead of telling our testers, “Imagine this situation...” we started by **creating an actual scenario**

## Script example: *Jeff as a ticket seller*

**SunMi:** “Hey, isn’t Beyond Wonderland this Friday, which is in two days? How are you going to finish your heap allocator due Saturday?”

**Jeff:** “I know right, I don’t know if I can go anymore... I’m so bummed.”

**SunMi:** “What are you going to do with the ticket then? Are you planning on selling it?”

**Jeff:** “Yeah, that would be ideal.”

**SunMi:** “But how? It’s in two days.”

... **[continued]**

# APPROPRIATENESS OF PARTICIPANTS



JEFF



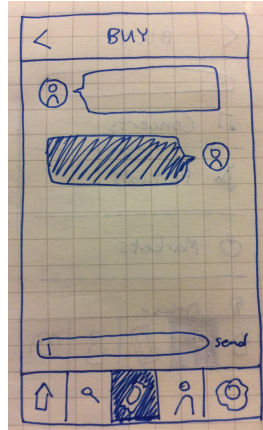
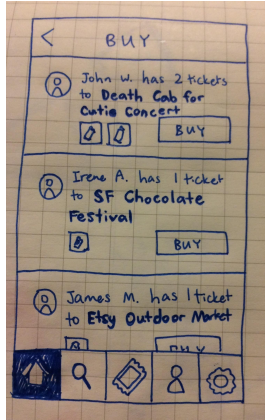
SARAH



CINDY

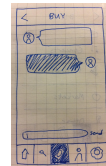
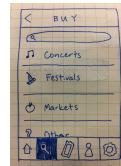
- Diverse backgrounds in terms of education and usage of online marketplaces
- Participants are extreme users or non-users
- People who use different marketplaces (ex: Amazon, Etsy)

# PROTOTYPE #1



HMW from Lorena's POV:

How might we provide users with a way to sell and purchase time-sensitive products?





Testing with Jeff

# PROTOTYPE #1: Ticket Market

**Appropriate for solution #1:** A platform devoted to buying and selling time-sensitive tickets for shows, concerts, and festivals

**Innovation:** Our tester mentioned that he used social media to buy last-minute tickets – Ticket Market **addresses frustration with finding the right events**

# PROTOTYPE #1

## THINGS THAT WORKED

People already post this kind of content – but they are sending out mass emails and posting in Facebook groups where it could get lost



“I would use this... sometimes  
it’s awkward to post on  
Facebook or email asking  
about extra tickets”

-Jeff



# PROTOTYPE #1

## THINGS THAT DIDN'T WORK

More brainstorming around ticket validation is needed

Ensure that people will be reached out to within a trusted network – don't want it to turn into a Craigslist-like community

# PROTOTYPE #1

## SURPRISES

Being able to sort by time-sensitive event (examples: concerts, festivals) is a huge plus – “On social media, I can’t find the events I want to go to. Everything is up to chance.”

# PROTOTYPE #1

## NEW LEARNINGS

Having a way to more easily enter the ticket information would be a plus

Sorting is good, but search would be even more helpful – for example, finding an extra ticket for “Taylor Swift concert”

# PROTOTYPE #1

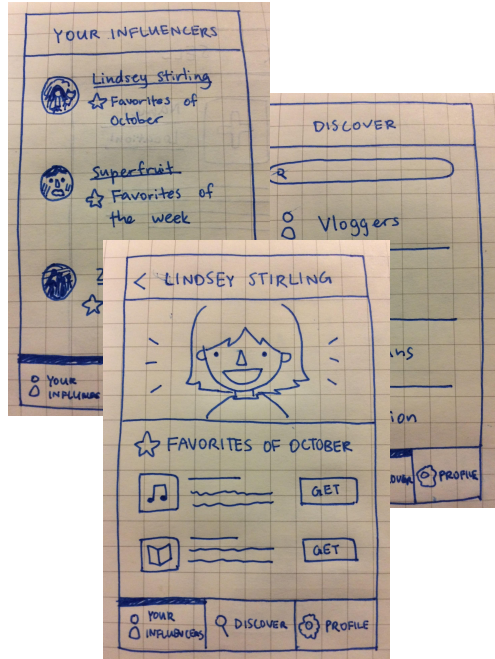
## VALIDITY

Assumption that people want a different platform for time-sensitive items was **valid**.

Using Facebook to buy or sell tickets is frustrating

**New Assumption:** People will trust the platform enough to buy/sell tickets from strangers

# PROTOTYPE #2



HMW from Miji's POV:

**How might we help the users so that they can write high quality reviews and put each review in a certain context?**

Testing with Sarah



## PROTOTYPE #2: Five Favorites

**Appropriate for solution #2:** A platform where users can share their five favorite products each month and see trending items

**Innovation:** Our need finding helped us understand that reviews and recommendations were key to building trust – Five Favorites **addresses the need for trustworthy recommendations**

# PROTOTYPE #2

## THINGS THAT WORKED

Interested in knowing what the trending or the latest “it” items are

Wouldn't mind sharing her favorites with strangers



# PROTOTYPE #2

## THINGS THAT DIDN'T WORK

People need to rate a lot of things for platform to be effective

Not everyone cares about other people's recommendations

# PROTOTYPE #2

## SURPRISES

While she doesn't really care about other people's recommendations, if she by chance finds someone she really likes, she would follow the person and trust that the person will post great reviews

# PROTOTYPE #2

## NEW LEARNINGS

This could be a platform useful as a trend but not necessary as a necessity

# PROTOTYPE #2

## VALIDITY

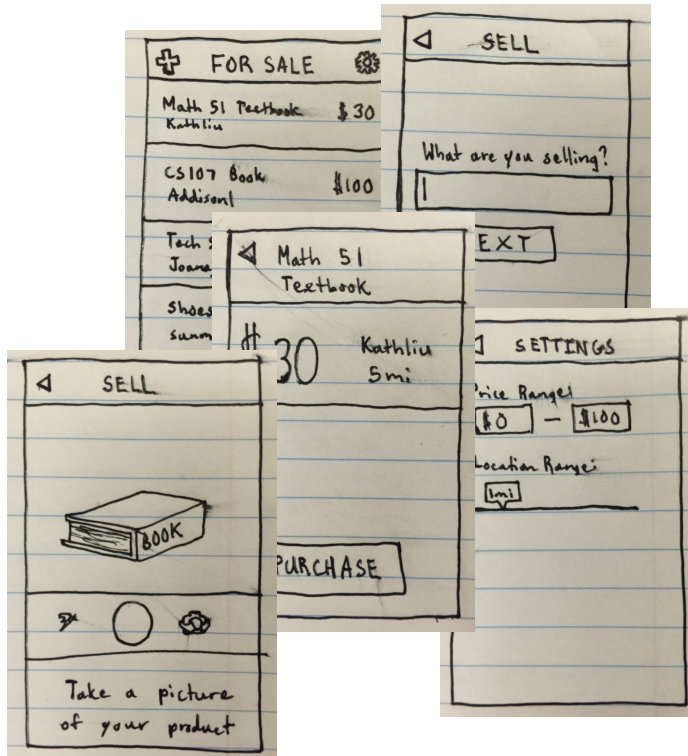
Assumed **people want** to hear what other people's favorites are, she thought it was "**stupid**".

**New Assumption:** people are just looking for **affordable, good products**. They **don't need** someone to tell them.

# PROTOTYPE #3

HMW from Bayesian's POV:

**How might we improve the user experience of obtaining purchases?**





Testing with Cindy

## PROTOTYPE #3: Yard Sale

**Appropriate for solution #3:** A location-based buying and selling platform where users can only see products that are within a certain proximity

**Innovation:** We found that our interviewees were looking for a platform where they could exchange items with people close to them – Yard Sale

**addresses the desire to buy and sell items quickly**

# PROTOTYPE #3

## THINGS THAT WORKED

Could be a better Craigslist

Might be useful for students who want to sell on campus





“I guess it could be helpful,  
but I don’t think I would use it  
after college”  
-Cindy

# PROTOTYPE #3

## THINGS THAT DIDN'T WORK

Maybe useful in college but not afterwards

Location matters less to seller than to buyer

# PROTOTYPE #3

## SURPRISES

Over 10 miles, especially for college students, is equivalent to 100 miles or more

# PROTOTYPE #3

## NEW LEARNINGS

While it could be useful to some, this is not a necessary service

There are too many platforms – the market is saturated

# PROTOTYPE #3

## VALIDITY

Assumed that people want to buy and pick up things **locally**. Found this is **only** convenient for **sellers**.

**New Assumption:** this could be more useful if somehow buyers and sellers could find it **equally convenient**

So... which prototype seemed to best address the needs we found?

# TICKET MARKET

(we plan to do further digging!)