eBay Motors 2019 Design Research Review

Q4 2019 | Amelia Abreu | amabreu@ebay.com

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Background and Executive Summary

Background

*How can eBay Motors create experiences to increase **engagement** from our current core audience of car enthusiasts, and in turn, improve the community to better encourage and support general car buyers?*

*eBay Motors seeks to better support car buyers in providing an improved mobile user experience. We seek to understand the dimensions of car purchasing for enthusiasts and others, and the ways in which they are currently mediated by **workflows, social and community features**, and dimensions of **trust and authentication**.*

*We believe that an improved user experience for enthusiast buyers will provide a better solution for all who use our product. Our approach is **iterative - in validating our design decisions and seeking deeper insights from our users, we will offer a more competitive product**. As a result, the outcome of our research will be **integrated into product design and delivery**.*

[Research Handbook](#)

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Analytics

Usage + Performance

How much, how often, success, completion, flows/patterns

Feedback

Bug reports, support communication

What breaks? Where do users need support?

Metrics

via Apptentive: Usability Metrics, NPS, Engagement Surveys

How do you rate this?

Observation

Usability Testing, In-Context Observation

How do users understand the domain and utilize product/features?

+

→

Design Improvements

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Executive Summary

By integrating design research into the development and design process, the eBay Motors team has been able to make **iterative product design choices** to impact the customer experience.

Through our work, we have successfully built a foundation for **focusing on user needs** and maintained a **continual process for user engagement and learning**.

As emerging data shows, our **investment** in improving the experience has resulted in **fewer support calls** and key audience growth.

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Research Overview

eBay Motors Design Research Overview, 2019-2020

Q2	Q3	Q4	2020
Buy and Sell Trust	**Beta Testing Customer Survey**	**Community and Messaging**	**Escrow and Payments Selling**
Prototype Testing - Buying	Beta Research Launch	Prototype Testing - Community	
Usability Testing - Selling	Internal Beta Findings	Personae and Scenarios	
Prototype Testing - Profiles	Customer Survey Findings	Selling and Messaging	

Findings

van appreciation moment

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Buy, Sell Trust

In this study (n=5), we found that participants indicated higher levels of trust and value with prototype that used automated image sorting when compared to Craigslist, Cargurus, and other competitor sites.
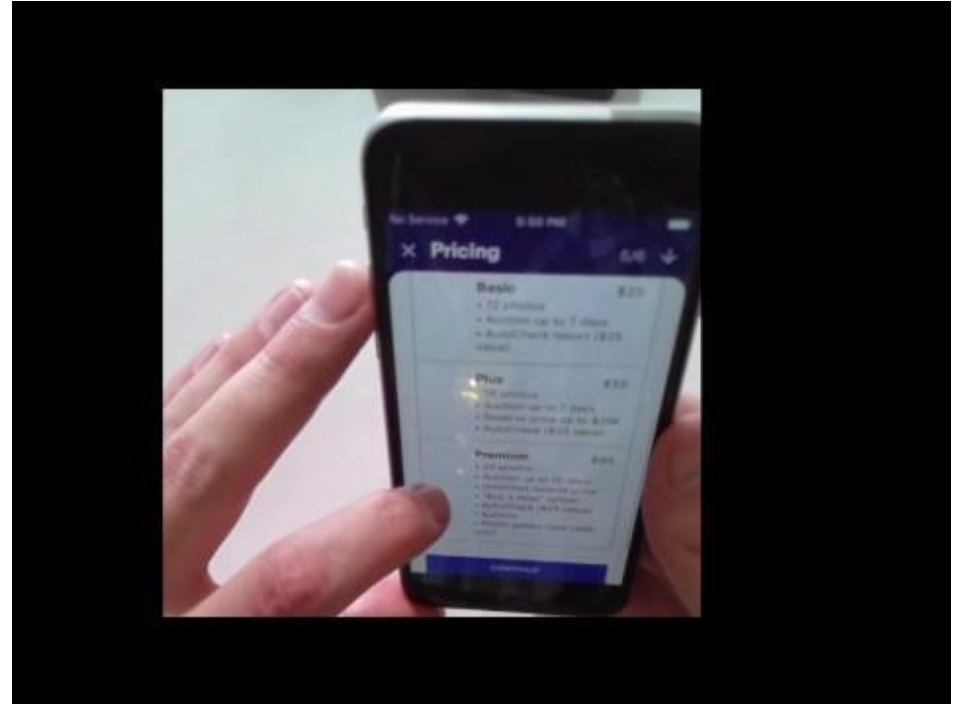
Prototype Testing - Buying

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Buy, Sell Trust

In this study (n=5), we found that participants were able to use and engage with automated listing features while still tailoring the listing to their own specifications or preferences for expression and engagement.
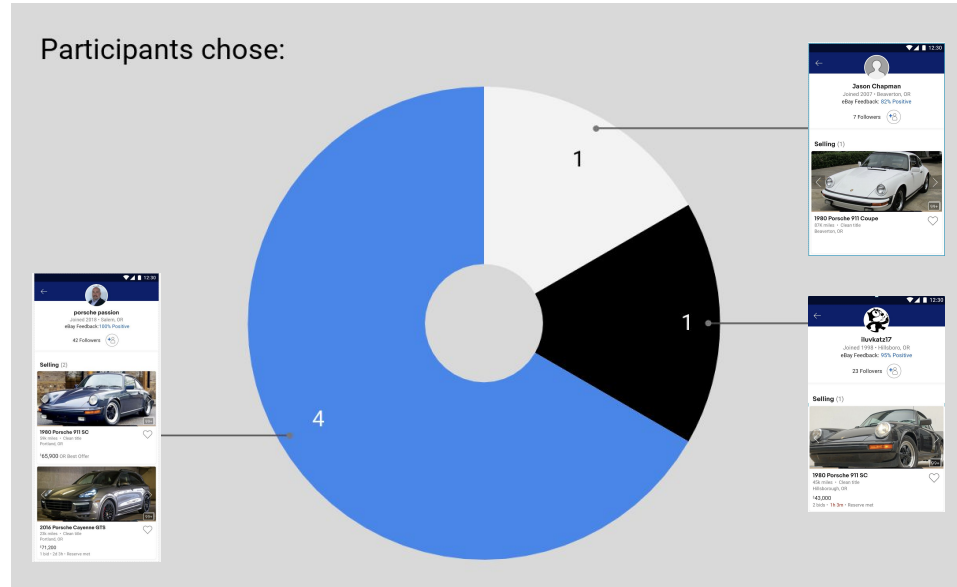
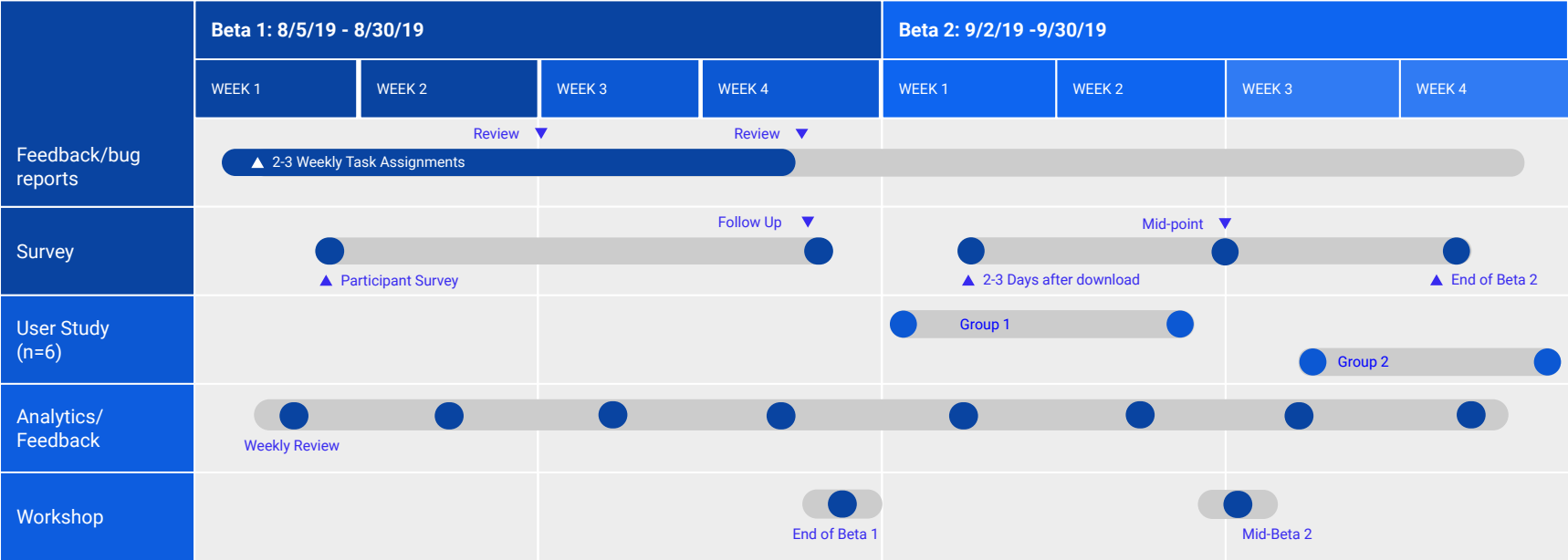**Usability Testing - Selling**

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Buy, Sell Trust

In this study (n=6), we found that the majority of participants, when given the choice between three similar listings, chose the most expensive option with the greatest number of trust indicators (e.g. pictures, seller rating, other listings.

Prototype Testing - Profiles

Participants chose:

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Beta Strategy

	Beta 1: 8/5/19 - 8/30/19				Beta 2: 9/2/19 -9/30/19			
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Feedback/bug reports		Review ▼		Review ▼				
	▲ 2-3 Weekly Task Assignments							
Survey				Follow Up ▼		Mid-point ▼		
	● Participant Survey			●	● 2-3 Days after download	●		● ▲ End of Beta 2
User Study (n=6)					● Group 1 ●		● Group 2 ●	
Analytics/ Feedback	● Weekly Review	●	●	●	●	●	●	●
Workshop				● End of Beta 1		● Mid-Beta 2		

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Customer Survey

Key findings from the 2019 eBay Motors Customer Survey (n=519) include:

Car culture isn't monolithic - it's **increasingly diverse** and **constantly changing**, with many enthusiasts feeling **ambivalent** or disconnected from **car culture at large**.

Social Media has changed a lot for auto enthusiasts, but **IRL events are still key.**

Buying and selling cars on eBay isn't easy, especially if you're not experienced. We have a substantial opportunity to **improve the experience** of buying and selling.

Customer Survey Findings

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Community

In this study (n=6), we found that participants were able to use and engage with community features, including reactions and comment threads. We also observed a spectrum of community engagement behaviors and tactics.

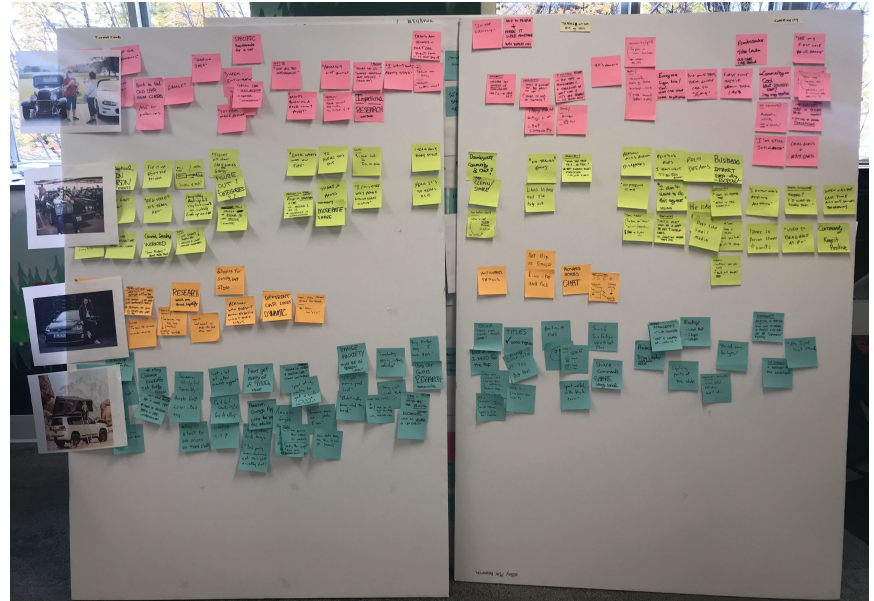**Prototype Testing - Community**

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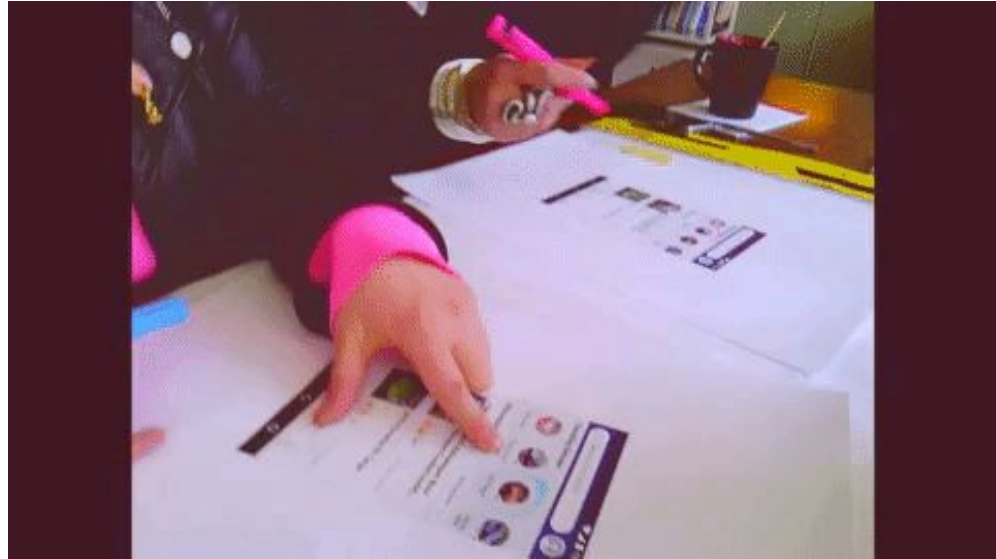
Personae and Scenarios

Drawing on our research data, the design team created several commonly-spotted scenarios and personae for iteration, validation and further development.
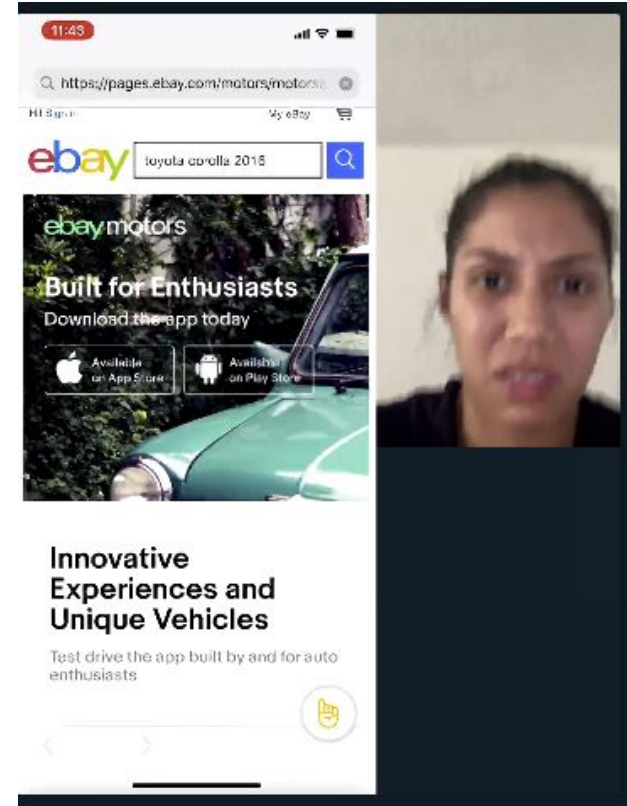
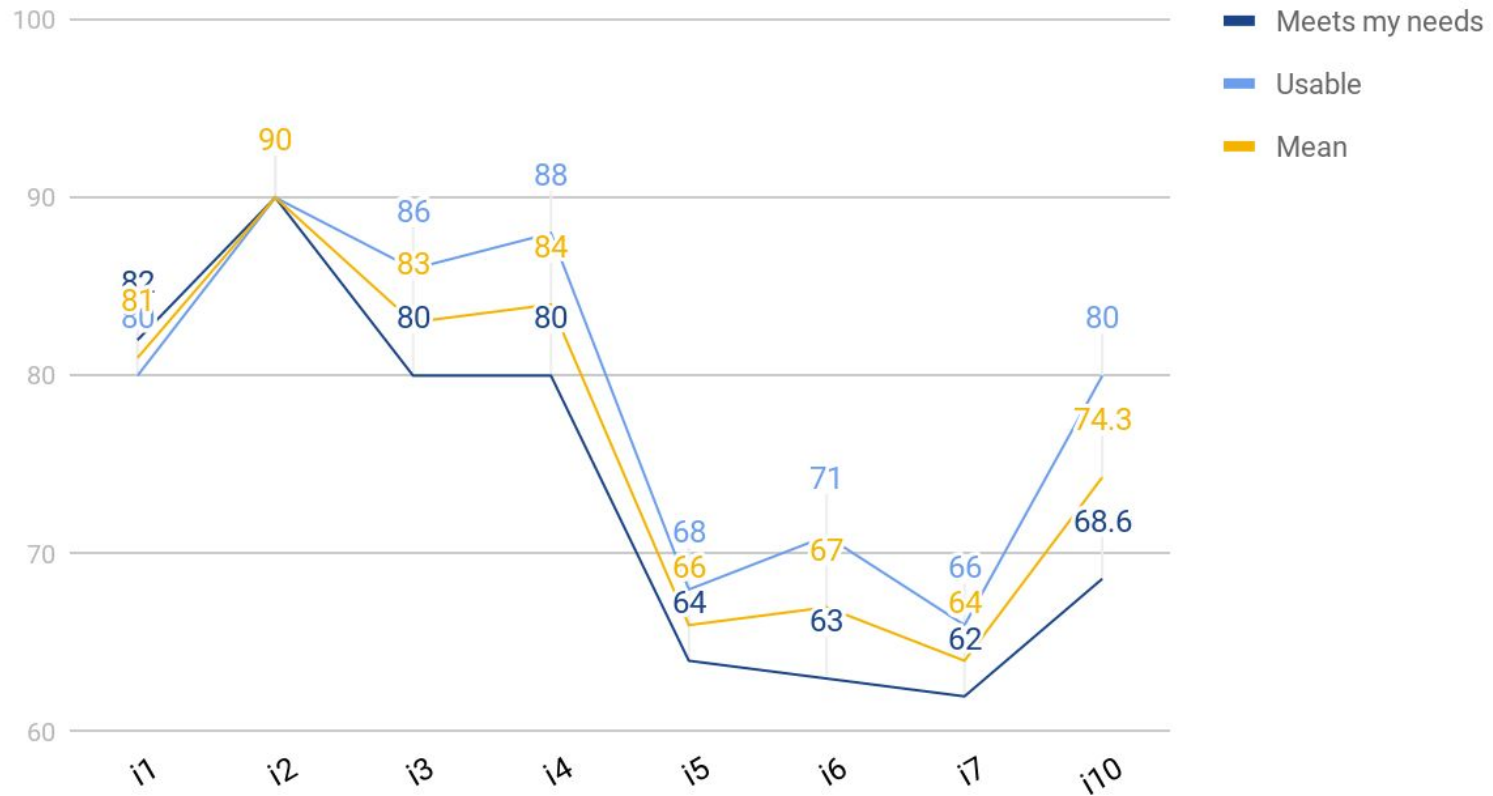**Personae and Scenarios**

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Selling and Messaging

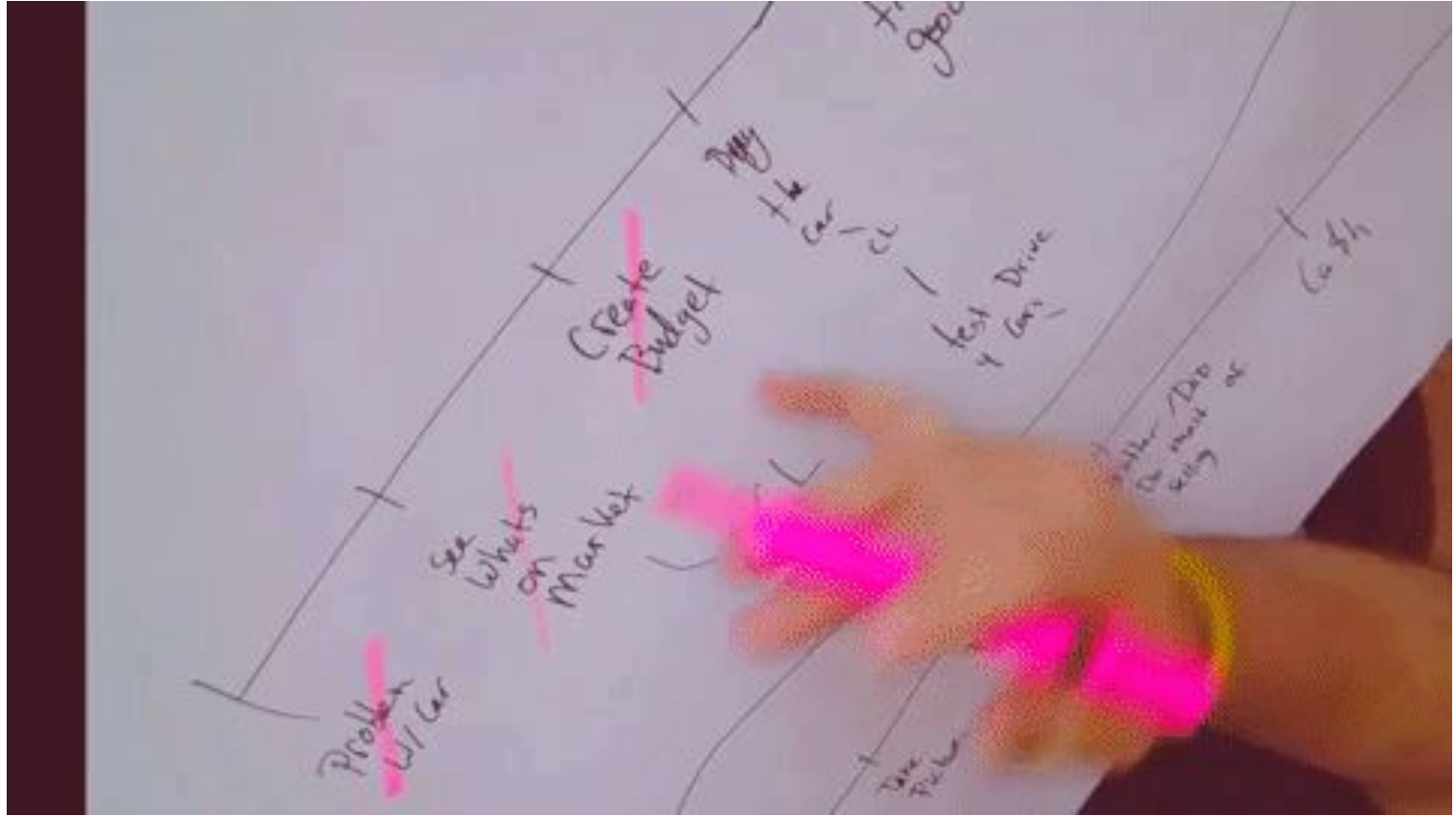In this study (n=10), we are engaging with remote participants to test production features, including Spanish-language localization, buy, and sell.

Selling and Messaging

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UMUX Metrics

Legend:
- Meets my needs (dark blue)
- Usable (light blue)
- Mean (yellow/gold)

Data points:

	i1	i2	i3	i4	i5	i6	i7	i10
Meets my needs	82	90	80	80	64	63	62	68.6
Usable	80	90	86	88	68	71	66	80
Mean	81	90	83	84	66	67	64	74.3

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Recommendations

Goals for 2020

Get outside the building

Prioritize spending time and building connections with enthusiasts on their home turf, including onsite interviews, field observations, community events, along with product-oriented research.

Continue collaboration with Product Teams

Working with design and development, continue to share design research insights as they emerge during team demos for iterative and agile product improvements.

Grow design research practice, expand the impact of findings and feedback

Align with leaders and user councils on strategic priorities

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Next Steps

Thank you!

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