

Project 2. Observation and Interviews

1. Main Sections

- **Research goals**

We want to learn about:

- 1) When students want to sell used items, what channels do they use to find buyers? And what unpleasant experiences or features have they encountered while using these channels?
- 2) What kinds of items are given preference for second-hand rather than new one? What factors do people look for when choosing used items?
- 3) What will people do to get more people to know their second-hand products?(media exposure)
- 4) When students are about to graduate and are in a hurry to sell products, what measures will students want to take to increase the speed of sales? What steps do students want to take to ensure their rights and interests if they need others to represent their goods?
- 5) What kind of communication experience do users want to get when communicating with buyers/buyers?

- **Observations/interview method**

1. Structure of observation/interview

We decided to spend 15 minutes interviewing the respondents in a semi-structured way, and we prepared a total of 11 interview questions, including both closed and open-ended questions.

After obtaining their basic data, we ask the respondent to purchase an item and expect him to carry out this transaction in his usual way for about 25 minutes (if the participant spends more than 25 minutes, we will wait for 5 minutes and ask why after this part is completed), while we observe the respondent's behavior and record the behavior and details. During this time, the group does not intervene or question the respondent, the purpose is to observe and record the real process of people looking for second-hand goods. Afterwards, we ask the interviewees another 10 minutes of questions based on our observations and discuss the details of the transaction.

This approach was chosen because this scenario is likely to be encountered by every respondent, and our group conducted simulations to determine that the time required for the buyer to select an item lasts an average of 25 minutes.

2. Participants list

For this interview/observation, three interviewees were contacted:

Person 1: A non-OSU and non-CS senior student who will graduate this summer. We found the student through Weibo(a social media platform). As students who are going to graduate soon, they might be willing to sell their used stuff as soon as possible in a short period.

Person 2: An OSU graduate student who graduated in Winter2022 and he/she is located in another city now. We found the student through the Second-hand trading group chat. He/she just sold used stuff through multiple platforms and could share their experience with us.

Person 3:A non-CS graduate student who was in his/her first term in OSU and he/she wants to buy some used stuff to set up his/her room. Since this interviewee is a classmate of one of our group members, he is currently in such a situation. He has a lot of experience in buying used items to share with us.

- User Need Statements**

The following is our summary of user need Statements:

- 1) Users need a convenient platform to easily post their stuff and sell them.
- 2) Users need a platform to seek what stuff they need, such as textbooks and furniture.
- 3) Users need the credit score to be a reference to trust each other online.
- 4) Users need instant communications to know details of a product and schedule a meet.
- 5) Users need a way to receive their products in a shorter period of time.
- 6) Users need some reference criteria when deciding on the price of the item they want to sell/buy.
- 7) Users need the third party to solve the conflicting issues during the transaction.
- 8) Users need to get informed when the specific item they are looking for is on sale instead of browsing messages/posts in the group chat.
- 9) Users need the stuff which is consistent with the seller's description.
- 10) Users need to sell the product quickly no matter how low the price is or deliver it directly to the buyer.

- Contribution statement

Member	I1	I2	I3	O1	O2	O3	W
Chi-Ho Chou	Interviewer	Recorder	Recorder	Observer	Observer	Observer	Editer
Danlin Song	Recorder	Interviewer	Recorder	Observer	Observer	Observer	Editer
Jiawei Luan	Recorder	Recorder	Interviewer	Observer	Observer	Observer	Editer
Siming Liao	Recorder	Recorder	Recorder	Observer	Observer	Observer	Editer

Abbreviations explained:

I1: Person 1's interview

I2: Person 2's interview

I3: Person 3's interview

O1: Person 1's observation

O2: Person 2's observation

O3: Person 3's observation

W: Editing documents

2. Supplementary Sections

- Preparation

observation/interview plan:

Our group decided to first take 15 minutes to interview three interviewees, and after the interviews, different tasks were assigned for Person1, Person2, and Person3, as follows.

Person 1: Post a monitor for sale on the Xianyu app

Person 2: Search and buy a used book titled "Interaction Design: Beyond Human-Computer Interaction".

Person 3: Buy a used table in a group chat

The interviewees will be given 25 minutes to complete their respective tasks, after which they will be interviewed for about 10 minutes, based on the observation. At least one panelist was required to record observation notes for

each observation, and the panel was required to ask at least four questions of the interviewee after he or she completed the task.

Interview questions:

- a. Do you have second-hand trading experience? Which form do you use to trade second-hand goods?
 - i. Online
 1. What platforms have you used?
 2. Which ones/which features do you like?
 3. Why do you like it?
 - ii. In person
 1. Offline flea market, why choose offline?
 2. What is the difference compared to online?
 - iii. Group chat
 1. How often do you browse the selling group chat in a week?
- b. What kind of things do you usually sell on second-hand platforms? Why?
- c. Which kind of items would you prefer used over new? Why?
- d. What factors are you most concerned about when you want to sell/buy your stuff? (price, delivery, or time...)
- e. Have you had an unpleasant experience when you were trading used stuff before? What have you experienced?
- f. If you were in a hurry to sell an item, which method would you take to dispose of the item?
- g. When trading in person, do you want the seller to deliver or the buyer to pick up the goods?
- h. Are you willing to have someone help you keep and sell the item after you graduate? How do you entrust this person?(save rental fee..) although you could ask for your friends help...
- i. If you wanted to sell your used item, how would you price/evaluate the item?(New or old, use time)
- j. How long did the seller take to reply to your message? You wish they could reply to you in(right away/ <5min/ <30min/ <2h/ <1 day/ anytime)
- k. Any other experience you want to share.

• Raw data

Interview response:

1. Do you have second-hand trading experience? Which form do you use to trade second-hand goods?
 - i. Online
 1. What platforms have you used?
P1: Xianyu,Confucius Old Books Website
P2: I usually use WeChat.
 2. Which ones/which features do you like?

P1: Xianyu: Can be filtered by the seller's credit score, and can communicate with the seller online. Since the platform has quite a lot of customers, it is trustworthy. Confucius Old Books Website:More used books.

Group chat, because I am going to graduate soon, I don't want to take everything home, but I feel it is a waste if I just throw things away, so I prefer to sell my stuff through these online groups. Also, there's an advantage if I sell my stuff through group chat. If I sell my used textbooks to the bookstore, I will get the same price as I sell them to the recycle community. The price will be really low, and the bookstore will sell them at a really high price. I don't think it will help students like me save money, so I sell my stuff to the Juniors. I think it is a win-win strategy. Since I check the messages of the group chat application everyday, I will check the second-group as well, once I see something that I need or I found I have idle stuff that someone wanted. I will sell them right away. And now we are quarantined, many people are still selling second-hand Zhou Hei Duck, fruit fish, ice powder, everything, and these stuff are also directly delivered to the dormitory, super cool.

P2: I will join the second-hand trading group chats of many schools. There are many people buying and selling second-hand items.

P3: I like the feature that it can automatically get a shipping label for sellers.

3. Why do you like it?

P1: Xianyu:cheap prices, many active users, a wide variety of idle items, various means of payment,Confucius Old Books Website:many kinds of used books.

P2: Easy to post my goods, and everyone has a chance to see my message.

P3: It's quite convenient to post any clothes, and I can label it with brands, colors, style....etc. I can also search any clothes I want with these keywords.

ii. In person

1. Offline flea market, why choose offline?

No respondents have this experience.

2. What is the difference compared to online?

P1: I like the in-person flea market as well, I have sold things and bought some goods through that way. I think compared to the online version, the interaction between buyers and sellers is more interesting, and if I win the bargain, I would have a huge amount of encouragement. Also, we could see the quality of an item directly, it will save more time.

iii. Group chat

1. How often do you browse the selling group chat in a week?

P1: The graduation season two or three times a week, usually will not pay attention to; at the beginning of the school season teachers asked to buy books will be in the group to buy from older students, the rest of the time will not look.

P2: 2-3 times.

P3: Usually 1 time a month.

m. What kind of things do you usually sell on second-hand platforms? Why?

P1: Study materials and books. During the graduation season, you can sell your study materials and books to your next classmates, and you don't have to worry about the safety of the transaction as the transaction target is the younger classmates, and the transaction speed is fast as the match between the transaction items and the transaction target is high.

P2: Everything, I post everything online. Because there is not limit of the post.

P3: clothes, textbooks, furniture... since girls always bought too much clothes. For furniture, as an international student, I need to move around campus but have less budget.

n. Which kind of items would you prefer used over new? Why?

P1: Paper books or learning materials, some of the books of the old version of the publisher is no longer printed, can only be purchased second-hand; there is a part of the books or materials if you buy the original version is more expensive, use a shorter period of time, low economic and not environmentally friendly.

P2: Electronic things, tools. Those things are not really personal and private. And they are ok for health safety concerns.

P3: Textbooks and furniture, these things are usually still new from the pre-owner, and these aren't things that I need to concern about sanitary.

o. What factors are you most concerned about when you want to sell/buy your stuff? (price, delivery, or time...)

P1: The degree of wear and price, the item is 80% new on the premise of considering whether the price is appropriate.

P2: Price and time, I want to buy things with a better cost-performance ratio. Also I want my stuff delivered as soon as possible.

P3: Usually price and how's the quality

p. Have you had an unpleasant experience when you were trading used stuff before? What have you experienced?

P1: I bought the exam book on Xianyu, a total of 24 books, the seller sent one less, because I did not carefully count the number at the beginning, after a long time to find, however, the seller refused to admit.

P2: I met someone who bargained with me. The person asked much lower price than I expected.

P3: Sometimes people said that they were going to buy the item at first, but didn't transfer the money or show up at the end.

- q. If you were in a hurry to sell an item, which method would you take to dispose of the item?

P1:I will choose to post information in the school's second-hand trading group. Because the school trading group transactions are more efficient, and most of the transaction objects are students, the subsequent problems can be resolved more quickly.

P2: I will sell them at a lower price.

P3: I like to sell it in international student group chat since people there usually need things that I'm going to sell.

- r. When trading in person, do you want the seller to deliver or the buyer to pick up the goods?

P1: Buyer comes to pick up items

P2:Depending on the situation, if I have a car, I don't mind picking up or delivering the goods.

P3: I'm free for both.

- s. Are you willing to have someone help you keep and sell the item after you graduate? How do you entrust this person?(save rental fee..) although you could ask for your friends help....

P1: For small, everyday items (clothes, accessories, etc.), I can entrust individuals to help me sell, generally leaving his contact information (cell phone number or WeChat) on; but if it is more valuable items (computers, etc.), I still tend to sell them myself, the price and follow-up problems are easier to solve. However, if it is operating for many years, more mature institutions, you can consider entrusting institutions to sell.

P2:I would like to, but if my friends are willing to help me sell my stuff, I prefer to ask my friends.

P3: It would be nice if there is anyone who can sell and keep my stuff after I graduate. Part of the income will also be shared to people that helps me to make the person trustable.

- t. If you wanted to sell your used item, how would you price/evaluate the item?(New or old, use time)

P1: First determine the degree of wear, for example, 20% wear, then sell at 80% of the original price; also consider the price on the market for the same item to make sure your price is not too far off the average price.

P2:Search the item on ebay and amazon and sell the item under the price I find.

P3: I evaluate with new or old the most. If I keep the item almost new outward but used a lot of time, the price will still be high.

- u. How long did the seller take to reply to your message? You wish they could reply to you in(right away/ <5min/ <30min/ <2h/ <1 day/ anytime)

P1: If it is within five minutes, I will feel that the seller is more willing to communicate, the probability of a successful transaction is higher, I generally

wait up to a day, if a day does not reply to the message I will think that the seller does not want to sell their items.

P2: Since I'm buying a second-hand thing, I'm willing to wait for a day.

P3: Right away, but I know things take time.

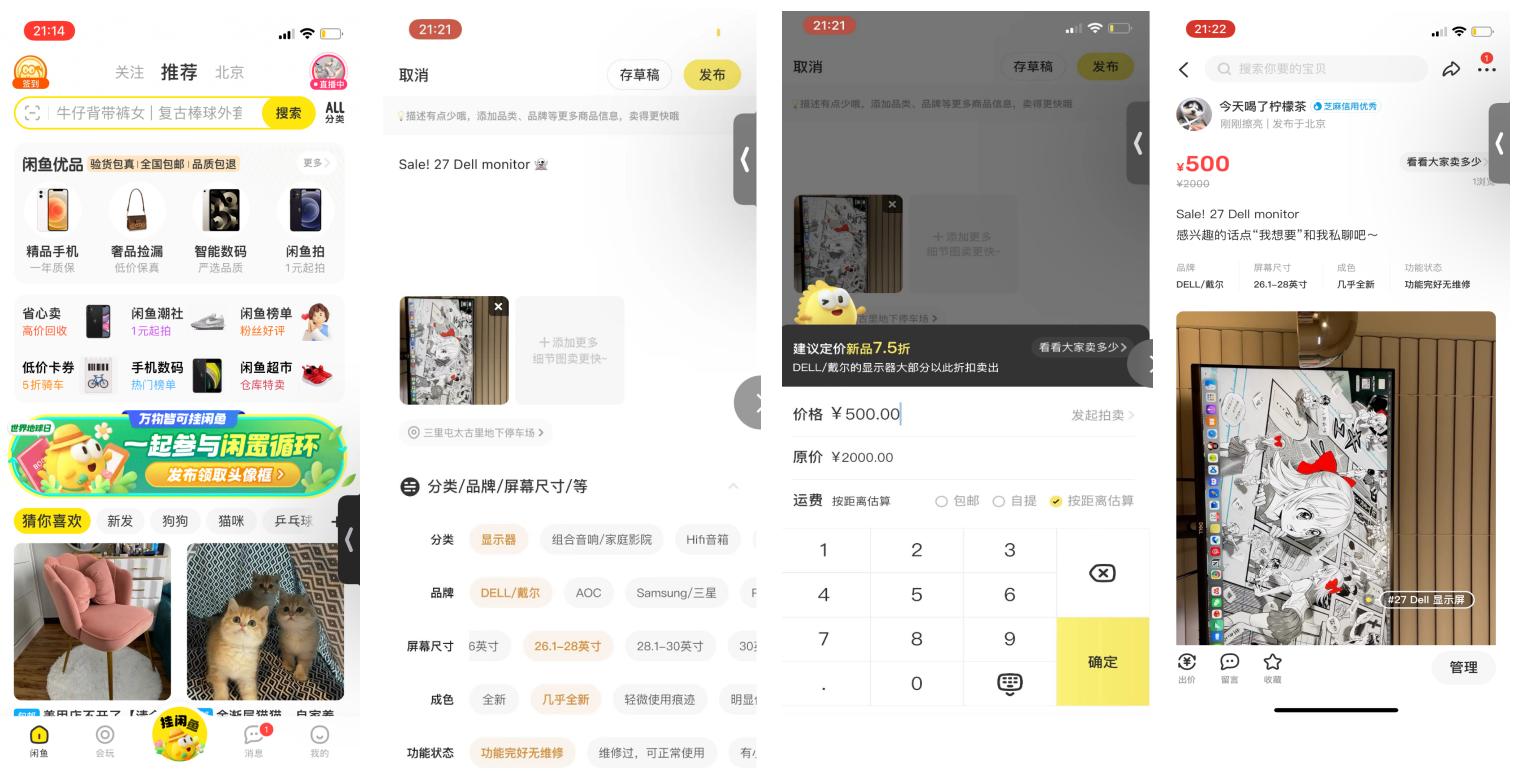
v. Any other experience you want to share?

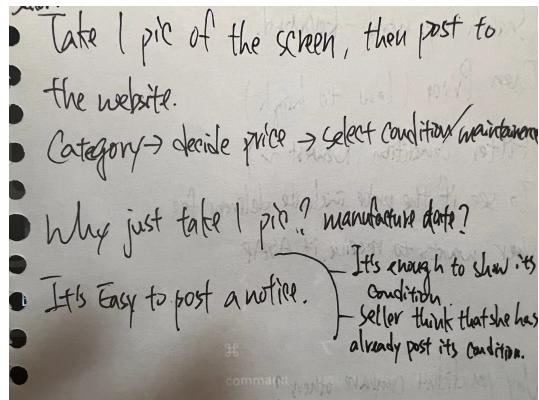
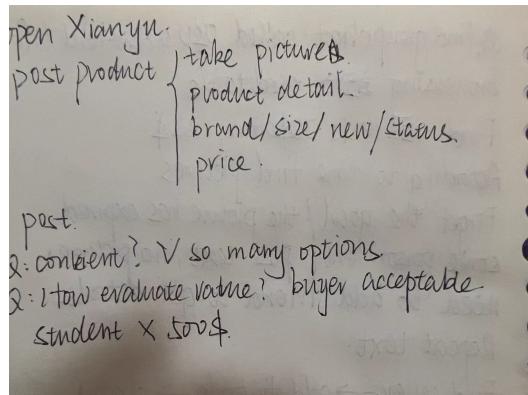
P1: At present, there are many pirated goods in the second-hand market. I think the government or relevant departments need to introduce appropriate policies and regulations to regulate transactions in the second-hand market, which is more conducive to the future development of the second-hand market. If we use online platforms, photos are very important, photos of things must be taken to look good before someone comes to ask. And we also sold flowers in the second-hand group to sell Polaroid pictures, although the result was not bad, but at the day we sale the flowers, they didn't come, but after several days, some people came to us and want to buy flowers, However, the flowers withered, it can not be sold, we felt a little bit upset. (the sale's message did not update in time)

P2: Craglist is a good place to sell your goods.

Oberservation 1:

Our group wants P1 to accomplish the task: Post a monitor for sale on the Xianyu app. The observation notes and subsequent interviews are as follows.





Observation 2:

Our group wants P2 to accomplish this task: Search and buy a used book titled "Interaction Design: Beyond Human-Computer Interaction". P2 first typed "Interaction Design: Beyond Human-Computer Interaction" into google, and the first link that came out was Amazon's purchase method, and there was a "Buy used" option in the page. P2 clicked that option and returned to the Google search page, and kept the Amazon purchase interface. After that P2 entered WILEY's ebook purchase site and closed the site after looking for the price. Afterwards, I added the keyword "used" to google and searched again. P2 found a cheaper price than Amazon used in the AbeBooks site and kept the site. P1 opened ebay from google and started browsing eBay's eBay Money Back Guarantee. P2 started browsing eBay's "All Net Income Goes to Charity" policy. After that, P2 started to browse the book's reviews as well as started to confirm the shipping cost of the book. And told us he decided to buy the book on eBay.

Q: The prices on the AbeBooks website are lower than those on eBay, why did you choose to buy on eBay?

A: Because the price is not much different, but I am more used to buying on eBay, and I can get a 30-day refund if I am not satisfied on eBay.

Q: Is it important to you to have a refund policy?

A: Yes, because I once got a book with a lot of pages missing in the middle and I couldn't return it. I felt very unhappy at that time.

Q: You found this used book on Amazon in a very short time, why didn't you choose him right away?

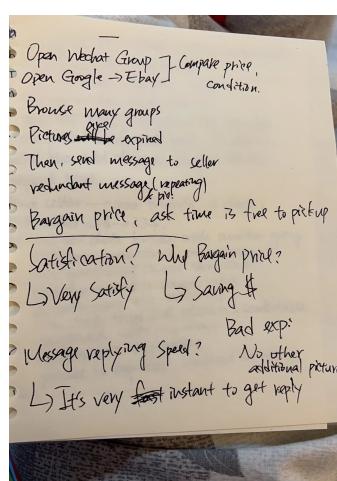
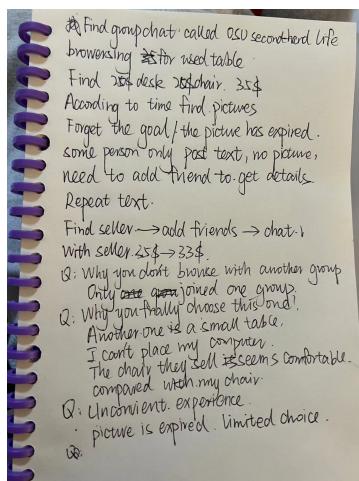
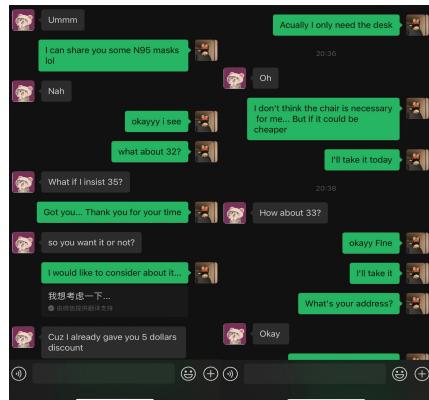
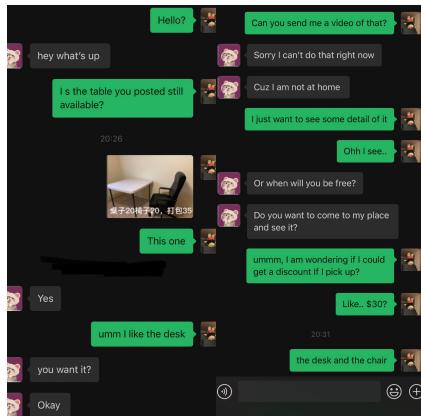
A: Searching more sites would have allowed me to make a more sensible choice.

Q: Have you ever thought of asking a friend or classmate to buy this used book?

A: I can't be sure who has the book, and it would take too much time to ask them one by one. If they don't have it, then I still have to search online.

Observation 3:

Our group wants P3 to accomplish the task: Buy a used table in a group chat. The observation notes and subsequent interviews are as follows.



2. Annotated data or Affinity Diagramming

