

## **Big Hero 6 - Our Product**

### **Why did we choose the settings to observe?**

- While I was unable to observe an online marketplace transaction, I asked people one question to describe their process when being a buyer or seller from any second hand marketplace. They often describe that their most recent purchase was made in an environment indoors, in the comfort of their home or on campus at a lounge. This can refer to how users enjoy shopping or looking for things they need in a comfortable setting, away from work or class. (Bea)
- I observed two different online marketplaces which is the Facebook marketplace and NextDoor, a person posted their item that they were selling for. Many people ask different kinds of questions by trying to learn about the item. NextDoor is just another Facebook but more localized, people in local area also listed their items for everyone in local to see. (Mathew)
- When I looked at offers on OfferUp, Facebook Marketplace, and Craigslist, I noticed that some lack the necessary features to support a smooth customer buying and selling experience, making buyers avoid them. I asked some of my family members about their experience selling items, how they communicate with buyers/sellers, and how their current marketplace applies their experience. Most buyers wasted their time by making an agreement and then not making an exchange by not responding for a while including me. (Leeon)
- I happened to be able to observe an exchange/transaction because my family uses apps similar to our idea and they happened to be doing so at a time I could observe. (Adam)
- I am observe the marketplace that my family and I mostly visit is Amazon marketplace webpage because we are motivated to shop on Amazon with low prices, free shipping, and convenience. (Brandon)

### **Explain what we noticed during the observation.**

- For my first observation, the user starts with having an interest in purchasing a textbook for a required class. They were not interested in purchasing a brand new textbook, as they had heard it was expensive and described it as unnecessary if they will only be using it

for a semester. User tried to search for a free PDF online, but had no success. In the search bar, instead of typing in the title of the textbook, they paste the ISBN number. I know that this is a more precise method when looking for any book without having to look through the different editions and versions. The user messaged their friends who are in the same class and they all said they ended up purchasing a brand new textbook. I can see the frustration in the user's face and look of defeat. Takeaways I learned are to think about more efficient ways to look for certain items, such as being able to scan a barcode or take a photo of the exact item you are looking for.

- For my second observation, the user is interested in purchasing a new camera lens that they can use for future/upcoming projects. They stated that they have checked the photo cages that are available on campus, but the lens they want is often taken/rented out to someone else - making it difficult for them to use it. They put the name of the lens in the search bar, adding price limit and condition filter. They were able to find someone who is selling the lens they are interested in that follows their parameters. They wondered if there was someone on campus who also had the lens and if anyone was selling it or willing to let them try it out before making a big purchase. They stated that buying used items online can be risky because even though there are ways to get your money back if they were to get scammed, they might be wasting a lot of time waiting for an item that may never arrive. Takeaways I learned was thinking about a way to offer seller/buyer protection and have a set a time limit of when an item must be delivered to the buyer, and if the listing does not state that is it unusable or only being sold for parts, buyers can test the product in the presence of the seller to guarantee that it works.
- From what I am observing on NextDoor, it seems to be similar to Facebook but more localized where the app/website determines where you are. People in the local area are selling their things which are open for anyone that is within the area are able to see. It also has many different functions to narrow down on specific things such as search and filter. I noticed that this app doesn't include your address which made it safer for people to sell their things online. My mother uses this app for her business by selling the houses, and some people will see houses being listed for sale. She receives many calls on certain houses, and she experienced that this app is much similar to Facebook marketplace but

it's more local focused. Not only this app allows you to buy and sell, but there are also discussions such as what's happening in the local area, and job hunting as well. (Mathew)

- According to the customers' reviews, it is common in the marketplace world where people struggle to get what they want. In their reviews, I see a similar situation where my family members wasted their time communicating with buyers who broke their agreement. Obviously, buyers may change their minds or make sellers waste their time by talking to them. (Leeon)
- I observed that people will use the app for anything and everything from rocks to shelves. I helped my mom during the exchange as people don't like to be alone when meeting these strangers, especially when giving out their address. We should focus on Safety as it is something people are concerned about. We should also implement a way for users to explore posts through filters and searches. (Adam)
- Amazon Marketplace is an e-commerce platform owned and operated by Amazon that enables third-party sellers to sell new or used products. Using Amazon Marketplace, third-party sellers gain access to Amazon's worldwide customer base. People can use the search bar to find specific products or browse through categories and subcategories to discover items of interest. (Brandon Mata)

### **What challenges or problems might people face that we can help with?**

- Challenges or problems people might face that we can help with are how listings are organized. On applications like Ebay, users are able to add filters and sort to narrow down their choices. A way we can expand on this is to think about ways to group items based on different colleges (Engineering, Art & Design, Business, etc.) so that it can make it easier for buyers to look at what they may or may not need. (Bea)
- I Noticed that it is very hard at first to tell who you are interacting with as there is not always a face on the screen you are interacting with so adding a feature to directly communicate with each other is essential as well as having the form to set a meeting time and location for the exchange. Another thing I noticed is you don't always know exactly what you're getting, things like dimensions would be really helpful so you know if you

can fit whatever you want to get in your car/trunk. You also don't know how heavy the item is so you might not be able to carry it by yourself. (Adam)

- I noticed it's hard to convince buyers to confirm that they are buying the products from my family members that they were willing to sell. In such cases, communicating with them more than necessary is important to ensure that they will confirm themselves to exchange the products and transactions, even ask for more photos from different sides. For buyers, not enough information from sellers will be suspicious since sellers should be more responsive when it comes to serving their customers. It's important to have communication as a priority, and give properly rating. (Leeon)
- From what I noticed in NextDoor and FaceBook marketplace, some of sellers do not include many different photos in different angles to show the item as whole. Also there are some scammers typically post one photo of object and listed as non-reasonable price which is not safe for people to buy from, this is more of less information for buyers. (Mathew)
- To be careful for other people uses Amazon Marketplace to buy iPhones, there are scams selling things, making people buy iPhones for 20 dollars. That seems wrong and could them a broken phone, nail clippers, blush, or iPhone covers. People who have never used Amazon Marketplace before should use it because it is reasonable, fair, and not too high. (Brandon Mata)

**Identify a list of “research questions” of things you want the answer to.**

1. What specific items or products are you looking to purchase for campus, and why?
2. How often do you use other applications that sell secondhand items for school related supplies?
3. How essential are convenience and accessibility when searching for a product you need online?
4. If you were to be a seller, how do you envision your offerings will improve and expand to better serve the needs of the school campus in the future?
5. Have you ever sold anything online? If so, what challenges or obstacles have you encountered as a seller and how have you addressed them?

6. What measures do you take to ensure the quality and safety of your products or services?
7. How would you describe your experience on an app/website (facebook marketplace, ebay, etc)?
8. Are there any additional customization options that you would like to have?

**Identify a list of interview questions used.**

1. What do you like/dislike about our product?
2. How should we improve our product?
3. How important is the safety of your items in our product?
4. If you were to recommend our product to a friend or colleague, what key selling points or benefits would you highlight?
5. Would you use our product and why?
6. What other features would you recommend we add to our product?
7. How useful would this be to you as a faculty-member/Student?
8. How much of a difference would using this make in your life?
9. How would you feel if you could no longer use our product?
10. How did you discover our product?

## **Adam Badre**

Adam Badre, 9/16/2023, ~12:00 - 12:30, Pittsford, NY. At this time and place I observed and Participated in facebook marketplace pickups at my home.

Firstly, it is quite weird to observe people using this type of service as there is no central physical location to this type of service. However I have been able to observe people using this type of service as it is online and used alot in my community. People will use the app for anything and everything from rocks to shelves. I helped my mom with this service as she usually doesn't like to be alone when meeting these strangers especially when giving out her address.

One thing I Noticed was that it is very hard at first to tell who you are interacting with as there is not always a face on the screen you are interacting with. Another thing I noticed is you don't always know what you're getting, things like dimensions would be really helpful so you know if you can fit whatever you want to get in your car/trunk. You also don't know how heavy the item is so you might not be able to carry it by yourself.

I have noticed that people tend to be quite friendly/respectful when you meet them in person but they can also seem quite nervous/cautious sometimes. I think that it depends on how that person is feeling but either way it is clear that people don't want to be put into a dangerous or weird situation.

## **Mathew Annechiarico**

Mathew Annechiarico, September 21 2023, 8:14pm

Nextdoor is the website and app that the communities use to communicate, buy and sell, and I am going to be observing on.

From what I am observing, it seems to be similar as Facebook but more localized area that the app/website determine on where you are. People in local area are selling their things which is open for anyone that is within the area are able to see. It also has many different functions to narrow down on specific things such as search and filter. I noticed that this app doesn't include your address which made it safer for people to sell their things online. My mother uses this app for her business by selling the houses, and some people will see houses being listed for sell. She receives many calls on certain houses, and she experienced that this app is much similar to Facebook marketplace but it's more local focused. Not only this app allows you to buy and sell, but there are also discussions such as what's happening in the local area, and job hunting as well.

## **Bea Chin**

### **Observation Subject 1**

- 9/19/23, early to mid afternoon, 1:10PM
- User is indoors inside their bedroom scrolling through Ebay to look for a textbook they need for one of their classes
- They would search for the title of the textbook or use the ISBN number
- They have been searching for awhile and have tried to search for a free PDF version
- User reaches out to friends who are in the same class as them and tries to ask them where they got it from, but they also were unable to find a used version of the textbook and had to pay for a brand new one
- User and friends are frustrated and complain about how expensive it is and how they will have no use for it at the end of the semester

### **Observation Subject 2**

- 9/20/23, around noon, 12:32PM
- User is indoors on campus in one of their college's lounge areas
- They are interested in searching for a new camera lens that they can use for upcoming/future projects
- They have checked the photo cages available on campus, but the lens they wanted has been taken out by someone else and they would have to wait until it is available again
- While they were able to find someone who is selling the lens they are interested in, they wondered if there was someone on campus who also has the lens and if anyone was selling it
- They stated that buying used items online can be risky because even though there are ways to get your money back if they were to get scammed, they wasted a lot of time waiting for an item that would never come



## **Brandon Mata**

Brandon Mata, September 25, 2023, 7:15 PM

Amazon Marketplace is an e-commerce platform owned and operated by Amazon that enables third-party sellers to sell new or used products. Using Amazon Marketplace, third-party sellers gain access to Amazon's worldwide customer base.

My family and I mostly visit the Amazon marketplace webpage because we are motivated to shop on Amazon with low prices, free shipping, and convenience. My father also uses Amazon marketplace for his desk and his truck. This time, he ordered a car mat so he could not get the bottom of the seat dirty. He ordered the wrong size, so he has to call Amazon, or the seller can return the mat and get a different size. Luckily, he could contact the seller to switch the mat to a different size. I do not remember what the cost was that he ordered, but I am seeing the cost of the car mats. There are so many options with different prices, from 20 to 70 dollars.

Also, to be careful for other people uses Amazon Marketplace to buy iPhones, there are scams selling things, making people buy iPhones for 20 dollars. That seems wrong and could them a broken phone, nail clippers, blush, or iPhone covers. People who have never used Amazon Marketplace before should use it because it is reasonable, fair, and not too high.

## **Leeon Noun**

Personal observation of selling:

I sold two items: a PS4 Pro and a graphics card. I communicated with buyers who were interested in purchasing my items. I noticed the marketplace has a lot of scammers. I got scammed once and exposed my address, so I led them to the nearest park before I could give the specific address. I was able to sell two of my products, but being exposed to a scam will impact my personal information like home address and phone number. There's no perfect marketplace that doesn't have verifications for sellers to sell their products, like Facebook marketplace and Offerup.

Observations:

When I looked at offers on OfferUp, Facebook Marketplace, and Craigslist, I noticed that some of them lack the necessary features to support a smooth customer buying and selling experience. I asked some of my family members about their experience selling items. This problem is especially common in the Facebook Marketplace and OfferUp. Many buyers also waste sellers' time by initially agreeing to an exchange but then failing to follow through, creating frustration for both parties.

According to the customers' reviews, it is common in the marketplace world where people struggle to get what they want. In their reviews, I see a similar situation where my family members wasted their time communicating with buyers who broke their agreement. Obviously, buyers may change their minds or make sellers waste their time by talking to them.

I noticed it's hard to convince buyers to confirm that they are buying the products from my family members that they were willing to sell. In such cases, communicating with them more than necessary is important to ensure that they will confirm themselves to exchange the products and transactions, even ask for more photos from different sides. For buyers, not enough information from sellers will be suspicious since sellers should be more responsive when it comes to serving their customers. It's important to have communication as a priority.