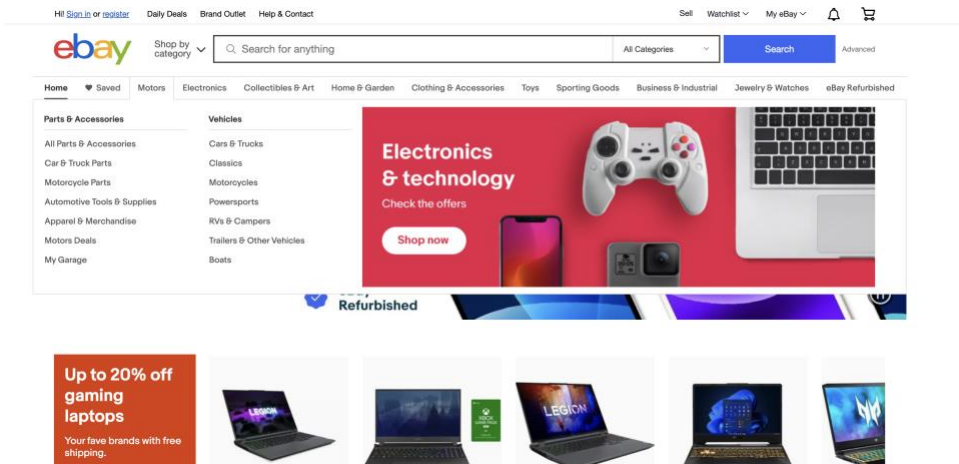




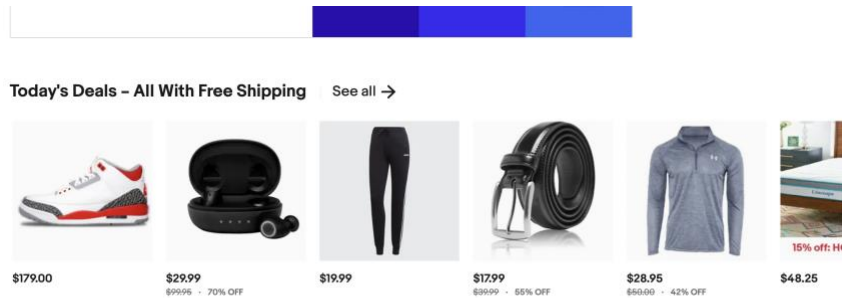
eBay is an American multinational e-commerce company that facilitates consumer-to-consumer & business-to-business sales through its website. It is one of the oldest and the longest running e-commerce website since the birth of the internet.

Following are the user experience aspects that I liked:

1. Expandable menu for categories. eBay has grouped items into categories which expand when you hover over a category:



2. eBay has a “Today’s deals” section on the homepage with discounted deals which can attract the eye of the user. It is a good marketing strategy for the businesses as well as a buyer who is looking to buy a specific product might also buy another item from the list of discounted items, increasing potential sales of other businesses.



3. User can see two separate options either to register or sign in. Most e-commerce website only have a single option to sign-in/register. Keeping both options separated reduces the number of steps a user takes to either register or sign in.

Hi! [Sign in](#) or [register](#) [Daily Deals](#) [Brand Outlet](#) [Help & Contact](#)

4. The product page tells you the number of items sold. It also tells the date when the item was purchased by someone.

VINGLI Industrial Office Desk 47 inch Game Table Workstation for Bedroom Home

Condition: **New**
 color: **Walnut**
 Quantity: More than 10 available
55 sold / [See feedback](#)

Price: **US \$47.99**

[Buy It Now](#)
[Add to cart](#)
[Add to Watchlist](#) [▼](#)

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Note: Seller may have revised this listing after you made a purchase.

User ID	Variation	Buy it now price	Quantity	Date of purchase	Action
_***8	color: Walnut	US \$47.99	1	10 Sep 2022 at 10:58:52pm PDT	
u***s	color: Teak	US \$42.99	1	10 Sep 2022 at 3:44:17pm PDT	
9***8	color: Walnut	US \$47.99	1	7 Sep 2022 at 8:43:29am PDT	
n***_	color: Walnut	US \$47.99	1	6 Sep 2022 at 3:26:35am PDT	
p***.	color: Teak	US \$42.99	2	4 Sep 2022 at 4:57:37pm PDT	
l***r	color: Walnut	US \$47.99	1	4 Sep 2022 at 5:22:19am PDT	

Below are the significant improvements I would suggest:

1. Duplicate listings of the same product should be reduced if they are sold by multiple sellers. There should be only one product listing which allows user to buy that product from a group of sellers.
2. The product feedback in eBay only accepts text. It should also allow users to add pictures of the item in the product feedback.
3. Item description should be on the main section of the product page below the price. User should not have to scroll to the bottom of the page to get to the product description.
4. Home page should be simplistic with fewer and non-redundant menu items so that the user is not overwhelmed where to navigate. eBay currently has a horizontal menu bar as well as a menu drop-down which serve the same purpose. Only one menu bar should be present.
5. The top navigation bar should be fixed. It should not disappear when the user scrolls to the bottom of the page.

Use case:

1. Simple User Registration use case:

Use case 1	Register on eBay
Actor	User
Basic Flow	User searches for ebay.com in the browser. The page loads. On the top left of the page, the user locates the Register button. User clicks on the button which takes them to the registration page. They enter email and password and click submit. User is registered.

2. Simple Login use case:

Use case 2	Login on eBay
Actor	User
Basic Flow	User searches for ebay.com in the browser. The page loads. On the top left of the page, the user locates the Register button. User clicks on the button which takes them to the registration page. They enter email and password and click submit. User is registered.

3. Middleweight Unsatisfactory product use case:

Use case 3	User is not satisfied with item received
Actor	User
Description	The user received a product they purchased. They are not satisfied with the quality of the product and want to return it.
Alternate Flow 1	User can go to order history, and select the return item option
Alternate Flow 2	User can call customer support to get their issue resolved.

4. Middleweight Forgot password use case:

Use case 4	User forgot their ebay.com password
Actor	User
Description	User tries to log in with their credentials, but they get incorrect password error
Alternate Flow 1	They try to remember the password until the correct password is entered
Alternate Flow 2	They go to the reset password option and create a new password

5. Heavyweight purchase items use case:

Use Case 5	Purchasing an item on ebay
Actor	User
Use Case Overview	A user wants to purchase a product on ebay. They will go to ebay.com and search for their favourite product. Once they find the product of their liking, they will add the product to the cart, select payment options, delivery details and place the order.
Subject Area	E-commerce
Actor(s)	The user
Trigger	User needs an item which is available at a discounted rate on eBay.com
Precondition 1	The item is available at a discount
Precondition 2	The item is available on eBay.com

Basic Flow: Purchase Item

Description	This scenario describes where only search items, add items to cart, and make payment are required. This is the main success scenario.
1	User goes to ebay.com in their browser
2	User enters the desired product keyword in the search bar

3	User scrolls through multiple listings of the product
4	User clicks on a listing
5	User checks the product description
6	User selects the quantity of items
7	User selects add to cart
8	User proceeds to checkout
9	User selects the payment options
10	User selects the delivery address
11	User confirms purchase
Termination Outcome	User receives the product

Alternate flow 1: Items low in stock

Description	User wants quantity 10 and only 5 are available
1	User searches for item in the search bar
2	User selects the favourite item from the product listings
3	Product details shows only 5 quantity is available
4	User purchases items of 5 quantity
5	Looks for the same product from another seller
Termination Outcome	User finds the product in desired quantity

Alternate flow 2A: Incorrect payment details

Description	Payment is declined when user uses a particular credit/debit card when making a purchase
2A1	User checks if credit/debit card number is entered correctly
2A2	User checks if the credit/debit card security code is entered correctly
2A3	User attempts payment again
Termination Outcome	Payment successful

Alternate flow 2B: Payment declined during purchase

Description	Payment is declined when user uses a particular credit/debit card when making a purchase
1	User verifies if there are sufficient funds in the payment method
2	User adds another payment method with sufficient funds
3	User attempts payment again
Termination Outcome	Payment successful

Alternate flow 3A: User forgets username

Description	User forgets their username when trying to log in
1	User selects the forgot username option
2	User selects verification method by email/SMS
3	User received verification message by email/SMS
4	User verifies and receives username
Termination Outcome	User can login

Alternate flow 3B: User forgets password

Description	User forgets their password when trying to log in
1	User selects the forgot password option
2	User password recovery by email/SMS
3	User clicks on password reset link
4	User enters new password
Termination Outcome	User can login