

## X Product feedback



Embroidered oversized

### X Seller feedback



Kevthekiw

97% positive feedback

Pro

How s

★

#### Item as described

How accurately did your item match Kevthekiw's listing?



#### Seller communication

How well did Kevthekiw communicate key information?



#### Delivers on time

How well did Kevthekiw meet the delivery timeframe?



< Back



Next >

# Structured feedback

Experiments to learn the buyer impact  
of improving our feedback system.

Q3 FY23, Mo-buyer (iOS and Android app)



## EXEC SUMMARY

### PROBLEM

**We identified item ratings and feedback as a key opportunity to give buyers more confidence in committing to a purchase,** by helping buyers to feel more confident in an item, and the person they are buying from.

**We'd been seeing a growing amount of customer feedback about dissatisfaction with our current feedback system,** and also observed the high effort required from Support Experience for feedback moderation and disputes.

### OPPORTUNITY

In Q3 of F23, **we ran a series of experiments surfacing feedback on marketplace listings** to help us understand how improved seller feedback and item ratings could create customer and commercial value. Our goal from these experiments, was to **validate opportunities for the buyer strategic roadmap.**

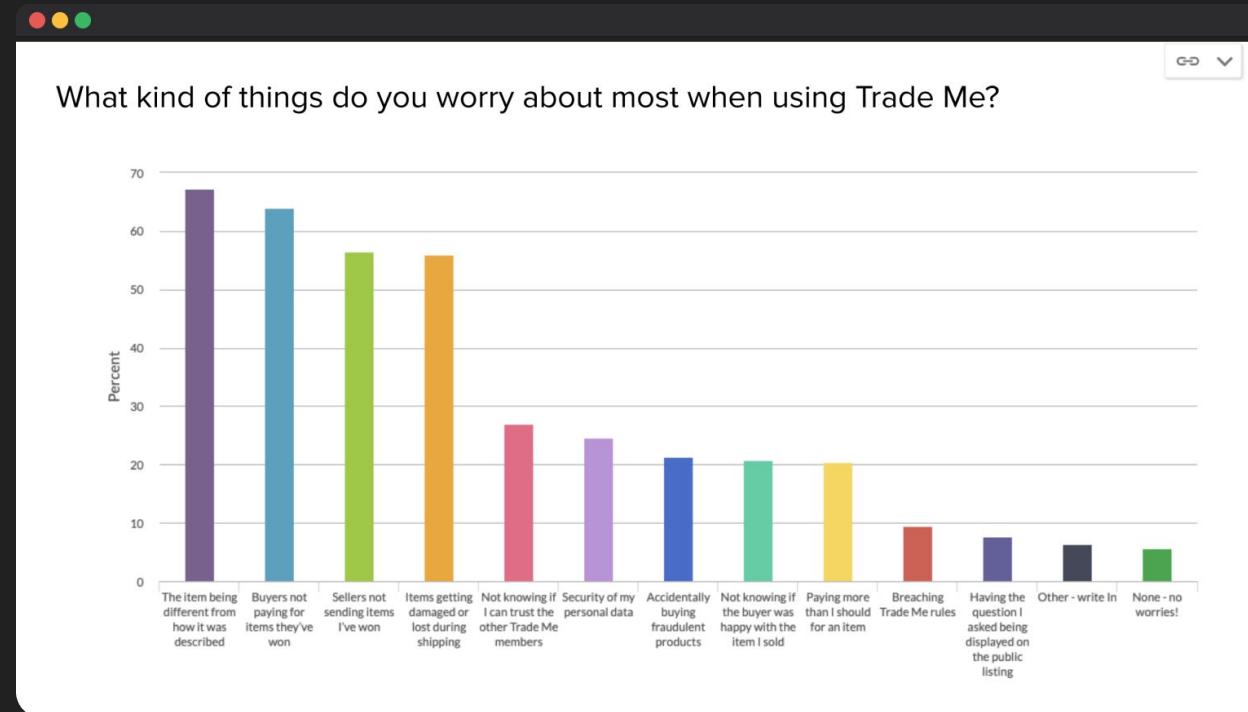
### IMPACT

As a direct result of the experiments we ran, **we observed an 3.4% increase in listing view to purchase conversion on iOS.** We also saw a positive shift in Listing View to Purchase conversion rates for the other experiments, but due to the dataset size we could not make a conclusion that this is a statistically significant difference.

## DISCOVERY

What provides the greatest surety for members?

*Top concern is  
the items  
arriving not as  
described.*



Source Trust survey 2020

## DISCOVERY

What provides the greatest surety for members?

The slide contains the following elements:

- Enhanced feedback**: A callout box containing:
  - 98% positive feedback
  - 341 ⚡
  - Item as described: ★★★★★ 5/5
  - Communication: ★★★★★ 5/5
  - Time to get goods: ★★★★★ 4.6/5
  - Packaging: ★★★★★ 5/5
- jo39495**: The seller's profile name.
- Current profile**: A chart showing satisfaction levels:
  - 52.3% Somewhat happy
  - 35.3% Completely happyPercent scale: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
- ID verified**: A chart showing satisfaction levels:
  - 49.7% Somewhat happy
  - 39.8% Completely happyPercent scale: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
- Enhanced feedback**: A callout box containing:
  - 96.9% positive
  - 36.7% Somewhat happy
  - 60.2% Completely happyPercent scale: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
- Doubles buyers purchase confidence**: A handwritten-style text with an arrow pointing from the enhanced feedback section to the satisfaction charts.

## COMPETITORS

**amazon**

6,552 reviews ★★★★★

Item reviews 662 Shop reviews 6,552

5 stars	95%
4 stars	3%
3 stars	1%
2 stars	0%
1 star	0%

With photos Filter by rating ▾

✓ All reviews are from verified buyers

★★★★★  
Beautiful desk accessory, and super fast shipping. Thank you!

Purchased item: Small Wooden Tray - Oaky...

28 Oct. 2022

Helpful?

★★★★★  
Look: very fine work and item looks high quality Quality: excellent and I loved the additional mats to adapt to all...

Purchased item: Dual Laptop Stand Wood...

**eBay**

Item as described 5.0

Communication 5.0

Shipping time 5.0

Shipping cost 5.0

This item (51) All items (8.7k)

All ratings ▾

+ 0\*\*\*7 (103) · Past month

love it

Garmin STRIKER 4 Fishfinder with 4-Pin...

**airbnb**

★ 5.0 · 40 reviews

Search reviews

Cleanliness	4.9
Accuracy	5.0
Communication	5.0
Location	5.0
Check-in	5.0
Value	5.0

22

Such a beautiful little cabin, so peaceful and serene, will definitely love to come back and stay again 😊

**Etsy**

star seller 2,430 sales ★★★★★

Star Seller  
Star Sellers have an outstanding track record for providing a great customer experience - they consistently earned 5-star reviews, dispatched orders on time, and replied quickly to any messages they received.

**trademe**

NZ Bank Deposit

1 question

About the seller

ljosmynd (237) ★★★★  
Member since April 2009  
Wellington City, Wellington

99.6% positive Feedback

Seller's other listings

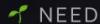
Discover Notifications Watchlist My Trade Me



Ratings ratings

## USER NEEDS

User interviews: What gives buyers the most surety?



**Confidence in product quality** before committing to purchase.

If one had photos and one had none or **bad photos**, then that would be the deciding factor.

Trade Me Buyer

I just thought 'stupid me' its too good to be true

I wouldn't of bought it.

Trade Me Buyer



**Confidence in the seller trustworthiness** before committing to a purchase.

Below 90% (positive feedback), it's **highly likely I wont buy off them.**

Trade Me Buyer

## INSIGHT

User interviews: What gives buyers the most surety?



Buyers are reluctant to place negative feedback for fear of receiving the same in retaliation.

Thats unfair bc that does **scare you to give bad feedback on someone else.**

It is probably better for the community if I'd left good feedback.

Trade Me Buyer

**15,134 tickets**

*Current estimated  
cost to the business  
per year.*



**1,553 hours handling** = **\$56,286.93**

(Excludes 30% un-productive time)

(Total hours x Median SX salary)

Source



## Seller reliability

- Not knowing if they can trust the seller
- Not knowing what the seller's service is going to be like.



## Item quality

- The item won't match the description
- The item will be poor quality or won't work



"I've been scammed before."

"The condition of what I am purchasing. I don't want to be buying something that is just rubbish."

"Because items may not arrive or may not be in the condition described."

The decision to buy an item is impacted by **confidence** in the **item quality** and in the **seller reliability.**

Members will feel more **comfortable** committing to a purchase, if we show them **more detailed feedback** and rating information **about the item**, or about **the seller**.

**Understand the customer value and commercial outcomes** that can be achieved by improving our approach to seller or item feedback.

## PRODUCTION EXPERIMENTS

Feedback capture

**Product feedback**

Embroidered oversized script crew - Cream - Triple Threat

**Product quality**  
How satisfied are you with the quality of this product?

5 stars (5)

**Seller feedback**

Kevthekiw1 97% positive feedback

**Item as described**  
How accurately did your item match Kevthekiw1's listing?

5 stars (5)

**Seller communication**  
How well did Kevthekiw1 communicate key information?

5 stars (5)

**Delivers on time**  
How well did Kevthekiw1 meet the delivery timeframe?

5 stars (5)

Product ratings

Embroidered oversized script crew - Cream - Triple Threat

Order today, and receive a free pair of socks with your order!

4.8 (7 ratings this year)

Closes: 8 hrs

\$150.00

Quantity  
Only 1 left!

Colour  
3 colours available

Size  
3 sizes available

XL

Discover Notifications Watchlist My Trade Me

Seller ratings

Payment  
Ping  
NZ Bank deposit

Buyer Protection

1 question  
Ask a question

**About the seller**

Kevthekiw1 (166) IN TRADE  
Member since June 2020  
Auckland City

99% Positive Feedback

**Item as described** ★ 4.9 (32)

**Seller communication** ★ 4.4 (30)

**Delivers on time** ★ 4.2 (32)

Sellers other listings

Discover Notifications Watchlist My Trade Me

Feedback sentiment

99% Positive feedback

Read feedback that mentions

Delivery Item as described Communication

Kevthekiw1 (19) Perfect as described, fast shipping, recommended to all traders, Thanks 10 Mar 2023

Kimthekiw2 (19) Goods as described and fast shipment. What's not to like! 09 Mar 2023

Klausthekiwi3 (19) Completely satisfies with my purchase, prompt communication from the seller and the product arrived promptly well packaged and as advertised. 06 Mar 2023

Kodythekiw4 (19) Awesome trader, speedy service and delivery 06 Mar 2023

Keelythekiw5 (19) Seller did really well to communicate key information, especially with item delays. 02 Mar 2023

Sellers other listings

Discover Notifications Watchlist My Trade Me

# Android & iOS: New Feedback Flow

## Seller ratings

**Seller feedback**

 Kevthekiw  
97% positive feedback

**Item as described**  
How accurately did your item match Kevthekiw's listing?  


**Seller communication**  
How well did Kevthekiw communicate key information?  


**Delivers on time**  
How well did Kevthekiw meet the delivery timeframe?  


• • • [Next >](#)

## Product ratings

**Product feedback**

 Embroidered oversized script crew - Cream - Triple Threat

**Product quality**  
How satisfied are you with the quality of this product?  


[Back](#) • • • [Next >](#)

## Current feedback screen

**Overall feedback**

**Tell us about your overall experience**

 Positive    Neutral    Negative

**Write a public review**  
This will be published to the sellers profile, and may only be edited once.

[Place feedback](#)

Note: Abuse of the feedback functionality may result in your membership being suspended.

[Back](#) • • • [Next >](#)

## View feedback placed

**Feedback placed**

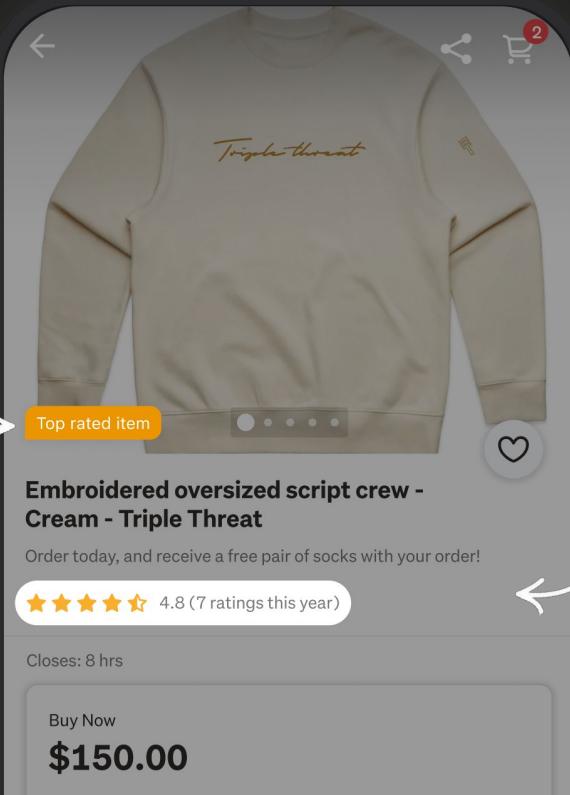


**Thanks for placing feedback!**  
Your feedback helps our Kiwi community to keep doing better.

[Read feedback Kevthekiw placed](#)

# Android & iOS: Product ratings

iOS + Android



*Top rated item  
tag on highly  
rated items*



*Star rating system  
on multi-quantity  
listings*



## EXPERIMENT 3

# Android: Seller ratings

Call out  
higher on  
the LDP

The image displays two side-by-side screenshots from a mobile application. The left screenshot shows a product listing for a crew neck shirt. It includes a summary card with a large 'Buy Now' button labeled '\$150.00'. Below this are fields for 'Quantity' (Only 1 left!), 'Colour' (Cream), and 'Size' (XL). At the bottom are 'Add to cart' and 'Buy Now' buttons. The right screenshot shows the seller's profile for 'Kevthekiwii'. It lists payment methods (Ping, NZ Bank deposit), buyer protection (Buyer Protection), and a question section. The 'About the seller' section shows a profile picture, the name 'Kevthekiwii' with a 166 rating, and a 'Member since June 2020' badge. It also shows a 99% positive feedback rate. Below this are three performance metrics: 'Item as described' (4.9), 'Seller communication' (4.4), and 'Delivers on time' (4.2). A callout box on the left points to the 'Item as described' rating.

Call out higher on the LDP

Additional seller ratings lower on LDP

Rating Category	Score	Count
Item as described	4.9	(32)
Seller communication	4.4	(30)
Delivers on time	4.2	(32)

# iOS: Seller feedback sentiment

Call out  
higher on  
the LDP

The image shows two screenshots of an iOS application interface. The left screenshot displays a product listing page for a item. It includes fields for 'Buy Now' (\$150.00), 'Quantity' (Only 1 left!), 'Colour' (Cream), 'Size' (XL), and buttons for 'Add to cart' and 'Buy Now'. Below this are shipping details: '\$5.99 shipping to Wellington', 'Expected delivery 2-5 business days', and 'Pick-up from Mt Cook, Wellington'. A callout bubble at the bottom left of this section contains the text: 'Other buyers often mention Delivery in their feedback. [View sellers feedback](#)'. The right screenshot shows a list of five positive reviews under the heading '99% Positive feedback'. Each review includes the reviewer's name, star rating, date, and a brief summary. An annotation with a curved arrow points from the text in the callout bubble to the heading 'Read feedback that mentions Delivery'.

99% Positive feedback

Read feedback that mentions

Delivery Item as described Communication

Kevthekiw1 (19) 10 Mar 2023 Perfect as described, fast shipping, recommended to all traders, Thanks

Kimthekiw2 (19) 09 Mar 2023 Goods as described and fast shipment. What's not to like!

Klausthekiwi3 (19) 06 Mar 2023 Completely satisfies with my purchase, prompt communication from the seller and the product arrived promptly well packaged and as advertised.

Kodythekiw4 (19) 06 Mar 2023 Awesome trader, speedy service and delivery

Keelythekiw5 (19) 02 Mar 2023 Seller did really well to communicate key information, especially with item delays.

Sellers other listings

Feedback on  
LDP filtered  
by sentiment

## ADDITIONAL HYPOTHESES

1. Buyers will **feel safer to leave honest feedback**, resulting in a broader range of feedback sentiment, with more Neutral and Negative ratings.
2. Q&A volumes will decrease because **buyer confidence is higher**, reducing the need to ask questions.
3. Time spent looking at a listing before clicking buy now will go down because **people can make a decision more quickly.**
4. Members will be **less likely to click through to view a seller's feedback** when a summary is available on the LDP, reducing clicks.
5. Buyers who see Feedback and Ratings on the LDP will be **less likely to abandon a buy now start.**



# Place Feedback flow

## Seller ratings

### Seller feedback



#### Item as described

How accurately did your item match Kevthekiwii's listing?



#### Seller communication

How well did Kevthekiwii communicate key information?



#### Delivers on time

How well did Kevthekiwii meet the delivery timeframe?



## Product ratings

### Product feedback



Embroidered oversized  
script crew - Cream - Triple  
Threat

#### Product quality

How satisfied are you with the quality of this product?



## Current feedback screen

### Overall feedback

#### Tell us about your overall experience



Positive



Neutral



Negative

#### Write a public review

This will be published to the sellers profile, and may only be edited once.

Place feedback

Note: Abuse of the feedback functionality may result in your membership being suspended.

## View feedback placed

### Feedback placed



#### Thanks for placing feedback!

Your feedback helps our Kiwi community to keep doing better.

[Read feedback Kevthekiwii placed](#)



## HYPOTHESIS

Buyers who **feel safer to leave honest feedback**, will result in **a broader range of feedback sentiment**.

Proven

Positive reviews  
decreased by 0.46%

Source: Metric breakdown

Overall feedback

Tell us about your overall experience

Positive    Neutral    Negative

Write a public review

This will be published to the sellers profile, and may only be edited once.

## INSIGHT

**When placing negative feedback, buyers fear retaliation.**

We think by revealing feedback received only once feedback has been placed we could reduce the ability for retaliation, and buyers could feel safer to leave honest feedback.

That's unfair bc that does **scare you to give bad feedback on someone else.**

It is probably better for the community if I'd left good feedback.

↙ Neutral reviews  
**increased by 43%**

Trade Me Buyer

Negative reviews  
**increased by 23%**

Results are referencing Android only



## HYPOTHESIS

Buyers who **feel safer to leave honest feedback**, will result in **a broader range of feedback sentiment**.

Proven

### Seller ratings

Seller feedback

Kevthekiw 97% positive feedback

**Item as described**  
How accurately did your item match Kevthekiw's listing?

**Seller communication**  
How well did Kevthekiw communicate key information?

**Delivers on time**  
How well did Kevthekiw meet the delivery timeframe?

### Product ratings

Product feedback

Embroidered oversized script crew - Cream - Triple Threat

**Product quality**  
How satisfied are you with the quality of this product?

*Buyers wrote more in the written feedback field, during the period of our experiment.*

### Overall feedback

Tell us about your overall experience



Positive



Neutral



Negative

### Write a public review

This will be published to the sellers profile, and may only be edited once.

Place feedback



## HYPOTHESIS

Buyers who **feel safer to leave honest feedback**, will result in **a broader range of feedback sentiment**.

Proven

*94% of the time, buyers gave 5 star ratings!*

Source: Metric breakdown



Seller feedback

Kevthekiw  
97% positive feedback

Item as described

How accurately did your item match Kevthekiw's listing?

★★★★★

Seller communication

How well did Kevthekiw communicate key information?

★★★★★

Delivers on time

How well did Kevthekiw meet the delivery timeframe?

★★★★★

*Only 1% of the time, buyers gave 1 star ratings*





## HYPOTHESIS

Buyers who **feel safer to leave honest feedback**, will result in **a broader range of feedback sentiment**.

Proven

**4.87** ↙

Average ratings score

Item as described **4.89**

Seller communication **4.86**

Product quality **4.84**

Delivers on time **4.87**

Source: Metric breakdown

## Conclusion

**For the majority of the time, buyers are really happy with product quality and seller service they receive from Trade Me sellers**

There's a great opportunity for us to communicate this to prospective buyers.

*Rating averages were very high...*

*Buyers rated their experience highly across all categories.*

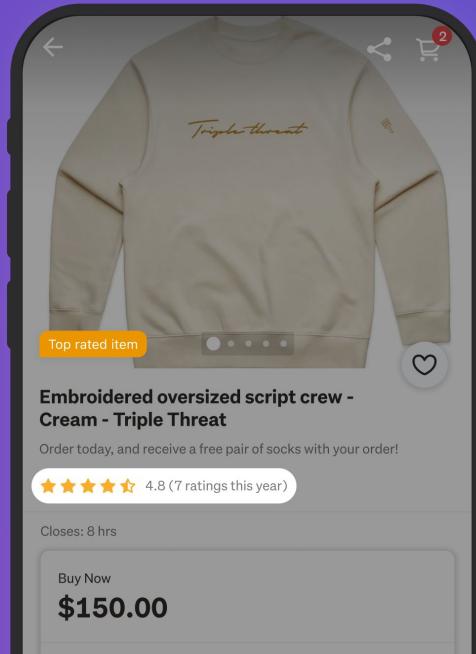




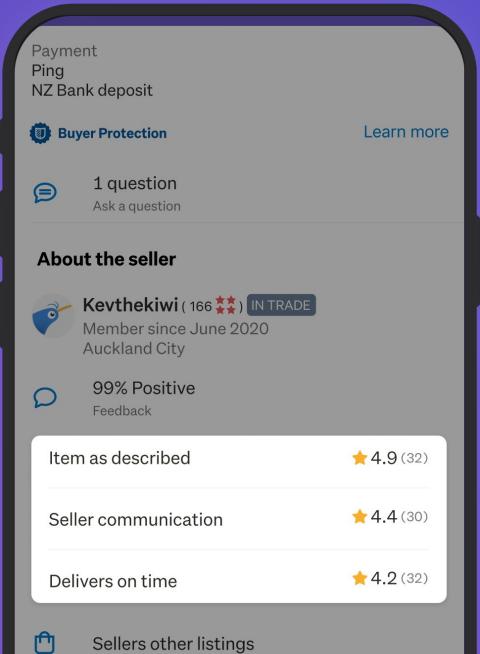
## EXPERIMENT RESULTS

# Feedback surfacing

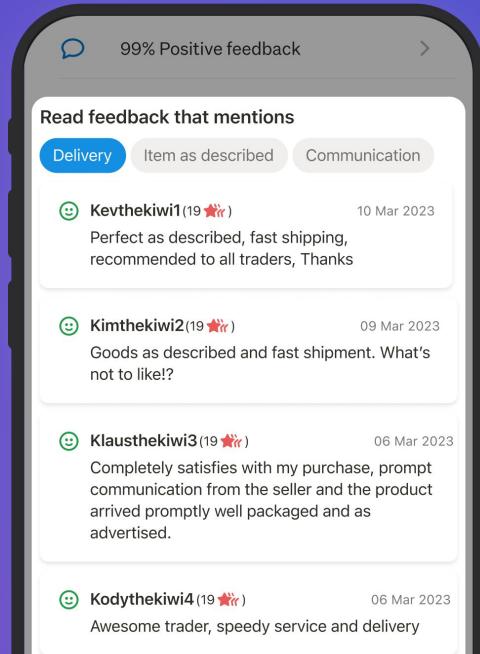
Android & iOS: Product ratings



Android: Seller ratings



iOS: Feedback sentiment

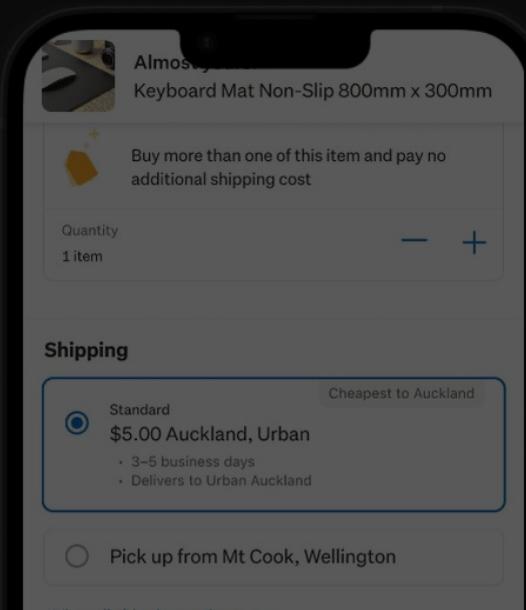




## HYPOTHESIS

Buyers who see Feedback and Ratings on the LDP will be **less likely** to abandon a buy now start.

✖ Disproved



No change across all 4 experiments



## CONCLUSION

**Feedback & Ratings might still influence Buy Now completion if shown in the purchase flow.**

This would be a valuable future experiment.



## HYPOTHESIS

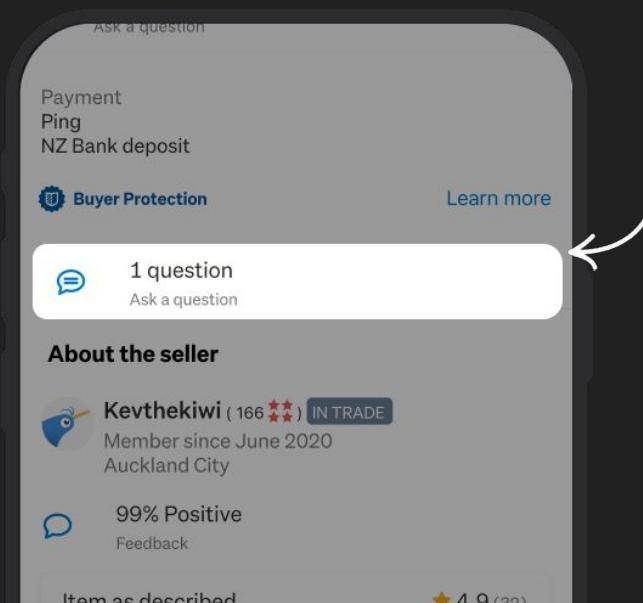
**Q&A volumes will decrease because confidence is higher and buyers don't need to ask questions.**

Proven

## CONCLUSION

**Decreased Q&A use is a good indicator of increased buyer confidence**

As we know that Q&A use is linked to getting confidence in a purchase, it's a great sign that Q&A rates dropped for both item rating experiments.



**Decreased Q&A volume by 12% for iOS item rating.**

\*Not statistically significant, but close.

Source: Metric breakdown



## HYPOTHESIS

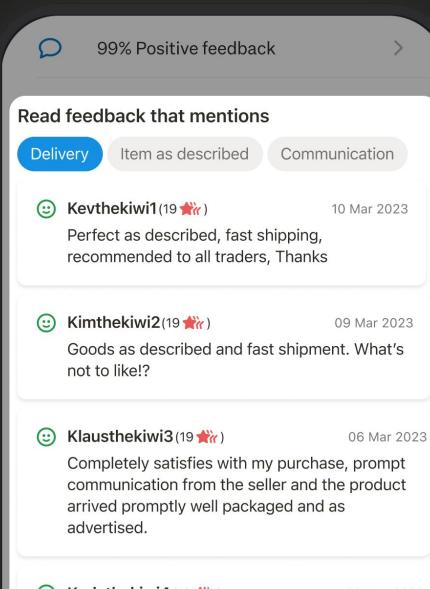
Time spent on the LDP before clicking buy now will go down because people can make a decision more quickly.

Proven

## CONCLUSION

### Seller sentiment increased confidence

Buyers made a quicker buy now decision when we highlighted past feedback sentiment about the seller.



3s faster to click Buy Now  
← for iOS seller experiment

Source: Metric breakdown



## HYPOTHESIS

**Members will be less likely to click through to a seller's feedback page when a summary is surfaced on the LDP.**

Proven

*5.8% reduction  
for both seller  
experiments* ↗

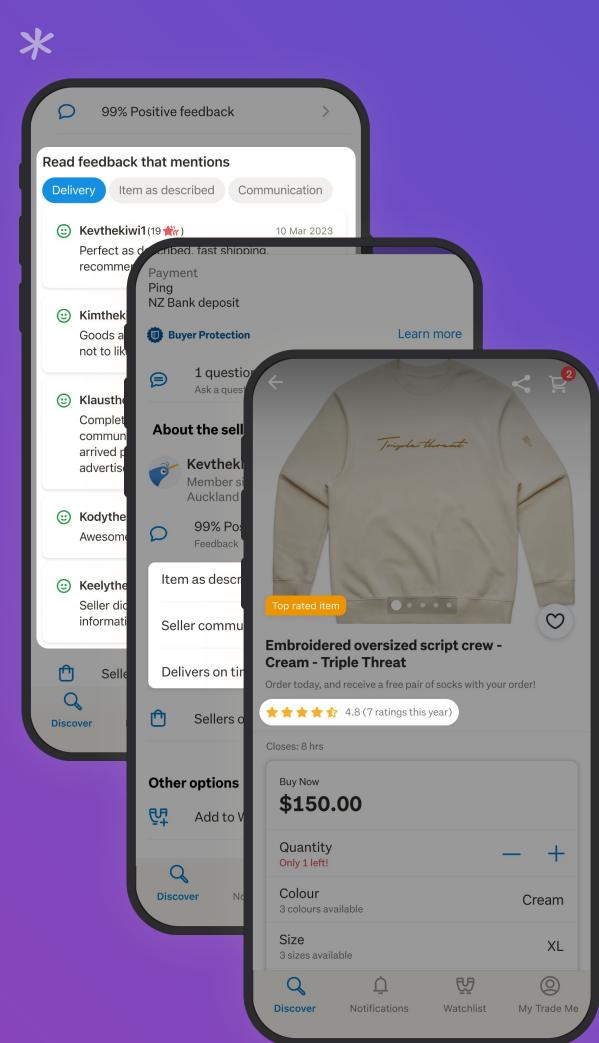
Source: Metric breakdown

The image displays two side-by-side screenshots of mobile application interfaces. The left screenshot, labeled 'iOS: Written feedback (Sentiment)', shows a list of five positive reviews from users 'KevtheKiwi1', 'KimtheKiwi2', 'KlaustheKiwi3', 'KodytheKiwi4', and 'KevtheKiwi1' again. Each review includes a small profile picture, the user's name, their rating (19 stars), and a short comment. The right screenshot, labeled 'Android: Seller ratings', shows a summary of a seller's performance. It includes sections for 'Payment' (Ping, NZ Bank deposit), 'Buyer Protection' (1 question, Ask a question), and 'About the seller' (KevtheKiwi, 166 reviews, IN TRADE, Member since June 2020, Auckland City). Below this, it lists three metrics with star ratings: 'Item as described' (4.9), 'Seller communication' (4.4), and 'Delivers on time' (4.2). A hand-drawn arrow points from the 'About the seller' section of the Android screen back towards the iOS screen, indicating a comparison between the two interfaces.

## CONCLUSION

**Users are less likely to need to navigate to view feedback when more seller info is available on the LDP**

# Conclusion & Recommendations

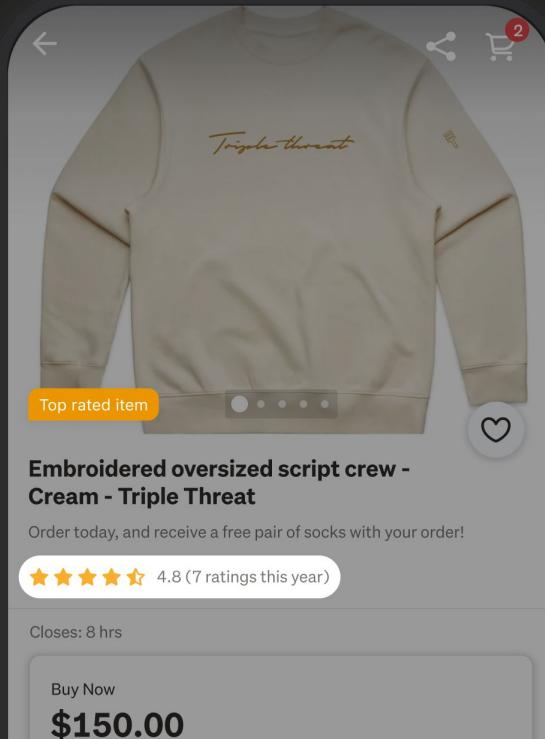




## CONCLUSION

Item **ratings increase purchase confidence** for our buyers.

Items purchased on  
Trade me have an  
**average rating of 4.84!**





## CONCLUSION

# Item **ratings increase purchase confidence** for our buyers.

Dud items are now  
more visible to help  
buyers avoid



★ ★ ★ ★ ★ 1.0 (2 ratings this year)



this unit does not work after  
numerous attempts **don't buy SKY**  
**remote doesn't work**

Trade Me Buyer

★ ★ ★ ★ ★ 1.0 (1 ratings this year)



...the item **wasn't what I expected**  
**and is more like nightwear** so as that  
I will wear it wasn't what I expected

Trade Me Buyer





## CONCLUSION

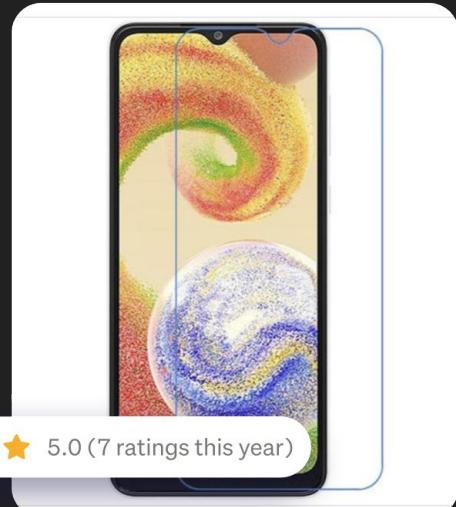
Item **ratings increase purchase confidence** for our buyers.

Generator PureSine Inverter Portable  
1200W Max



5.0 (6 ratings this year)

Samsung Galaxy A04 Screen Protector

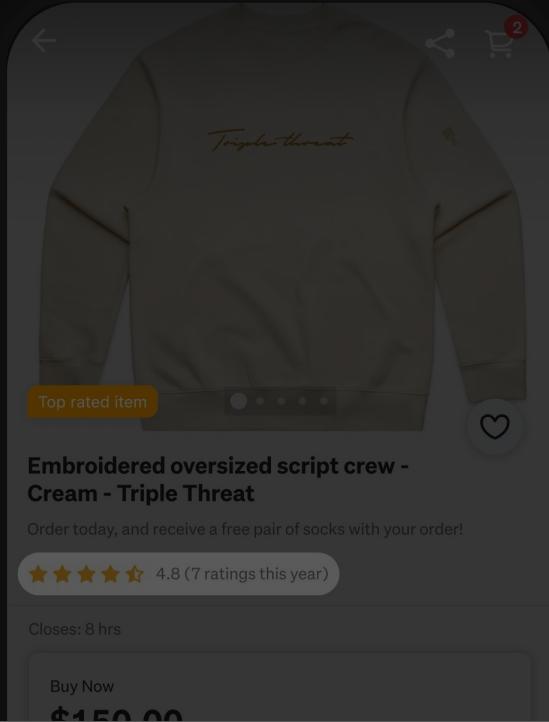


5.0 (7 ratings this year)



# Item ratings increase purchase confidence

Likely to decrease the need for Q&A



## RECOMMENDATION

We should implement item ratings for pro seller new goods.

The minimum effort to implement would be:

- Create API based data storage
- Build out the feature on FrEnd.

*Likely to increase listing view to purchase rate!*





## CONCLUSION

Our buyers found **seller sentiment** more impactful than detailed seller ratings.

*Clicked buy now  
3s faster!*

Compared to control group

*5.8% reduction  
in feedback  
section clicks*

The image displays two side-by-side screenshots of mobile application interfaces. The left screenshot, labeled 'iOS: Written feedback (Sentiment)', shows a list of written reviews from buyers. The right screenshot, labeled 'Android: Seller ratings', shows a list of numerical ratings for various seller attributes. Both interfaces include sections for 'About the seller' and 'Payment'.

**iOS: Written feedback (Sentiment)**

99% Positive feedback

Read feedback that mentions

Delivery Item as described Communication

Kevthekiw1 (19★) 10 Mar 2023 Perfect as described, fast shipping, recommended to all traders, Thanks

Kimthekiw2 (19★) 09 Mar 2023 Goods as described and fast shipment. What's not to like!?

Klausthekiwi3 (19★) 06 Mar 2023 Completely satisfies with my purchase, prompt communication from the seller and the product arrived promptly well packaged and as advertised.

Kodythekiw4 (19★) 06 Mar 2023 Awesome trader, speedy service and delivery

**Android: Seller ratings**

Payment Ping NZ Bank deposit

Buyer Protection Learn more

1 question Ask a question

About the seller

Kevthekiw1 (166★★★) IN TRADE Member since June 2020 Auckland City

99% Positive Feedback

Item as described ★ 4.9 (32)

Seller communication ★ 4.4 (30)

Delivers on time ★ 4.2 (32)

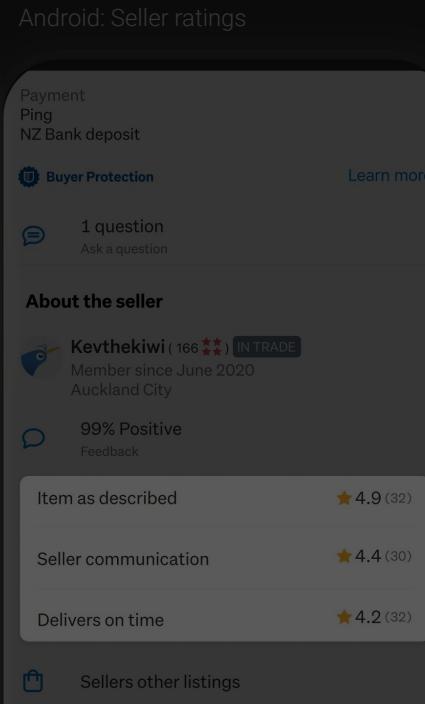
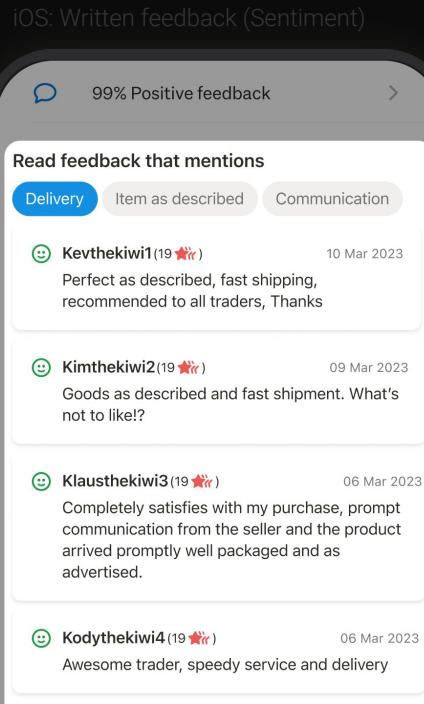
Sellers other listings



## CONCLUSION

Our buyers found **seller sentiment** more impactful than detailed seller ratings.

+3.5% uplift  
in listing view  
to purchase  
conversion



## RECOMMENDATION

We should implement seller sentiment on pro listings, and also trial it for casual.

This experiment ran on an iOS native machine learning service, so we'll need some tech discovery to consider how to broaden it to other platforms.

\*

OKR

Validated buyer willingness to provide feedback, and that surfacing this information can have on **1% improvement** on in-trade listing view to purchase conversion.

↗ *Goal*

RESULTS

We achieved a statistically significant **uplift of 3.4%** in listing view to purchase conversion for iOS sentiment experiment.

↙ *Result*

We are also seeing a positive shift in Listing View to Purchase conversion rates for the other experiments, but due to the dataset size we cannot make a conclusion that this is a statistically significant difference.



## EXPERIMENT TABLE COMPARISON

## # OKR Experiment outcomes

Experiment	Result	Statistically significant
Android: Item rating	+5.1% listing view to purchase conversion	No (small sample)
iOS: Item rating	+1.4% listing view to purchase conversion	No (small sample)
Android: Seller rating	+2.5% listing view to purchase conversion	No, but very close (94%)
iOS: Seller sentiment	+3.4% listing view to purchase conversion	Yes



THIS WAS BROUGHT TO YOU BY

# Mo'Buyer squad



## iOS developers

Cameron Li

Inti Albuquerque

Chris Hawkins

## Lead Software Engineer

Vipul Delwadia

## Product Manager

Chris Bassett

## Android developers

Chrissy Macdonald

Romain Peridy

## Delivery Leads

Vanessa Garcia

## Product Designers

Hannah Williams-Stewart

Shivam Patel

## Full stack developers

Gin Waikari

Ji Li

Matt Mcpadden

# Appendix

## Helpful links

[CIA-2287 structured feedback metrics](#) (Google doc)

[Design research project](#) (Figma project)

[Ballpark user test research analysis](#) (Figjam file)

[Surety research](#) (Figjam file)

[Trust insights research](#) (Google slides)

[QDR design presentation](#) (Figma slides)

## EXPERIMENT TABLE COMPARISON

## # Range of feedback sentiment

Android	Result	Statistically significant
Negative feedback	23% increase (from 0.72% to 0.88%)	Statistically significant
Neutral feedback	43% increase (from 0.68% to 0.97%)	Statistically significant
Positive feedback	0.46% decrease (from 98.6% to 98.15%)	Statistically significant
iOS	Result	Statistically significant
Negative feedback	25% increase (from 0.75% to 0.95%)	Statistically significant
Neutral feedback	23% increase (0.62% to 0.76%)	Statistically significant
Positive feedback	0.35% decrease (98.6% to 98.3%)	Statistically significant

## # Distribution of ratings

Rating	1 star	2 star	3 star	4 star	5 star	Average rating
Item as described	998	301	997	3,480	88,489	<u>4.89</u>
Seller communication	1,053	<u>449</u>	1,527	4,318	<u>88,798</u>	4.86
Delivers on time	<u>1,140</u>	421	1,322	3,772	87,181	4.87
Item quality	1,093	436	<u>1,559</u>	<u>6,635</u>	85,189	4.84



2 star ratings is  
uncommon. 0.01%\* of  
ratings were 2 stars

## EXPERIMENT TABLE COMPARISON

## # Volume of Q&amp;A

Experiment	Result	Statistically significant
Android: Item rating	Q&A volume decreased by 5.5%	No
iOS: Item rating	Q&A volume decreased by 12.2%	No, but close
Android: Seller rating	Q&A volume increased by 0.4%	No
iOS: Seller sentiment	Q&A volume increased by 2.4%	No

## EXPERIMENT TABLE COMPARISON

## # Time taken to click buy now

Experiment	Result	Statistically significant
Android: Item rating	Slight decrease	No
iOS: Item rating	Slight decrease	No
Android: Seller rating	No change	N/A
iOS: Seller sentiment	3s reduction in time on LDP before buy now start	Yes

# # Rate of viewing member feedback on seller profile

Experiment	Result	Statistically significant
Android: Item rating	No change	N/A
iOS: Item rating	No change	N/A
Android: Seller rating	Dropped by 5.8%	Yes (From 0.133% to 0.125%)
iOS: Seller sentiment	Dropped by 5.8%	Yes (From 0.09% to 0.084%)