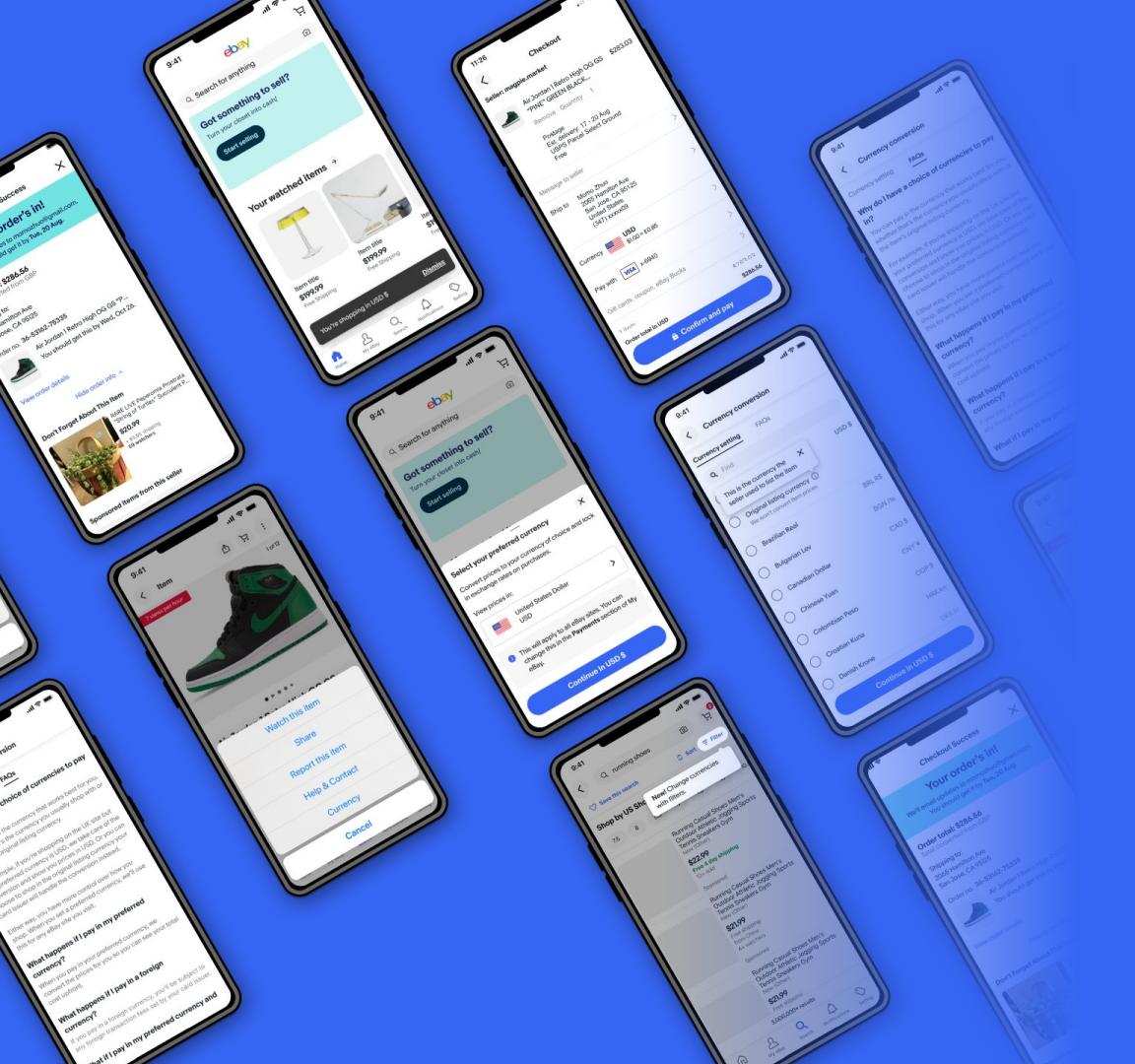


# ebay

Site-wide single currency experience



# Project overview

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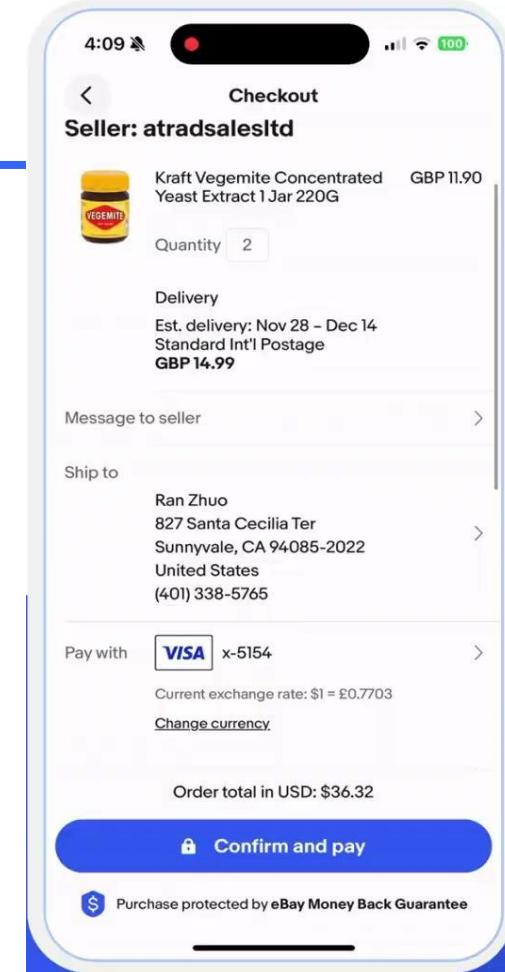
eBay's **Buyer Foreign Exchange (FX)** service allows users to buy items in the currency of their choice. This is currently only available at checkout, which leaves clear experience gaps.

This project proposes an **account-wide currency preference** that would convert prices across pages, platforms, and different eBay sites.

Jenna Careri	Content designer
Ran Zhuo	Product designer
Jasleen Kaur	Product manager
Caitlin Rinn	UX researcher

# Current issues

- **Lack of visibility.** Buyers are unaware of options until checkout.
- **Price shock.** Final price includes eBay's spread, which is not shown elsewhere.
- **Industry lag.** A majority of competitors offer site-wide currency selection.



[next to proposed solution >](#)

# Proposed solution

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Expand **Buyer Foreign Exchange (FX)** to a site-wide experience, so users can shop in the currency of their choice from start to finish.

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Expected **20% increase** in Buyer FX adoption rate

Expected **\$9M annual** incremental revenue

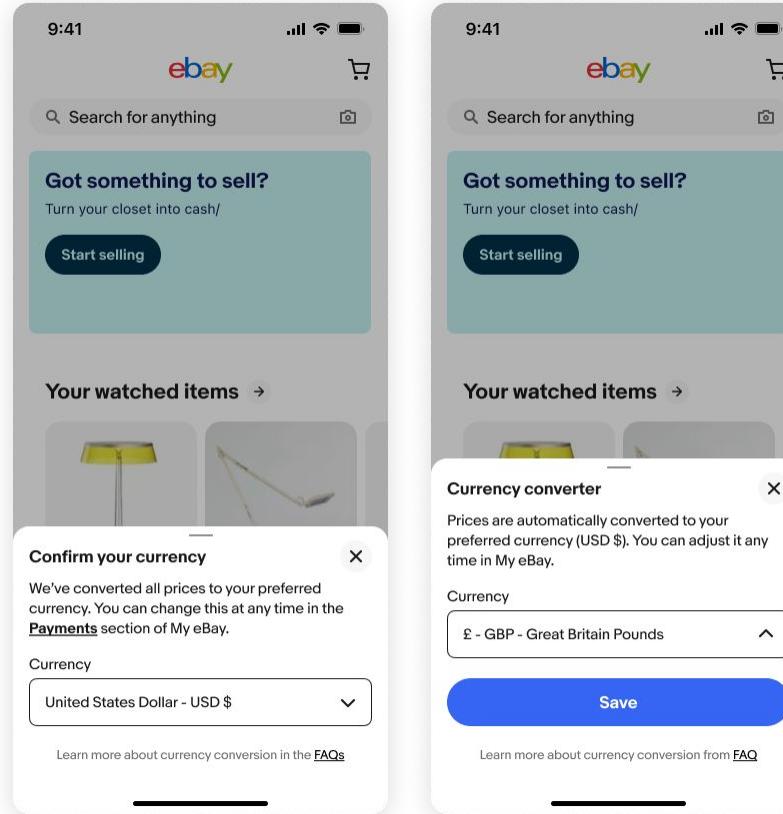
# End-to-end exploration

# Design directions

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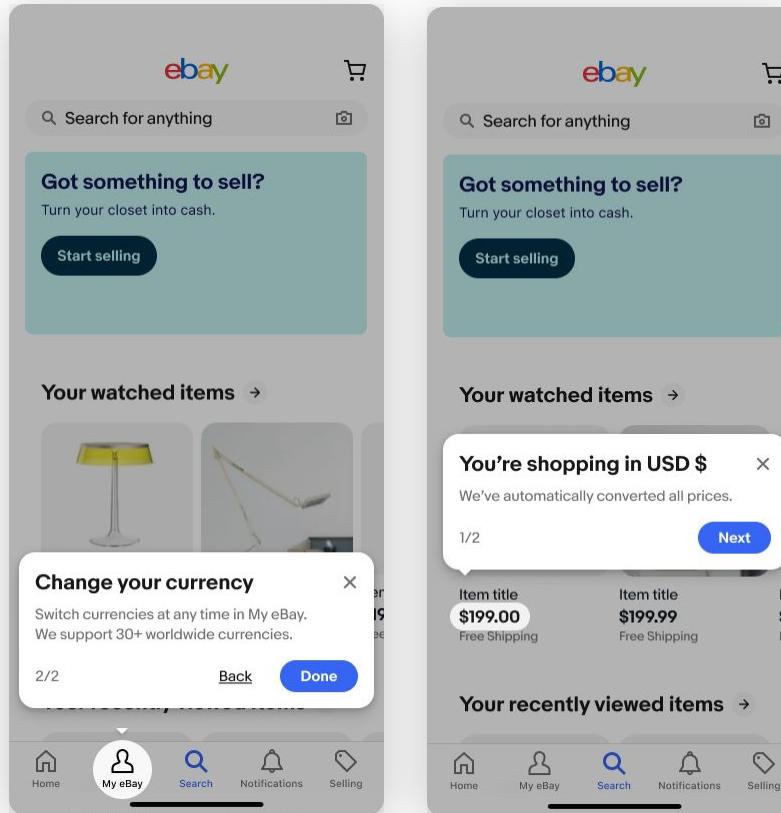
# Direction: Flexible



The flexible design direction prioritizes buyer control with multiple Buyer FX entry points throughout the funnel.

This direction includes the most robust content strategy.

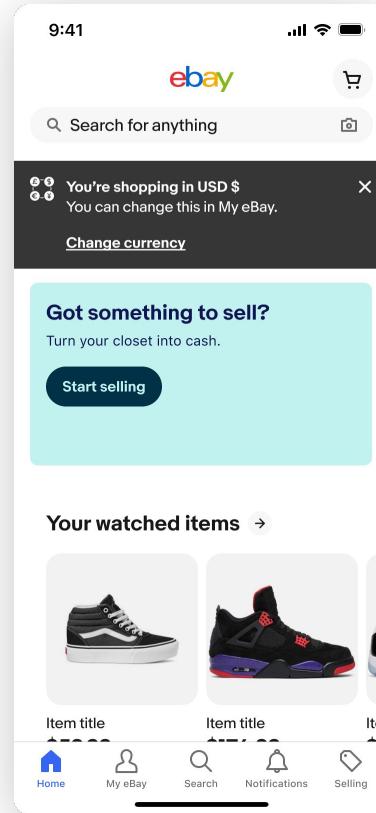
# Direction: Balanced



The balanced design direction anticipates customer needs and only presents Buyer FX when highly necessary, such as at the start of the user journey.

# Direction: Effortless

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The effortless design direction uses smart defaults to minimize on-screen messages about Buyer FX.

# Internal user testing

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Participants preferred the flexible design direction.

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Users appreciated **direct currency setting access** and tooltips.

**Down-funnel touchpoints** on search results and view item turned out to be very important.

Users were comfortable having their currency **set automatically**.

< back to internal user testing

# Moderated user research

next to methodology and questions to answer >

# Methodology and questions to answer

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Do the flows provide buyers the **right level of control and information** at the right time?

What are **buyers' expectations** regarding setting a single currency for eBay?

**Where** do buyers expect to change their currency and **how often** would they change it?

Do buyers understand how this setting will change their experience **across eBay sites**?

11 participants

US and Canada

At least 2 international purchases within the last 12 months

# Wins

The image displays two side-by-side screenshots of the eBay mobile application interface, specifically the 'Currency conversion' section.

**Screenshot 1 (Left):** Shows the 'Currency setting' screen. At the top, there are tabs for 'Currency setting' and 'FAQs'. Below this, a section titled 'Why do I have a choice of currencies to pay in?' contains text explaining that users can pay in their preferred currency (e.g., USD) even if the item is listed in a different currency. It also mentions that card issuers handle the conversion. Another section, 'What happens if I pay in my preferred currency?', states that prices will be converted for the user. A third section, 'What happens if I pay in a foreign currency?', notes that fees will be applied by the card issuer. A large blue button at the bottom says 'Continue in USD \$'.

**Screenshot 2 (Right):** Shows the same 'Currency setting' screen but with a search bar at the top labeled 'Find'. Below it is a list of currency options. Each option consists of a radio button, the currency name, and its symbol. A tooltip appears over the first option, 'USD \$', stating: 'This is the currency the seller used to list the item'. Other options listed include Brazilian Real (BRL R\$), Bulgarian Lev (BGN лв), Canadian Dollar (CAD \$), Chinese Yuan (CNY ¥), Colombian Peso (COP \$), Croatian Kuna (HRK kn), and Danish Krone (DKK kr).

## Participants liked:

- The ability to continue in their local currency
- The Buyer FX FAQs
- Having a clear option to turn off conversion

# Opportunities

11:26

Checkout

Seller: magpie.market

Air Jordan 1 Retro High OG GS "PINE" GREEN BLACK... \$283.03

Remove Quantity 1

Postage  
Est. delivery: 17 - 20 Aug  
USPS Parcel Select Ground Free

Message to seller

Ship to Momo Zhuo  
2065 Hamilton Ave  
San Jose, CA 95125  
United States  
(347) xxxx09

Currency USD  
\$1.00 = £0.85

Pay with x-6940

Gift cards, coupon, eBay Bucks

1 item \$283.03

Order total in USD \$286.56

[Confirm and pay](#)

6:00

Checkout Success

Your order's in!

We'll email updates to momozhuo@gmail.com. You should get it by Tue, 20 Aug.

Order total: \$286.56  
Total converted from GBP

Shipping to:  
2065 Hamilton Ave  
San Jose, CA 95125

Order no. 36-53162-75335

Air Jordan 1 Retro High OG GS "P..."  
You should get this by Wed, Oct 26.

[View order details](#)

[Hide order info](#)

Don't Forget About This Item

RARE LIVE Peperomia Prostrata "String of Turtles" Succulent P...  
\$20.99  
+ \$5.95 shipping  
59 watchers

Sponsored items from this seller

It wasn't clear that **currency selection was an account preference**

Participants **struggled to understand the context** when selecting a currency on their local site

Does **changing currency at checkout** change the overall account setting?

< back to opportunities

# Design iterations

next to increased clarity on home page >

# Increased clarity on home page

9:41 eBay Search for anything Got something to sell? Turn your closet into cash! Select your preferred currency

- Protected - Your rate is locked in, so you're protected from exchange rate fluctuations if you return the item.
- Seamless - Your order total is automatically converted into your currency.
- Global - We support 30+ worldwide currencies.

You're shopping in: United States Dollar USD

This applies to all eBay sites. You can change this in the Payments section of My eBay.

Continue in USD \$

10:56 SAV-7956 - [1099K] Support to display 1099K banner on shmsgsvc CLOSED

Cancel Photos Albums Settings HOLD UP. eBay needs access to your location. Turn on Location Services in your device settings.

Your photo library is shown here, but "Rover" can only access the items you select.

Go to your iPhone's Settings Select Privacy Next, select Location Services More info with Location Services and Maps are available on

Learn More...

10:38 Cancel Add Shortcut Release Notes for Home Last Updated Permanent Date

Show alert Release Notes Show More

Copy Release Notes to clipboard Show More

Accès limité à votre photothèque X Lorsque vous choisissez une partie de votre bibliothèque, cette fonction vous permet d'accéder aux éléments que vous avez sélectionnés. Cela peut aider à organiser les éléments à votre convenance et à les partager avec d'autres personnes.

Add Unfinished Shortcut Don't Add

10:54 Cancel Photos Albums OK

Photos, personnes, lieux...

10:54 SAV-7956 - [1099K] Support to display 1099K banner on shmsgsvc CLOSED

Cancel Photos Albums Settings HOLD UP. eBay needs access to your location. Turn on Location Services in your device settings.

Your photo library is shown here, but "Rover" can only access the items you select.

Go to your iPhone's Settings Select Privacy Next, select Location Services More info with Location Services and Maps are available on

Learn More...

Select your preferred currency

We've converted prices to: United States Dollar USD

This applies to all eBay sites. You can change this in the Payments section of My eBay.

Continue in USD \$ Turn off currency conversion

Learn more about currency conversion in the FAQs

Select your preferred currency

We've converted prices to: United States Dollar USD

This applies to all eBay sites. You can change this in the Payment section of My eBay.

Continue in USD \$ Turn off currency conversion

Learn more about currency conversion in the FAQs

Select your preferred currency

We've converted prices to: United States Dollar USD

Which currency should we convert prices to?

This applies to all eBay sites. You can change this in the Payment section of My eBay.

Continue in USD \$ Turn off currency conversion

Continue in USD \$ Turn off currency conversion

Key info in order of importance

1. Select your currency
2. This applied to all sites
3. Continue
4. FAQ - can see on hub, more important there than on bottom sheet

next to design system conversations >

< back to increased clarity on home page

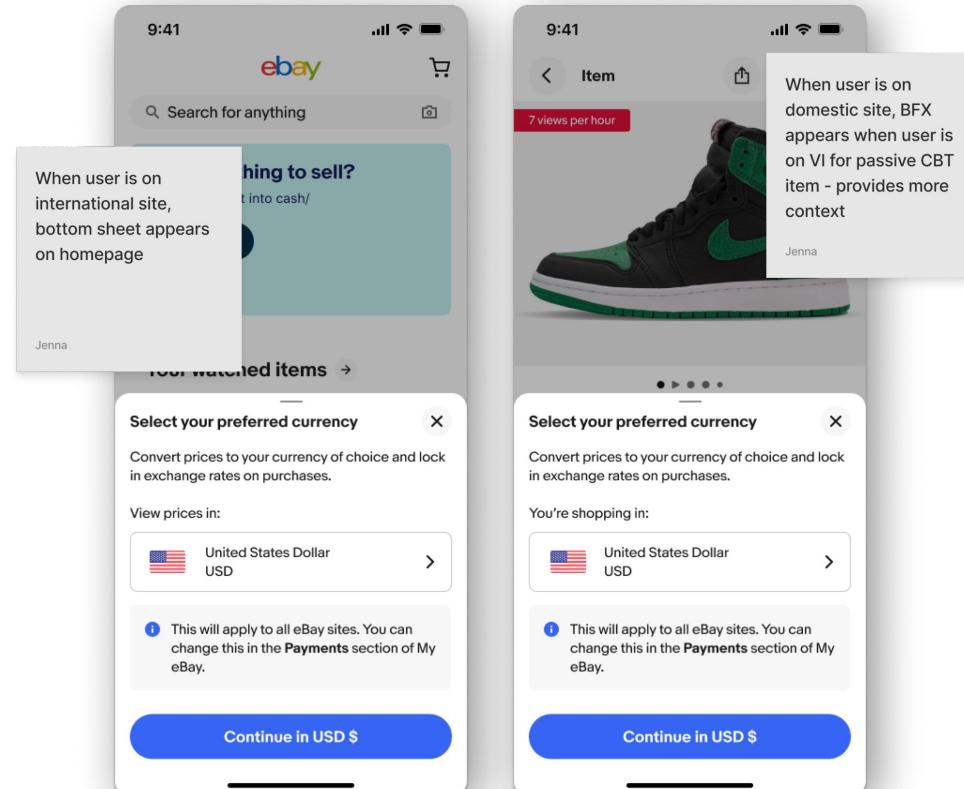
# Design system conversations

The image displays four sequential screenshots of a mobile application's "Currency conversion" settings screen. Each screenshot shows a list of currencies with their respective codes and a "Continue" button at the bottom.

- Screenshot 1:** Shows a tooltip for the "United States Dollar" option stating, "We'll show prices in the default currency for every eBay site". A comment from "Jenna" below the list says, "Would encourage us to go with "original listing currency" option over this as it's clearer and provides a clear path to fully turn BFX off".
- Screenshot 2:** Shows a tooltip for the "Default currency for this site" option stating, "We'll change currencies depending on site". A comment from "Jenna" below the list says, "Strongly encourage the tooltip option instead - would prefer us to push DS on that first".
- Screenshot 3:** Shows a tooltip for the "Original listing currency" option stating, "We won't convert item prices". A comment from "Jenna" below the list says, "Of all four examples shown here, this is my top recommendation".
- Screenshot 4:** Shows the final state with the "United States Dollar" option selected. A large callout bubble on the right side contains the text: "Made the decision not to change "original listing currency" since this is consistent with the way we talk about listings on seller side". A signature "Jenna" is at the bottom of the bubble.

next to local versus international sites >

# Local versus international sites



next to final designs >

# Final designs

The image shows five consecutive screenshots of the eBay mobile application demonstrating the process of currency conversion and item purchase.

- Screenshot 1:** The eBay home screen. It features a search bar at the top, followed by a teal-colored promotional banner for selling items. Below this is another banner prompting users to select their preferred currency. A "Start selling" button is visible. At the bottom, there's a "Select your preferred currency" section with a dropdown set to "United States Dollar USD". A note states: "This will apply to all eBay sites. You can change this in the Payments section of My eBay." A blue "Continue in USD \$" button is at the bottom.
- Screenshot 2:** The "Currency conversion" settings screen. It shows a list of currencies with radio buttons. The "Original listing currency" option is selected, with a note: "We won't convert item prices". Other currencies listed include Brazilian Real, Bulgarian Lev, Canadian Dollar, Chinese Yuan, Colombian Peso, Croatian Kuna, and Danish Krone. A "Continue in USD \$" button is at the bottom.
- Screenshot 3:** A search results page for "running shoes". A modal overlay says: "New! Change currencies with filters." Below it, two items are listed:
  - Item 1:** Running Casual Shoes Men's Outdoor Athletic Jogging Sports Tennis Sneakers Gym New (Other) - \$22.99, Free 4 day shipping, 12+ sold. Sponsored.
  - Item 2:** Running Casual Shoes Men's Outdoor Athletic Jogging Sports Tennis Sneakers Gym New (Other) - \$21.99, Free shipping from China, 4+ watchers. Sponsored.A "Sort" button is visible at the top of the list.
- Screenshot 4:** The item details page for the Air Jordan 1 Retro High OG GS "PINE" GREEN BLACK... shoe. The price is \$283.03. The item has 7 views per hour. A modal overlay provides options: "Watch this item", "Share", "Report this item", "Help & Contact", "Currency", and "Cancel".
- Screenshot 5:** The "Checkout" screen. It shows the item details again: "Air.Jordan 1 Retro High OG GS "PINE" GREEN BLACK..." with a price of \$283.03. It includes postage information: "Postage Est. delivery: 17 - 20 Aug USPS Parcel Select Ground Free". The recipient is "Momo Zhuo" with address "2065 Hamilton Ave San Jose, CA 95125 United States (347) xxxx09". Payment method "Pay with VISA x-6940" is selected. A note says "Gift cards, coupon, eBay Bucks". The total order amount is \$283.03. A large blue "Confirm and pay" button is at the bottom.

# Next steps

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The end-to-end Buyer FX currency experience is scheduled to launch in  
**Q3 2024.**

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*Next steps include:*

International user testing in low-adoption countries

Legal and design system reviews and approval

Consensus with stakeholders on currency at checkout functionality