

MERCARI

Clear Outs

Lot Detail Page

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TL;DR

PURPOSE

How should we show pricing information on the lot detail page to make the bid price most clear?

PARTICIPANTS ($N_{\text{total}} = 19$)

- $n_{\text{Auction - frequently}} = 7$
- $n_{\text{Auction - occasionally}} = 9$
- $n_{\text{Auction - no}} = 3$

KEY TAKEAWAYS

- V2 was the most preferred design based on the weighted score, followed by V1, then V3.
 - V1 received the most #1 preference rankings and earned slightly higher and less variable ratings on visual layout and pricing clarity.
 - However, participants were split about preferences for V1 vs. V3 - if they preferred one, the other tended to be least preferred. V2 on the other hand was a steady second choice, so less polarizing.
- Pricing information on V0 was initially misunderstood by 8/19 participants, highlighting this is initially a comprehension challenge when no additional context is provided.

I. Executive Summary

Research Overview



Objectives

How should we show pricing information on the lot detail page?



Methodology

Unmoderated preference test



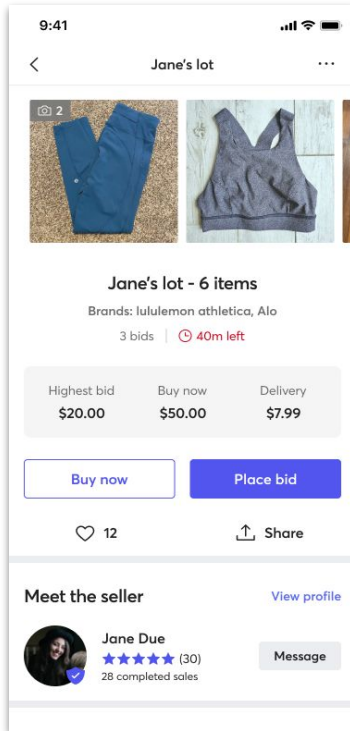
Target Audience

n=19 Resale clothing buyers with mixed auction experience

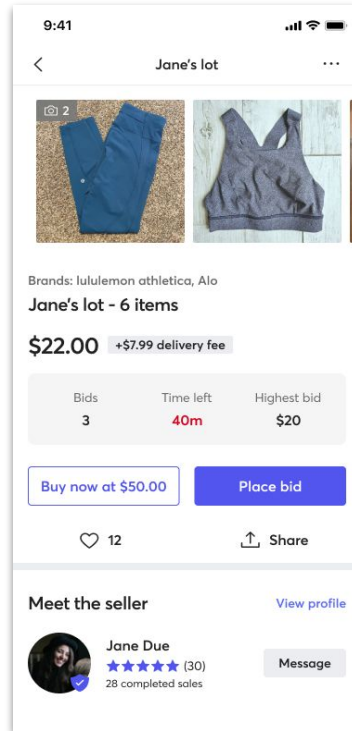
Interested in shopping to sell later for profit, save money on fixed budget, or get great deals

* 2 excluded from some analyses due to quality issues

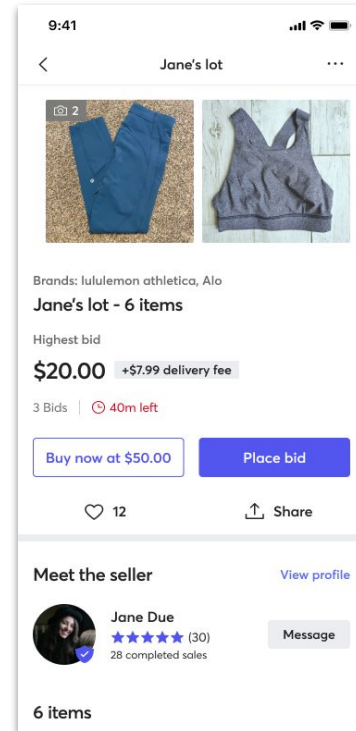
V1



V2



V3



II. Detailed Findings

Without pricing context, there's confusion

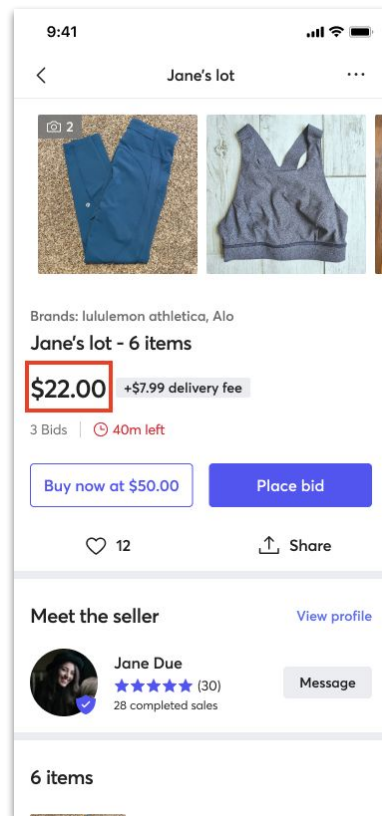
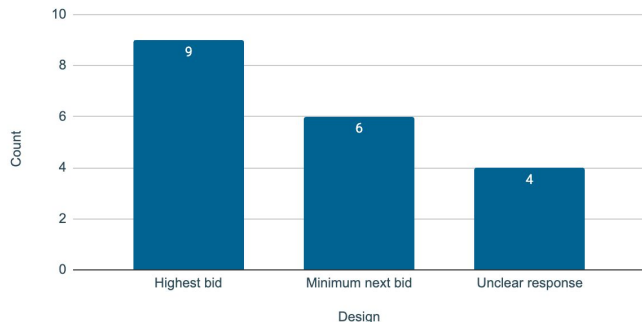
Participants tended to rate the clarity of the pricing information on V0 as “Clear” or “Very clear” (mean = 4.67/5)

However, there was not a consensus on what the price represented - 9 thought it meant highest bid, and 6 thought it meant the minimum bid they could place. Forced choice showed similar results (10 thought the min bid was \$22, 8 thought it was anything > \$22).

Everyone knew what ‘Buy now’ meant. ✓

What is your understanding of what this price means?

Open text responses were coded as one of the following categories.



Which price do people prefer to see?

The majority preferred to see the **Highest bid** submitted by another buyer so far.

The rationales behind the thinking for each choice were similar:

Why highest bid?

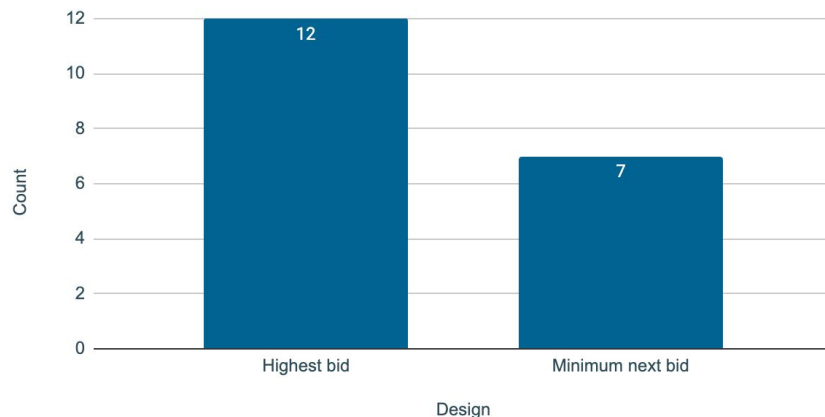
- It's how eBay does it, and that's what I'm used to
- Parallels eBay
- I know what I have to compete with
- I know the price to beat

Why minimum next bid?

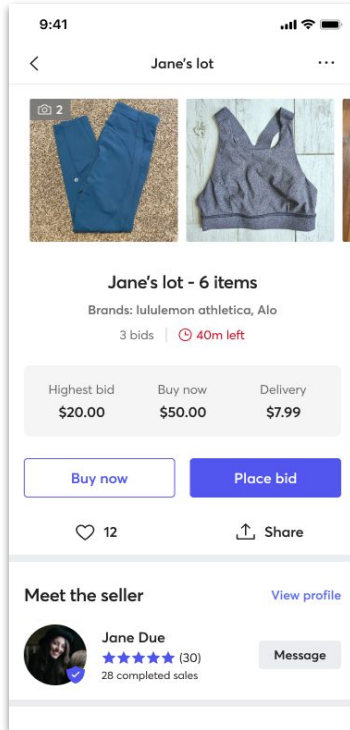
- To keep it competitive and fair, and maybe to prevent sniping on bids
- More transparent
- Similar to eBay
- So I know how much I need to pay to win

Which price would you prefer to be shown here?

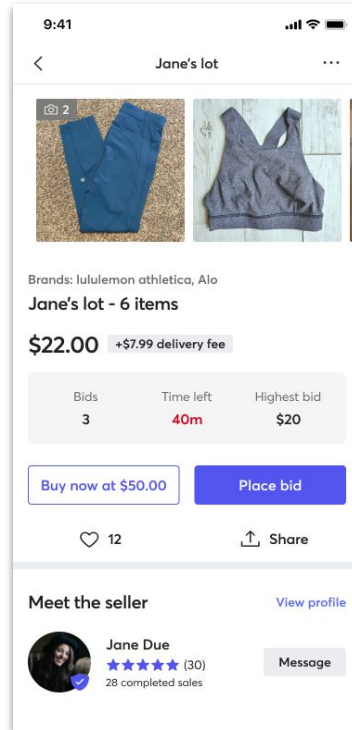
Open text responses were coded as one of the following categories.



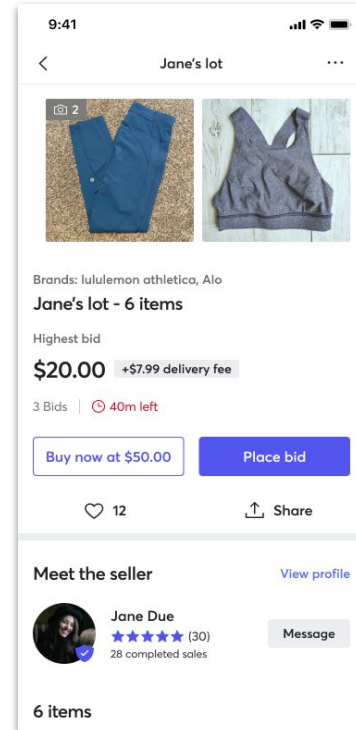
V1



V2



V3



Visual layout

V1 had the **least amount of variance** in visual layout ratings.

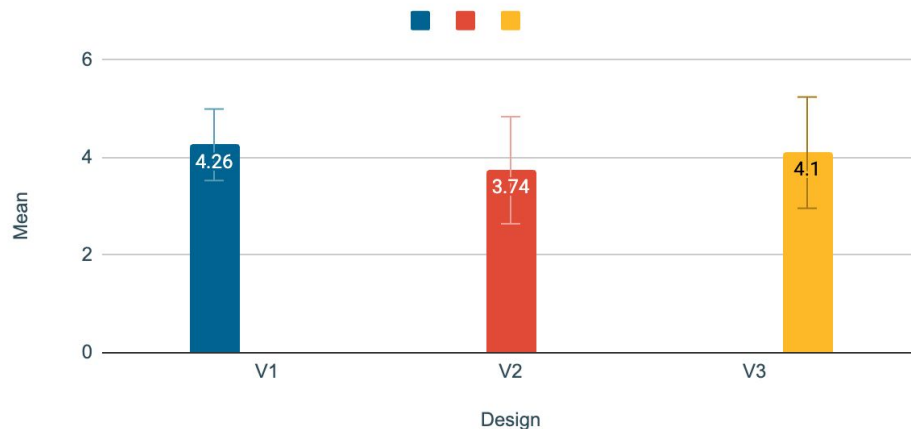
V2 performed slightly weaker on visual layout ratings compared to the other variants

Two participants made comments about the **CTAs**:

- “Rearrange the order of buy now vs bid”
- “I think the buy now button next to the auction button could be confusing”

How much do you like or dislike the visual layout of this design?

1: Hated it, 5: Loved it



V1: Tidy ✨

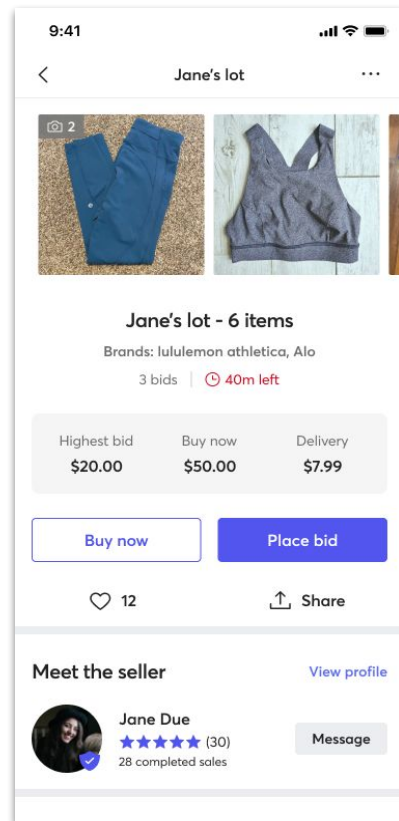
👍 Liked

- Pricing information is **clustered**
 - “The prices were grouped together so nicely. It was very easy to follow and understand.”
 - “Makes it easier to see everything and all your options. Kind of breaks down what what how are you can buy the item and not confusing.”
- Prices are **labelled**
 - “It establishes what each information is and what the number is”
 - “Clear and don’t have confusing price shown”

👎 Disliked

- *Nothing came up!*

V1



V2: Maximalist

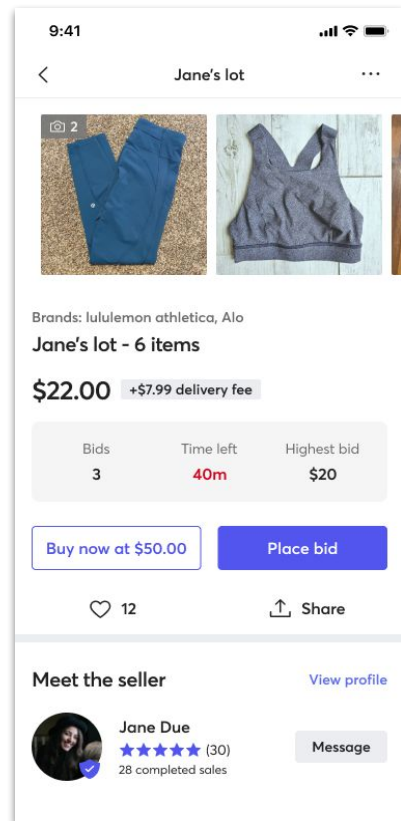
Liked

- **Scannable and total information**
 - “It seems to be the most understandable layout” (3)
 - “The way the information for the items were emphasized made it easier to read and interpret”
 - “Better visuals, without having to scan the page for information. You can see the information more quickly”

Disliked

- **Pricing information isn't clustered**
 - “[The pricing information] is scattered over the listing, having the pricing grouped together like the previous scenario is much easier to understand”

V2



V3: Minimalist



V3



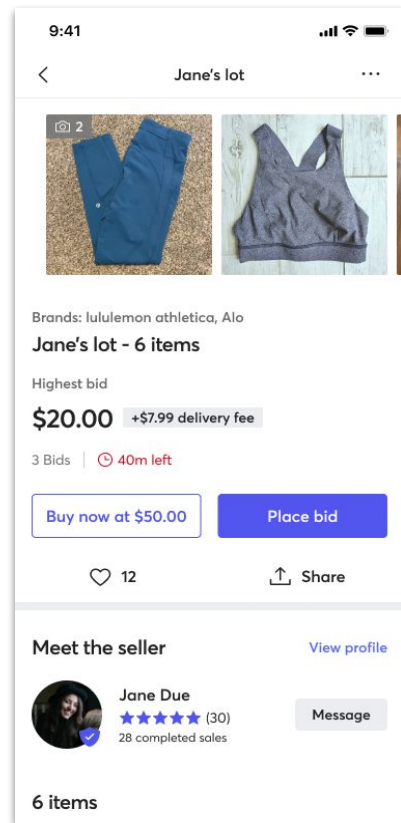
Liked

- **Concise layout**
 - “Everything is laid out tight and concise” (3)
- **Prominent price**
 - “Winning bid is displayed prominently”
 - “It reminds me of eBay mostly. Easy to understand you see the current bid price with number of bids and buy it now is right there under.”



Disliked

- **Underemphasized number of bids**
 - “Making the amount of bids placed more appealing”



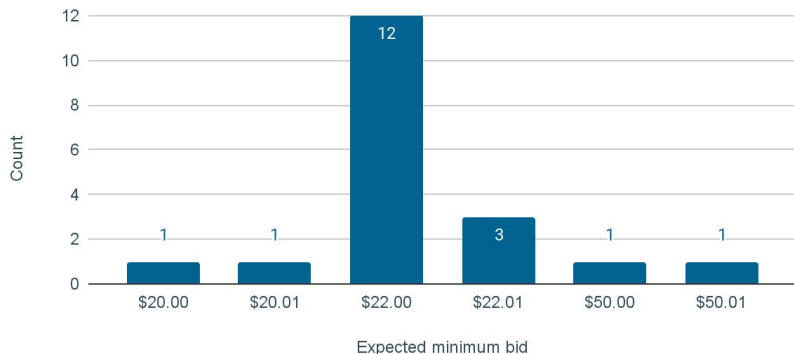
Did context aid comprehension?

On V2, **2 more participants** thought the price reflected the price you could bid compared to V0.

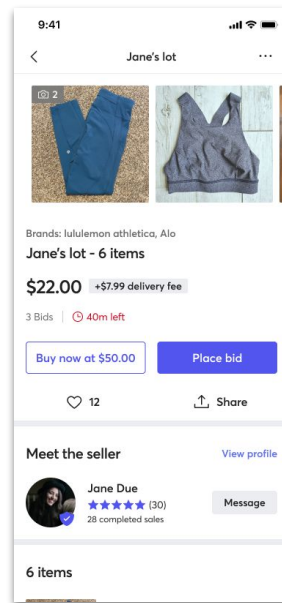
2 were thrown by the inclusion of the highest bid price.

Based on your understanding, what is the minimum bid you could place on this listing?

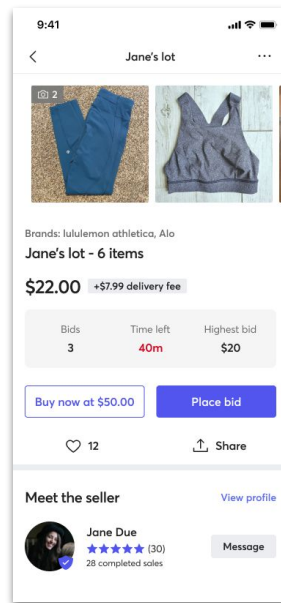
Forced choice



V0



V1



Clarity of pricing information

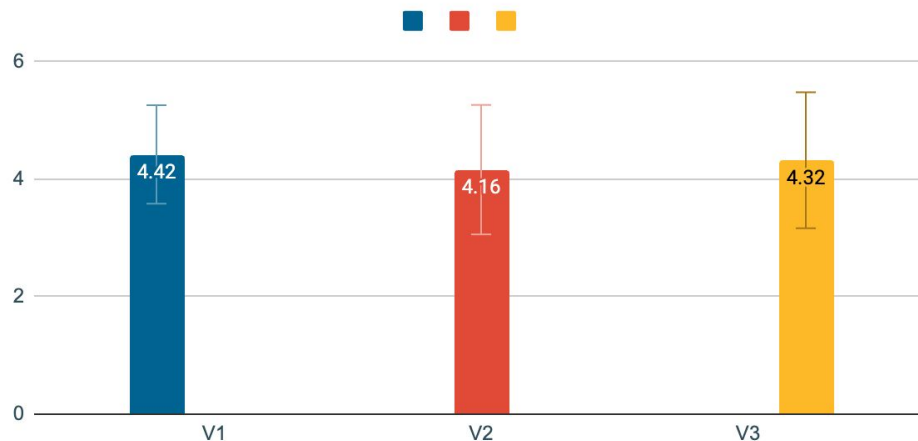
Collectively, participants did not perceive a difference in the clarity of pricing information across variants.

V1 had the **least amount of variance** in clarity ratings.

Technically V2 was still the weakest performer here, although not by much.

How clear is your understanding of the pricing information on the page you just saw?

1: Very unclear, 5: Very clear



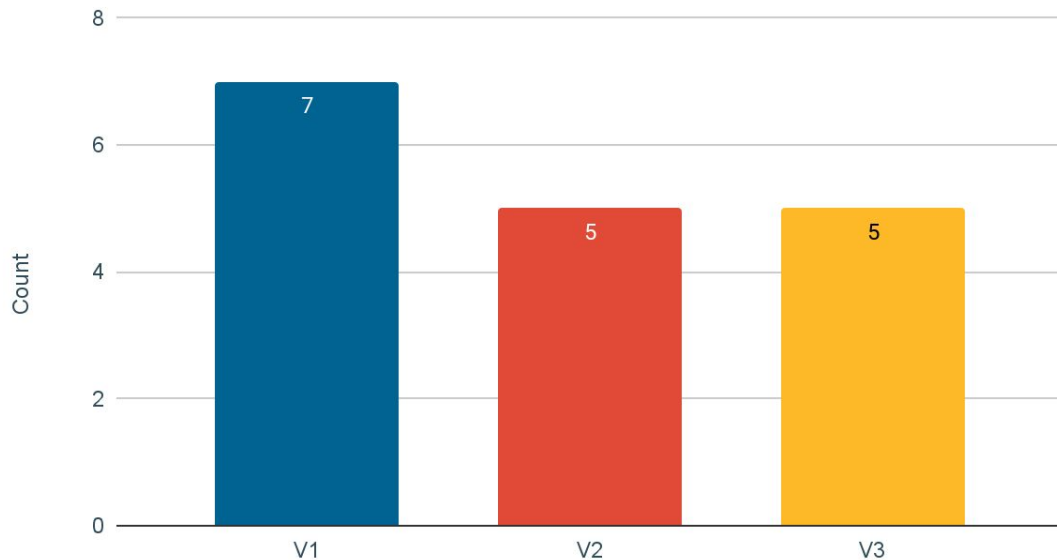
Most Preferred Design

There isn't a strong preference for the best design.

However, V1 did perform consistently better than the other variants - most frequent top preference, and highest ratings for clarity and layout.

*2 participants were excluded from this due to low quality responses.

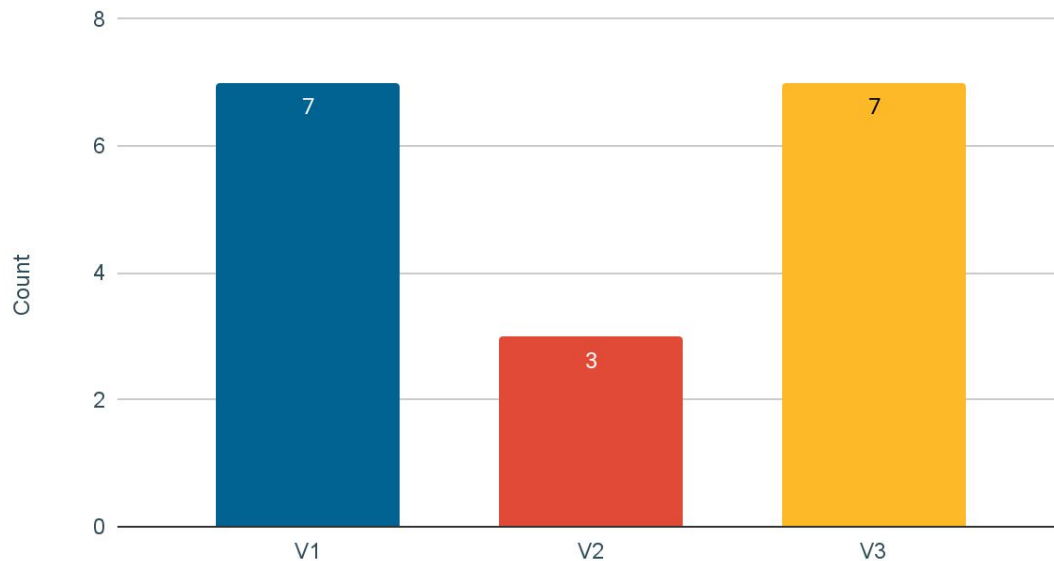
Most Preferred Design



Least Preferred Design

While V1 was technically the most preferred, it also appears to be polarizing - a lot of folks put it first, but those who didn't tended to put it last.

Least Preferred Design



How were comprehension and preference related?

When given the maximum amount of information, participants with different design preferences showed similar levels of bid price comprehension.

The participants who had not participated in an auction in the past 6 months all interpreted the V2 minimum bid price correctly.

Preference vs. Comprehension

Of participants who preferred a design, how many comprehended the bid price on V2?

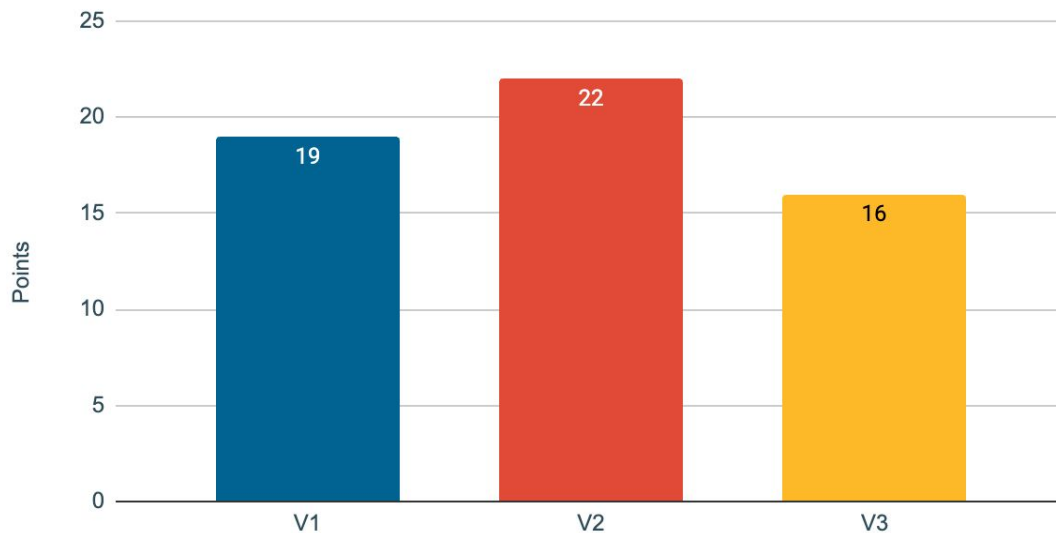


Overall winner

V2 was a favorite choice for second place, so altogether based on a weighted ranking, V2 is the most preferred.

Overall Winner

1st place: 2 points, 2nd place: 1 point, 3rd place: 0 points

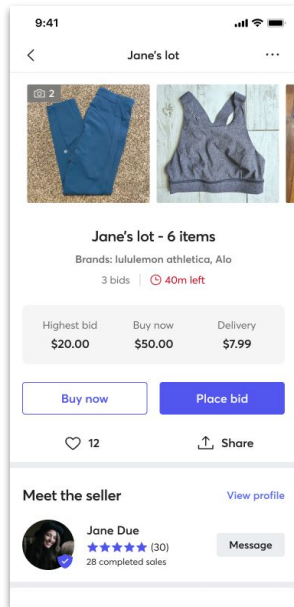


III. Key Takeaways & Recommendations



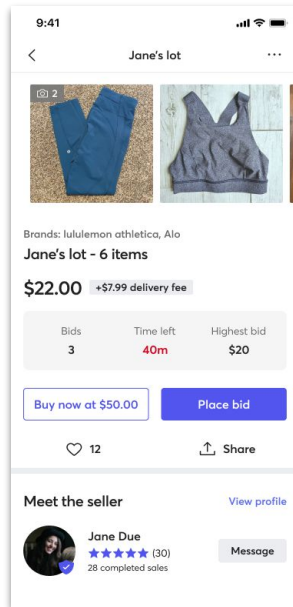
What worked well

V1



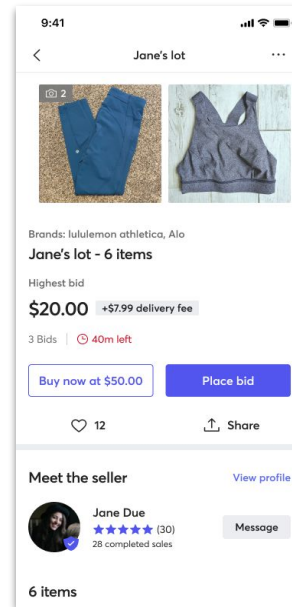
Pricing information all clustered together, highest ratings for clarity and layout.

V2



Shows all the information, highest comprehension rate, slightly lower visual layout rating (n.s.)

V3



Concise and sleek, focuses on highest bid similar to eBay.



Key Takeaways

V2

Based on a weighted rank score, V2 was most preferred.

- V2 was the most preferred design based on the weighted score, followed by V1, then V3.
 - V1 received the most #1 preference rankings and consistently earned higher ratings on visual layout and pricing clarity (n.s.).
 - However, participants were split about preferences for V1 vs. V3 - if they preferred one, the other tended to be least preferred. V2 on the other hand was a steady second choice, so less polarizing.
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