

Design Recommendations

Mercari URL Listing Usability Testing

By Megan McMahon

Dec 2023

Table of Contents

I. Research

II. Results

III. Action: Design Recommendations

1. Consider separate user flows for each import platform.
2. Change the breadcrumb design elements used to clarify its functionality.
3. Provide descriptions and visual imagery clarifying what actions are available to sellers in each of the three import listing steps.
4. Provide educational tooltips and a link to a FAQ page to help prevent errors, particularly when inputting URLs.
5. Move shipping selection to later in the user flow, after listings have imported.
6. Enable sellers to create shipping profiles and default preferences that they can apply to similar types of items.
7. Ask sellers to create accounts first. Use the import wait time instead to foster exploration.
8. Remove redundant information across steps to instill a sense of forward momentum.

Research

Research

- I. Ran remote usability test using static images of the import listing feature with 8 eBay sellers who list at least 30 items each month. Participants were asked to try out the new import listing experience.
 - a. Participants were asked to “Think aloud” so the experimenter could collect notes on any issues the participants may have encountered.
- II. Utilized an AI tool, EyeQuant’s Visual Attention Analysis and Design Metrics, to supplement feedback from user testing and identify opportunities to improve attention, clarity, and engagement.

The image shows a smartphone displaying the Mercari website's import listing feature. The screen is framed by a black border, and the phone is resting on a silver stand against a solid blue background.

Mercari Search for items Get \$50 | Get the app Sign up Log in List an item

Brands Shop Local | Women Men Electronics Toys Video Games Handbags Home Vintage Beauty Kids Sports Handmade Office View All

Mercari / Import listing

Import your listings from eBay, Depop, or Poshmark

Bring listings you have on other platforms to Mercari. Enter their URLs.

1 Enter URL → 2 Import → 3 Review & list

Import in batches

Listing URL Enter the URL of your listing on the other marketplace

+ Add another URL

or

Import in bulk

Profile URL Enter the URL of your profile on the other marketplace

Delivery

How will you ship?

Use Mercari standard shipping

Mercari provides a prepaid label when the item sells. Includes delivery protection. Save an average of 25% off retail.

Ship on your own

You provide your own label and ship the item. It's not covered by delivery protection.

Results

Summary

The data were synthesized to create a list of findings and recommendations which will be reviewed in detail in the following section. Here we summarize the **direct success counts** (max=8) for each of the core tasks.

Task 1: Complete import form

Pain Points: Unclear which URL to input into the form, Desire to select different shipping options for different items, Lack awareness for Review step, Click Enter URL

7

Task 2: Navigate to review import

Pain Points: Suspicious that URL for listings was collected prior to account registration.

8

Task 3: Activate listings

Pain Points: Unable to view shipping information for each item, Lack awareness of bulk edit functionality, Inability to easily change imported metadata

6

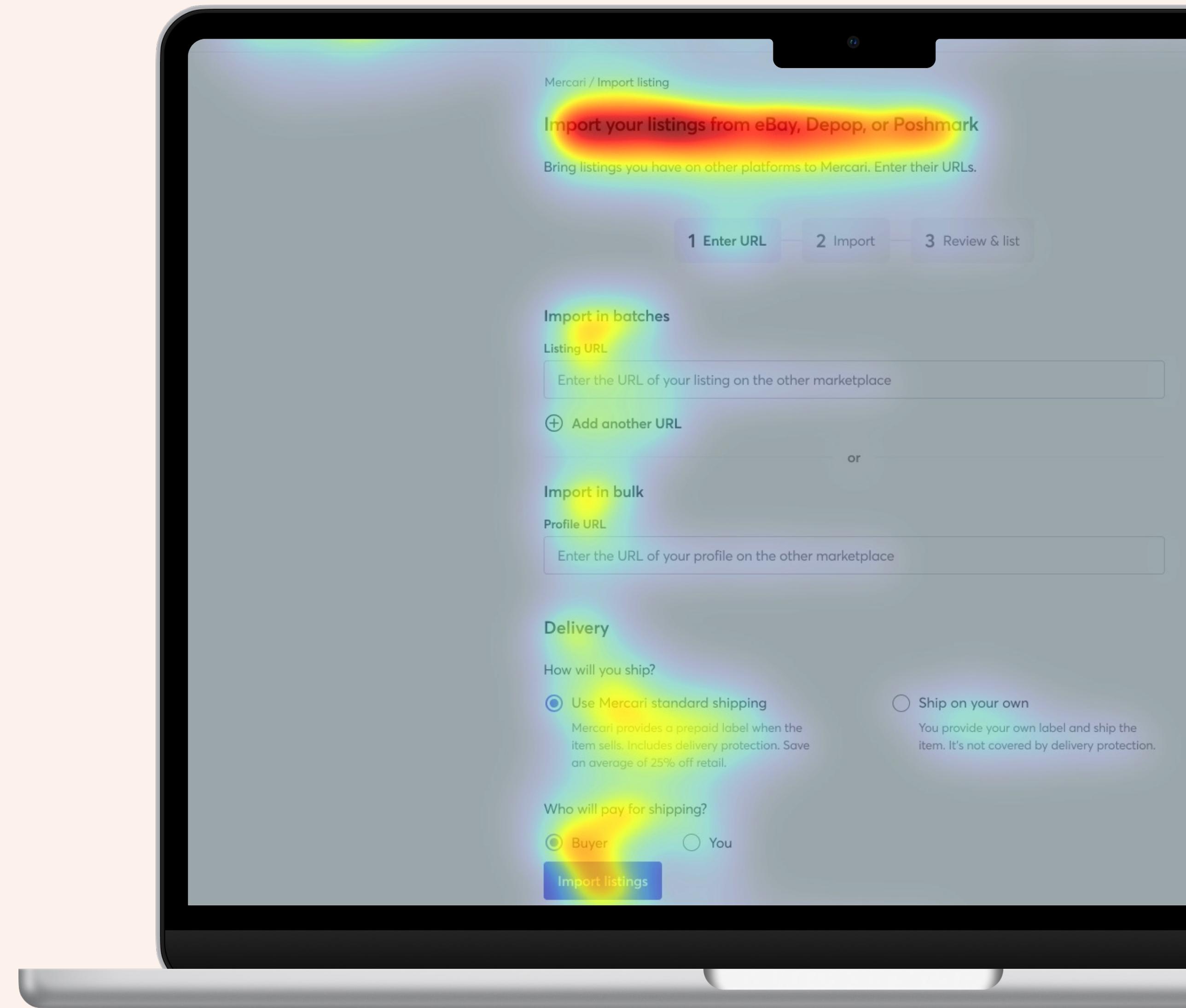
Task 4: Review listings

Pain Points: Clicking into listing to change metadata individually, Lack of awareness of bulk edit functionality

8

Attention

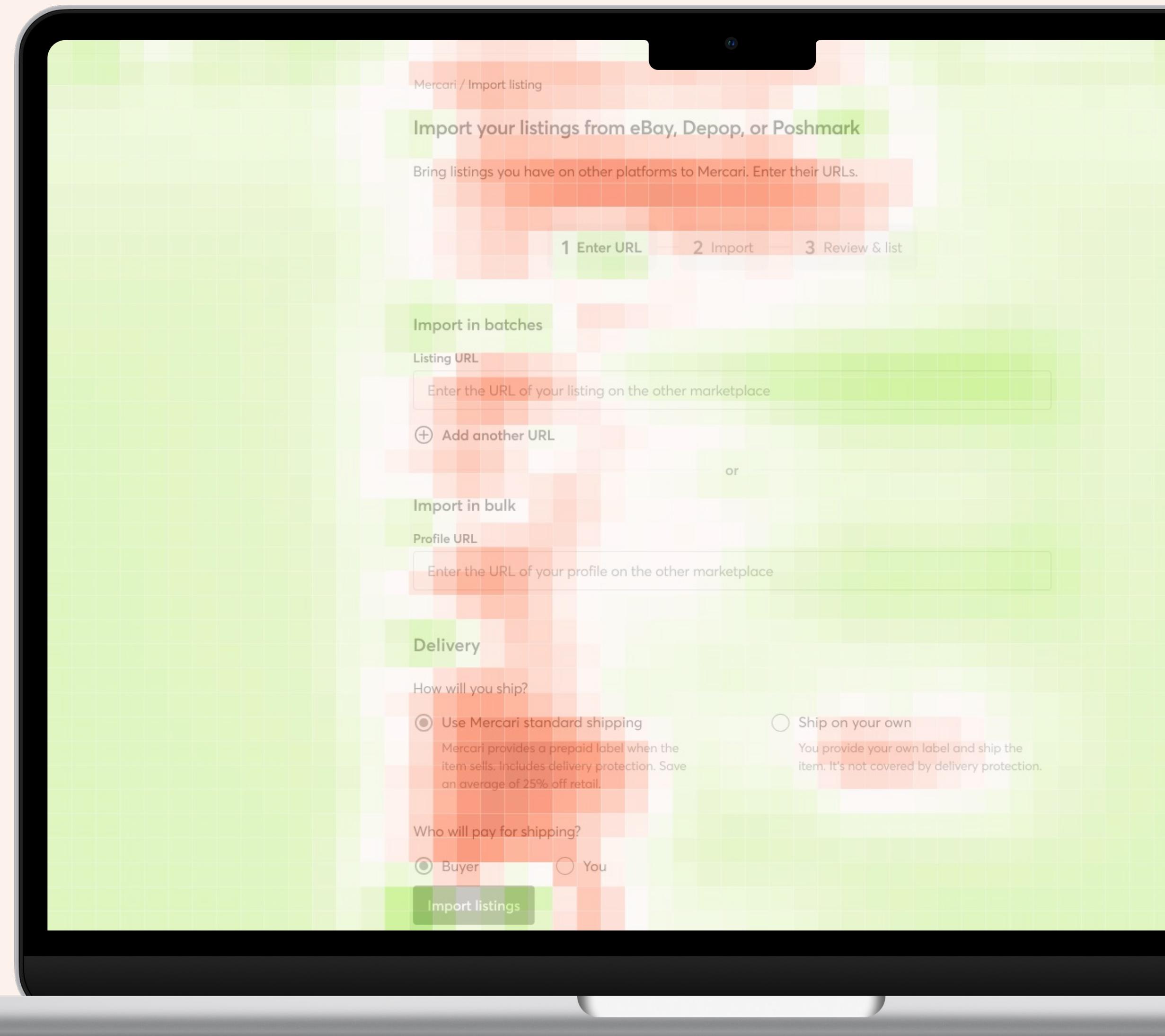
The attention heatmap shows which of your content receives the most attention. Warmer (red) areas have the most visibility. It predicts fixation volume (most seen), not fixation duration (attention length).



Clarity

The Clarity map measures how clean and clear your design is. It provides a clarity score out of 100 (where 50 represents the average page on the internet) and a clarity map highlighting potential visual clutter.

0 indicates an extremely cluttered and busy design whereas 100 means your design is extremely clean and clear, or perhaps even blank!

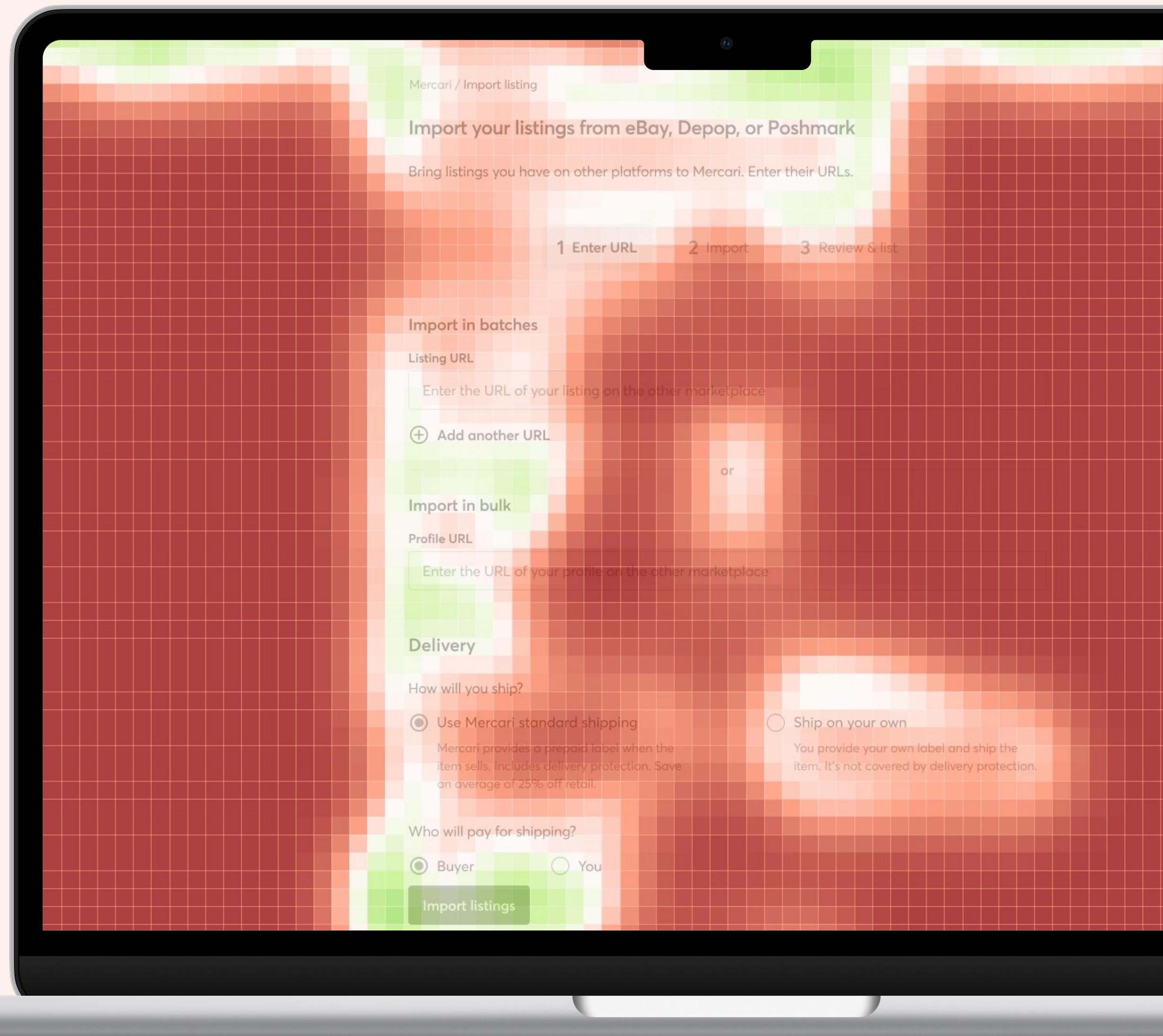


Excitingness

The Excitingness Map shows how exciting and stimulating your design looks. It provides a score between 0 and 100 (where 50 represents the average page on the internet).

0 indicates an extremely calm, or even boring design, whereas 100 means your design is extremely stimulating.

Your level of visual stimulation should be catered to your audience, your product, and your intended design objectives.



Action

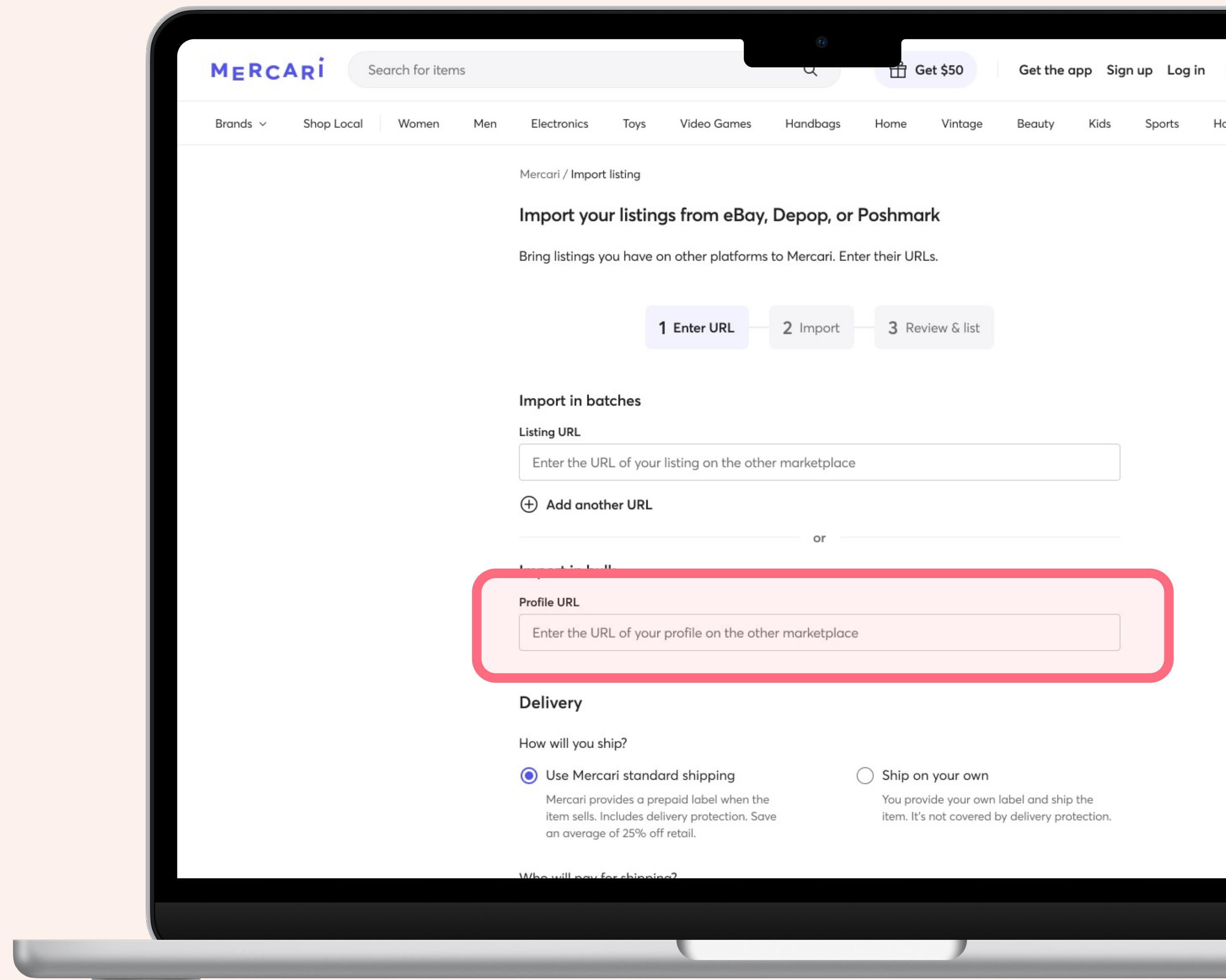
Recommendation

Consider separate user flows for each import platform.

7/8 participants successfully input their store URL from eBay, but there was confusion about which URL to use.

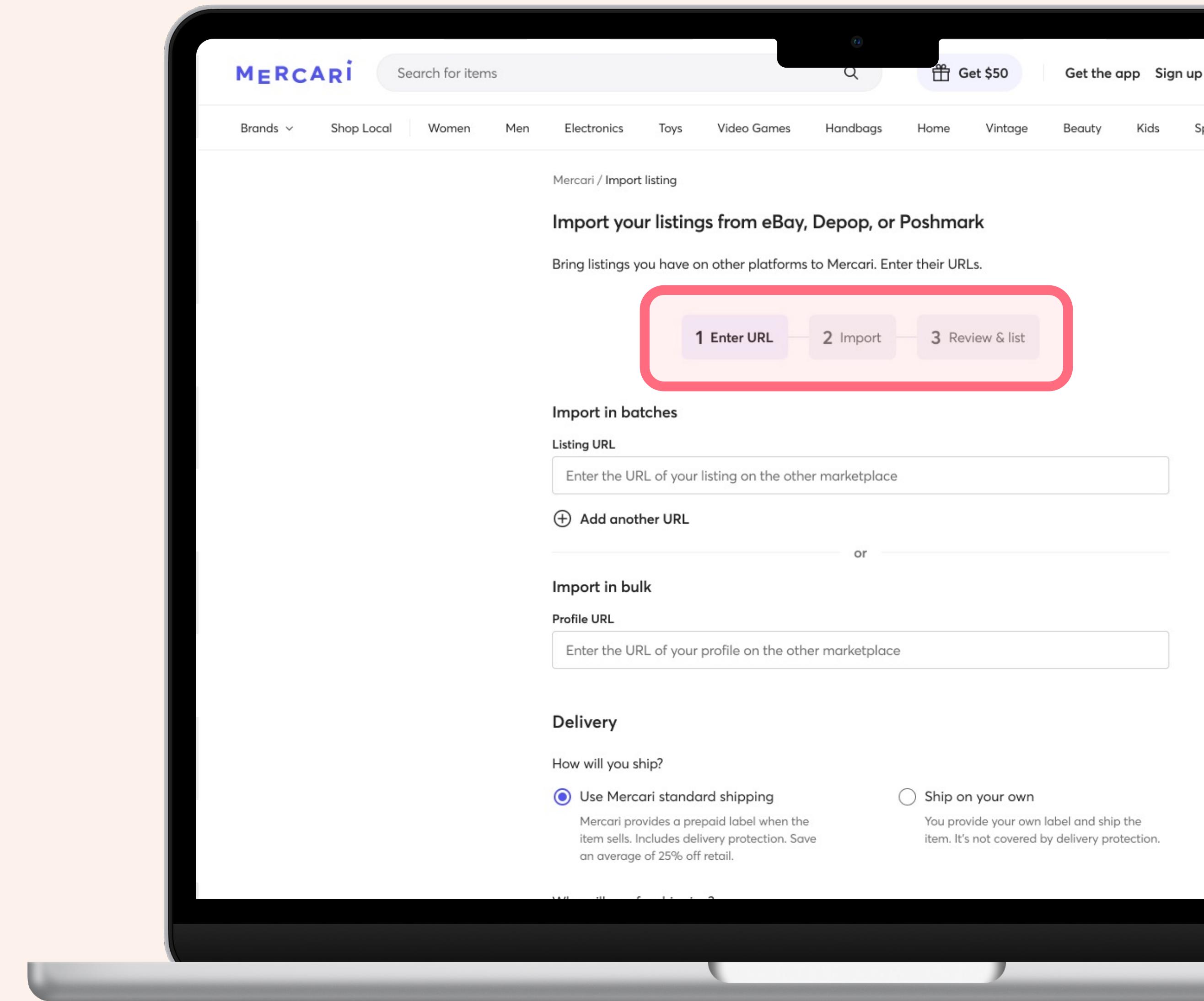
eBay users referred to business pages as “storefronts” but non-paid seller pages as “profiles”. The language on Mercari’s import tool is not clear.

As we add more platforms, this terminology may become confusing. We may want to consider allowing users to select an import platform upfront in order to provide more content clarity downstream.



Recommendation

Change the breadcrumb design elements used to clarify its functionality.



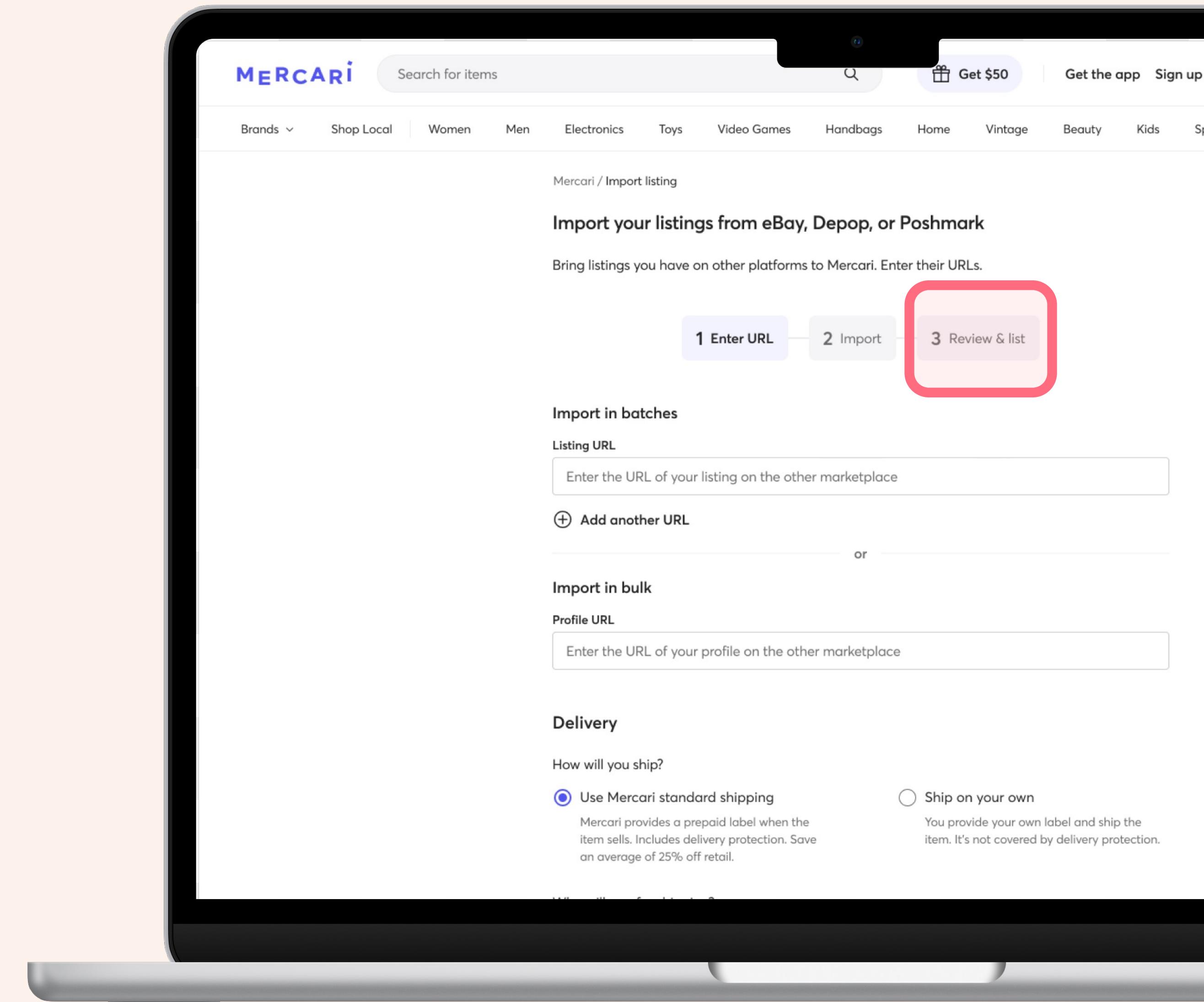
3/8 participants attempted to click the Enter URL breadcrumb, thinking it was a button.

Recommendation

Provide descriptions and visual imagery clarifying what actions are available to sellers in each of the three import listing steps.

“I didn’t realize I could review listings later.”

2/8 participants were unaware that they have the opportunity to review and edit listings later, before the listings go live.

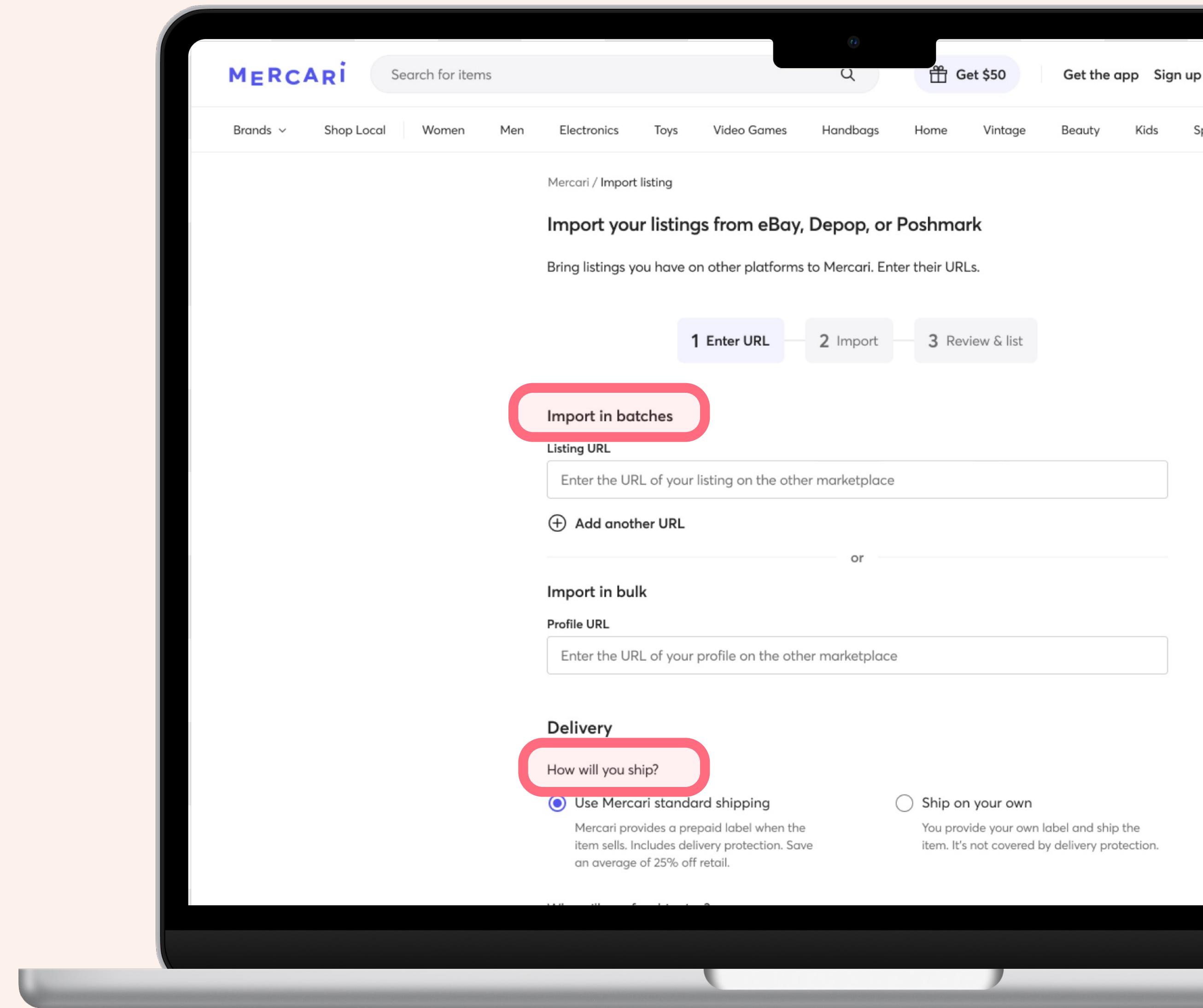


Recommendation

Provide educational tooltips and a link to a FAQ page to help prevent errors, particularly when inputting URLs.

4/8 didn't understand what was meant by "Import in batches".

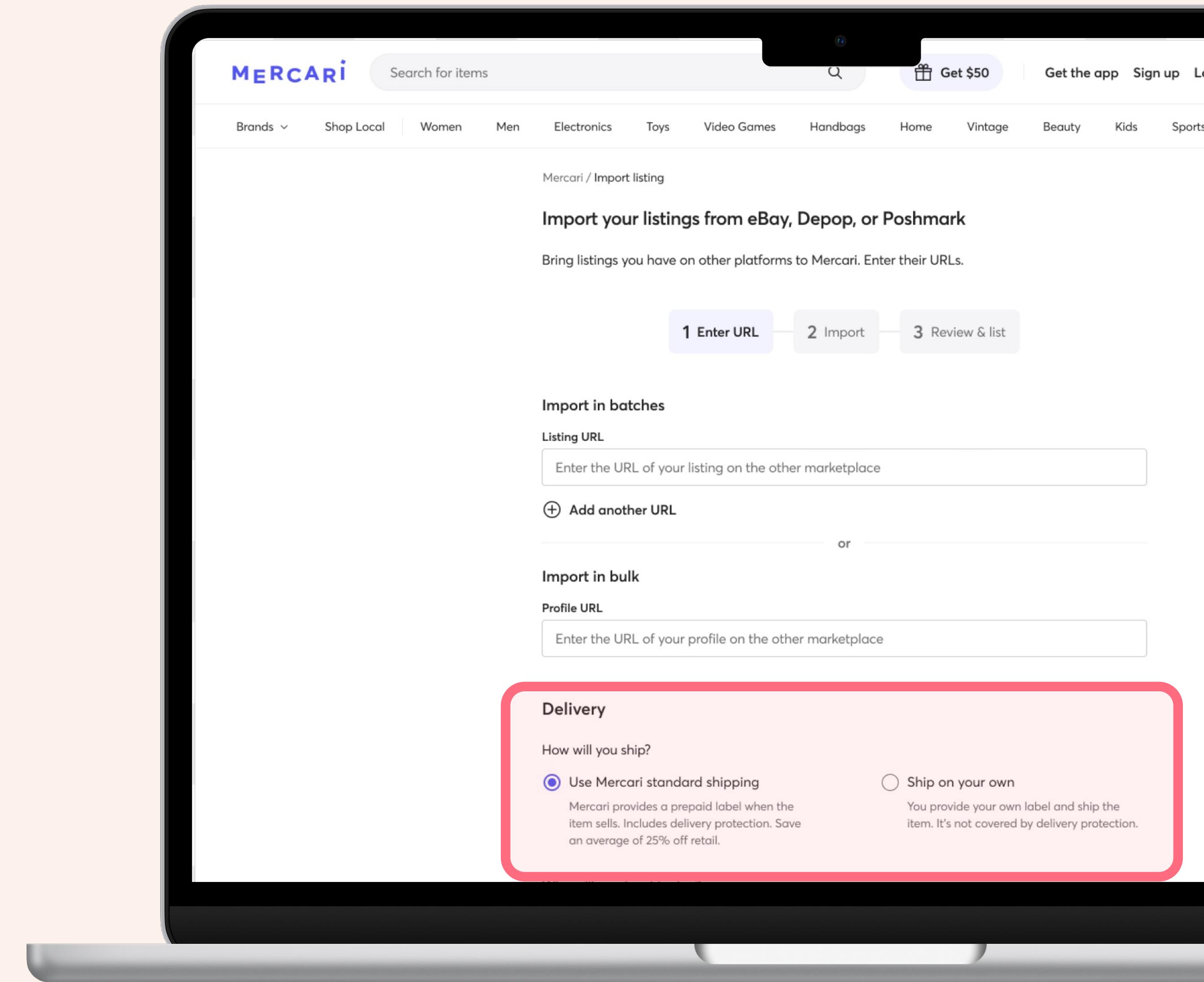
2/8 didn't understand what was meant by "Who provides the shipping label?"



Recommendation

**Move shipping selection
to later in the user flow,
after listings have
imported.**

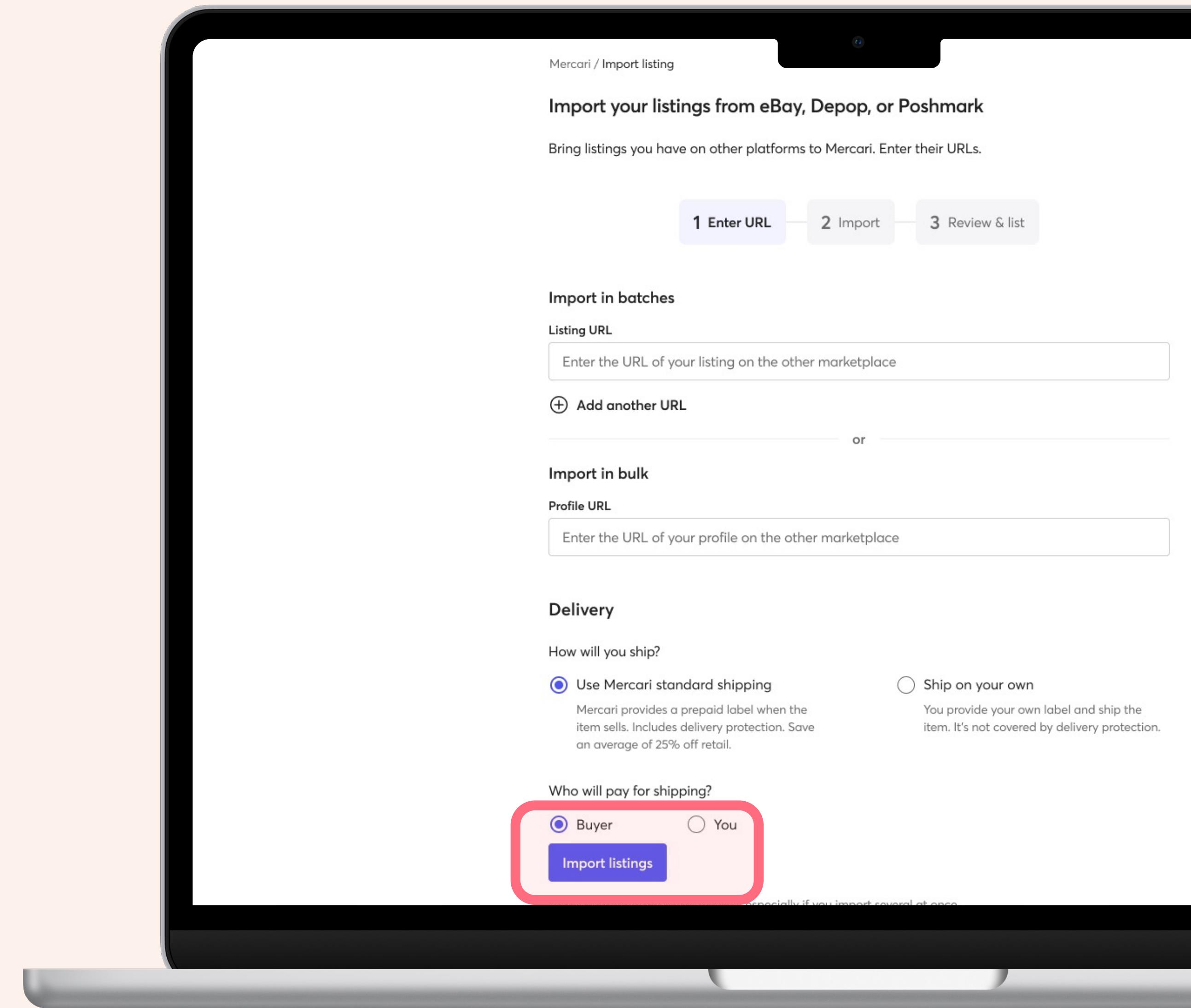
2/8 sellers mentioned that they would instead want to select different shipping options for different items, rather than apply shipping options universally.



Recommendation

Enable sellers to create shipping profiles and default preferences that they can apply to similar types of items.

Allowing sellers to apply clusters of shipping settings in bulk to similar items would save them time.

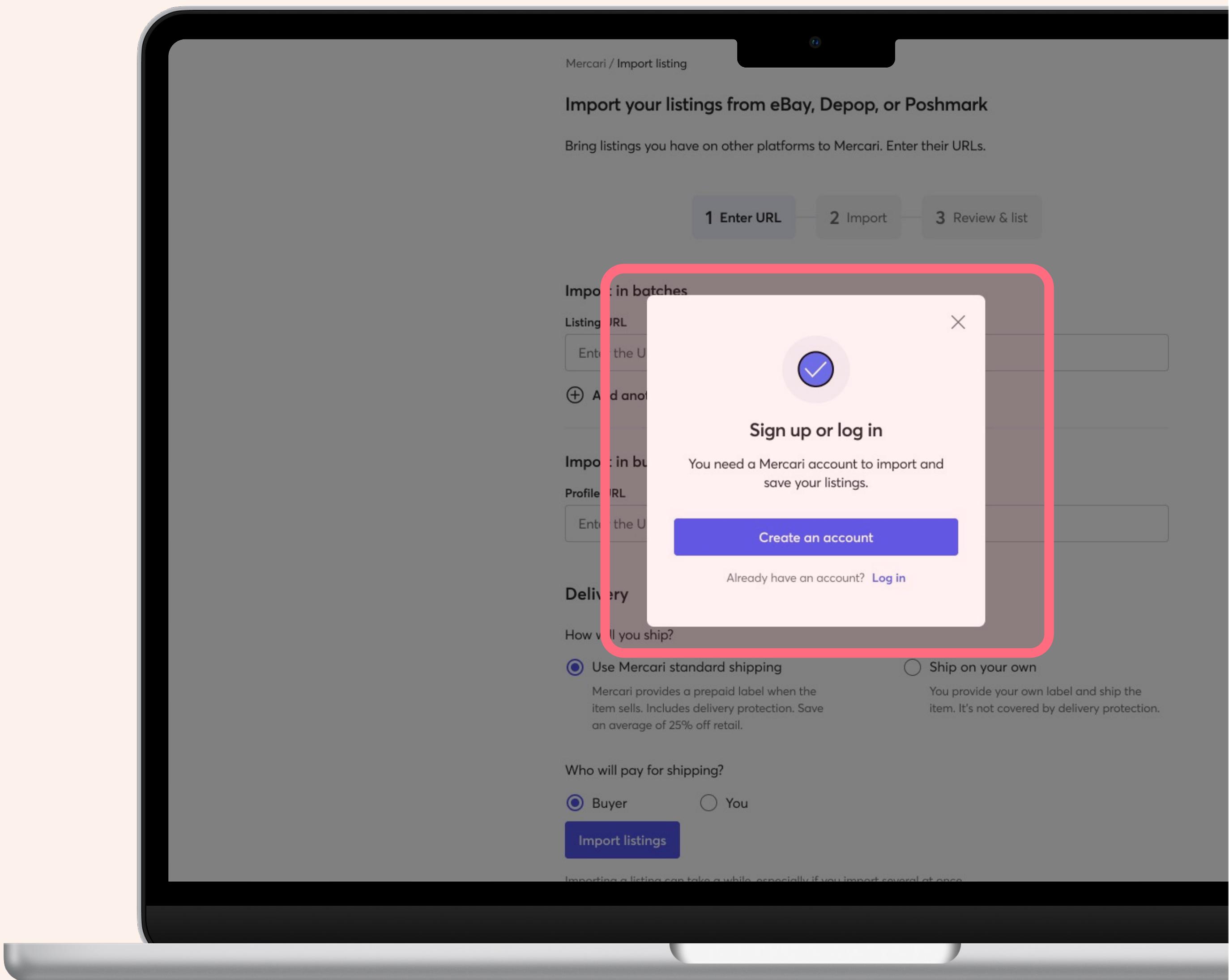


Recommendation

Ask sellers to create accounts first.

Use the import wait time instead to foster exploration.

2/8 participants were suspicious that the sign up step came after the import, and were concerned that Mercari, or other users, may take advantage of their data for malicious intent.



Recommendation

Remove redundant information across steps to instill a sense of forward momentum.

“This screen looks too similar to step one, so I thought something didn’t work!”

The Review & List page was not seen as distinct enough from the initial Enter URL page, so sellers didn't internalize the progress. Consider showing visuals of imported images or simply redirecting them to My Listings, or New Seller Onboarding.

