MERCARI

Clear Outs

Listing Testing

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TL;DR

PURPOSE
Before we introduce Clear Outs, we wanted to evaluate the usability and clarity of the new clear out listing process.

PARTICIPANTS (N_{total} = 15)
- Gen Z, new to clothing resale (8)
- Mercari fashion sellers (5)
    - Mens + Womens sellers, ages 18-29 (3)
    - Kids sellers, all ages (2)

KEY TAKEAWAYS
- In general, there was enthusiasm for the concept, and the lot listing process was perceived as simple and attractive! :tada:
- We reconsidered the usefulness of the Select Category bottom sheet. Most users said they would have issues listing unisex clothing, and some viewed this as a non-inclusive practice. Users suggested allowing multi-selection of categories, adding an "Other" category.
    - **Next step:** Given that this was a point of friction, and we suspect users may inherently group items in a lot listing by category, we will revisit whether there is a need for category selection after we launch the MVP.
- Not having control over the starting bid was a major deterrent for some participants, which may be more pronounced because of the way its displayed - seeing the low (uneditable) starting bid next to a much higher buy now price may make the starting bid price seem even more unappealing.
    - **Next step:** We're considering tweaking the buy now default price logic to make the difference between the prices less noticeable.
- There are opportunities to use content to improve comprehension of shipping and the auction process.

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I. Executive Summary

Research Overview

Objectives

Before we introduce Clear Outs, we wanted to evaluate the usability and clarity of the new clear out listing process.

Methodology

Unmoderated usability test

Target Audience

New to Online Resale, ages 18-26 **(8)**

Mercari Fashion Sellers (5)
- Women + Mens sellers, ages 18-29 (3)
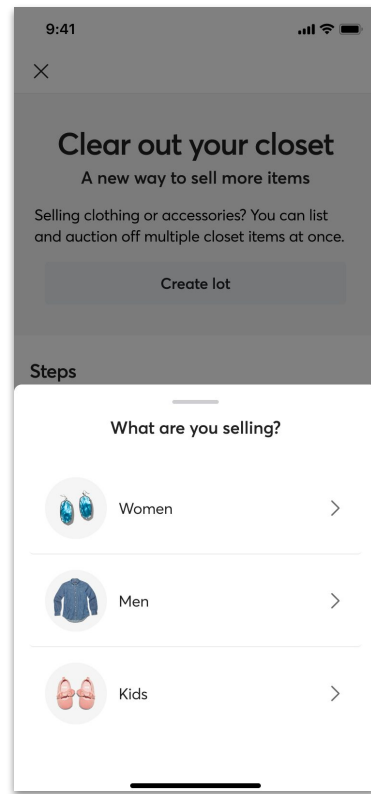- Kids sellers, all ages (2)

Link to full research plan

Overview

Overall, there's enthusiasm for the concept!

👍 **Working Well**
- The use cases for when to use clear out vs. single listing were well understood
- Generally listing was perceived as really easy - keeping listing information simple, basic understanding of earnings, buyer ships, etc.
- Participants received the right information at the right time - usually their questions were answered on the same or following screen

🛠 **Areas for Improvement**
- Category selection was a pain point - people don't know how to categorize unisex items, and this was perceived by a few folks as a non-inclusive practice 😢
- Seeing such a low starting bid was viewed as prohibitive by some
- General content clarity throughout (eg. Sell Home, min number of items) - to be expected since we're without Adrian :)

🌟 Recommendations

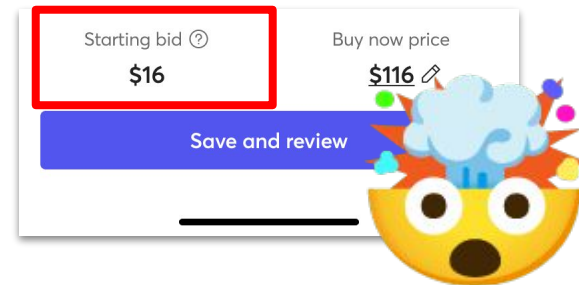**Clarify the value propositions and cognitive effort on Sell Home.**
- There was some confusion around interpreting 'Buy Now,' auction, and shipping
- Some felt this screen was great, some felt this was TMI on one screen. These participants are reviewing this in depth for a study, so how much cognitive effort can we realistically expect someone to put into comparing the two options?
- The different colors of the CTAs also caused some confusion.

Do we need the Select Category bottom sheet?
- If the purpose is to help users group items in a way that's attractive to buyers, is there another way we can provide this guidance?
- If we need it, most users said they would have issues listing unisex clothing, and some viewed this as a non-inclusive practice. Users suggested allowing multi-selection of categories, adding an "Other" category.

Reconsider the Start Bid price.
- Some viewed such a low starting bid as prohibitive. Because we're rolling this out, being too aggressive here could really hinder seller adoption.
- The seller pricing experiment suggests that too strong of a recommended price decrease actually performed worse. What data is informing the 50% discount price?

Starting bid ⑦   Buy now price
$16 $116 ✎
Save and review

II. Detailed Findings

New to Resale

What do you call [👚♻️]?

Take a few moments to think about the last time you went through your closet to find clothing or other items you no longer wanted with the intention of getting rid of them. What do you call this process?

- Decluttering (4)
- Spring cleaning (2)
- Cleanout or cleaning out (2)
- Recycling (1)
- Downsizing (1)
- Organizing (2)
- Cleansing (1) or cleaning (2)
- Marie Kondo (1)
- Refresh (1)

What do you call [👕👕👕👕]?

What word(s) would you use to describe something listed for sale that contains many unique, but similar items? *An example of different, but similar items could be: 5 pairs of athletic shorts, various brands, all Men's size medium*

- Bundle (2)
- Lot (2)
- Assortment, assorted (3)
- Yard sale (1)
- Variety pack (1)
- Catch-all (1)

Sell Home

What kinds of items might you consider listing for sale?

✅Most of the New to Resale participants got that you can list items other than clothing through Clear Out.

⚠️"What does **Buy Now only** mean?"
- Where is offers here?
- "I don't know how I feel about auctions… I feel like Buy Now should also be available for Clear Outs"

⚠️What does **3 day auction** mean?
- Here, people are interested and want to click on Create Lot to explore ✅
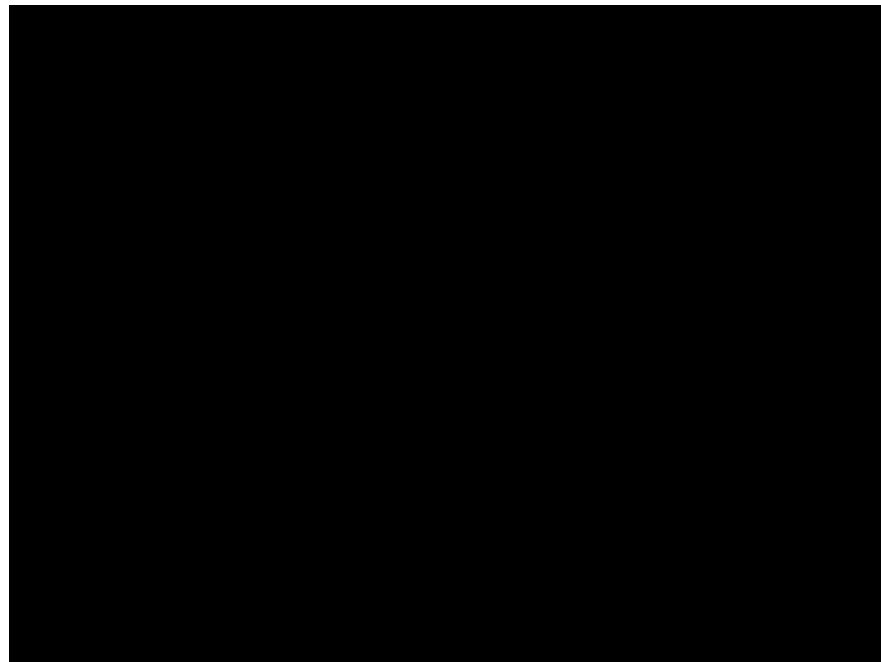
Click test

Where would you click if you wanted to try selling your unwanted clothes? Why did you click that area?

✅Participants who selected "List an item" mentioned a preference for higher profit or an intention/preference to list items individually

✅Participants who selected "List a lot" mentioned having a lot of clothes to sell when cleaning out closet, or thinking of it as a fun yard sale, or a way to overcome prohibitively expensive shipping

Results

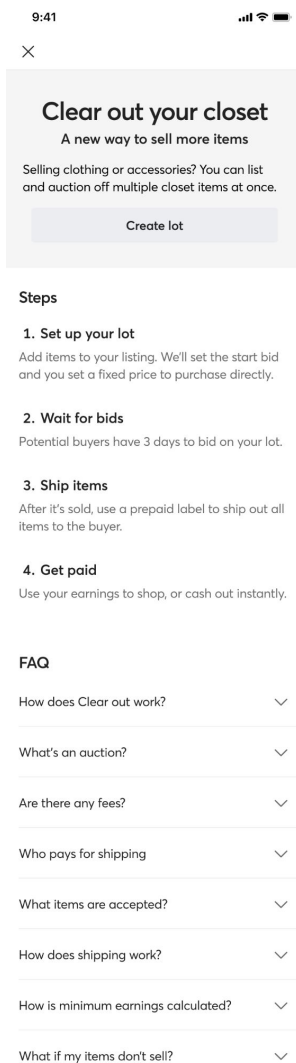13 participants · 13 clicks
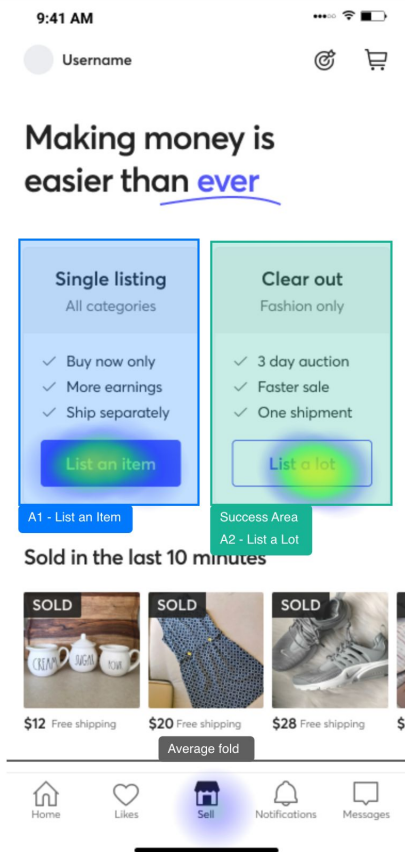
Landing Page

What questions do you have about how this process works?

- Who sets the start bid? Seller or Mercari?
- How does Mercari set the start bid price?
- What is "fixed price" (buy now)?*

  * This may have been unclear due to inconsistent terminology used for testing, but appeared to be clear to participants on the subsequent listing screens

- What happens if I don't get any bids?
- Can I re-auction a listing?
- Can I create my own shipping label?
- How many items can I include?
- How many lots can I list?
- How often and in what increments can you bid?

9:41

Clear out your closet
A new way to sell more items

Selling clothing or accessories? You can list and auction off multiple closet items at once.

Create lot

Steps

1. Set up your lot
Add items to your listing. We'll set the start bid and you set a fixed price to purchase directly.

2. Wait for bids
Potential buyers have 3 days to bid on your lot.

3. Ship items
After it's sold, use a prepaid label to ship out all items to the buyer.

4. Get paid
Use your earnings to shop, or cash out instantly.

FAQ

How does Clear out work?

What's an auction?

Are there any fees?

Who pays for shipping

What items are accepted?

How does shipping work?

How is minimum earnings calculated?

What if my items don't sell?

Category selection

What items do you think you could list as a lot?

✅ Several referenced "clothing or accessories" from the background, which guided their impressions of what they are able to sell as a lot.

✅ In general, the icons were successful in setting expectations that more than clothing could be listed.

> **Suggestions** 💡
>
> ● Provide multiple photos, like full outfit, for each category to convey multiple item types
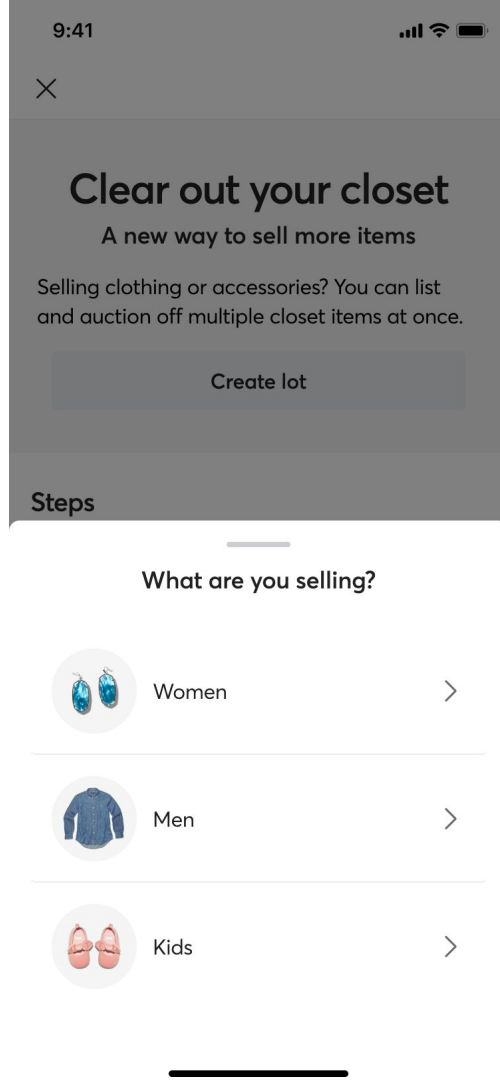
Category selection

If you were cleaning out your closet at home, how easy or difficult would it be to select a category (Women, Men, Kids) for those items?

8/13 participants reported "gender neutral" or "unisex" clothing would be difficult to categorize

⚠️ During the task, 2 participants stated they disliked the gendered options here, but understood size was an important factor for making a sale.

0:16 | 1:44

Suggestions 💡
- Add "Other" category
- Allow multi-selection
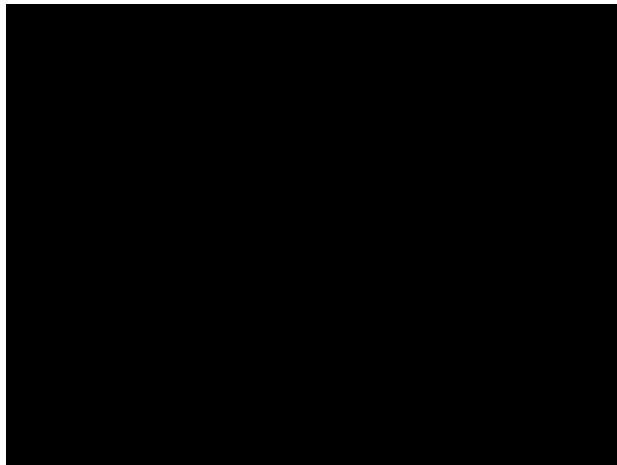
"Hats, accessories, people are a lot more genderfluid today. Things that don't have a specific fit or cut basically."

Adding items

How many items can you add to a lot? You can use the design as a reference.

✅ 10/13 participants got the maximum number of items correct 🎉
⚠️ 3/13 correctly reported the min number of items as 1

Imagine as you add items, you notice that the prices under "Starting bid" and "Buy now price" increase. What do you think might be happening?

✅ 9/13 correctly responded with something along the lines of, I'm adding more items, so the value of the lot is increasing

Adding items

Participants **appreciated the simplicity** of the items added to the lot listing.

Mercari user question:
- What happens to the description, where I note flaws or measurements, if I transfer over my existing listing?
- Do buyers prefer written info, or are photos enough?

One participant noted she would have made separate listings for sneakers and pants, indicating she naturally thinks of grouping lots with similar categories.
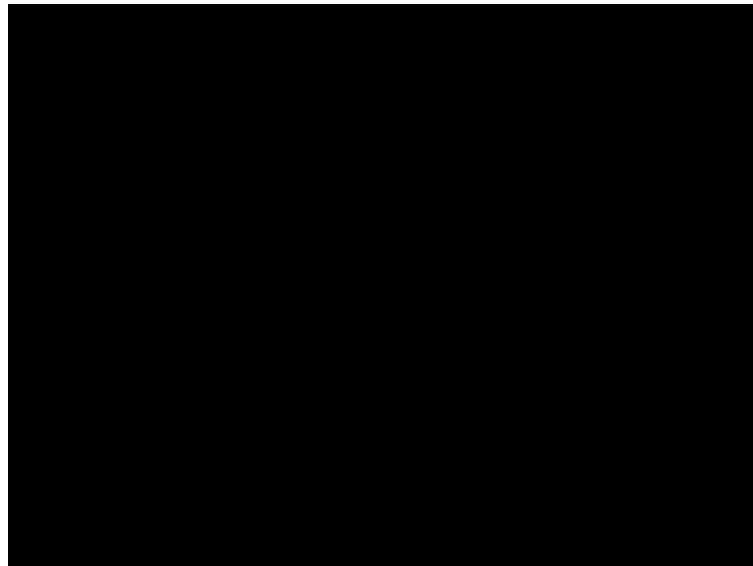
Starting Bid

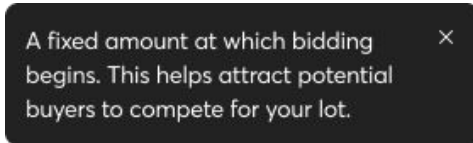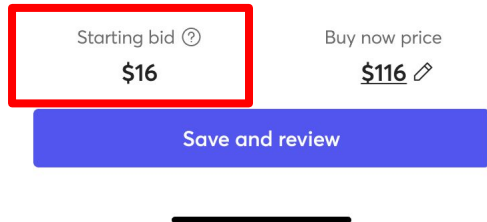**What is your understanding of what "Starting bid" means?**

✅ 9/13 correctly stated starting bid is the price at which bidding starts

⚠️ 2/13 had the basic idea, but implied that the seller or buyer had control over the starting bid amount

How satisfied are you with the information provided (in the tooltip)?

⚠️ Most were satisfied with the tooltip content (mean=4.08)
2 mentioned having trouble with the second sentence and suggested alternatives:
- "the fixed amount increases as buyers compete for your lot."
- "This keeps our marketplace prices fair, and based on demand."

Starting bid ⑦

$16

Buy now price

$116 ✎

Save and review

A fixed amount at which bidding begins. This helps attract potential buyers to compete for your lot. ✕

Starting Bid

Participants wanted more flexibility with the Start Bid price.

Testing this with such a steep discount may adversely impact adoption, and word can get around. Should we be so strict with the sellers who are trusting us enough to pilot this new feature for us?

Have we consulted the Pricing Experiment team to determine an appropriate discount price? (35% discount had worse STR than 30% discount, for example; ref)
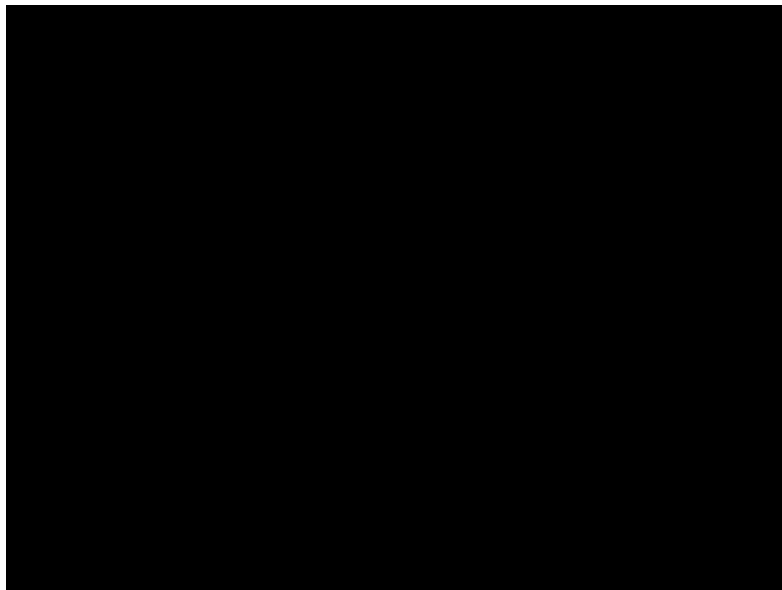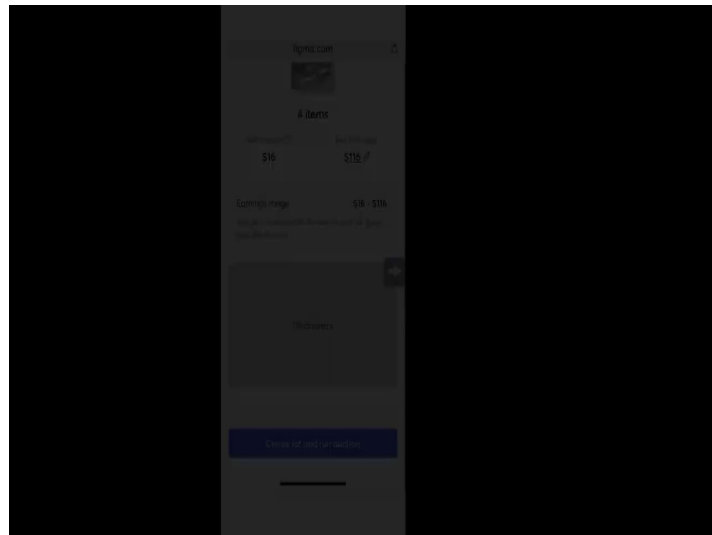
... Listen for the deep sigh at the end 😪

Buy Now

What is your impression of what "Buy now price" means?

✅ 12/13 correctly responded with something along the lines of "an option to bypass bidding" to purchase and end the auction 🎉

Suggestions 💡
- Would we consider allowing sellers to edit their "Buy Now" price after an auction is live?
- Smart pricing?

Review lot details

How unclear or clear was the information on the screen you just saw?

✅ Most said "Clear" or "Very clear" (mean=4.38)

- "If I can see how much buyer will pay in total will be better"
  - *New to clothing resale*

- "How is price within range finalized?"
  - *New to clothing resale*

- "It's absolutely what it sells for is what I make? No fees?"
  - *Mercari fashion seller*

If fees are coming up in open-ended feedback, this suggests we should **test this further - coming soon :)**
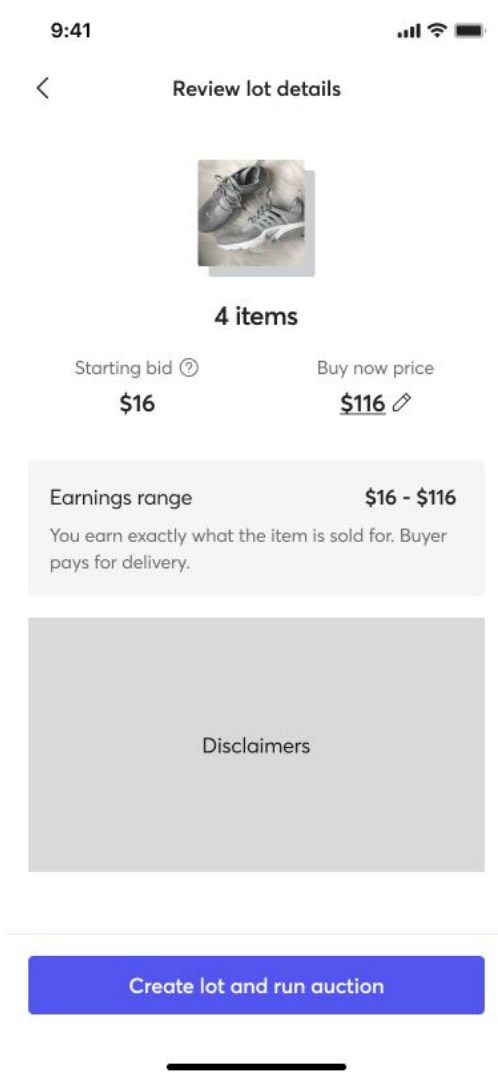
Concept Value

Concept value

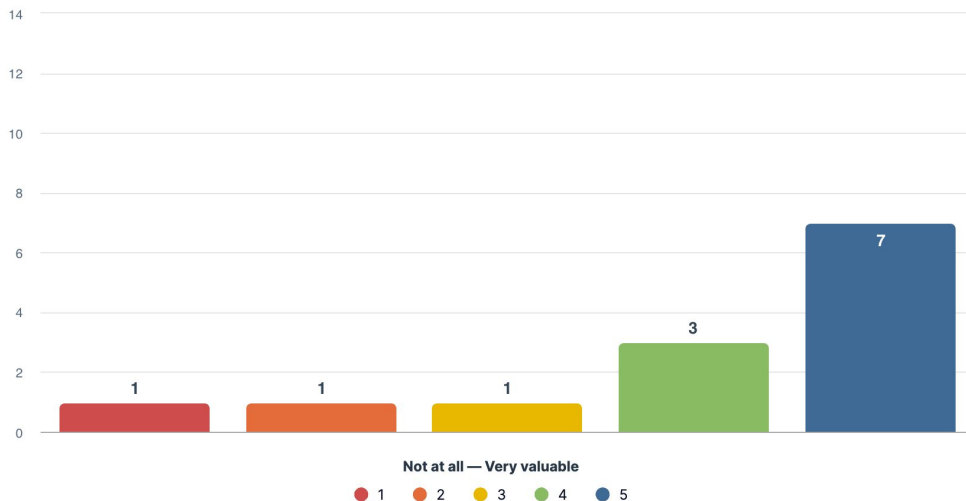**How valuable is this concept to you?**
1: Not at all, 5: Very valuable

Mean ratings:

- Overall (n=13): 4.23
- Mercari fashion sellers (n=6): 3.67
    - Mercari fashion sellers (n=4): 3.5
    - Mercari kids sellers (n=2): 4.0

2. How valuable is this concept to you?

13 responses · 6 comments

Not at all — Very valuable

● 1 ● 2 ● 3 ● 4 ● 5

Concept value

How valuable is this concept to you?

"Nothing could make this concept more valuable. I absolutely adore the create a lot option and the whole auction set up with the buy now option. It is so great and a max of 15 items is more than enough room to sell multiple items. It's such a smart idea and create for selling clothes and accessories in groups. I would have so much fun creating mini collections and cataloged and creating the lots selling beautiful sets of clothes and accessories in groups. It feels so fun and fresh like my own little shop. I love having this option alongside selling single items. It's simple, easy, and very exciting." *- New to fashion resale*

"I am so excited for this!!"
- Mercari young adult fashion seller

"Great idea!"
- Mercari young adult fashion seller

"I like that there aren't **fees**."
- Mercari Kids fashion seller

Concept value

How valuable is this concept to you?

"I usually **donate** to community services for free"
- New to fashion resale

"I don't tend to run **auctions** because I have been burned several times on eBay, where people did not pay for their items so I tend to not pick that"
- Mercari Kids fashion seller

"If you could **add more items** to the lot."
- New to fashion resale
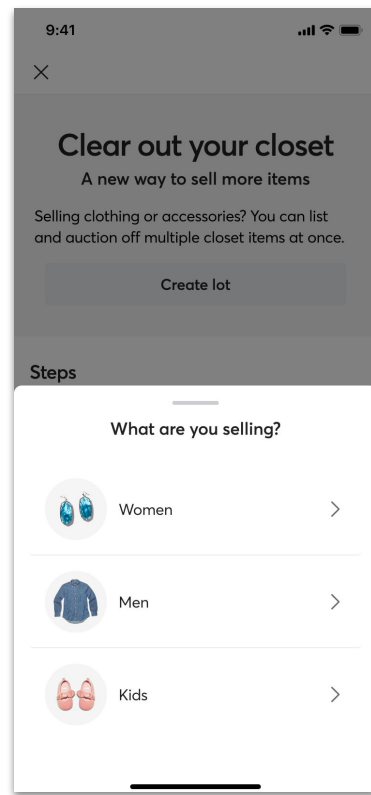
III. Key Takeaways & Recommendations

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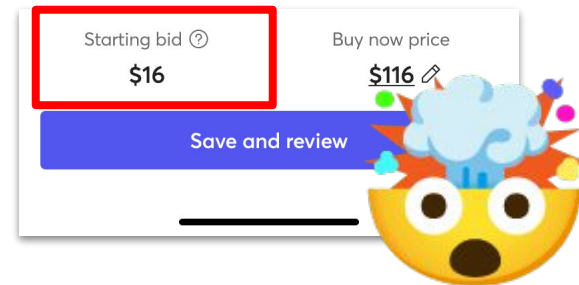**Clarify the value propositions and cognitive effort on Sell Home.**
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Thanks!

Have any questions?
Reach out to UXR @Megan

Links to Working Docs

- [Study Plan](#)