

C177 Unified Online Bidding Discovery Summary

Ritchie Bros. Auctioneers

PREPARED BY Ryan Opina & Christine Poh

DATE 03/19/13

DOCKET RBDS1301

Project Status.

- 1) Halfway point of the project**
- 2) Experience Planning Workshop**
- 3) Wireframes for Mobile, Tablet, Desktop**
- 4) Clickable Desktop Prototype**

Discovery Objectives.

- 1) Understand User Needs and Anticipate Behaviors**
- 2) Identify Desktop & Mobile Trends Influencing Online Bidding**
- 3) Evaluate Competitive Online Bidding UX**
- 4) Outline Key User Stories for Online Bidding Platform Design**

Audience Insight.

- 1) Customer Personas
- 2) Key Takeaways

Need Buyer.

George

OWNER | BORA CONSTRUCTION LTD.

Running his medium sized business since 1983, Jerome buys a variety of heavy construction equipment to own for his core fleet. Purchases are often unplanned and due to replacement of existing equipment. Needs to know what he is getting before he makes a purchase, will hire a CAT Inspector to ensure that he will get the best ROI.

TECHNOLOGIES USED:



Need Buyer.

"The convenience of online bidding is second to none, but more detailed visuals and easily switching between rings and TAL would make it even better."

- GEORGE

Facts

- Covers all industries (Construction, Transportation, Agriculture, Forestry, Mining)
- May be large or small company
- May not have huge capital
- End User / Owner / Operator

Pain

- Time and availability to line up with auction and lot availability
- Not receiving timely and accurate information
- Shipping may be unreliable or too slow
- Item being purchased may not be job-ready
- Item is too far away geographically
- Required item is not available in inventory and needs to go elsewhere
- Item is not available soon enough

Behavior

- Often purchases are not planned but due to replacement
- May sell and buy where they have the best relationship
- May have a brand preference
- May personally inspect equipment when possible, or send someone else
- Price conscious / may keep to a strict budget
- May only purchase within region/locally
- High emotion in bidding process
- Attends fewer auctions

Goals

- Looking for best return on investment
- Replace existing equipment
- Minimal technical issues
- Convenience
- Good customer service
- Knowing when an item is available
- May not have huge capital

Deal Buyer.

Mark

DEALER | H&C EQUIPMENT SALES LTD.

Has purchased trucks, forklifts and other equipment to resell for 12 years. Regularly checks RBA.com and IronPlanet.com once a week, to look for equipment for clients and deals. Mark is looking for better ways to research and track equipment. He recently bought an iPad and could see himself taking it with him on travel to auction locations outside his region.

TECHNOLOGIES USED:



Deal Buyer.

"I have a pretty good idea when something is going to go for a good price, so it's critical that I stay on top of when it is coming up regardless of where I am at the time"

- MARK

Facts

- Rarely the end user – will resell/rent
- Looking for deals
- Buys within and outside their region
- Opportunistic – will travel to auction, always looking for a deal

Pain

- Doesn't like high fees
- Not receiving timely and accurate information

Behavior

- May be very loyal when selling equipment
- May be less concerned with quality
- Conducts large amounts of research online
- Competitive in bidding process

Goals

- Looking to make money / profit margin is small

Schedule Buyer.

Alvin

MANAGER | BERRYRIDGE FARMS LTD.

For the last 3 years, Alvin has managed equipment, sales and finances for his family's 4th generation berry farm. Alvin makes equipment purchases once a year, and often researches and plans for purchases with months in advance. This year, the Harris family is expanding their berry farm to include Cranberries. Alvin will be in the market for equipment to support the farm expansion.

TECHNOLOGIES USED:



Schedule Buyer.

"My fleet always needs to be up and running, so equipment availability and timing is the most important determinant for making a purchase."

- ALVIN

Facts

- Often in Forestry, Transportation or Agriculture Industries
- End User / Owner / Operator
- May require banking / finance relationship
- Often knows exactly how much it will cost to operate equipment
- May lease / rent or own
- Using equipment to make a profit

Pain

- Can't have down time

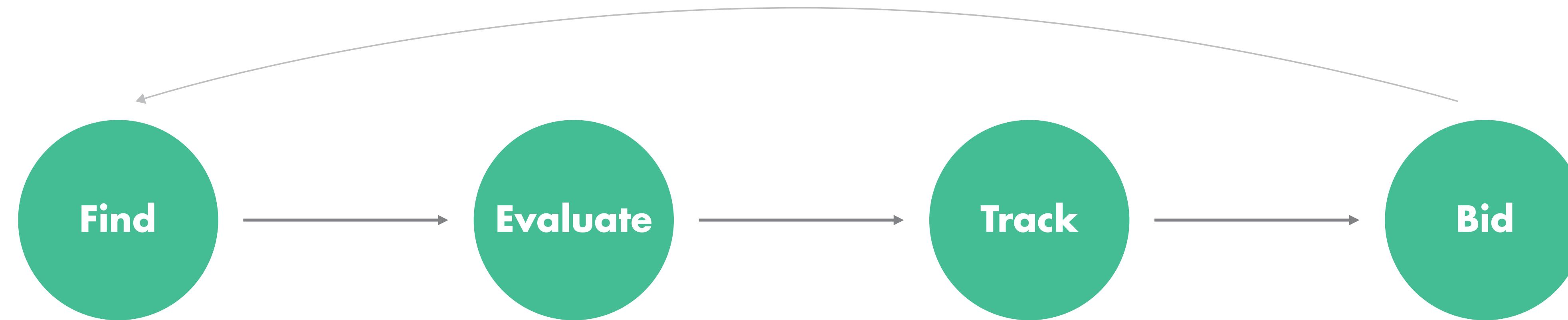
Behavior

- May wear out equipment in one or two seasons /high use
- May not use auctions in some instances if they know what the value of their equipment is worth / low risk
- May order equipment ahead new, or purchase in large quantities
- May have no sense of ownership over equipment / no emotional attachment
- Plans purchases often months in advance

Goals

- Always looking at ROI

The Online Bidding User Journey.



Find.

Need and Schedule Buyers are most often **looking for specific** equipment.

Deal Buyers often return to multiple auction sites to **browse** for deals on product they can resell.

Search 37912 items in upcoming auctions:

Keyword: <input type="text"/>	Year: <input type="text"/> to <input type="text"/>	Region: <input type="button" value="All regions"/>
Industry: <input type="button" value="All industries"/>	Make: <input type="text"/>	Auction: <input type="button" value="All auctions"/>
Category: <input type="button" value="All categories"/>	Model: <input type="text"/>	Lot #: <input type="text"/>
Subcategory: <input type="button" value="All subcategories"/>	Serial #:	

[Simple Search](#) ▾[Search Equipment](#)

Buy & Sell Heavy Equipment with Confidence

For over 50 years we've been helping people buy and sell used heavy equipment. We provide services that make it easy - and the information you need to buy and sell heavy equipment with confidence.

[Search for used industrial equipment](#)

ONLINE BIDDING IS NOW EVEN EASIER.

NO SOFTWARE TO INSTALL.
PC & MAC FRIENDLY.

[Bid Here](#)

[About Us](#) [About our Auctions](#) [Heavy Equipment](#)

Ritchie Bros. started back in 1958 as a small family-run business. Today we are the world's largest auctioneer of heavy equipment and trucks. In 2011, we sold US\$3.7 billion of unused and used heavy equipment at 339 unreserved public auctions worldwide.

We have unused and used heavy equipment for sale from nearly every industry:

- Construction equipment
- Forestry equipment
- Industrial equipment
- Marine equipment
- Mining equipment
- Utility equipment

135
UPCOMING AUCTIONS

Today's Auctions

[Geelong, AUS](#)

Tuesday Mar 19, 2013

Grand Opening

Please see auction notes for important information regarding how trailers will be sold

New! Powertrain Warranties available on select equipment to be sold at this auction. [Learn more](#).

[View auction inventory](#) [Download auction inventory \(PDF\)](#)

[Register to Bid](#)

[View Only](#)

[Enter Timed Auction](#)

[St. Aubin Sur Gaillon, FRA](#)

Tuesday Mar 19, 2013

Broadcast has not started.

[View auction inventory](#) [Download auction inventory \(PDF\)](#)

[Register to Bid](#)

Upcoming Auctions

Click the register button if you want to bid online at any upcoming auction.

[Register to Bid](#)

[North East, MD, USA](#)

Tuesday Mar 19, 2013

1 DAY TO GO!

[View auction inventory](#) [Download auction inventory \(PDF\)](#)

Evaluate.

Customers are looking for **more information** to help them make informed decisions.

Savvy purchasers know that they must seek **alternate forms of search** to find the information they are seeking.

[Detailed equipment information](#) [Apply for financing](#) [Get shipping quotes](#) [More items like this](#)

 A qualified Ritchie Bros. employee collected detailed equipment information on Sunday Mar 10, 2013 and performed functional tests on the key components of this asset.

Liebherr R954C V-HDW Demolition Excavator

[Operator Station](#) [Engine](#) [Tracked Undercarriage](#) [Front Attachment](#) [Boom Operation](#)
[Body Details](#) [Accessories](#)

Year	2009	Comes With
Manufacturer	Liebherr	
Model	R954C V-HDW	
Asset Type	Demolition Excavator	
Serial Number or VIN	WLHZ1120H2C025300	
CE	true	
Condition		
Hrs/Mil/kms	3956 hrs	

Operator Station



Viewing 1 of 6



Engine



EPA

true

Viewing 1 of 2



Track.

Customers are looking for alternative ways to efficiently track the equipment that they want to bid on.

Time is important to customers, and they see the potential in saved time that **notifications** can create.

- [Home](#)
- [Current Inventory](#) ▾
- [Auction Results](#)
- [Auctions](#) ▾
- [Buy](#) ▾
- [Sell](#) ▾
- [About Us](#) ▾
- [My Account](#) ▾
- [Blog](#)

Search over 37976 items in inventory

[Search Equipment](#)

[Advanced Search](#) ▾

[Home](#) ➔ [My Account](#) ➔ [Watchlist](#)

Watchlist

You are currently receiving daily email alerts. To make a change, go to [alert preferences](#).

Upcoming Items

Watchlist items in upcoming auctions

Past Items

Watchlist items in past auctions

3 items in your Current Inventory Watchlist

DETAILS VIEW
GALLERY VIEW

	COMPARE REMOVE FROM WATCHLIST	SORT BY A TO Z YEAR AUCTION DATE METER READS (UNVERIFIED) IN YARD
<input type="checkbox"/>	 PHOTOS (57)	2000 O&K RH23 Front Shovel Moerdijk, NLD Mar 21, 2013 - Mar 22, 2013 Detailed Equipment Information S/N: 70306 c/w: ripper, auto lube
<input type="checkbox"/>	 PHOTOS (21)	2005 AGRIA DH15P Dumper St Aubin Sur Gaillon, FRA Mar 19, 2013 Detailed Equipment Information S/N: 155471 c/w: canopy
<input type="checkbox"/>	 PHOTOS (43)	2009 LIEBHERR R954C V-HDW Demolition Excavator Munich, DEU Apr 18, 2013 Detailed Equipment Information S/N: WLHZ1120HZC025300 c/w: Q/C Verachtert CW45SH, aux hyd, 28m 3pc demolition attachment w/water sprinkling system, demolition stick 8,55m, connection boom 2,50m, demolition boom 11,30, tilting A/C cab w/cab protection, folding steps, 600mm pads, mechanic extendable u/c, additional counterweight 9t + 3t, additional earth moving attachment w/ rock bkt 1500mm, Q/C Verachtert CW45SH, stick 2,90m, boom 5,50m, storage rack for demolition attachment

14

[Email this Page](#)

[Print this Page](#)

[Back to Top](#)

Useful Links

Search Links

Newsletter SignUp

Connect with Us

Bid.

Timed Auction

Customers are looking for a timed bidding experience more suited for the **touchpoint** that they are using.

Live Auction

Customers are looking for more **seamless experiences** and more efficient ways to switch between multiple rings.

Timed Auction Lots - Lots #5000 - #5570

All Listings My Selections

Keyword: Search

Lot Range: to Go

Select a Category:

Sort by: [Closing time](#) [Current bids: low - high](#) [Current bids: high - low](#)

Filter results:



[Lot 5000 - Unused 100KB-E Diesel Water Pump \(Qty of 2\) ..](#)

[Photos\(1\)](#)

Bidding closes: 19-Mar 13:30:00 GMT+11
Time remaining: 0 days, 3 hrs, 18 mins, 47 sec

High Bidder: 1072 High Bid: \$1,100 Your Max Bid: \$0

[» Sign in to bid on this item](#)



[Lot 5001 - Unused 2012 Gentec Diesel Water Pump](#)

Serial No: 11090685

Bidding closes: 19-Mar 13:30:20 GMT+11
Time remaining: 0 days, 3 hrs, 19 mins, 7 sec

Geelong, AUS Ring 1 – Powered by OnLine Ringman®

webclient.rba2.auctionsolutions.com/ams-wc-ui/rba.jsp

LOT # 110 ACTIVE AUCTION Geelong, AUS Ring 1 People Online 1,212 Help Currency Converter EXIT

2002 - KENWORTH T950 6X4 PRIME MOVER

Choice of 1

ASK: \$77,500 **High Bid:** \$75,000 **High Bidder:** ONSITE

S/N
6F5000002A422797
Meter Reads:
1181485 KM
Cummins Signature, 600 hp, eng brake, Eaton Fuller 18 spd, 8 bag A/R susp, 46000 lb rears, 5300 mm WB, cross locks, ABS, Pacific load scales, GCM 80 ton
ADDITIONAL INFORMATION
AVAILABLE IN OFFICE - SERVICE HISTORY KM METER CURRENTLY STATES 360,131 KMS, DIAGNOSTIC VERIFICATION VIA COMPUTER INDICATES 1,181,485 KMS Other Views

LOT # 110

Mouse over thumbnail for enlarged preview

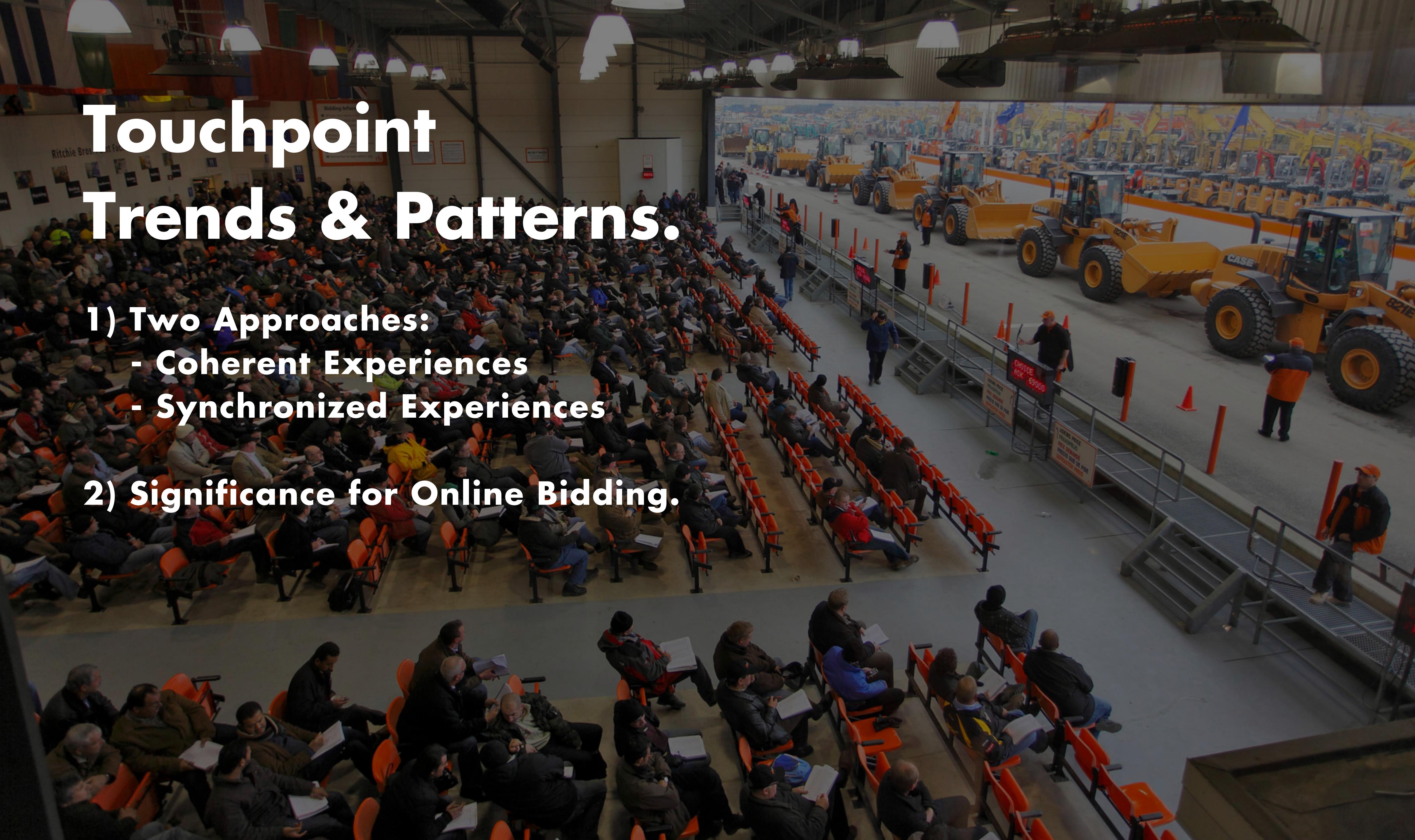
Follow current lot

LOT	Sold Amount	LOT Description	S/N	Meter Reads	Photo
110		2002 - KENWORTH T950 6X4 PRIME MOVER	6F5000002A422797	1181485 KM	
111		2007 - VOLVO FH16 6X4 PRIME MOVER	YV5A8A1D37D129981	833868 KM	
112		2004 - MACK CLR766RS SUPERLINER 6X4 PRIME MOVER	6FMH07E694D709833	7933725 KM	
113		2005 - KENWORTH T404SAR 6X4 PRIME MOVER	6F5000005A430946	580732 KM	
114		2004 - FREIGHTLINER ARGOSY 6X4 PRIME MOVER	1FVJAWAV84L995036	1150188 KM	
115		2003 - IVECO POWERSTAR 6700 6X4 PRIME MOVER	6F2GF67003DK00070	62470 KM	
116		2002 - MACK CH688RS FLEETLINER 6X4 PRIME MOVER	6FNA04A592D707907	868457 KM	
117		1994 - MACK CLR722RS ELITE 6X4 PRIME MOVER	6FMH13E02BRR01876	536202 KM	
118		1994 - MACK CHR788RS 6X4 PRIME MOVER	6FMG06E05ARB01785	2930 KM	

Auctioneer's Message:

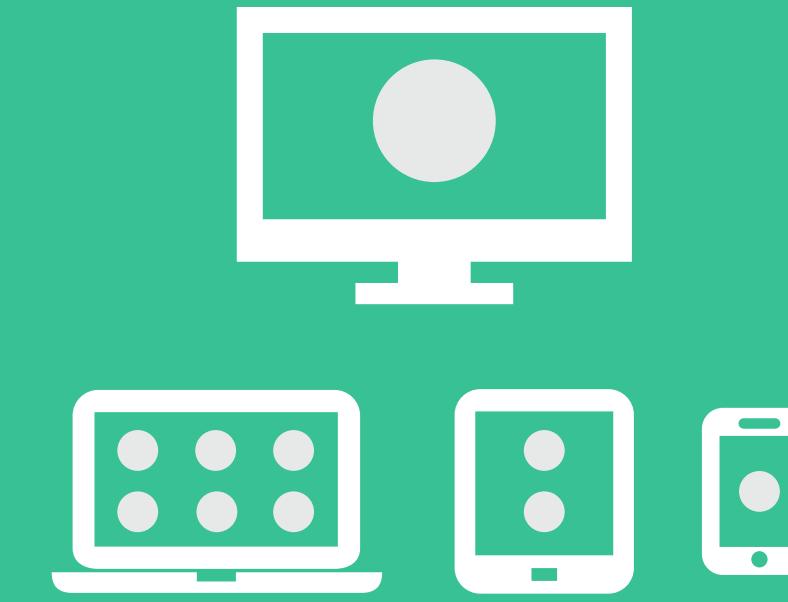
Touchpoint Trends & Patterns.

- 1) Two Approaches:**
 - Coherent Experiences
 - Synchronized Experiences
- 2) Significance for Online Bidding.**



There are patterns that help us define the multi-screen world.

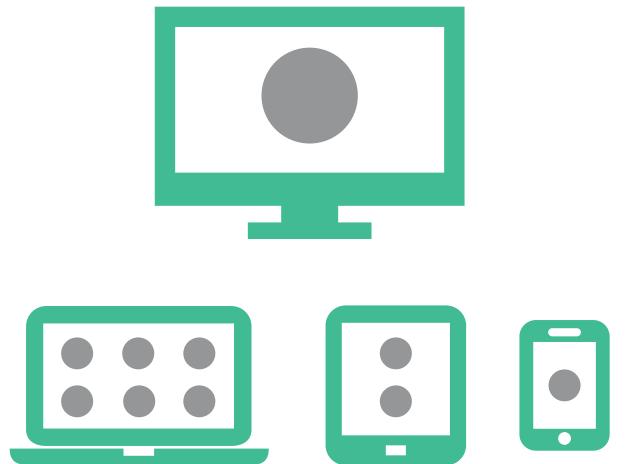
Coherence



Synchronization



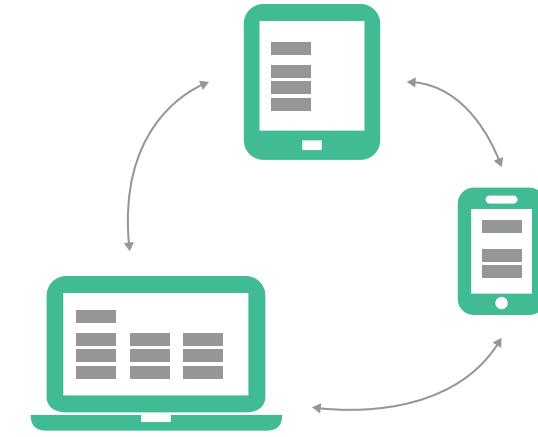
Coherence.



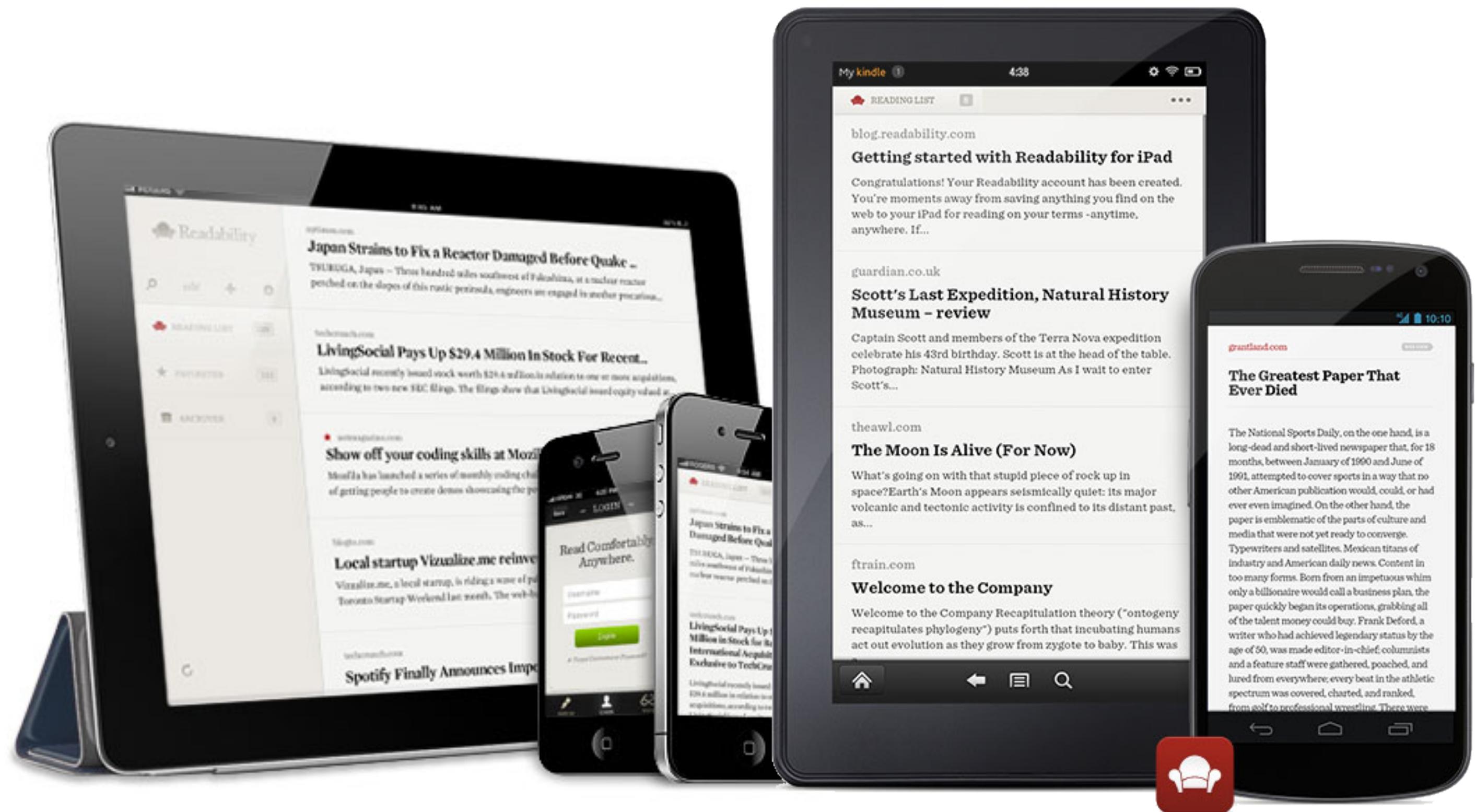
Features are optimized for specific device characteristics and usage scenarios.



Synchronization.



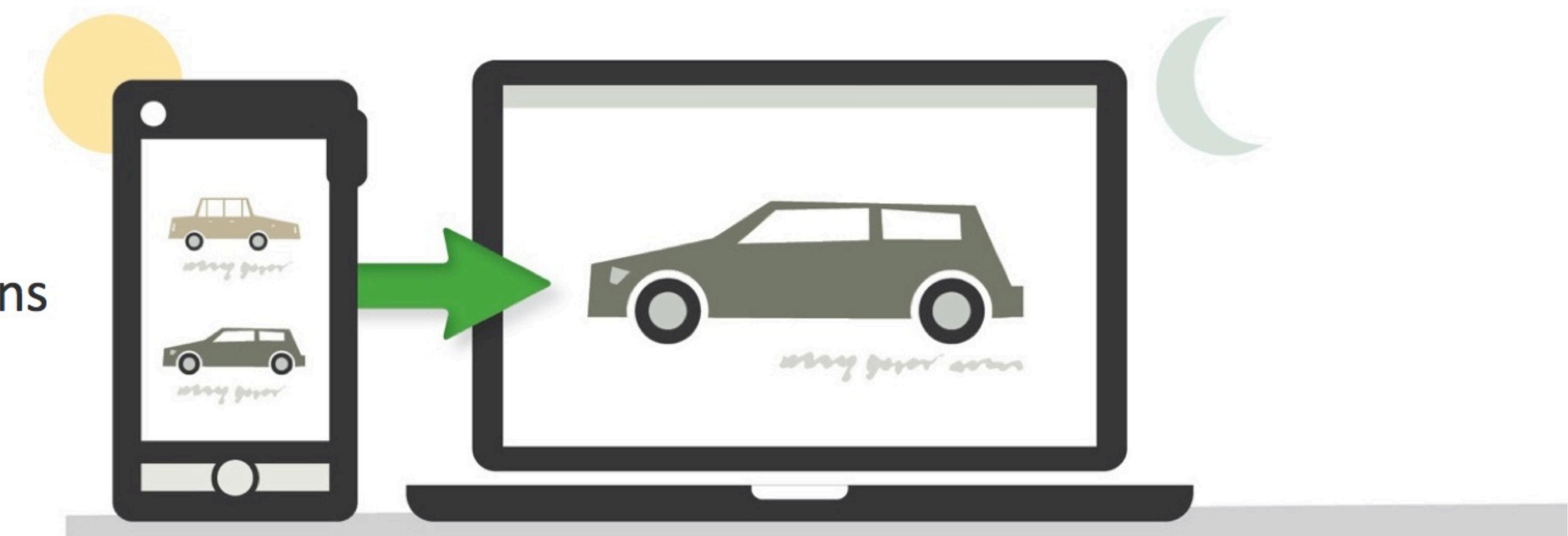
Auto-synced activity across multiple devices.



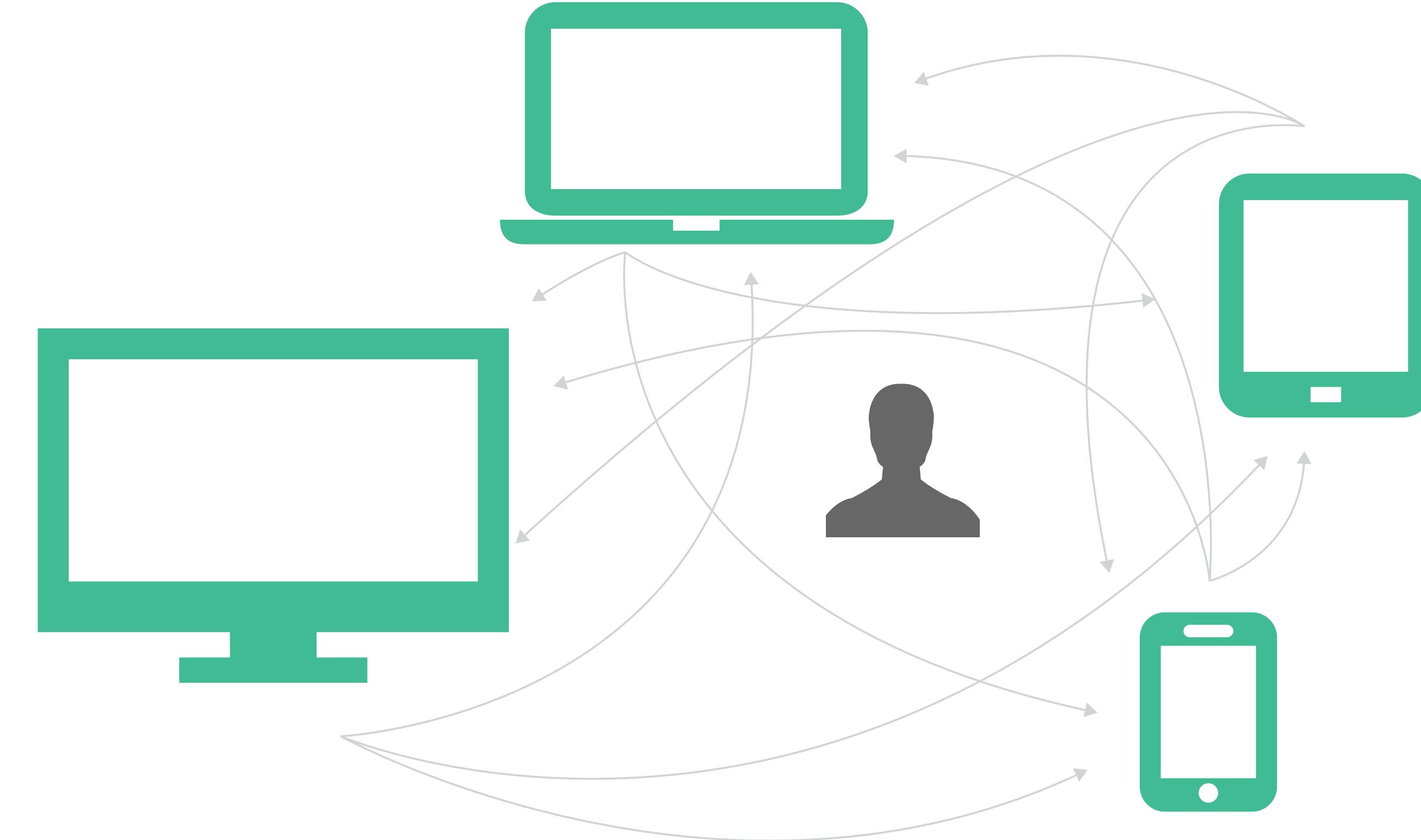
Sequential screening is common & mostly completed within a day

90%

Use multiple screens **sequentially** to accomplish a task over time



98% move between devices that same day



Our devices are all connected.

The Four Channels.



Desktop/Laptop

CORE EXPERIENCE

Desktop and Laptop users are accessing this site to research equipment, access their account, and participate in live and timed auctions.



Mobile Web

BROWSING EXPERIENCE

Users accessing Ritchie Bros. from mobile web from tablet or smartphone are looking for and researching equipment and lots.



Tablet

MOBILE BIDDING EXPERIENCE

The combination of performance and screen-size lend the Tablet App experience to become a bidding platform while users are on the move.



Smartphone

CONNECTED EXPERIENCE

Smartphone users are looking for quick access to saved information and past actions. This could include the tracking and bidding of saved items.

Competitive Insight.

- 1) How is the competition serving their customers?**
- 2) What should we be aware of?**



Sites Audited.



Evaluation Criteria.

Evaluation based on current heuristic benchmarks

User Experience

- Navigation
- Utility
- Response & Feedback
- Efficiency
- Innovation

Visual Design

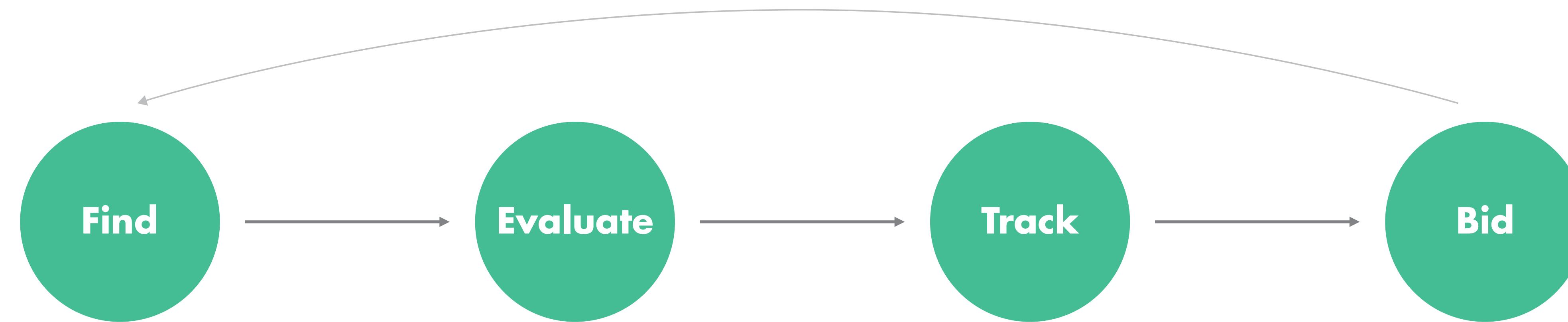
- Clarity & Legibility
- Hierarchy & Consistency
- Originality & Innovation
- Brand

Content

- Relevance
- Clarity
- Guidance
- Personality
- Innovation

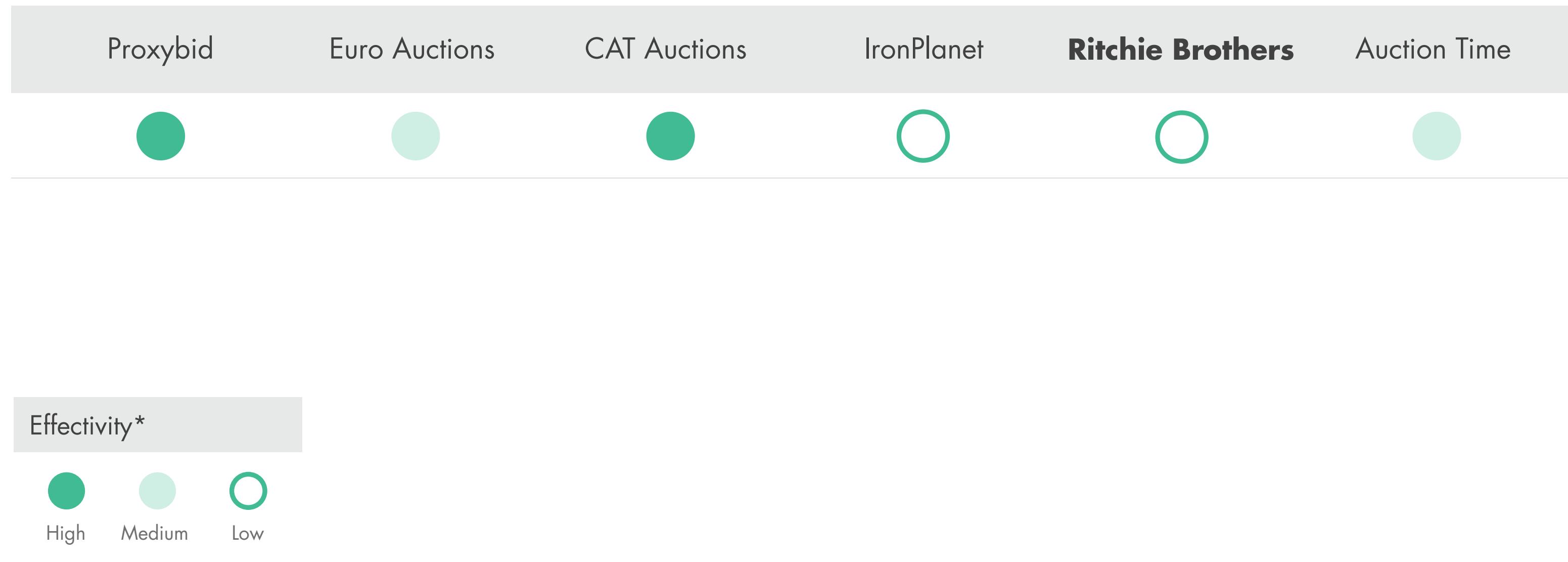
SOURCE: RESULTS OF THE EVALUATION CAN BE FOUND ON [ED-RBA_HEURISTICEVALUATION.XLSX](#)

The Online Bidding User Journey.



Find.

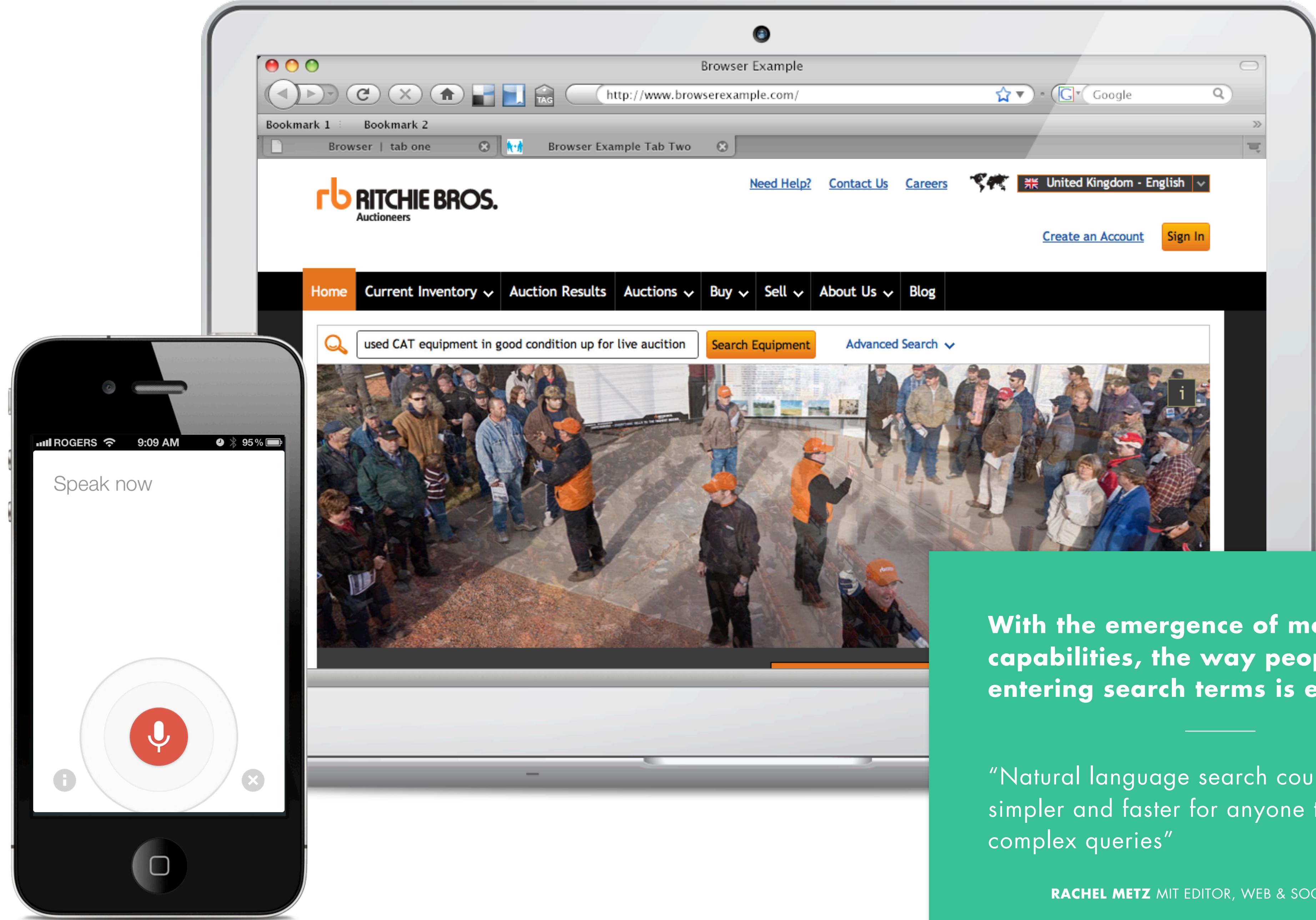
Every person's search is different. Successful sites provided users with multiple ways in which they could perform their search.



*Effectivity is based on platform Functionality, Accessibility and Efficiency uncovered in the Heuristic Evaluation.

Browsing is as important as Searching.

Proxybid includes an integrated Product and Auction search, keeping up with the latest trends in global search.

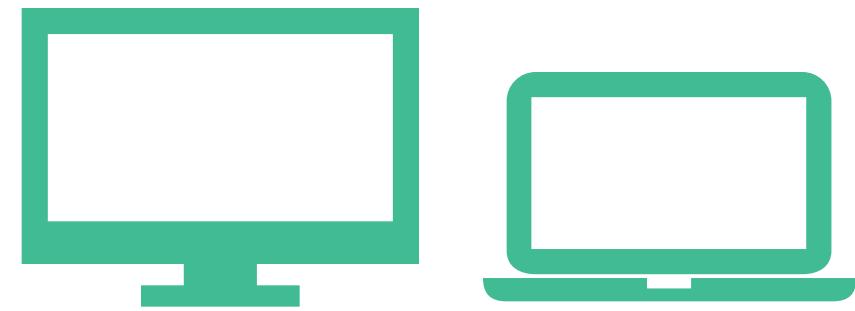


With the emergence of mobile voice capabilities, the way people are entering search terms is evolving.

“Natural language search could make it simpler and faster for anyone to perform complex queries”

RACHEL METZ MIT EDITOR, WEB & SOCIAL MEDIA

Recommended Channels.



Desktop/Laptop

CORE EXPERIENCE

Provide global search capabilities that help people find and browse information about Ritchie Bros. Auctions and Inventory.



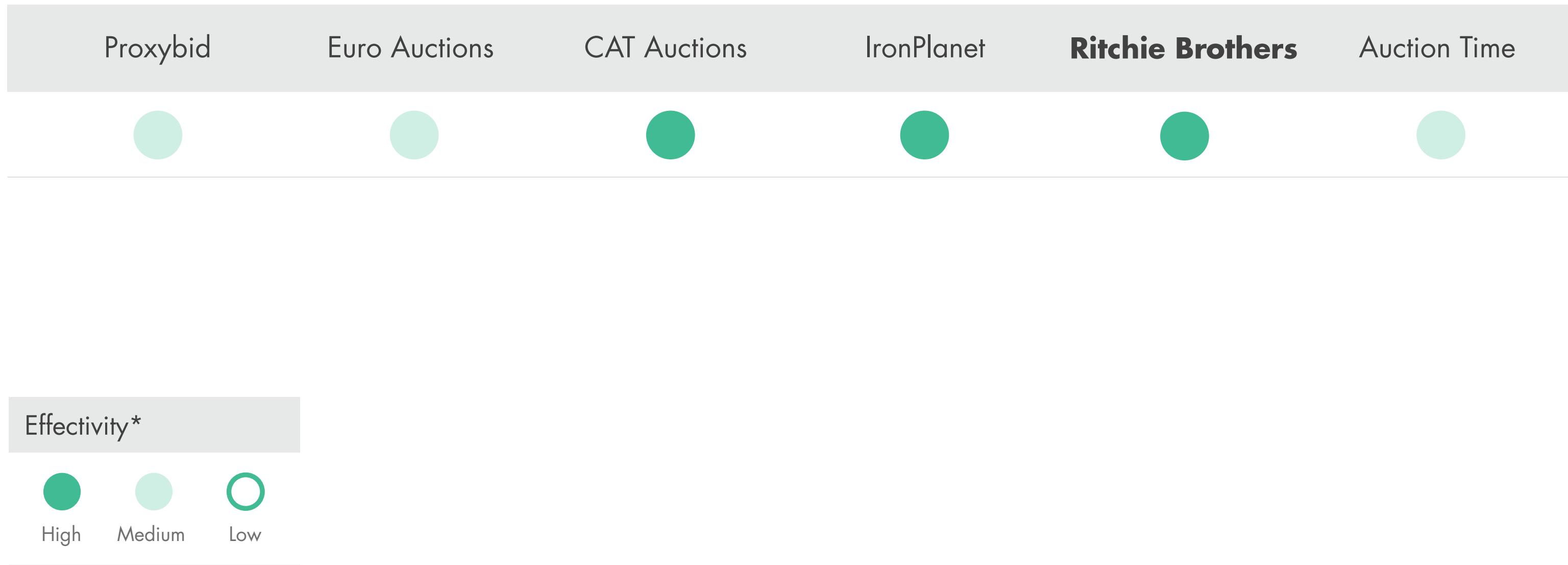
Mobile Web

BROWSING EXPERIENCE

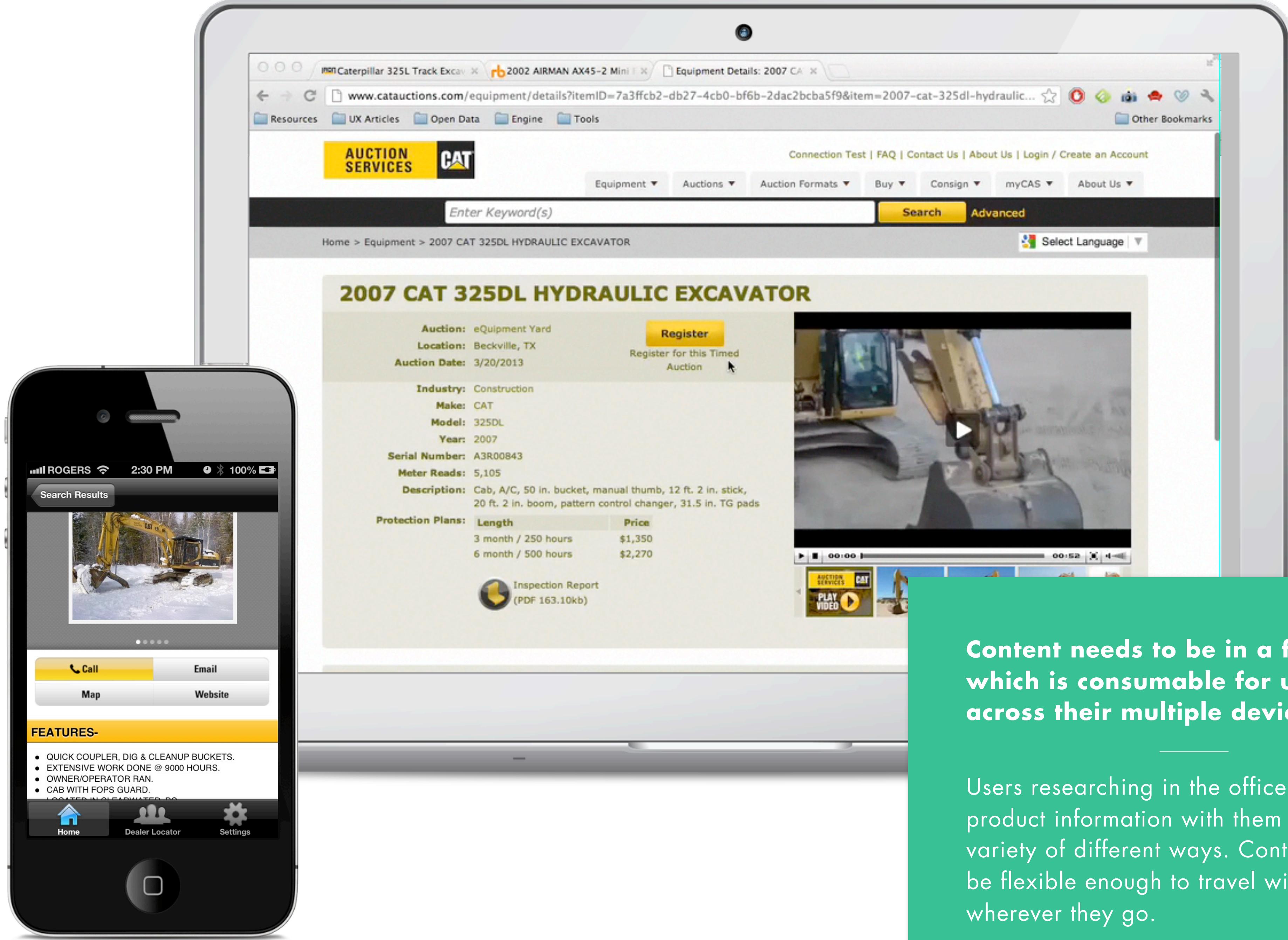
Provide people on the move with access to information about Ritchie Bros. Auctions and Inventory.

Evaluate.

Ritchie Bros. and Iron Planet – in many cases – provided more product information and inspection reports than their competitors.

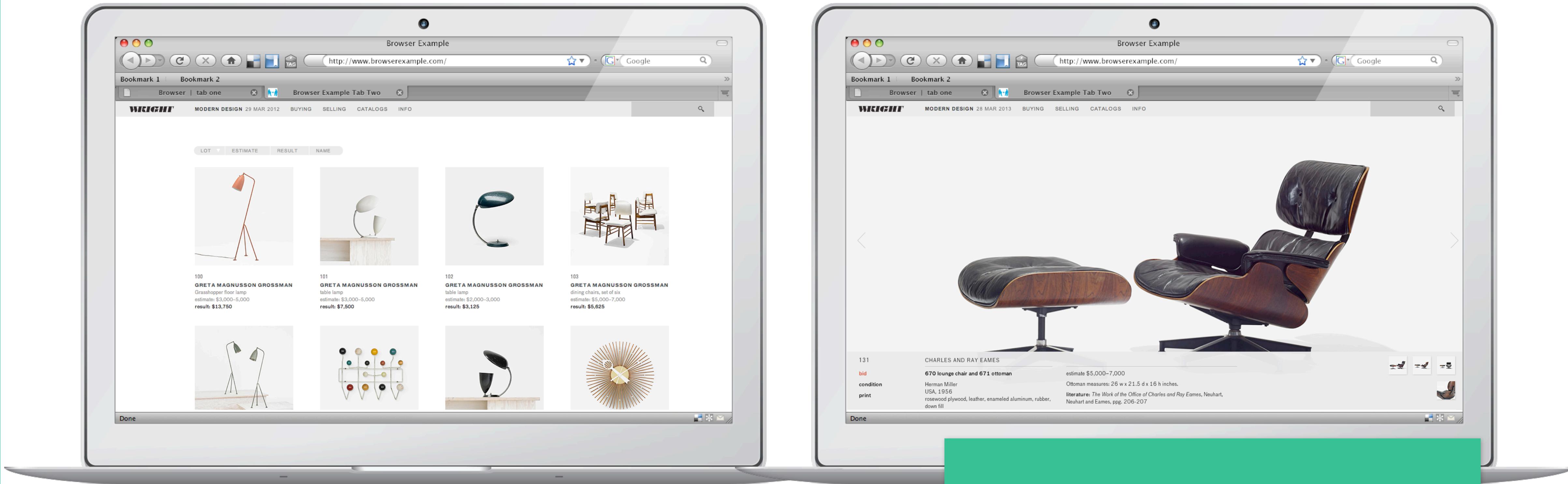


*Effectivity is based on platform Functionality, Accessibility and Efficiency uncovered in the Heuristic Evaluation.



Content needs to be in a format which is consumable for users across their multiple devices.

Users researching in the office and taking product information with them offline in a variety of different ways. Content needs to be flexible enough to travel with users wherever they go.



Placing the emphasis on the product.

Wright20 auction site gives prominence to product through the screen real estate given to the product image. Product details are revealed below in a clean and scannable format.

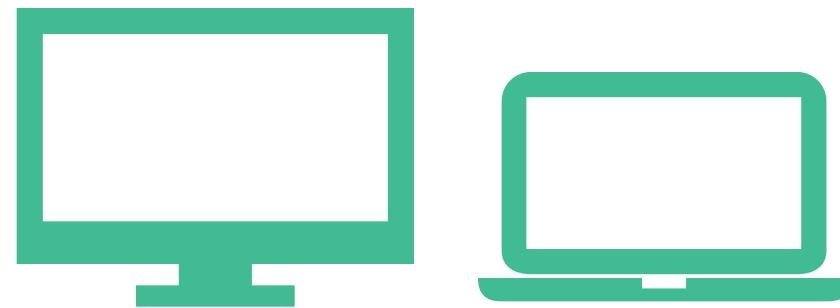
The screenshot shows a laptop displaying the Mercedes-Benz GL-Class SUV comparison page. The page features a navigation bar with links to Sedans & Coupes, SUVs, Roadsters & Supercars, and AMG. The main content area is titled "GL-Class SUV" and includes tabs for Overview, Design, Refinement, Versatility, Gallery, Models (which is selected), and Build. Below this, there are four thumbnail images of the GL-Class SUVs: GL350 BlueTEC SUV, GL450 4MATIC SUV, GL550 4MATIC SUV, and GL63 AMG SUV. Each thumbnail has its price (MSRP*) and a "BUILD" button. A section titled "Compare the GL-Class SUVs" allows users to select specific models for comparison. The table below compares the GL350, GL450, GL550, and GL63 models across various categories:

	GL350 BlueTEC SUV	GL450 4MATIC SUV	GL550 4MATIC SUV	GL63 AMG SUV
Price	\$62,400* MSRP Estimate Payment	\$63,900* MSRP Estimate Payment	\$86,900* MSRP Estimate Payment	\$116,925* MSRP Estimate Payment
Engine	3.0L turbodiesel V-6	4.6L biturbo gasoline V-8	4.6L biturbo gasoline V-8	5.5L AMG biturbo gasoline V-8
Horsepower & Torque	240 Horsepower @ 3,600 rpm	362 Horsepower @ 5,000-6,000 rpm	429 Horsepower @ 5,250 rpm	

Product comparisons are important in helping users understand the product offerings.

Mercedes-Benz USA's model comparison page allows both average car shoppers and car enthusiasts to compare models.

Recommended Channels.



Desktop/Laptop

CORE EXPERIENCE

Whether users are looking for a snapshot or detailed inspection reports, provide ways for the users to scan and compare product information.



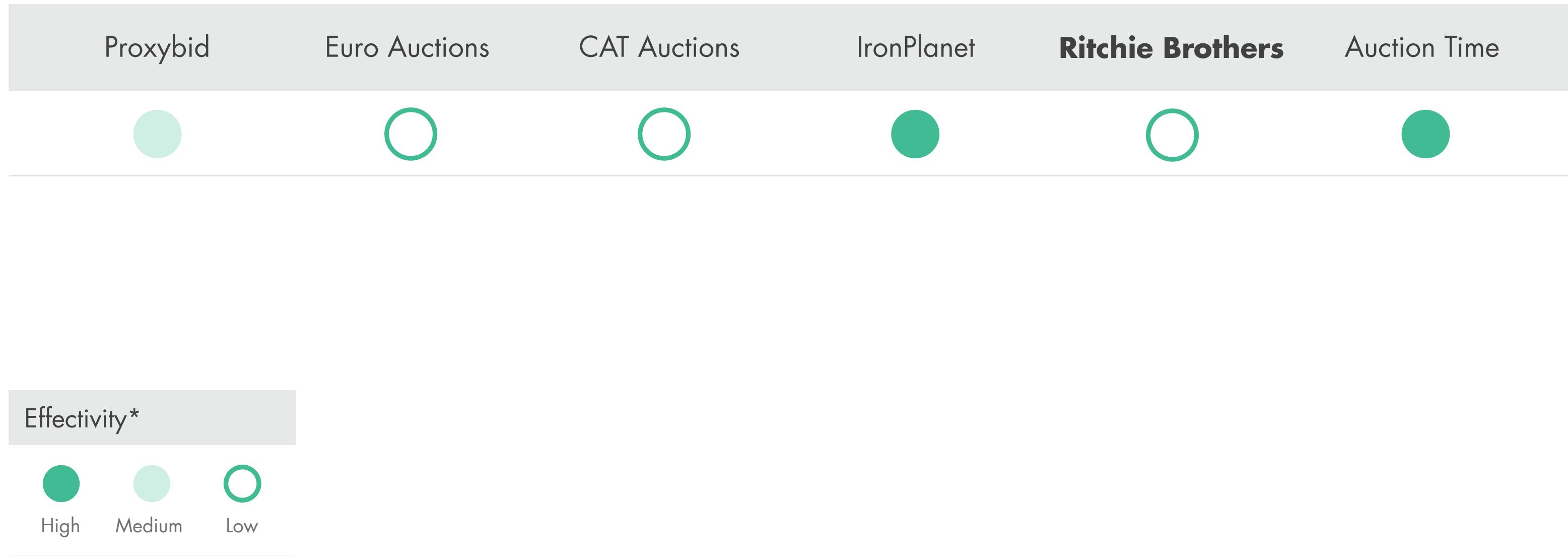
Mobile Web

BROWSING EXPERIENCE

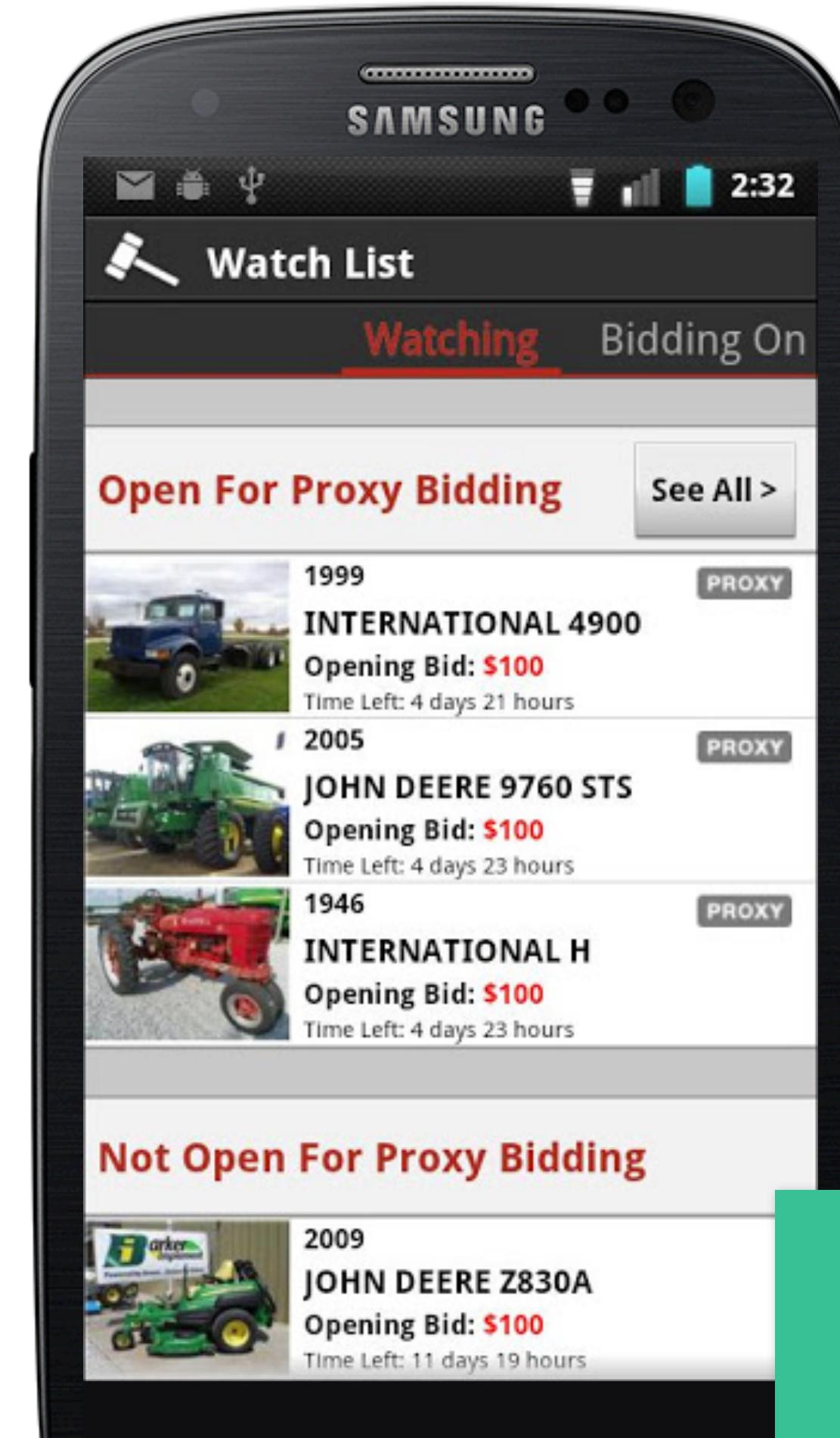
Provide content that is formatted and consumable for mobile users on the go.

Track.

Most competitive sites include the same notion of tracking and saving an item to a list.



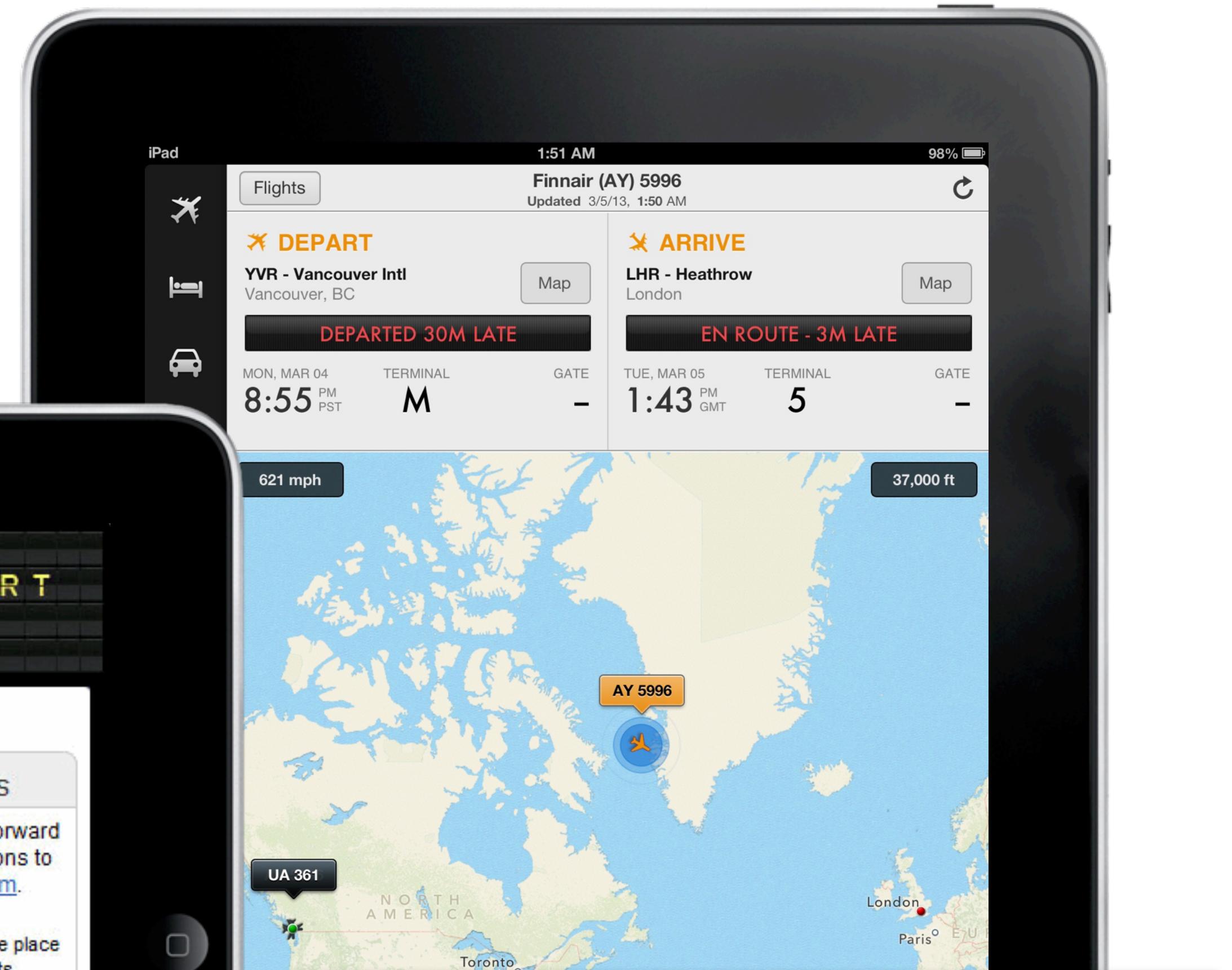
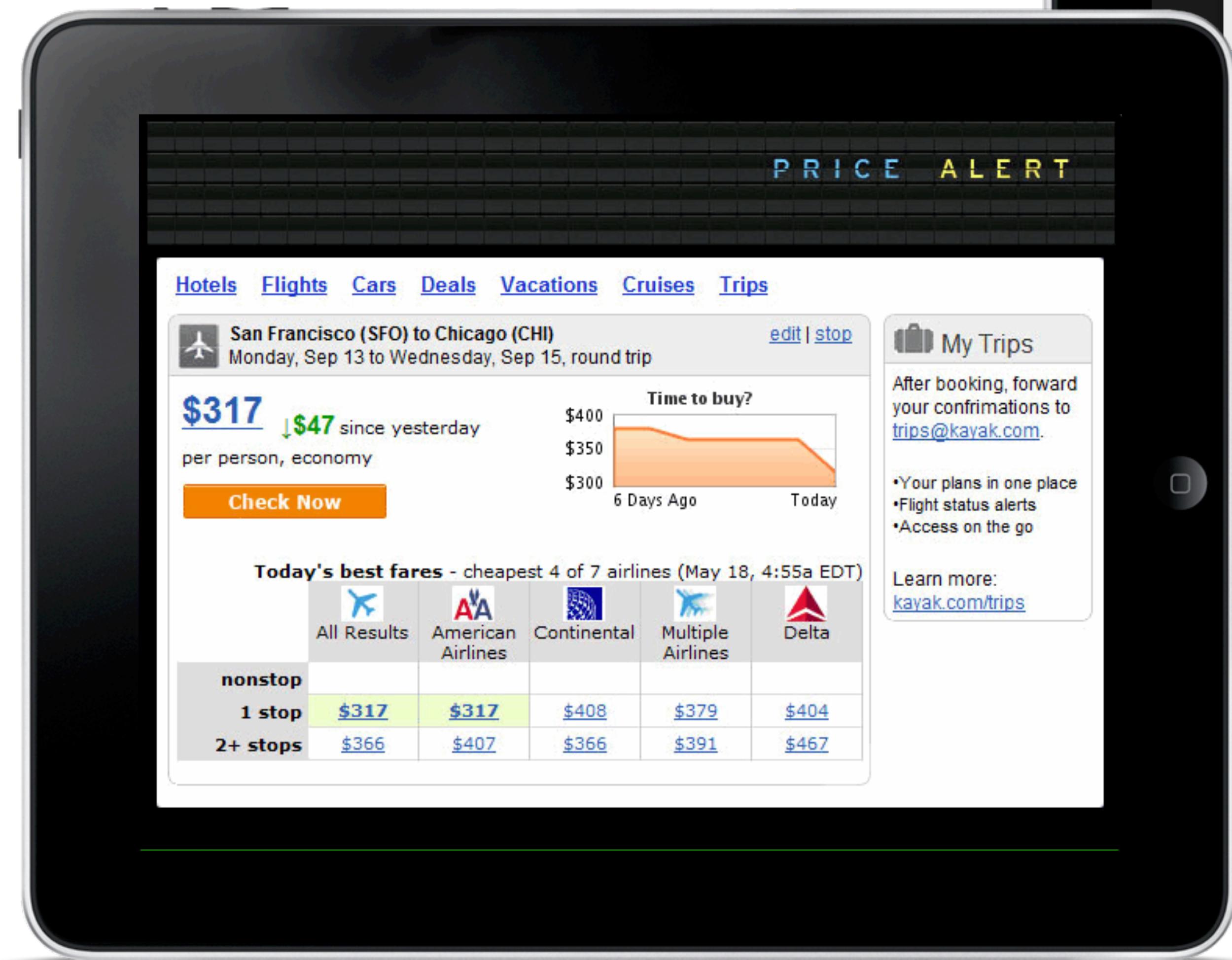
*Effectivity is based on platform Functionality, Accessibility and Efficiency uncovered in the Heuristic Evaluation.



Lists aren't useful to users unless they can carry it with them across different channels and touchpoints.

AuctionTime has approximately 10,000 downloads on iPhone and Android combined with more than 1000 downloads since Jan. 2013.

SOURCE: [HTTP://XYO.NET](http://XYO.NET)



Integrating Live Tracking and Data Visualizations to help users feel more in control of their purchase.

With all the data available, none of the live auction solutions included live tracking type features. Kayak.com allows users to track airfare and see trends over time.



Formula 1 fans are now following the entire race from mobile devices, not just from the corner they are watching from.

Allow users to track and participate multiple rings while they are attending a live auction.

Recommended Channels.



Desktop/Laptop

CORE EXPERIENCE

When users decide to track an item from the desktop experience, that decision should be synchronized out to all their connected devices.



Tablet

MOBILE BIDDING EXPERIENCE

Utilize live tracking and data visualizations to present users with information that is useful to them while attending a live auction.



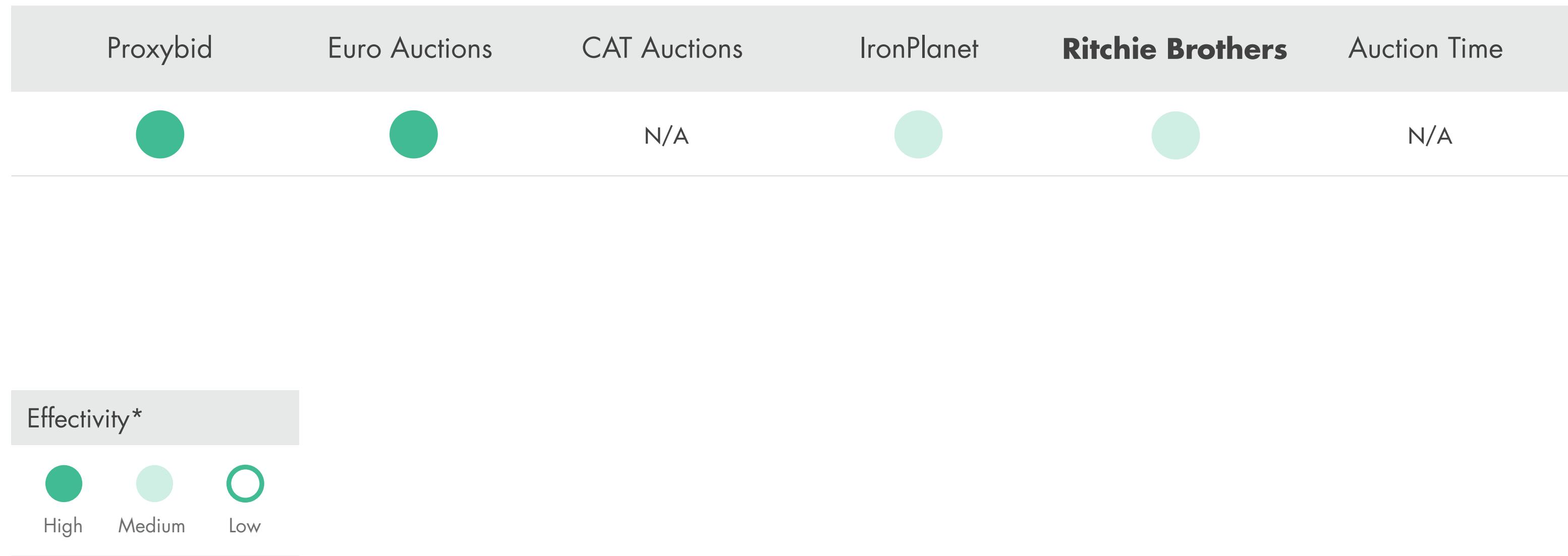
Smartphone

CONNECTED EXPERIENCE

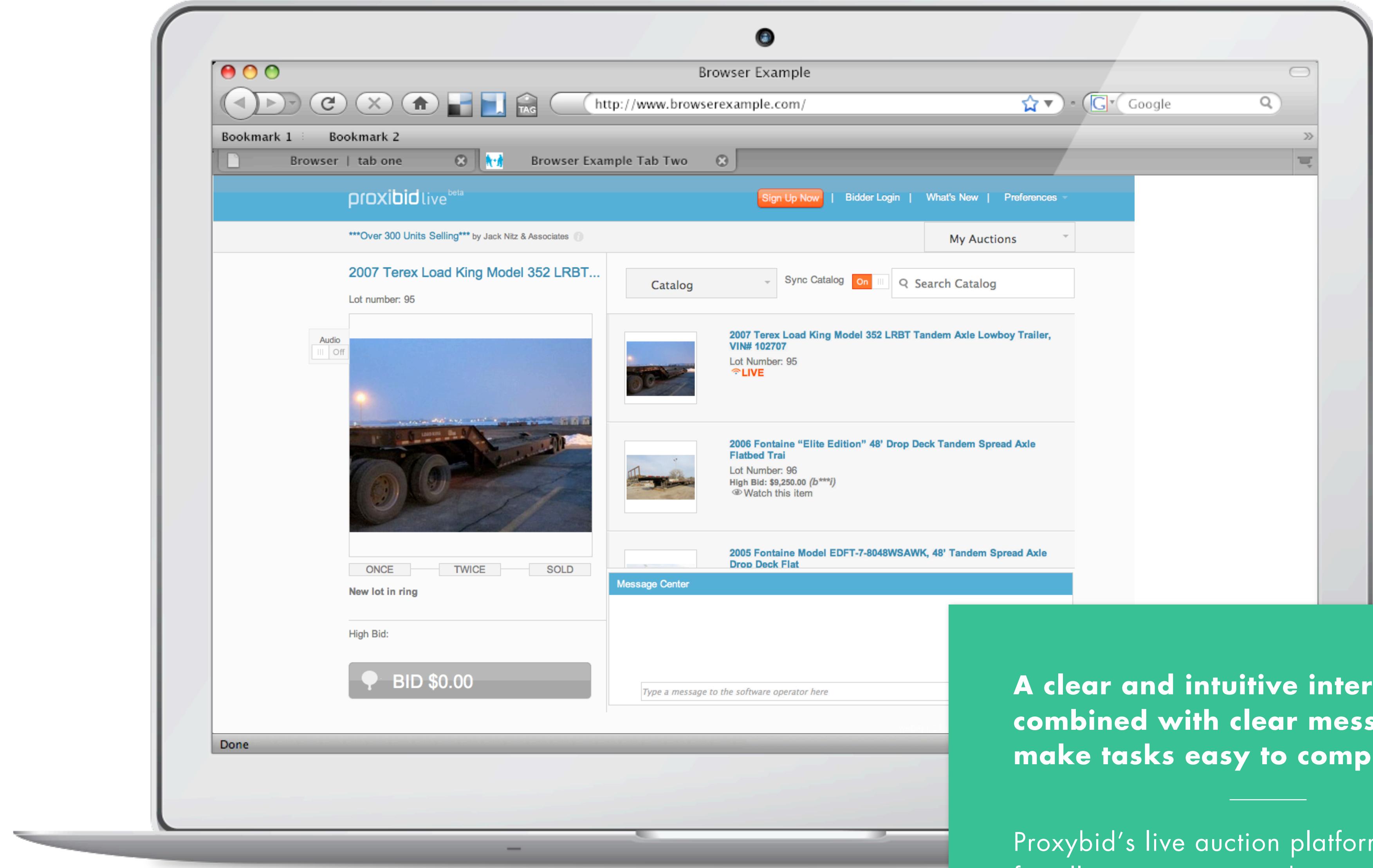
Allow users to create lists with phone features and find saved information quickly, while they are on the move.

Bid.

Proxybid's auction platform was a clear standout. Its simple and intuitive to understand, making tasks easy to complete.



*Effectivity is based on platform Functionality, Accessibility and Efficiency uncovered in the Heuristic Evaluation.



A clear and intuitive interface combined with clear messaging make tasks easy to complete.

Proxybid's live auction platform is available for all users to view without a login. This provides new users with a barrier free way of watching an auction and understanding it before eventually participating.

Lot number: 281

Catalog

Search Catalog

Audio

Off



ONCE

TWICE

SOLD!

>You've been outbid. Bid again!

Pre-bid exceeded

HIGH BID: \$24,500 by ONSITE



BID \$25,000



Return to list

Previous Lot Next Lot

Diesel Tractor, S/N #440P009010

Lot Number: 281



High Bid: \$24,500 by ONSITE



Message Center

11:01:10 Your pre-bid has been outbid!! Do you want to bid again?



Type a message to the software operator here

Send

Recommended Channels.



Desktop/Laptop

CORE EXPERIENCE

Key tasks on the bidding platform could be more clear and intuitive. Allow all users view only access to showcase RBA offerings in the beginning of the experience.



Tablet

MOBILE BIDDING EXPERIENCE

Allow customers on the move to take the bidding experience with them, wherever they are.



Smartphone

CONNECTED EXPERIENCE

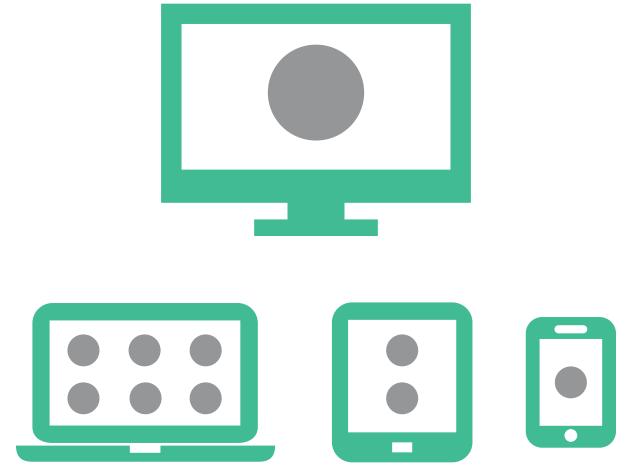
Provide customers with a light bidding experience to allow them to bid when they can't get back to the office in time.

Key User Stories.

- 1) Immediate Improvements**
- 2) Setting up the platform for the future**



Auction Switching.



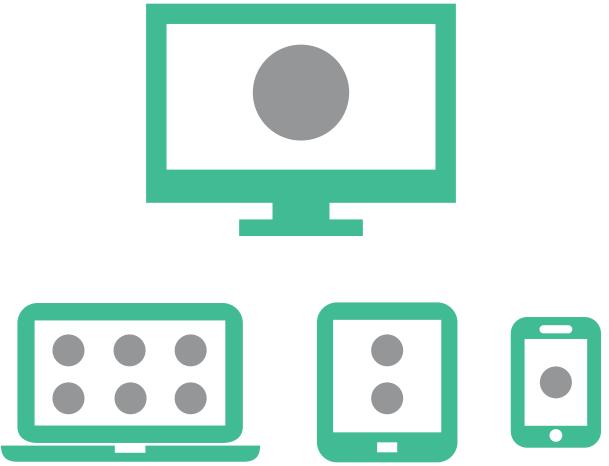
Immediate Improvement

I want to be able to switch between rings and TAL in one click so that I can quickly view another lot

Immediate Improvement

I want to remain logged in to an auction until I manually sign out so that I don't miss an opportunity to bid on an item that is about to close

Notifications.



Future Vision

I want to be notified when the next like item is available so that I can make up for not winning a lot that I was bidding on

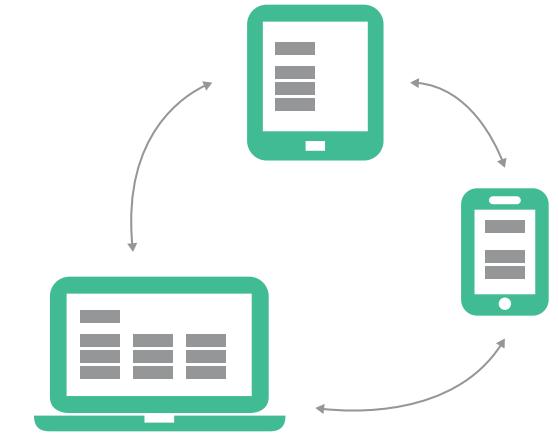
Future Vision

I want to be notified <specific time period> in advance of a specific piece of equipment being sold so that I can make better use of my day

Future Vision

I want to be able to easily add an auction date from the site into my calendar so that I can receive a reminder

Single Sign On.



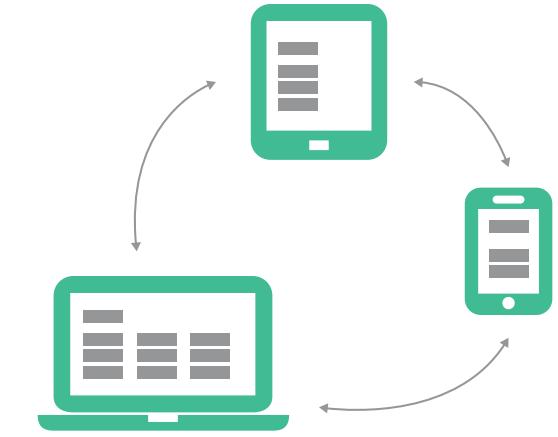
Immediate Improvement

I want to be able to access TAL and OLR through a single login and view so that I don't have to worry about what I have access to

Immediate Improvement

I want to be able to register for an auction at any point while finding | evaluating | tracking a piece of equipment, without changing views, so that my workflow doesn't get interrupted

Watch List.



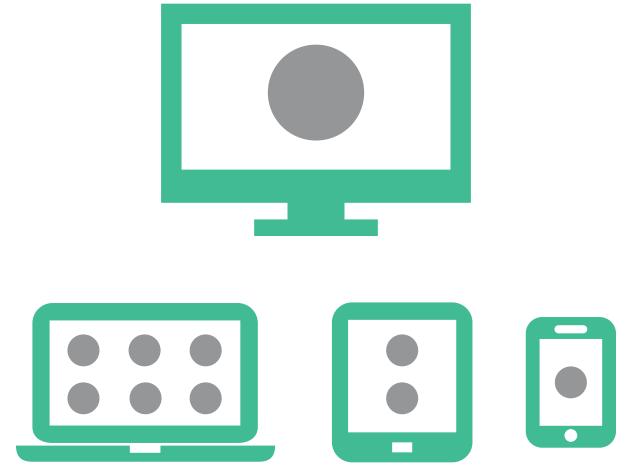
Immediate Improvement

I want to be able to create a single list that is accessible from my desktop, tablet and laptop so that I can add or refer to it regardless of where I am

Future Vision

I want to be able to use my phone camera to quickly add items to my watch list

Comparisons.



Immediate Improvement

I want to be able to compare multiple pieces of equipment before and during an auction so that I can pick the right one

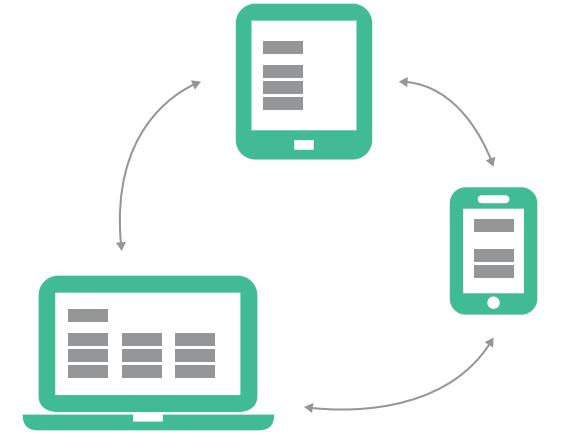
Future Vision

I want to be able to add notes to the equipment I add to my watch list so that I can keep track of my thoughts

Immediate Improvement

I want to be able to quickly see trends in sale prices for equipment similar to what I am bidding on so that I know if I am getting a deal

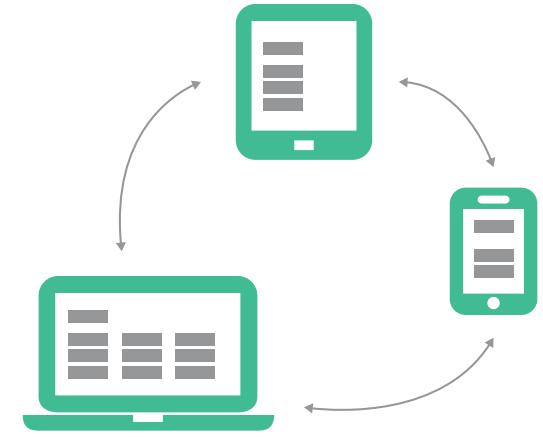
Dashboards.



Future Vision

I want to be able to create a visual dashboard that tracks auction activity and notifies me via sounds and visual cues when items I am watching are coming up

DEI.



Immediate Improvement

I want to see detailed equipment information (DEI) for every piece of equipment so that I can consistently know what to expect

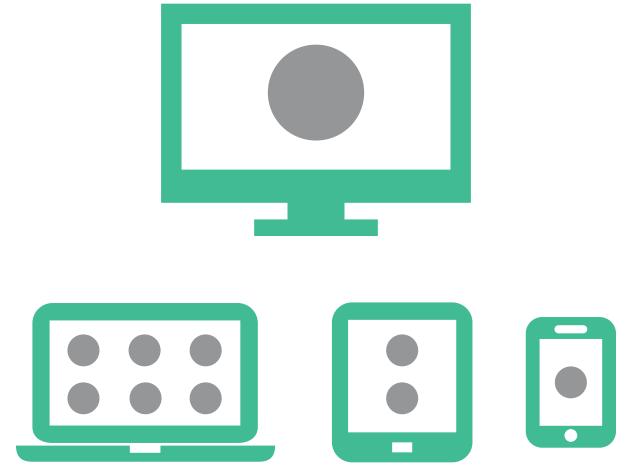
Future Vision

I want to easily pull up detailed equipment info on my phone/ tablet so that I can get a better sense of what I am looking at

Future Vision

I want to see multiple photo angles/ videos/ hear audio of equipment running so that I can evaluate the condition in detail

Easy Bid.



Immediate Improvement

I want to be able to set a max bid before and during an auction so that I don't have to deal with auction timing or stepping over my budget limits

Future Vision

I would like to be able to take action directly from any alerts I receive so that I don't have to waste time navigating to a specific page

Next Steps.

- 1) Experience Planning Workshop**
- 2) Wireframes for Mobile, Tablet, Desktop**
- 3) Clickable Desktop Prototype**

Thank you.

enginedigital.[®]

#404 - 717 West Pender St.
Vancouver, BC V6C 1G9

enginedigital.com
Vancouver • New York

CONTACT Ryan Opina
 Director of User Experience

EMAIL ryan.opina@enginedigital.com

PHONE 604.684.3330