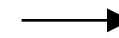


As-is Pain Points & Insights



Confusion on the right payout method setup.

- Seller can only get in paid in the event currency.
- Add payout method in an incoherent flow caused seller's confusion, as it is lack of the contextual guidance.
- Payout methods changes requests that are led by previous seller confusion of setup, which resulted in a high contact rate.

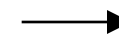


Upfront payment method setup process with guidance provided in context.



Inappropriate expectation of payout timeline.

- NorAm sellers expected to get paid immediately after delivery. Consumer sellers are surprised they get paid after the event (Sometimes months away).

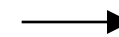


Help sellers to build reasonable expectation.



Cannot get in paid in seller's choice of currency.

- Sellers had to have a bank account in the country of the event which created obstacles for cross-border sellers to sell on StubHub.
- Canadian sellers can only get USD payout that limits their sale on StubHub.



- **Enable more currencies to receive payouts**_(phase 1)
- **Support seller FX**_(phase 2)
- **Support list ticket in the currency of choices**_(not in SH biz scope)



Invalid payout accounts caused lots of pending & failure payouts.

- No PayPal verification
- Direct deposit validation is asynchronous (usually it takes 2–3 days after enrollment)

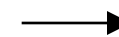


Validate seller's payout accounts.



Payout cycle get delayed due to internal policies, processes and tech issue.

- Sellers are unaware on why, how, where and when they have to provide personal information, causing payout delays.



Streamline and simplify the user flow for user enrollment and account setup.