

Background

This showcase includes a series of payment design projects from 2019 to 2021.

The goal of seller payment design is always ensuring our sellers (including B2C and C2C sellers) receive their payouts in a secure and easy way in the payout method and currency they prefer.

Today, StubHub sellers are limited to receive payouts in the currency of the country where they list the tickets in. That means our sellers had to have a bank account in the country of the event or use their PayPal to receive their payouts after ticket sale. Most of the time, sellers prefer using bank account as PayPal cost more fees, especially for B2C sellers.

Sellers can add their payout method either in listing flow or my account. In fact, as lack of the contextual guidance, add payout method in an incoherent flow caused seller's confusion, which drives a high contact rate.

StubHub

