

Design Validation

USER TESTINGS



Large sellers

*** 6**

Screening

- Have sold tickets in different currencies
- Preference on highest GMS to lowest
- EMEA and LATAM large sellers

Problem statement

- Understand the incentive why B2C sellers do or not do sell cross border tickets on StubHub.
- Better understand B2C seller's existing experience and preference of getting paid when selling tickets in different currencies.
- Evaluation of the overall new experience, gathering their perception and seeking potential improvements for CBT sellers using new seller payment solutions.

Main findings

- Most of users achieved to do the proposed task perfectly.
- 2 different behaviors when willing to get the money.
 - When low volume or good bank conditions, prefer getting money in their own currency.
 - When high volume or do multiple transactions(buy/sell), prefer event currency.
- Look for efficiency and profitability in transactions - Avoid losing money in exchanges and potential fees to be applied.