Design Validation

Large sellers

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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 expereince, gathering their perception and seeking potential improvements for CBT sellers using new seller payment solutions.

Screening

• Have sold tickets in different currencies

• Preference on highest GMS to lowest

• EMEA and TATAM large sellers

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.