



Commerce Analysis

Craig Brown



Demographics

- Early 20's
- Relatively low income. College students and young adults
- Urban or Suburban neighborhood

ebay Scenario

You are a _____ enthusiast. Try to use ebay to purchase a used _____.

ISSUE 1

User thinks “Place bid” is **only** buying option on Ebay

Safari File Edit View History Bookmarks Window Help 10 93% Mon 6:18 AM

8 Resistance Bands Tube Fitness Cord Exercise Workout Training Rubber Gaiam Fit | eBay

www.ebay.com/item/8-Resistance-Bands-Tube-Fitness-Cord-Exercise-Workout-Training-rubber-Gaiam-Fit-/331131919422?pt=LH_DefaultDomain_0&hash=item4d19001c3e

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H! Sign in or register Daily Deals Sell Customer Support My eBay

ebay Shop by category All Categories Search Advanced

Back to search results Listed in category: Sporting Goods > Exercise & Fitness > Gym, Workout & Yoga > Fitness Equipment > Resistance Bands

8 Resistance Bands Tube Fitness Cord Exercise Workout Training rubber Gaiam Fit

Item condition: Used
“This is a cumulative of different resistance cords. No DVD. But I included The Great Stretch Tubing” ... Read more

Time left: 12h 42m 56s (Feb 24, 2014 16:01:03 PST)

Starting bid: US \$12.99 [0 bids] Place bid

Enter US \$12.99 or more

Add to watch list Add to collection

100% positive Feedback

BillMeLater: New customers get \$10 back on 1st purchase Subject to credit approval. See terms

Shipping: \$12.73 Economy Shipping | See details
Item location: Grants Pass, Oregon, United States
Ships to: United States and many other countries | See details

Delivery: Estimated between Thu. Feb. 27 and Fri. Mar. 7

Payments: PayPal | See details

Returns: No returns or exchanges, but item is covered by the eBay Money Back Guarantee.

Guarantee: ebay MONEY BACK GUARANTEE | See details
Get the item you ordered or get your money back.

FREQUENT HEARTBURN?

Mouse over image to zoom

AdChoices

The screenshot shows a user interface for an eBay auction. At the top, there's a navigation bar with links like 'Safari', 'File', 'Edit', etc., and system status icons. Below that is the eBay header with the logo, a search bar, and user account links. The main content area displays the item listing for '8 Resistance Bands Tube Fitness Cord Exercise Workout Training rubber Gaiam Fit'. It includes a large product image showing several resistance bands and a handbook. The listing details the item as used, with a starting bid of US \$12.99. A prominent blue 'Place bid' button is highlighted with a red circle. Below it are options to 'Add to watch list' or 'Add to collection'. The seller information shows a user named 'christopherobin' with 982 positive reviews and 100% positive feedback. To the right of the main listing, there's an advertisement for heartburn relief featuring a stack of tablets. At the bottom, there are smaller thumbnail images of related items and a link to 'See details' for the guarantee.

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[Place bid](#)

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[Add to collection](#)

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Subject to credit approval. [See terms](#)

Shipping: \$12.73 Economy Shipping | [See details](#)
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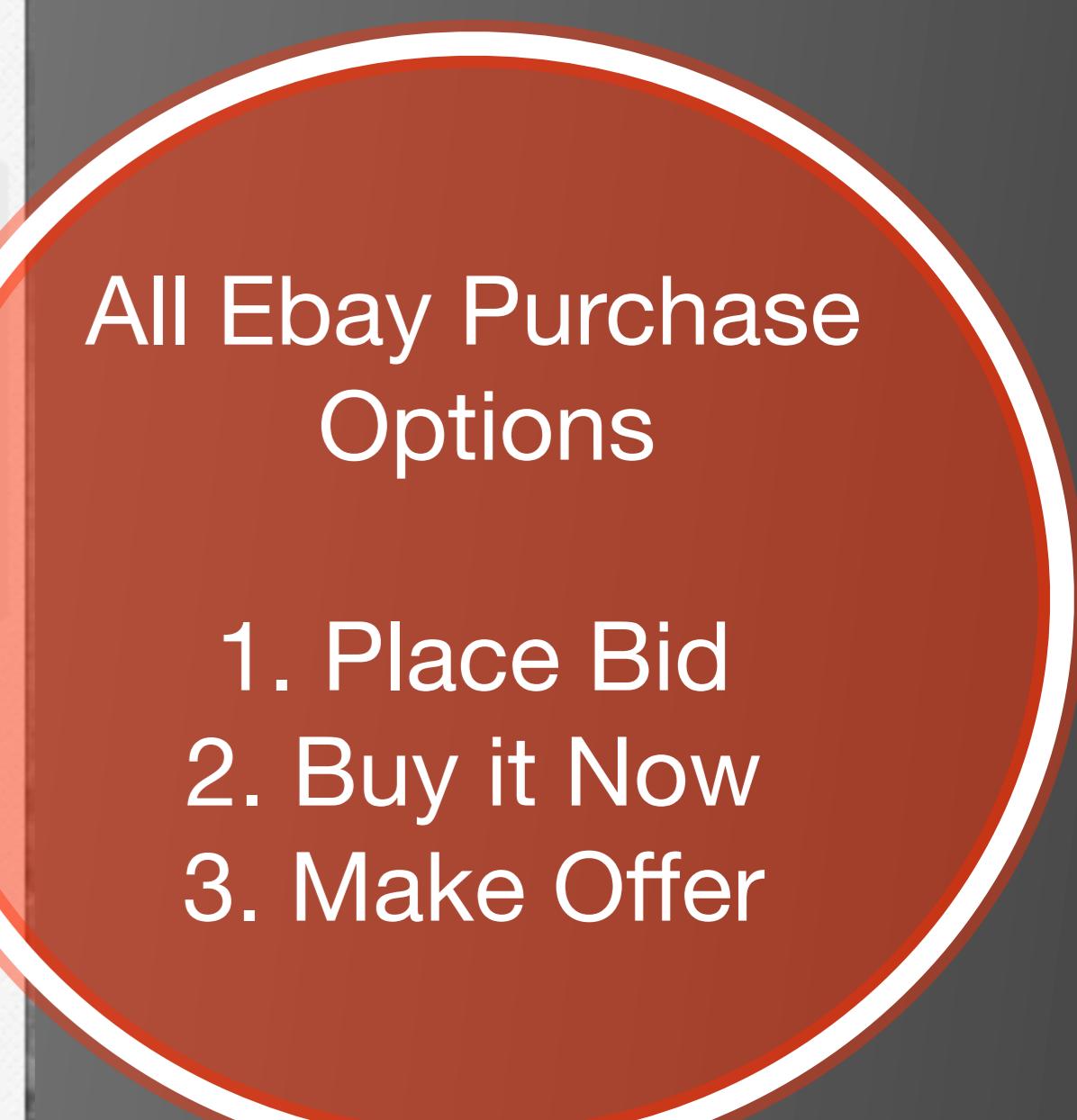
Delivery: Estimated between Thu. Feb. 27 and Fri. Mar. 7

Payments: [PayPal](#) | [See details](#)

Returns: No returns or exchanges, but item is covered by the [eBay Money Back Guarantee](#)

Guarantee: **eBay MONEY BACK GUARANTEE** | [See details](#)
Get the item you ordered or get your money back.

Mouse over image to zoom



All Ebay Purchase Options

1. Place Bid
2. Buy it Now
3. Make Offer

SOLUTION

Subtle icon/modal teaching users about other buying options

Safari File Edit View History Bookmarks Window Help 10 93% Mon 6:18 AM

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Mouse over image to zoom

AdChoice ⓘ

Modal has links to page explaining options in depth

ISSUE 2

2 clicks/3 pages to see feedback comments

The image shows a web browser window with three tabs open, illustrating a user's journey to view feedback comments for an item on eBay.

- Tab 1:** Shows the seller's profile for "walltowallsales" (13831). It includes a profile picture, the seller's name, feedback rating (100% positive), and a link to "See all feedback".
- Tab 2:** Shows the detailed seller ratings for "walltowallsales" over the last 12 months. It displays a table of positive, neutral, and negative feedback counts across 1 month, 6 months, and 12 months.
- Tab 3:** Shows the actual feedback comments for the item. The comments are listed chronologically, starting from February 23, 2014. Each comment includes the buyer's name, rating, date, and a link to "View Item".

A large red circle on the right side of the screen highlights the third tab, emphasizing the inefficiency of having to click through multiple pages to see the comments.

1. Why Visit 2 new pages?

2. Why waste open space?

SOLUTION

Show comments on product page with Seller Information

Safari File Edit View History Bookmarks Window Help

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Mouse over image to zoom

FREQUENT HEARTBURN?

AdChoices

There's enough space to extend the Seller info box

ISSUE 3

Users can't find feedback score explanation

Safari File Edit View History Bookmarks Window Help 10 92% Mon 6:19 AM feedback.ebay.com/ws/eBayISAPI.dll?ViewFeedback2&userid=christopherobin&&_trksid=p2047675.l2560&rt=nc&iid=331131919422&sspagename=VIP:feedback&ftab=FeedbackAsSeller Reader Education - ...he Best Bits 3ds Max Tra...t 3ds max 6 How People ... and School International...ncyclopedia DC: Web Des...onpost.com Web Design ...rnJobs.com An Efficient...g Algorithm Internship fo... | Startupy > +

Feedback profile

Back to Item details

christopherobin (982 ★) Top Rated: Seller with highest buyer ratings ?
Purple star icon for feedback score in between 500 to 999

Positive Feedback (last 12 months): 100% [How is Feedback percentage calculated?]

Member since: Jan-30-01 in United States

Recent Feedback ratings (last 12 months) ?

| | 1 month | 6 months | 12 months |
|----------|---------|----------|-----------|
| Positive | 21 | 147 | 272 |
| Neutral | 0 | 0 | 0 |
| Negative | 0 | 0 | 0 |

Detailed seller ratings (last 12 months) ?

| Criteria | Average rating | Number of ratings |
|-------------------------------|----------------|-------------------|
| Item as described | ★★★★★ | 205 |
| Communication | ★★★★★ | 205 |
| Shipping time | ★★★★★ | 206 |
| Shipping and handling charges | ★★★★★ | 203 |

eBay Buyer Protection 
Covers your purchase price + original shipping
[Learn more](#)

Feedback as a seller Feedback as a buyer All Feedback Feedback left for others

632 Feedback received (viewing 1-25) Revised Feedback: 0 ?

| Feedback | From Buyer/price | Date/time |
|---|--|-----------------|
| + Just beautiful Vintage SACRED HEART of JESUS Framed 9X11 Catholic Religious Spiritual Love (#331127868043) | n***9 (23 ★) US \$1.99 View Item | Feb-23-14 07:41 |
| + fast thank you sooooo much SUEDE LEATHER PAIR NATIVE AMERICAN INDIAN MOCCASINS LADIES 6 (#331125681859) | s***d (1607 ★) US \$9.99 View Item | Feb-21-14 16:48 |
| + Cute item. Care in packing. Thank you! | t***d (68 ★) Feb-20-14 11:08 | |

ISSUE 3

Users can't find feedback score explanation

Safari File Edit View History Bookmarks Window Help

eBay Feedback Profile for christopherobin

feedback.ebay.com/ws/eBayISAPI.dll?ViewFeedback2&userid=christopherobin&&_trksid=p2047675.l2560&rt=nc&iid=331131919422&sspagename=VIP:feedback&ftab=FeedbackAsSeller

Mon 6:19 AM

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Feedback profile

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Member quick links

- Contact member
- View items for sale
- View ID history
- View eBay My World
- View reviews & guides

eBay Buyer Protection 
Covers your purchase price + original shipping
[Learn more](#)

Feedback as a seller Feedback as a buyer All Feedback Feedback left for others

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1. A full page explaining feedback score exists...where is it!?!?

2. User found feedback tooltip insufficient

SOLUTION

Make feedback score a link. Feedback explanation hover state appears.

The screenshot shows a eBay seller's feedback profile page. At the top, there is a green bar with the word "SOLUTION". Below it, the page title is "Feedback profile" and the URL is "feedback.ebay.com/ws/eBayISAPI.dll?ViewFeedback2&userid=christopherobin&&_trksid=p2047675.l2560&rt=nc&iid=331131919422&sspagename=VIP:feedback&ftab=FeedbackAsSeller". The main content area displays the seller's profile picture, name "christopherobin (982)", and a purple star icon. A yellow tooltip appears over the star icon with the text "Top Rated: Seller with highest buyer ratings" and a small question mark icon. Below this, a note says "Purple star icon for feedback score in between 500 to 999". To the right, there is a sidebar titled "Member quick links" with options like "Contact member", "View items for sale", "View ID history", "View eBay My World", and "View reviews & guides". A large green circle highlights the tooltip. In the center, there is a section titled "Recent Feedback ratings" for the last month, showing 21 Positive, 0 Neutral, and 0 Negative reviews. Below this, there are sections for "Feedback as a seller" and "Feedback received". A large green circle also highlights the "Revised feedback score explanation" text. The page footer contains some sample feedback entries.

christopherobin (982)

Top Rated: Seller with highest buyer ratings

Purple star icon for feedback score in between 500 to 999

Positive Fe [How is Fee Member since

Recent Feedback ratings

1 month

Positive 21

Neutral 0

Negative 0

Feedback as a seller

Feedback received (viewing 1-2)

Revised feedback score explanation.

Revisions in the last issue...

Number of ratings

205

205

206

203

Revised Feedback: 0

Period: All

Date/time

Feb-23-14 07:41

View Item

Feedback

Just beautiful

Vintage SACRED HEART of JESUS Framed 9X11 Catholic Religious Spiritual Love (#331127868043)

s***d (1607)

Feb-21-14 16:48

View Item

fast thank you sooooo much

SUEDE LEATHER PAIR NATIVE AMERICAN INDIAN MOCCASINS LADIES 6 (#331125681859)

Feb-20-14 11:08

Cute item. Care in packing. Thank you!

t***d (68)

Feb-20-14 11:08

Hover state expands simplified feedback score.

ISSUE 4

Users don't understand feedback stars color system.

Safari File Edit View History Bookmarks Window Help

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feedback.ebay.com/ws/eBayISAPI.dll?ViewFeedback2&userid=christopherobin&&_trksid=p2047675.l2560&rt=nc&iid=331131919422&sspagename=VIP:feedback&ftab=FeedbackAsSeller

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Feedback profile

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Detailed seller ratings (last 12 months)

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1. No context for feedback score ranges

ISSUE 4

Users don't understand feedback stars color system.

The screenshot shows the eBay Feedback Profile for user christopherobin. A red circle highlights a tooltip for a purple star icon, stating "Purple star icon for feedback score in between 500 to 999". Another red circle highlights a row in a table of shooting star icons, specifically the "Yellow shooting star" entry. The table lists various star colors and their corresponding feedback score ranges.

| Star | Color | Number of ratings |
|------|-------------------------|--------------------------|
| ★ | Yellow | 10 to 49 |
| ★ | Blue | 50 to 99 |
| ★ | Turquoise | 100 to 499 |
| ★ | Purple | 500 to 999 |
| ★ | Red | 1,000 to 4,999 |
| ★ | Green | 5,000 to 9,999 |
| ★ | Yellow shooting star | 10,000 to 24,999 |
| ★ | Turquoise shooting star | 25,000 to 49,999 |
| ★ | Purple shooting star | 50,000 to 99,999 |
| ★ | Red shooting star | 100,000 to 499,999 |
| ★ | Green shooting star | 500,000 to 999,999 |
| ★ | Silver shooting star | 1,000,000 or more (Wow!) |

1. No context for feedback score ranges

2. Too many colors that seem random.

SOLUTION

Restrict colors to a **small and intuitive** number. Use sets of stars.

| Star | Color | Number of ratings |
|------|-------------------------|--------------------------|
| ★ | Yellow | 10 to 49 |
| ★ | Blue | 50 to 99 |
| ★ | Turquoise | 100 to 499 |
| ★ | Purple | 500 to 999 |
| ★ | Red | 1,000 to 4,999 |
| ★ | Green | 5,000 to 9,999 |
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ISSUE 5

Feedback system is misleading and overly complicated.

Safari File Edit View History Bookmarks Window Help

Feedback scores, stars, and your reputation

pages.ebay.com/help/feedback/scores-reputation.html

Reader

Education - ...he Best Bits 3ds Max Tra...t 3ds max 6 How People ... and School Internationa...ncyclopedia DC: Web Des...onpost.com Web Design ...rnJobs.com An Efficient...g Algorithm Internship fo... | Startupy

eBay Feedback Profile for azarzenzeb13 Logitech UE6000 Headphones Black 6545989887746 | eBay Feedback scores, stars, and your reputation

Feedback scores and stars

The Feedback score is one of the most important pieces of a Feedback Profile. The Feedback score is the number in parentheses next to a member's user ID, and is also located at the top of the Feedback Profile. Next to the Feedback score, you may also see a star.

Feedback scores are made up of the number of positive, negative and neutral Feedback ratings a member has received over time. In most cases, the Feedback score represents:

- +1 point for each positive rating
- No points for each neutral rating
- -1 point for each negative rating

Learn more about how Feedback works and how scores are calculated.

A Feedback score of at least 10 earns you a yellow star (). The higher the Feedback score, the more positive ratings a member has received. As your Feedback score increases, your star will change color, all the way to a silver shooting star () for a score above 1,000,000!

Stars and their ratings:

| Star | Color | Number of ratings |
|---|-------------------------|--------------------|
|  | Yellow | 10 to 49 |
|  | Blue | 50 to 99 |
|  | Turquoise | 100 to 499 |
|  | Purple | 500 to 999 |
|  | Red | 1,000 to 4,999 |
|  | Green | 5,000 to 9,999 |
|  | Yellow shooting star | 10,000 to 24,999 |
|  | Turquoise shooting star | 25,000 to 49,999 |
|  | Purple shooting star | 50,000 to 99,999 |
|  | Red shooting star | 100,000 to 499,999 |

Related help topics

- How Feedback works
- Using My eBay to leave and view Feedback
- Detailed seller ratings

1. Feedback score interpreted as “# of feedback ratings” by user

2. To many ranges
3. Colors don’t form any logical progression

SOLUTION

Fewer ranges, simplified stars, optimally located.

christopherobin (982) **Top Rated: Seller with highest buyer ratings** ?
Purple star icon for feedback score in between 500 to 999

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- +1 point for each positive rating
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Learn more about [how Feedback works](#) and [how scores are calculated](#).

Stars and their ratings:

| Stars | Number of Ratings |
|-------|--------------------------|
| | 10 - 49 |
| | 50 - 99 |
| | 100 - 999 |
| | 1000 - 999,999 |
| | 1,000,000 or more (Wow!) |

Other ratings in the Feedback Profile

You can view a member's Feedback Profile by clicking the number in parentheses next to their user ID. If you know the member's user ID, you can also locate their Feedback Profile using the [Find Feedback](#) page.

Positive Feedback (How is Feedback calculated?) Member since 1 month ago

Recent Feedback ratings

| 1 month |
|--------------|
| Positive: 21 |
| Neutral: 0 |
| Negative: 0 |

Feedback as a seller Feedback received

632 Feedback received (viewing 1-25) Revised Feedback: 0

Period: All Date/time: Feb-23-14 07:41

Feedback

Just beautiful

Vintage SACRED HEART of JESUS Framed 9x11 Catholic Religious Spiritual Love (#331127868143)

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US \$9.99 View Item

t***d (68) Feb-20-14 11:08

US \$1.99 View Item

t***d (68) Feb-20-14 11:08

US \$1.99 View Item

Hover state explains simplified feedback score.