



mercari

CASE STUDY

SECTION 1

GOALS & INSIGHTS

The first step of the design process begins with an evaluation of all background information that will inform the user experience and visual design process. To support this effort, this section offers key insights into project goals and business objectives, target audience and use cases.

SECTION 1

BUSINESS GOALS



The overall goal for this engagement is to help Mercari localize into the modern US market and become the number one community-powered shopping app. The brand has a unique opportunity to capture users from pre-existing competitors and optimize transactions with its current user base.

This effort will focus on a number of tactics that first and foremost focus on driving user engagement by adding creative concepts for the buying and selling experience.

The end goal is to provide a world-class, disruptive product narrative that feels in-step with demand for relevant and personalized commerce.

SECTION 1

BUSINESS GOALS - OPTIMIZE USER EXPERIENCE



The focus is to optimize the user's experience through browsing, buying, selling, and post transactions, all of which will help reduce friction points and make transactions simpler.

SECTION 1

BUSINESS GOALS - BUILD TRUST



It's critical to instill trust and confidence with new users and increase loyalty with existing ones.

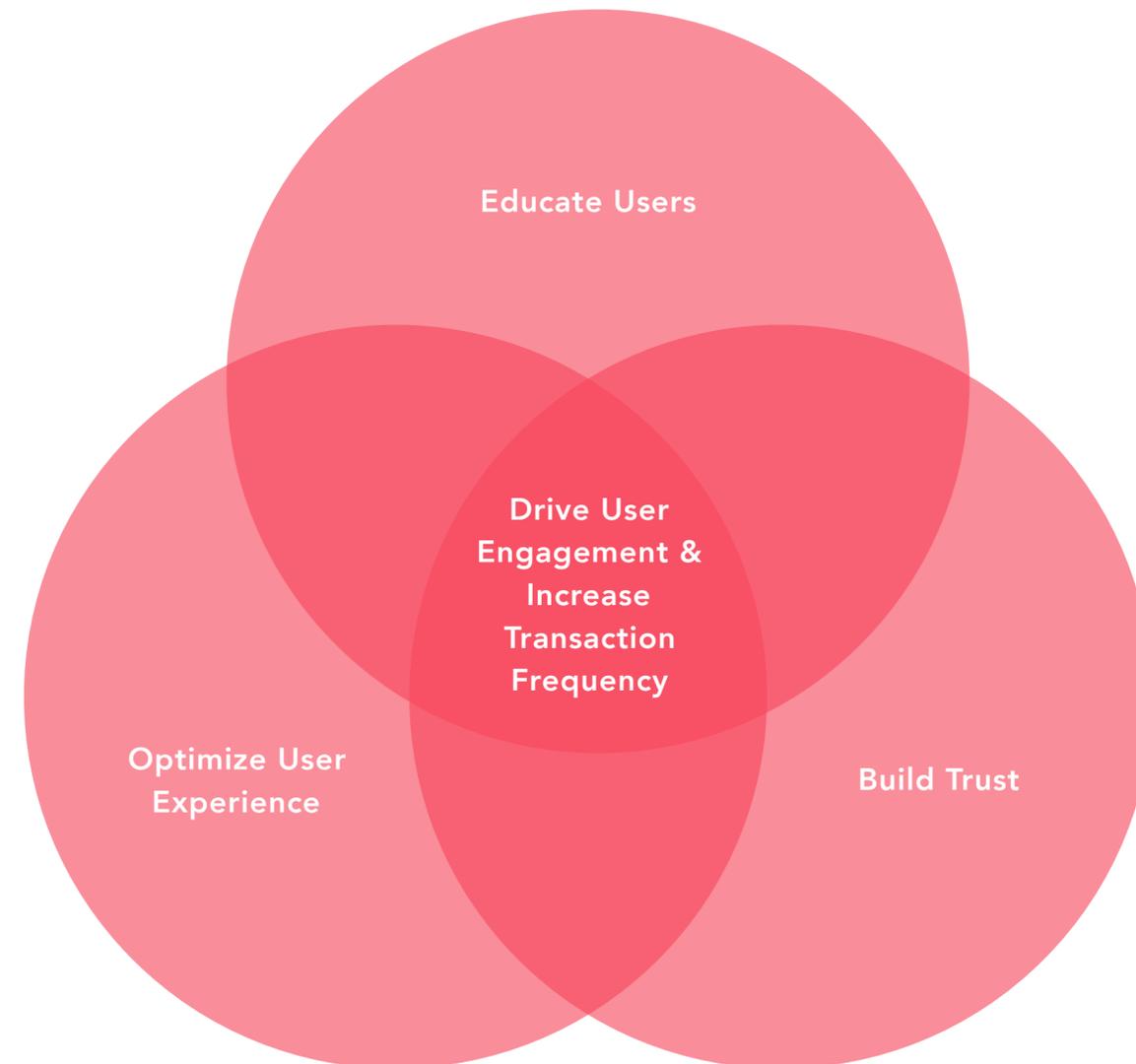
SECTION 1

BUSINESS GOALS - EDUCATE USERS



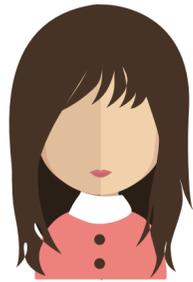
One of the primary goal is to educate and empower users on how to buy and sell goods within the Mercari eco-system.

SECTION 1
GOALS & INSIGHTS



SECTION 1
TARGET AUDIENCE

Audience profiles and their journeys are an integral part in the design process. They help us understand the psychology behind the target audiences' behaviors and motivations, ultimately informing the UX and visual design decisions made throughout development.



TARGET 1:

Frugal Shopper

Handbags, Shoes, Workout fits, Jewelry

"I can buy and sell items right from my smartphone. It's really easy and a bit addicting! I have full trust in Mercari to resolve any issues that may come up."



TARGET 2:

Stay-at-home Mom

Baby Items, Children's Furniture, Home Goods

"Decluttering is a life goal when you have three children. Making extra money for the household while doing it is a bonus! I can also find things for my constantly growing kids."



TARGET 3:

Young Professional

Video Games, Electronics, Sporting Goods

"I'm surprised my old video games sell. As a young professional with debt every little bit of extra income helps. I also enjoy finding games and electronics that are cheap."

SECTION 1

USER JOURNEY MAP



Name: Jenny Thompson **Age:** 29 **Target:** Frugal Shopper

Jenny Thompson is a 29-year-old Event Planner in Los Angeles. She's a bargain hunter and rarely buys things at full price. She accumulates a lot from the sale racks and loves the concept of selling her used items to buy more stuff.

Phase of Journey	Buying an Item	Selling an Item	Post Transaction
Functional Experience	Jenny browses on the home screen or searches for specific items. She then views the item listing details.	Jenny taps the sell icon. She then goes through on-boarding for selling. She takes a photo of her item then completes the listing form.	Buyer - Jenny makes a purchase then receives an order confirmation. Seller - Jenny gets notified of the sold item. She then prints the shipping label and takes the package to a local Fedex drop off.
Thoughts & Feelings	Jenny is concerned about the quality of products and reliability of sellers. She can't find items that are relevant. She feels there's too much clutter. She's doubtful about committing to buy from sellers and is unclear if reviews are about sellers or products.	Jenny is unsure about how to take the right photos and categorize the condition of her item. She's overloaded with choices for shipping options and has a hard time finding the right category for her item. She's also unsure about pricing her item.	Buyer - Jenny feels the confirmation wasn't reassuring. After making her purchase she returns to the sold item. Seller - Jenny is unsure of when and how she will get paid. She's also unsure how to view her balance and cash out.
UX Considerations	Video snippet of product, better rating system (simple star rating), ways to rate product and seller separately, better organization of the home feed through collections (e.g. Handbags, Photography), help users find what they're looking for with an intuitive search.	Recommend a selling price based on the item condition and the retail price that's entered, add descriptions for each condition, simplify shipping options based on package weight (small, medium, large), guide users through photo process, suggest categories based on item name.	Buyer - Provide order confirmation with overview of the transaction. Provide option to continue shopping or review order after making a purchase. Seller - Educate users on how payout works after item sells. Provide a dedicated section to manage money.

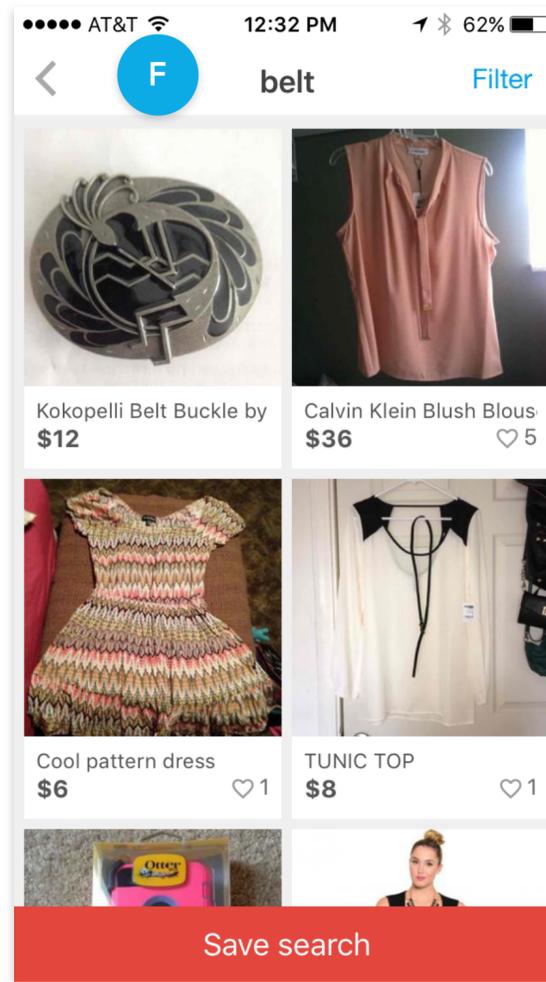
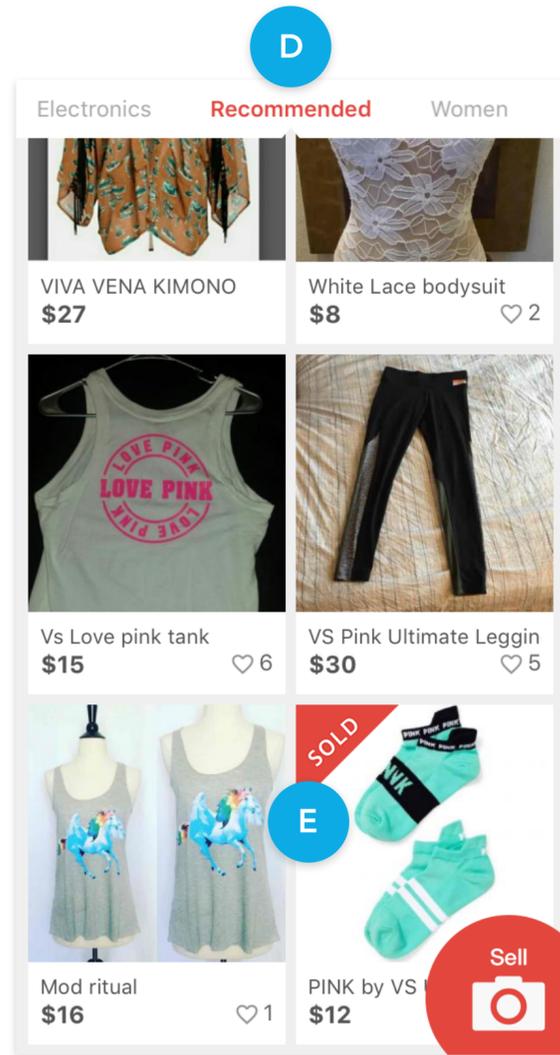
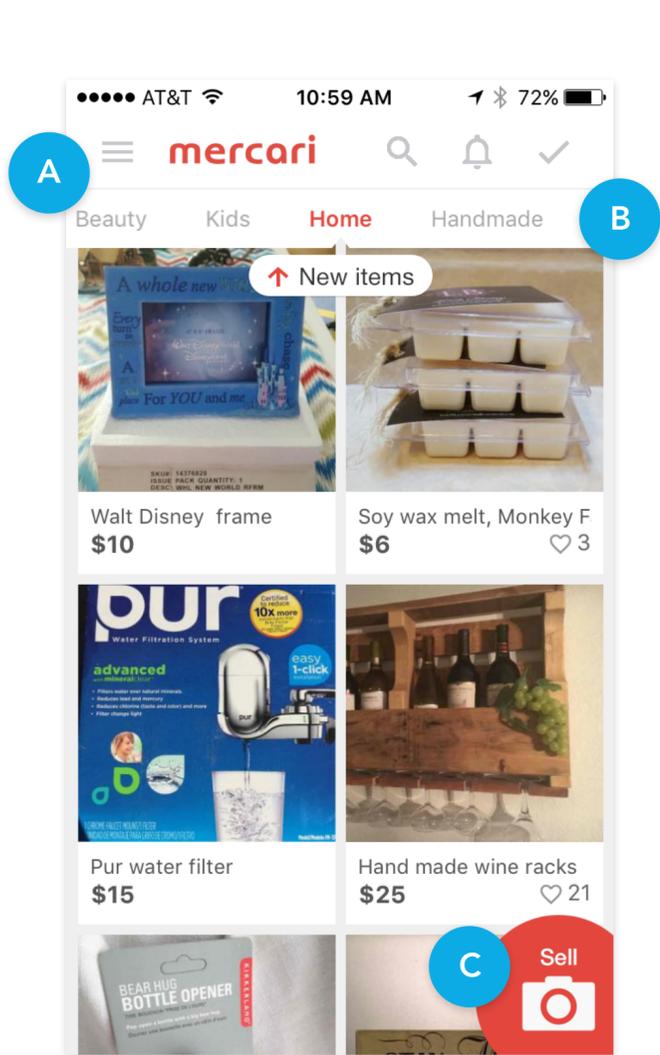
SECTION 2

PROJECT CONTEXT - PRODUCT AUDIT

Holistically reviewed the existing product and gathered feedback from users within the target demographic, identifying areas that can be refined or re-imagined throughout our engagement.

SECTION 2

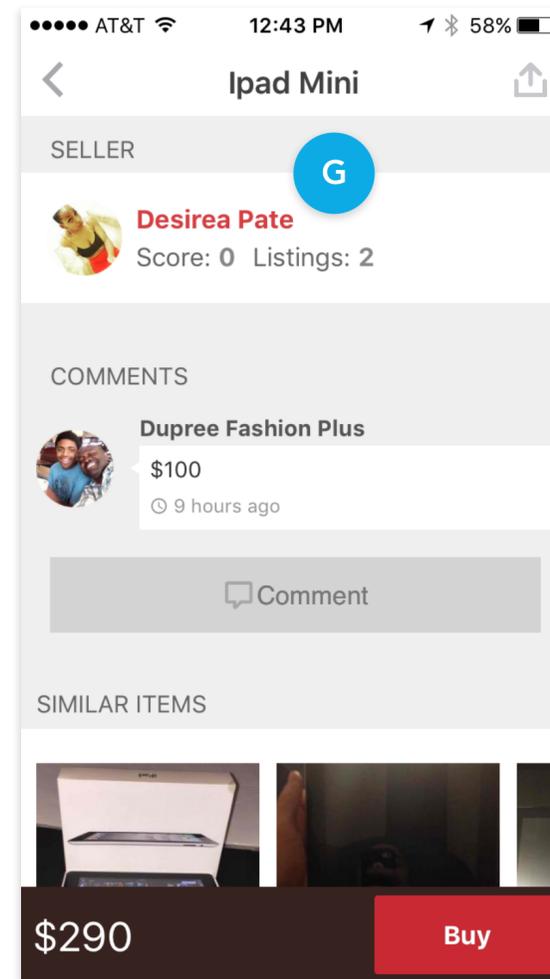
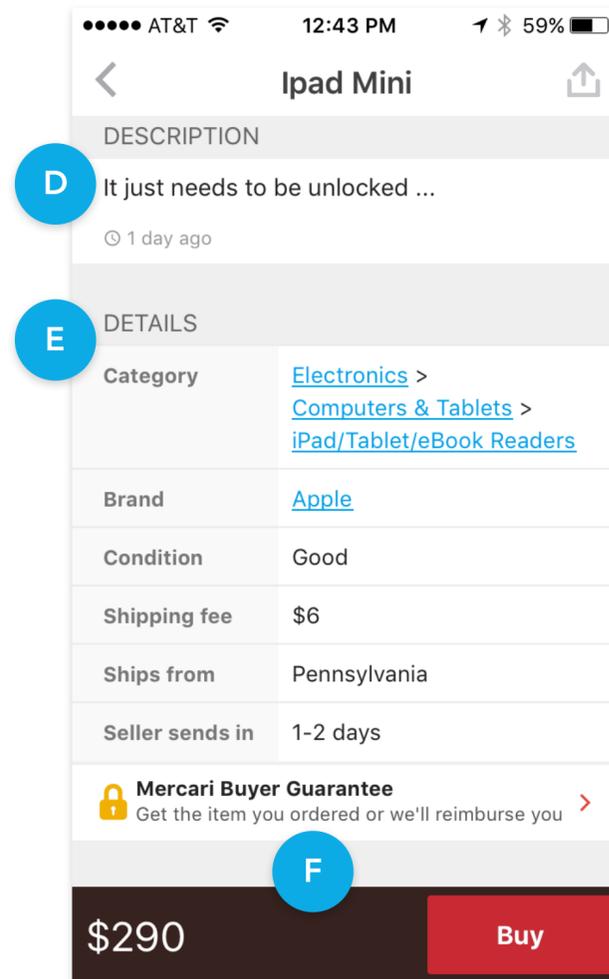
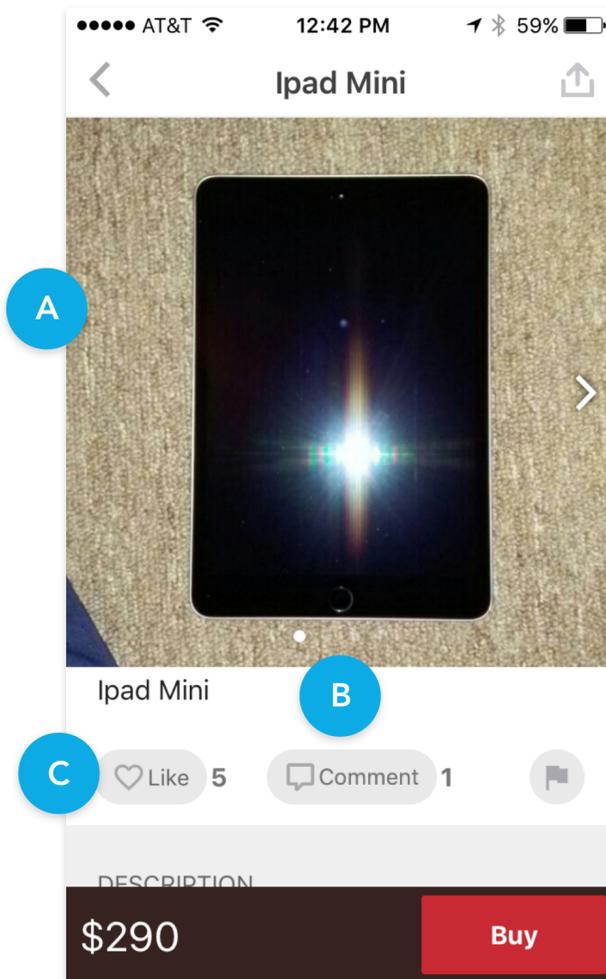
PRODUCT AUDIT - BROWSING



- A Header is too compact and cluttered.
- B Horizontal category selector is hard to navigate.
- C Sell button gets in the way of browsing.
- D Irrelevant items in feed, search and recommendations.
- E Sold item in the feed is unnecessary.
- F Search is very important but not intuitive.

SECTION 2

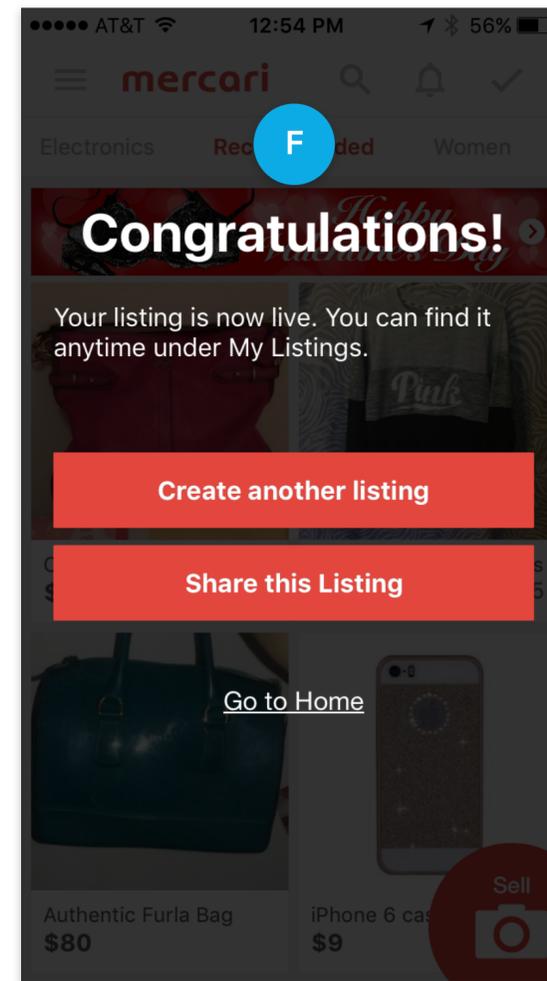
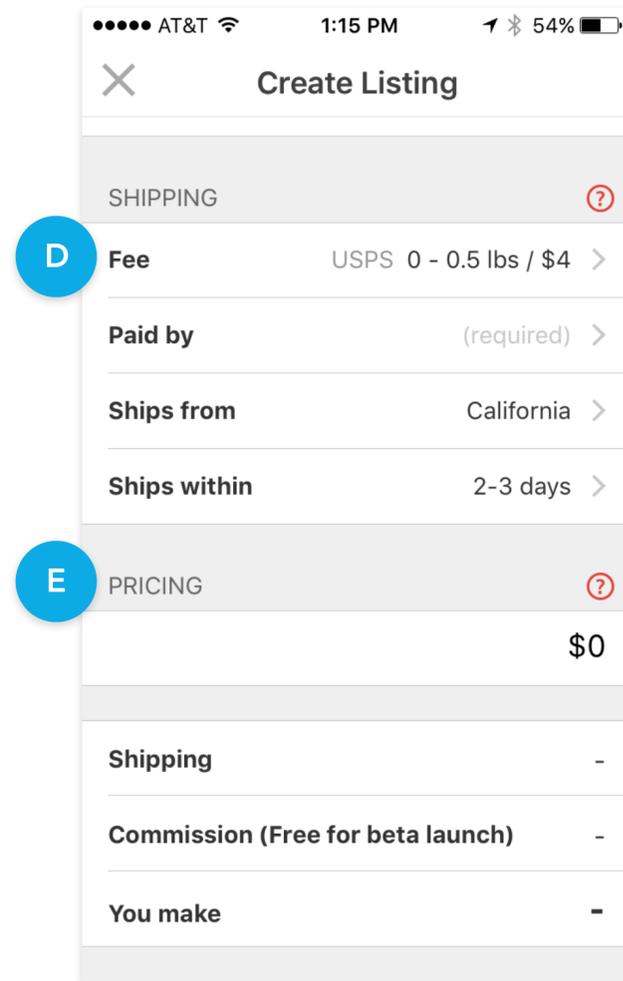
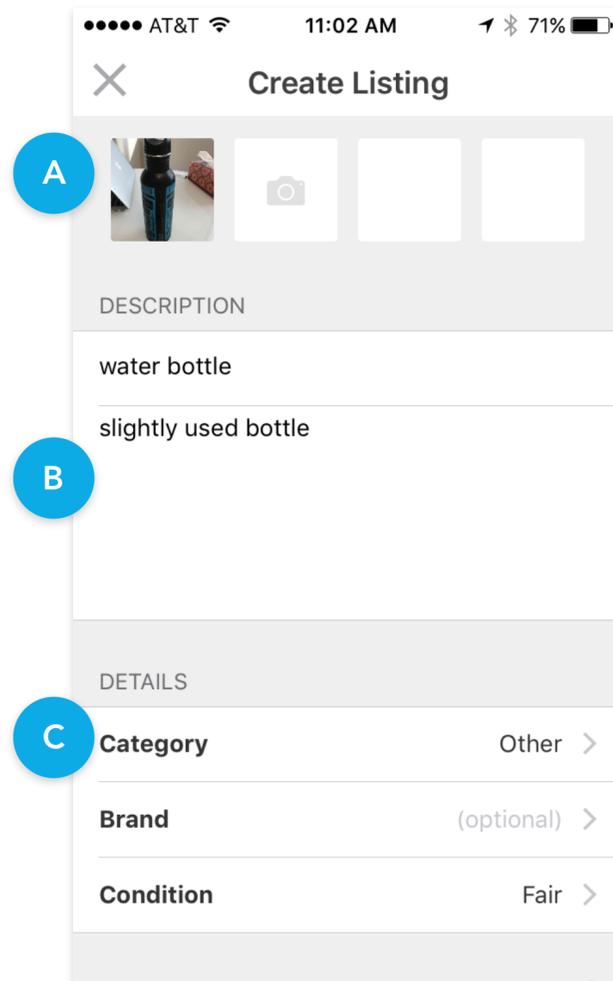
PRODUCT AUDIT - BUYING



- A** Multiple photos will help especially if there are flaws.
- B** Like, comment and flag are ambiguous.
- C** Unclear if liking is for saving or just liking.
- D** More detailed description of the condition of product.
- E** Details section is hard to scan.
- F** Users have a hard time locating price, buy button and buyer guarantee.
- G** Seller info is hard to find and hard to understand. Doesn't invoke buyer confidence.

SECTION 2

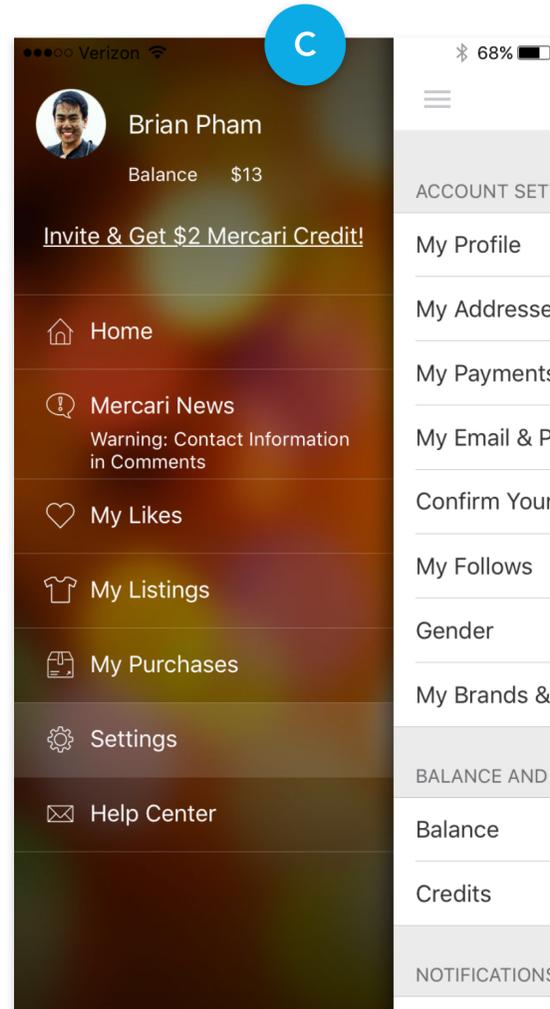
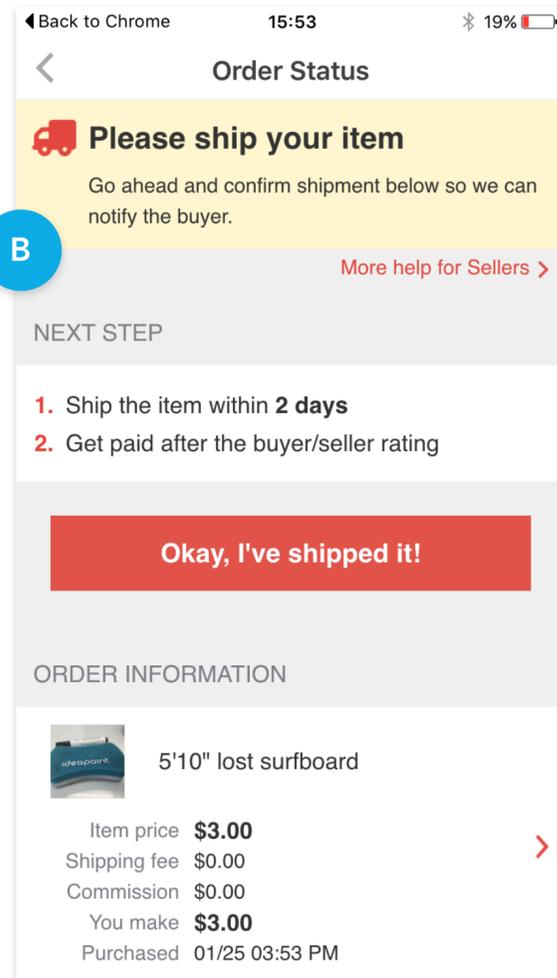
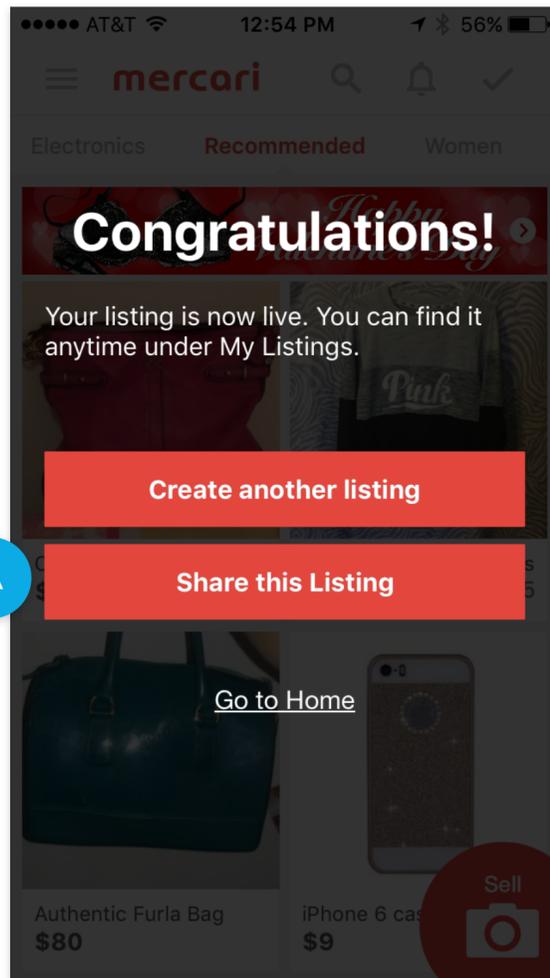
PRODUCT AUDIT - SELLING



- A Encourage sellers to take multiple photos, different angles and any flaws.
- B Description should require details of item's condition and call out any flaws.
- C Choosing category is too much work.
- D No point of having USPS and Fedex options since there's no price difference.
- E Option to show original price will be helpful to display savings.
- F Display actual listing to confirm listing is live.

SECTION 2

PRODUCT AUDIT - POST TRANSACTION



A

Sharing is important for sellers to attract buyers. Should let the seller preview the live listing.

B

Lack of information on payout once item is sold.

C

Not sure where to manage money and cash out. Balance is easily missed.

Overall the selling experience does not reassure the user.

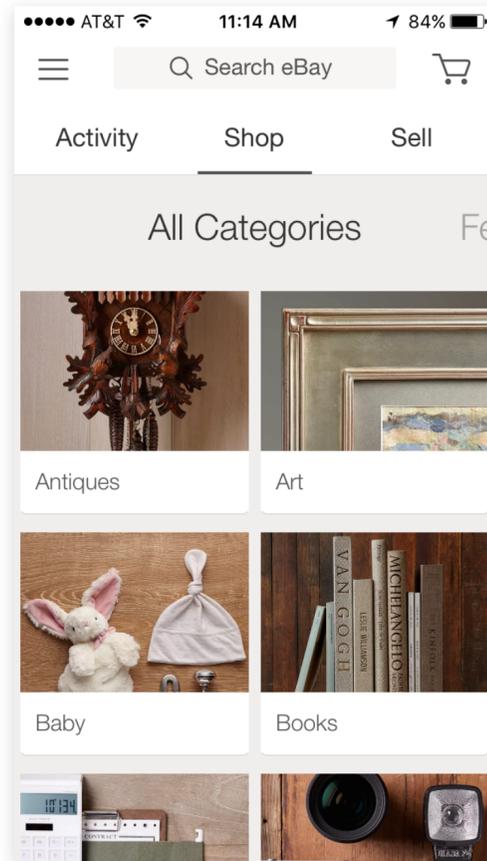
SECTION 3

PROJECT CONTEXT - COMPETITIVE LANDSCAPE

Here's where we review competitive apps. These applications may represent features that we should consider, interesting flow or architectural elements.

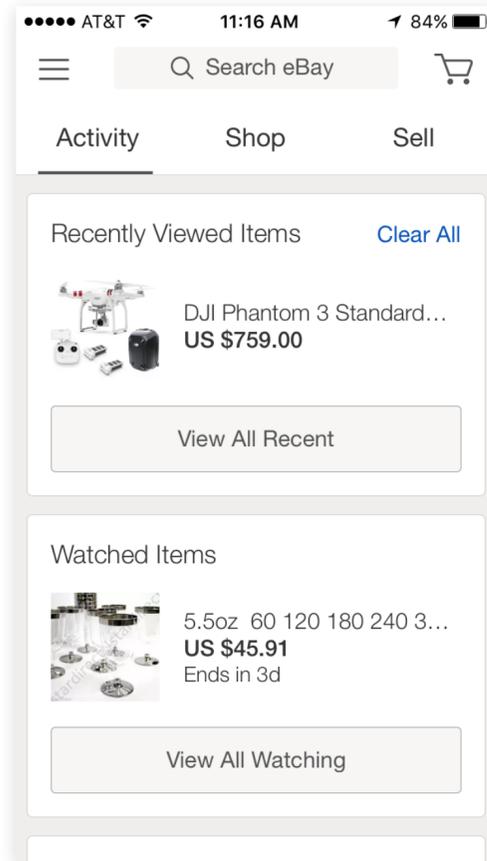
SECTION 3

COMPETITIVE LANDSCAPE - EBAY



Navigation - Search - Shop

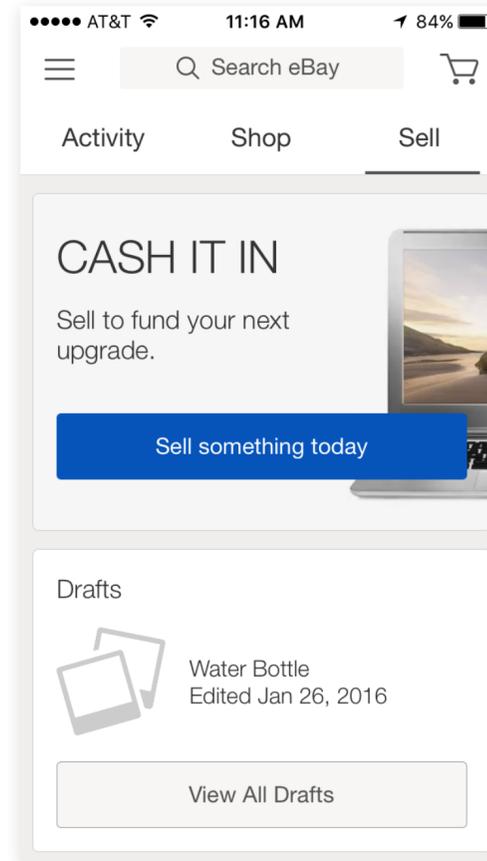
Simple nav with most important actions, Activity, Shop and Sell. Search is a vital part of the service due to their vast inventory so it's always available at top. Categories with supporting imagery are easy to scan. Horizontal menu offers different ways to browse and shop. Header takes up too much real estate.



Activity

Shows every activity taken in an easily digestible card view. Recently viewed, Watching (saved) items, Buying and Selling overview, Following: searches, members and collections.

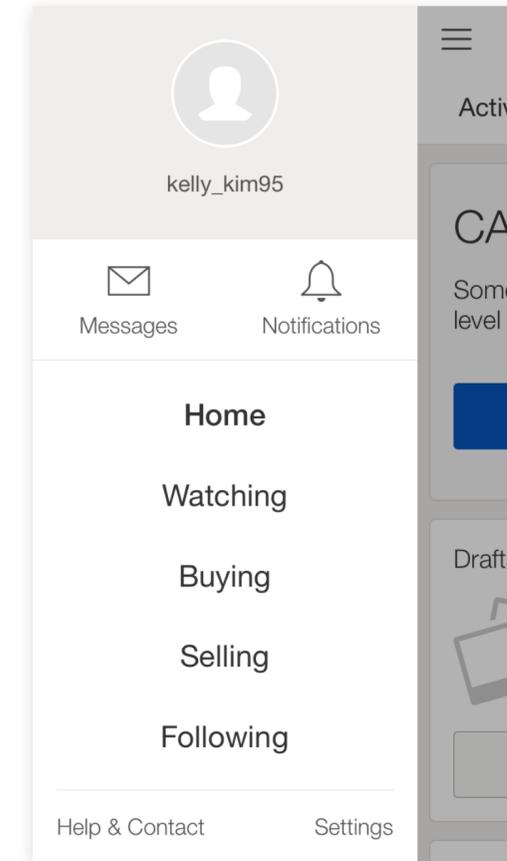
Following helps users stay updated with new items that come up under a search criteria, members and collections.



Selling

Primary CTA to sell something. Shows anything related to selling: Active, draft (not yet listed), unsold, sold.

How to sell tutorial is simple and does a good job of educating users.



Side Menu

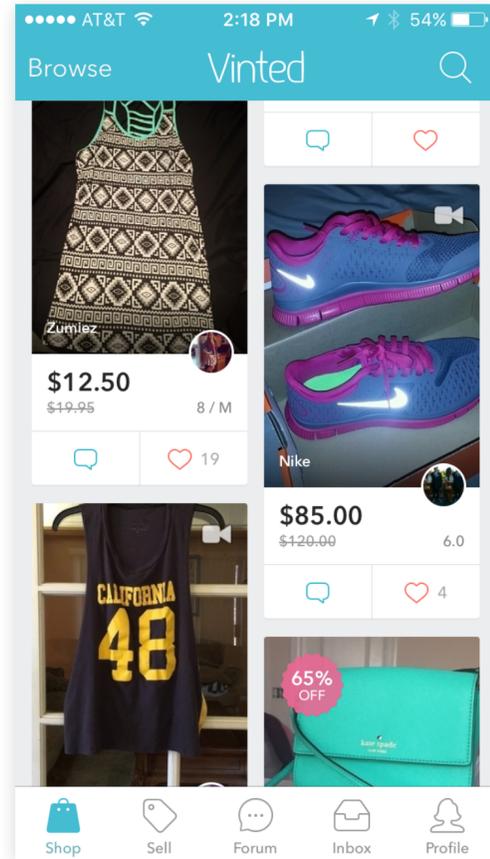
Clear distinction between messages and notifications.

Messages: Includes messages from members and Ebay.

Notifications: To dos.

SECTION 3

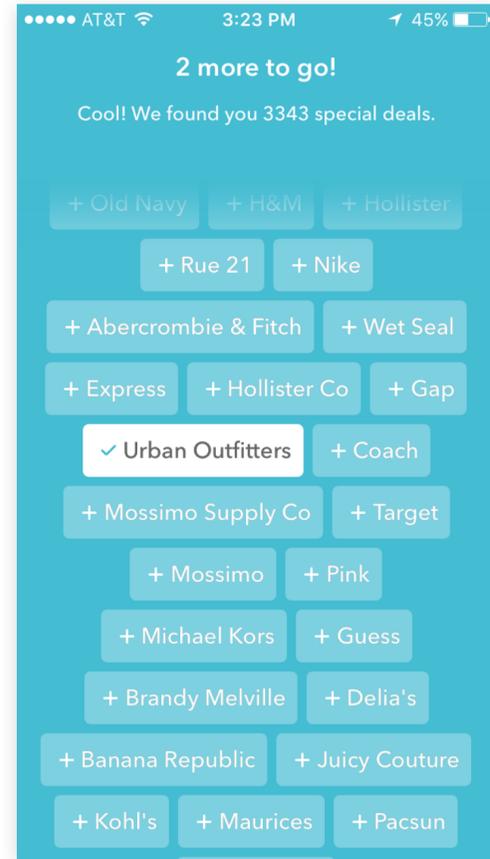
COMPETITIVE LANDSCAPE - VINTED



Feed

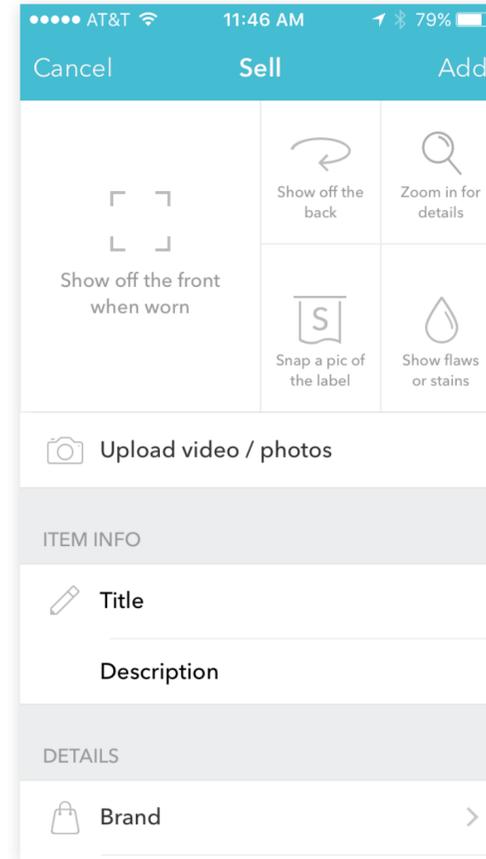
Clean and simple UI doesn't overwhelm. Generous white space with subtle colors in card view makes it easy to scan. Ability to quickly save / favorite items from the feed.

Forum is given too much prominence in the tab bar.



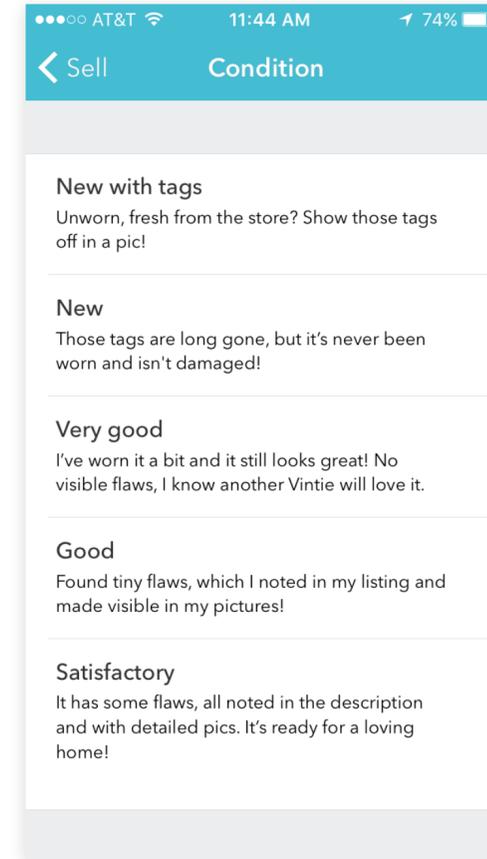
On-boarding

Overall a fun and simple on-boarding experience. Once you're in the app, tool tips are great for learning about different features.



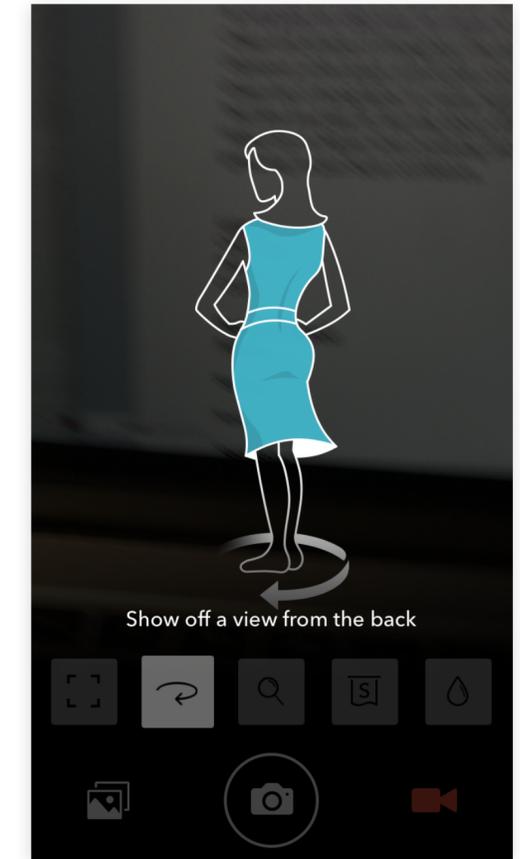
Selling

Ability to upload video adds greatly to the experience. Items with videos are indicated by the video icon in the feed.



Selling

Having descriptions under each condition helps users choose. Copy is conversational and friendly.

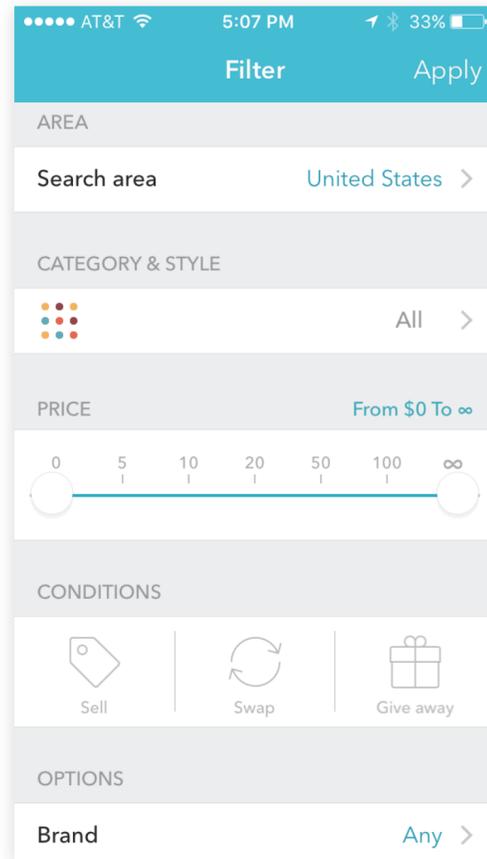


Selling

Listing an item is a fun experience with tutorials on how to take better photos as well as guided steps for taking shots of different angles.

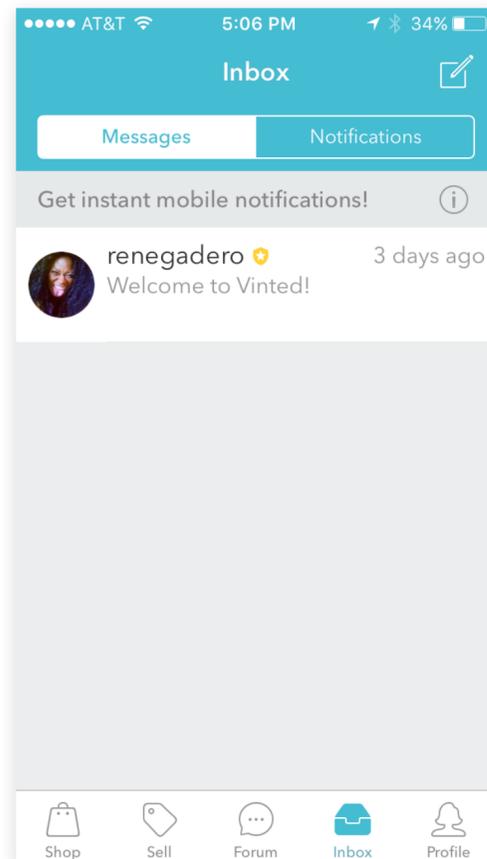
SECTION 3

COMPETITIVE LANDSCAPE - VINTED



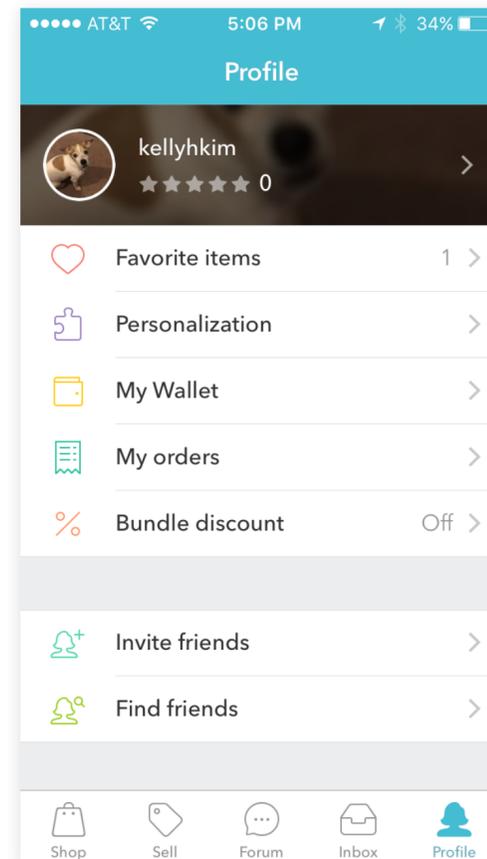
Filter

Filtering is helpful when you want to narrow your search in a given category. UI is well executed.



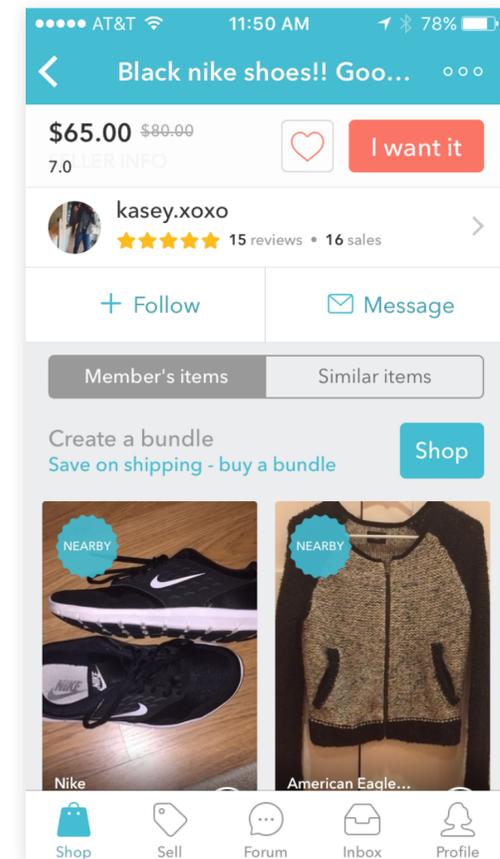
Inbox

Communications and anything needing attention is grouped under inbox with toggle between messages and notifications.



Profile

Iconography used throughout the app is fun and helps distinguish between different line items. Profile screen is well organized except favorite items should be more accessible. Vacation mode is useful.

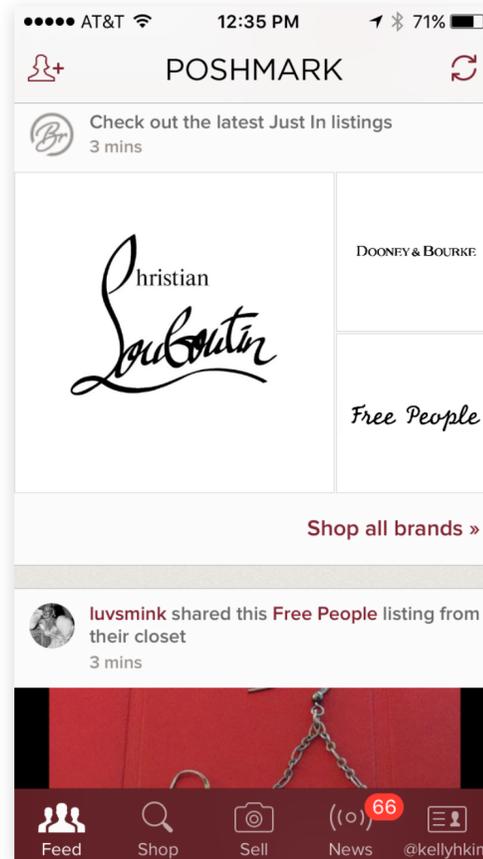


Listing Detail - Buying

Star rating and number of sales is easy to understand the seller's favorability. Member's items and similar items are segmented allowing users to toggle instead of scrolling. Favoriting and buying is sticky. Location map of the item is helpful.

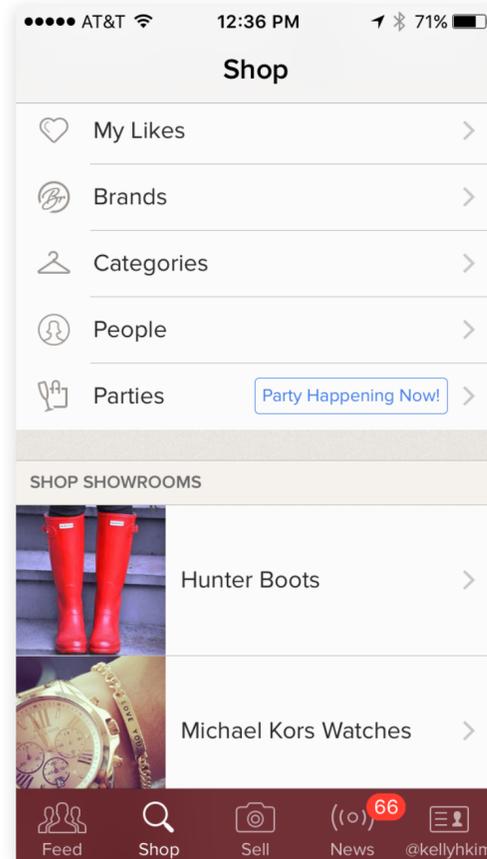
SECTION 3

COMPETITIVE LANDSCAPE - POSHMARK



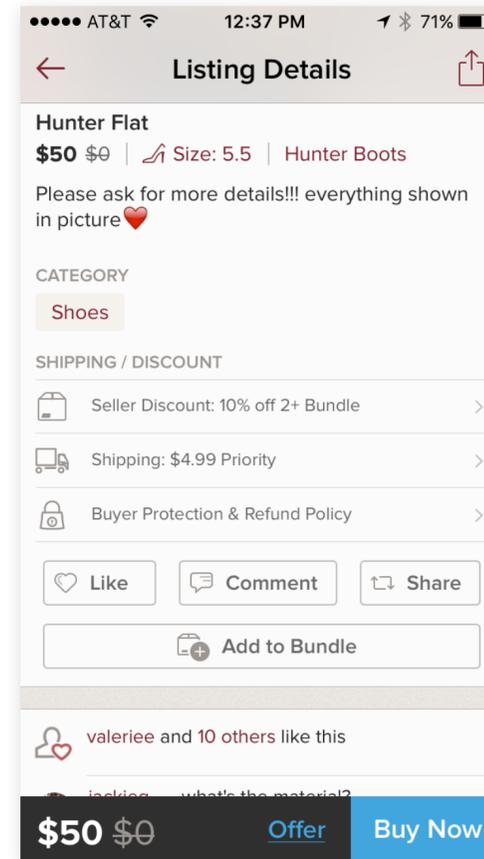
Feed

Big on social aspect. Great way to stay updated with new items by people or brands you follow. Feed is chaotic with people's "closets", individual items, listings of brands and suggested people to follow. Refresh button is not intuitive.



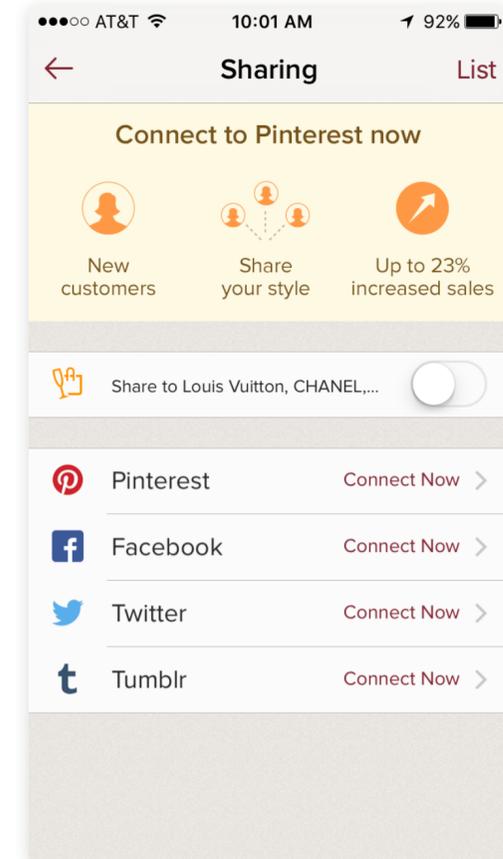
Shop

Overall feels unorganized with irrelevant sections like "people" and "my likes". Showroom is a great way to group popular categories. Number badge on news indicates new updates but once you're in the screen there's no indication of what's exactly new.



Listing Detail

Well organized and easy to scan. Make an offer is a great feature that encourages people to interact with an item regardless of price. Bundled discounts encourage people to buy more. Multiple images are stacked vertically taking up a lot of real estate. Shipping is simplified into a single fixed price.

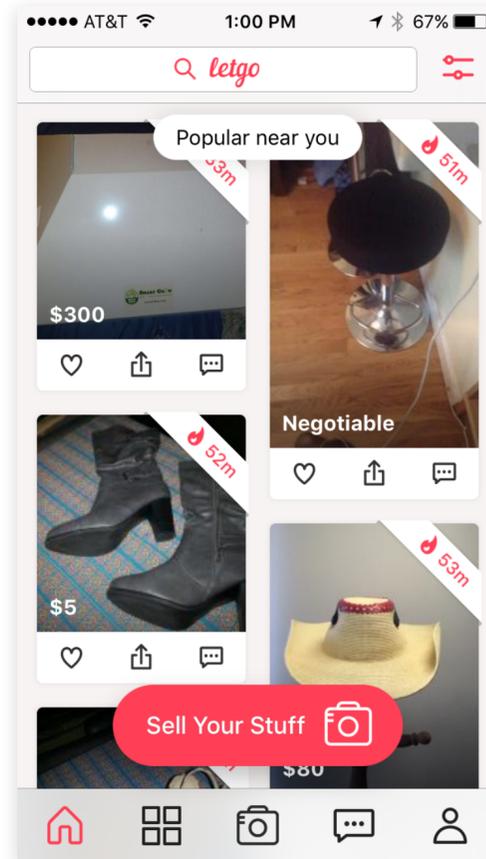


Selling

Quick and simple to add listing details. Encourages people to share their listings, which is a great way to attract buyers and get people in the app.

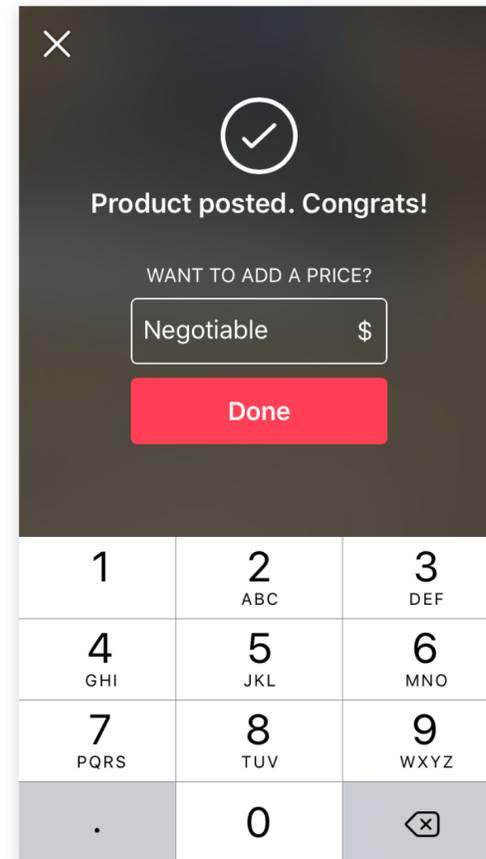
SECTION 3

COMPETITIVE LANDSCAPE - LETGO



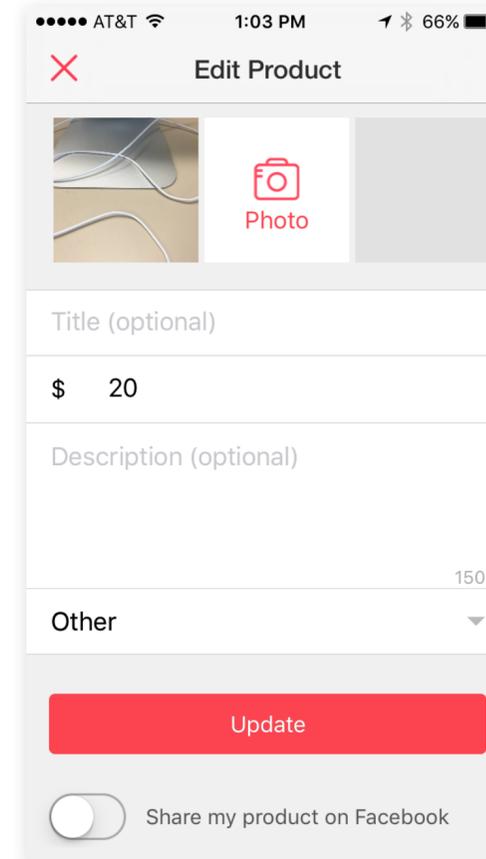
Feed

When browsing, oversized sell button feels invasive. Name of the item is missing. Tab bar icons are ambiguous. Time stamp for item post is too prominent. Ability to favorite, share and message from item card in feed keeps users in the feed.



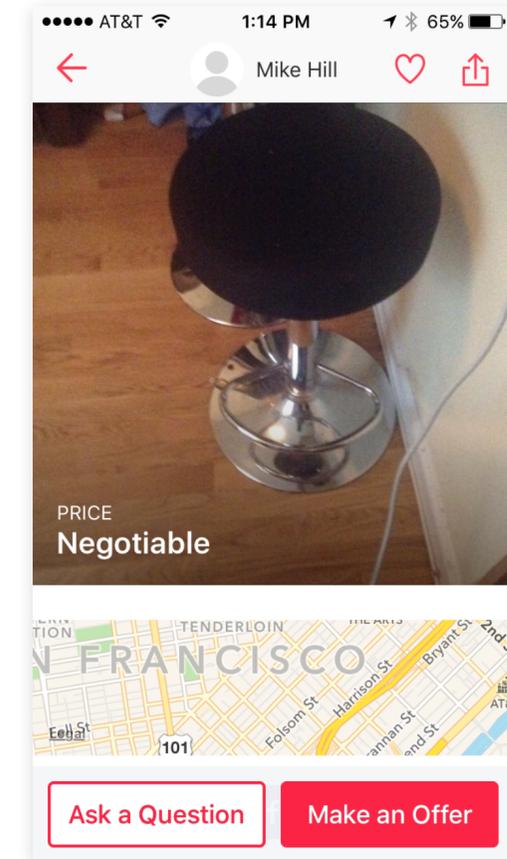
Selling

Very easy two step process: 1. Take a photo, 2. Enter price or leave negotiable. Doesn't encourage users to take multiple photos or provide details about the item. Ease of listing appeals to users who are looking to sell their stuff fast in a true garage sale fashion.



Selling

Title and description are optional. Toggle to share on FB is a great way to promote the app and attract buyers. There are seven categories to choose from and "other".



Listing Detail - Buying

No rating system for members. No shipping options. Map is helpful since it's pickup only. Overall, it lacks trust value.

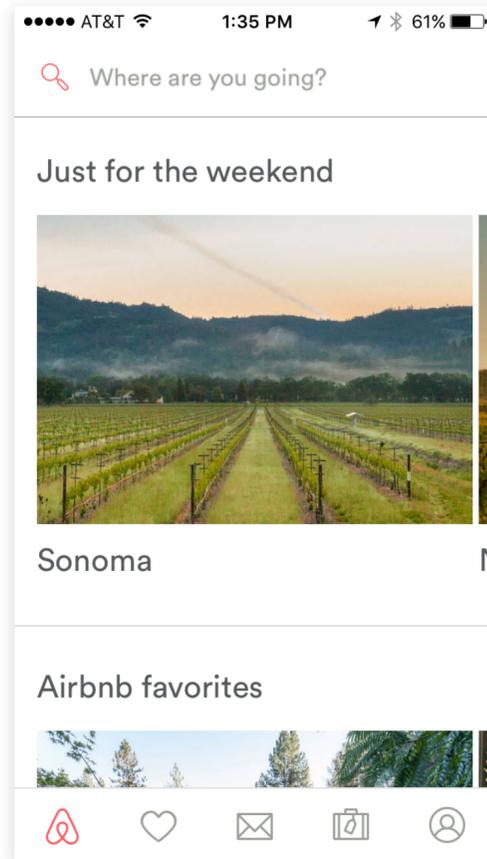
SECTION 3

PROJECT CONTEXT - BEST IN BREED

In this section, we'll review best in breed apps that convey noteworthy user experiences and/or interactive elements. Consideration was taken here to present apps with approachable UX and visual systems that encourage repeat usage.

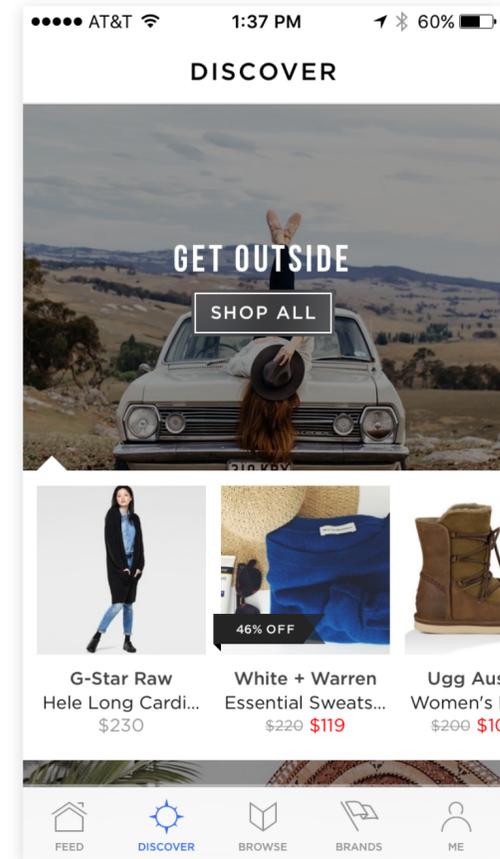
SECTION 3

BEST IN BREED



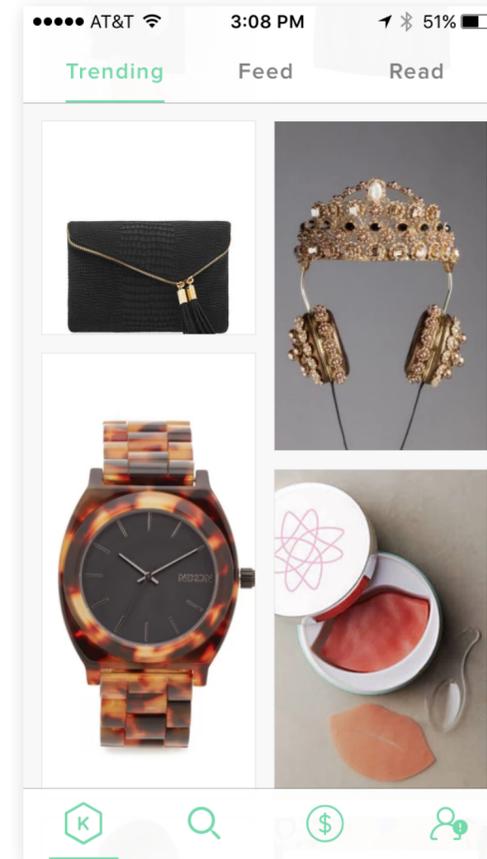
Airbnb

Easy for users to browse and book properties and save and share results. Iconography used throughout the app helps users navigate quickly and easily. The best and the most important feature in this app is the filtering system. Wide use of icons and interaction makes filtering fun and engaging.



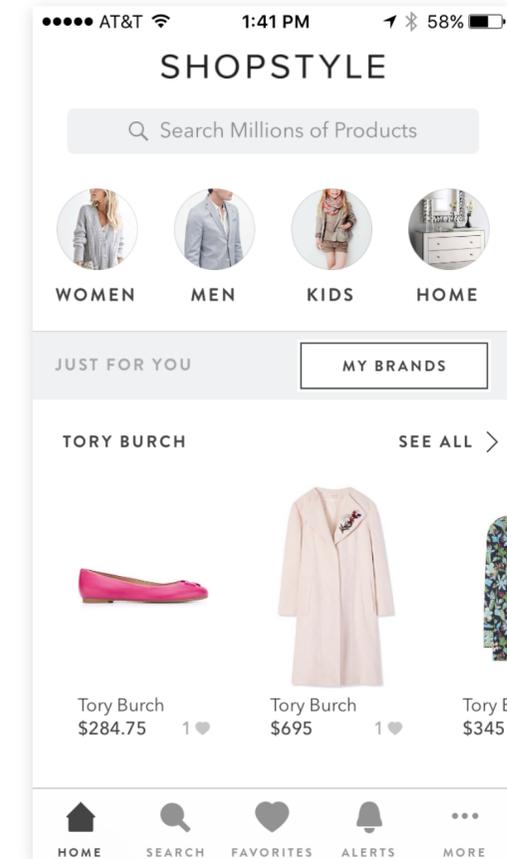
Spring

Spring lets you shop and discover over 800 brands in a single app. The combination of beautiful lifestyle photography with tasteful typography makes this app feel like a fashion magazine, which is appropriate for the target audience. Spring also does a great job of organizing content in a way that is not overwhelming.



Keep

Universal shopping cart was a huge differentiator for this app. Keep makes it fun to shop by collections created by other members and taste makers. It does a good job of helping users discover items that match their taste and style. Clean and simple UI compliments the content.



Shopstyle

On-boarding is simple and well executed. Minimal UI with generous white space keeps the focus on the products. Horizontal scrolling on each category is a great way to preview or sample items under that category with the ability to view all. Item detail screen is organized in a logical hierarchy.

SECTION 3

BEST IN BREED - SUMMARY

USER EXPERIENCE DESIGN

- Generally these apps deliver value by providing a personalized experience through an on-boarding process to determine a user's interest.
- These apps do an exceptional job of helping users discover items and find what they're looking for with ease.
- Primary flows are seamless with clear prominent action buttons that direct users to desired tasks.

VISUAL DESIGN

- The apps that stand out in this category are those that present information in a clear, concise, and simplified manner. Shopstyle in particular stands out for its minimalistic presentation of products. Keep does a great job of integrating brand colors without being overwhelming
- The apps all balance usability with functionality. There isn't too much information presented at once and functionality is simplified as much as possible in order to make the app easy to use.

MESSAGING

- The in-app messaging effectively tie into the overall brand tone.
- Airbnb, for example, carries out a conversational tone throughout the app that's playful and pleasant to read. The casual tone also reflects their service of providing comfort and fun adventures.

SECTION 4

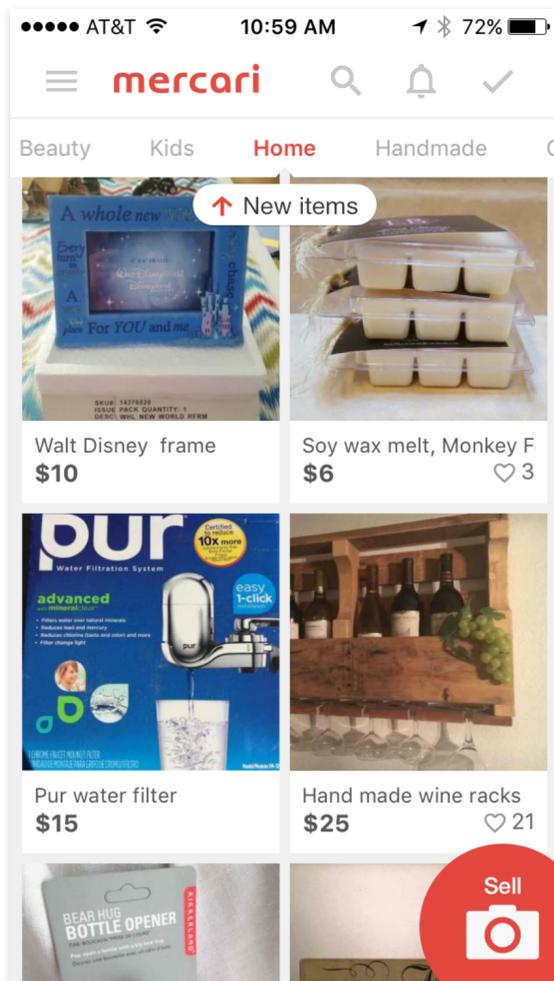
MERCARI RE-IMAGINED - SOLUTION

High fidelity mockups of proposed design solutions. Comparison to the current Mercari app with validations from user testing before and after implementing our design solutions.

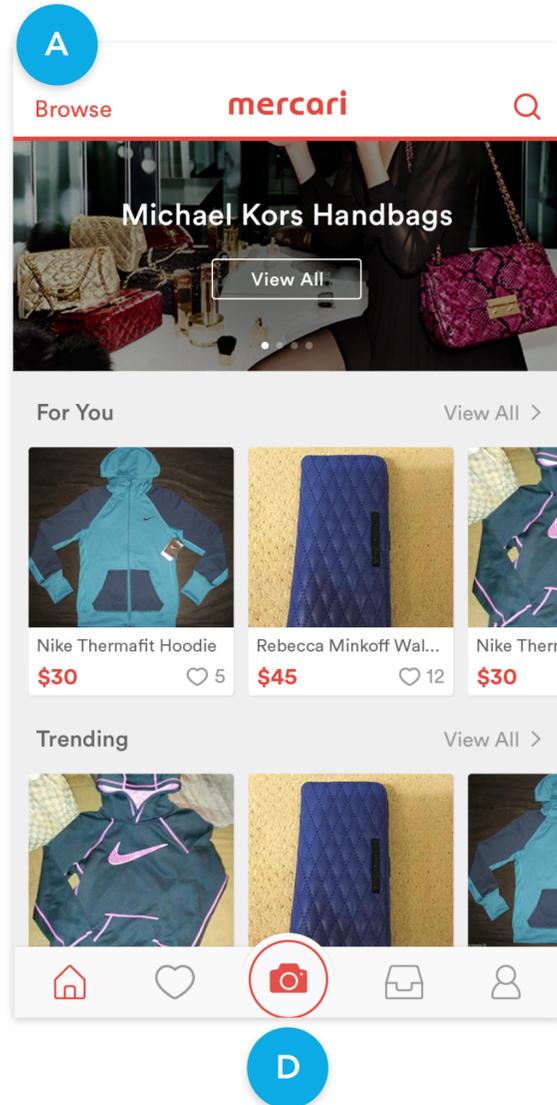
SECTION 4

MERCARI RE-IMAGINED - SOLUTION

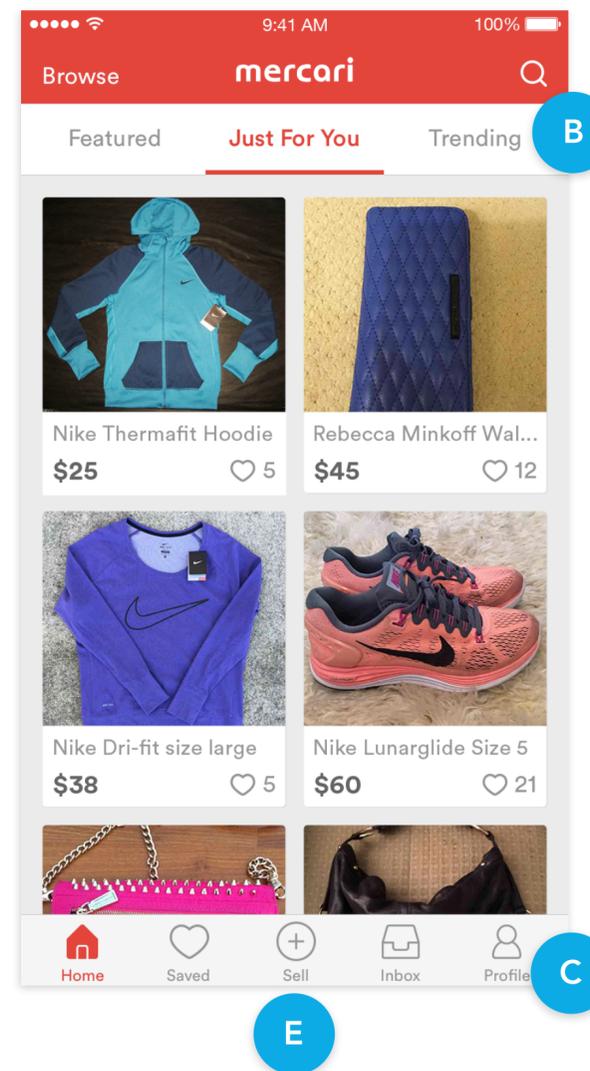
Home - Original



Home - Redesigned - V1



Home - Redesigned - V2

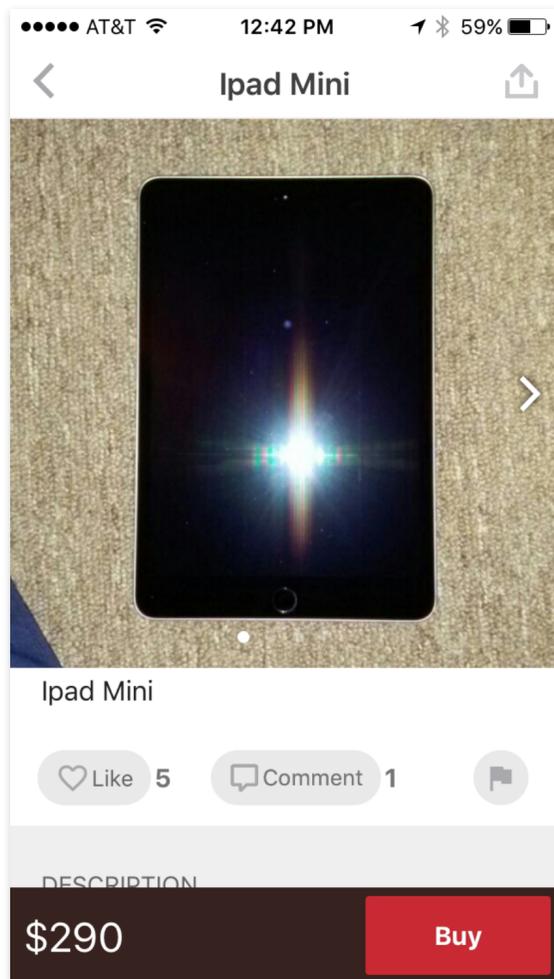


- A White header doesn't provide enough contrast. 7/10 spotted "Browse" faster against red header.
- B Segmented control is preferred to display all the categories upfront without having to scroll down.
- C Labels are preferred for a quick read on the tab options.
- D 8/10 weren't sure of the functionality of the camera icon and didn't relate it to selling.
- E Having the "Sell" label with the plus icon made it more clear for 9/10.

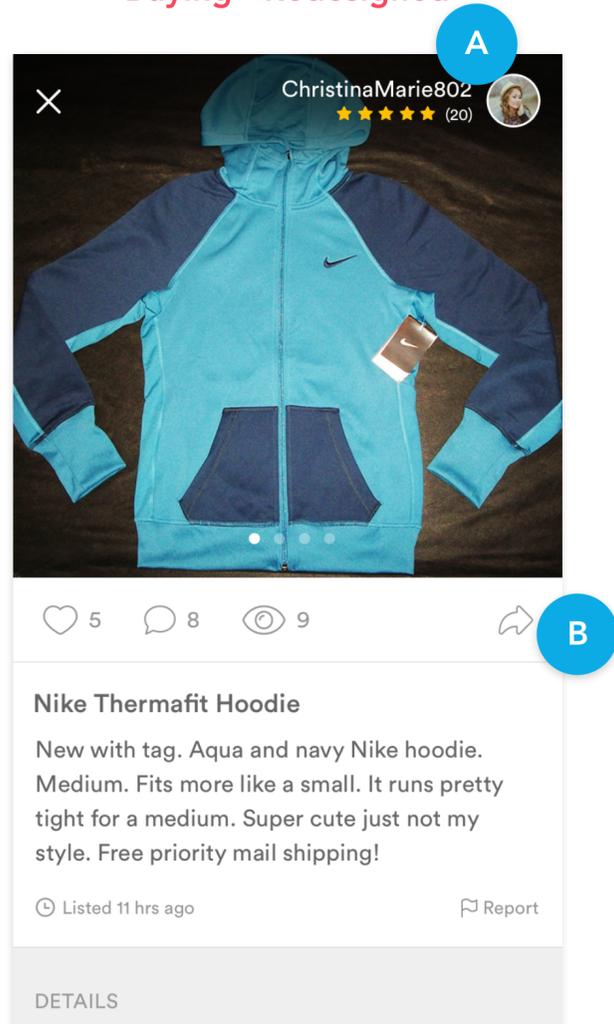
SECTION 4

MERCARI RE-IMAGINED - SOLUTION

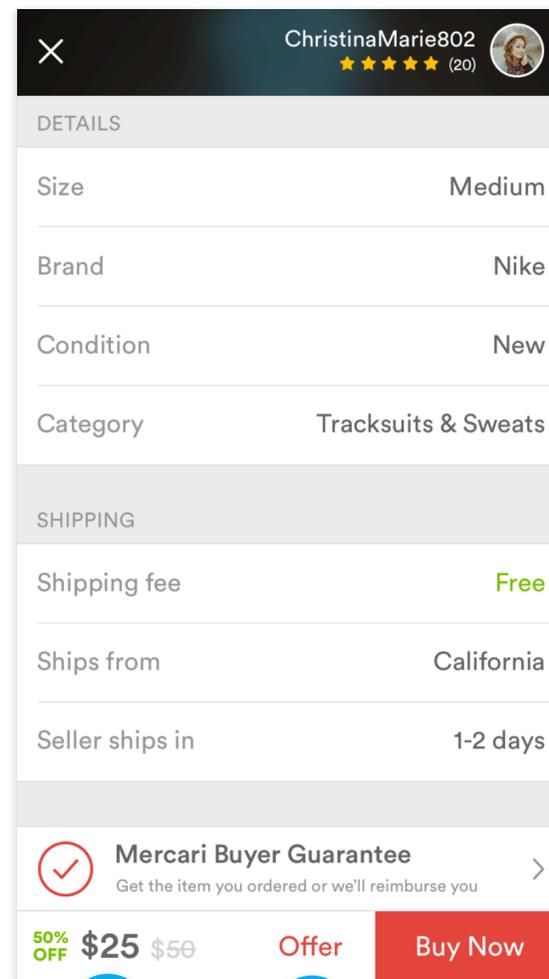
Buying - Original



Buying - Redesigned



Buying - Redesigned

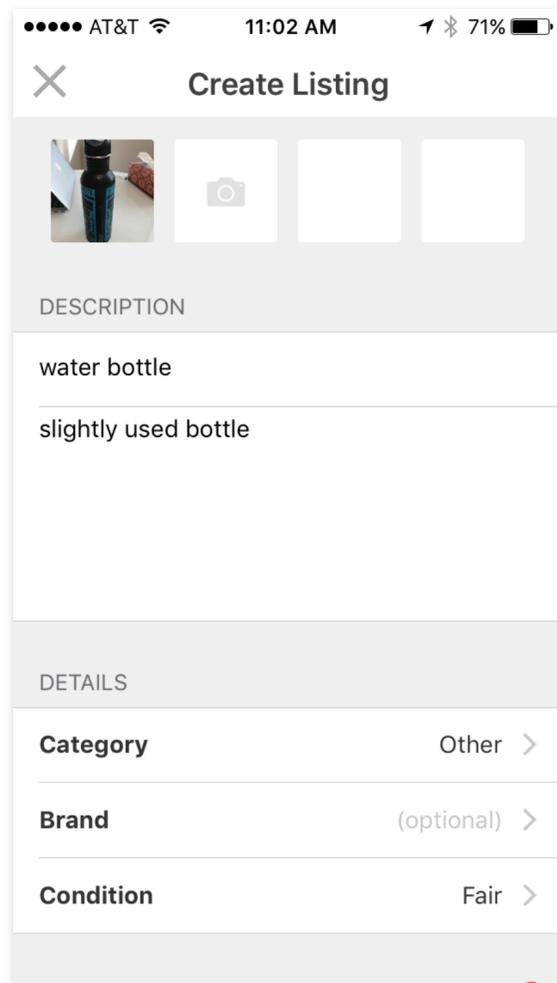


- A Star rating and elevating the seller info seem to invoke buyer confidence.
- B Added the option to share an item to recommend to others which could bring in new users.
- C Displayed original cost and savings to entice buyers.
- D Users were making deals in comments which was an indication of a feature they would find useful.

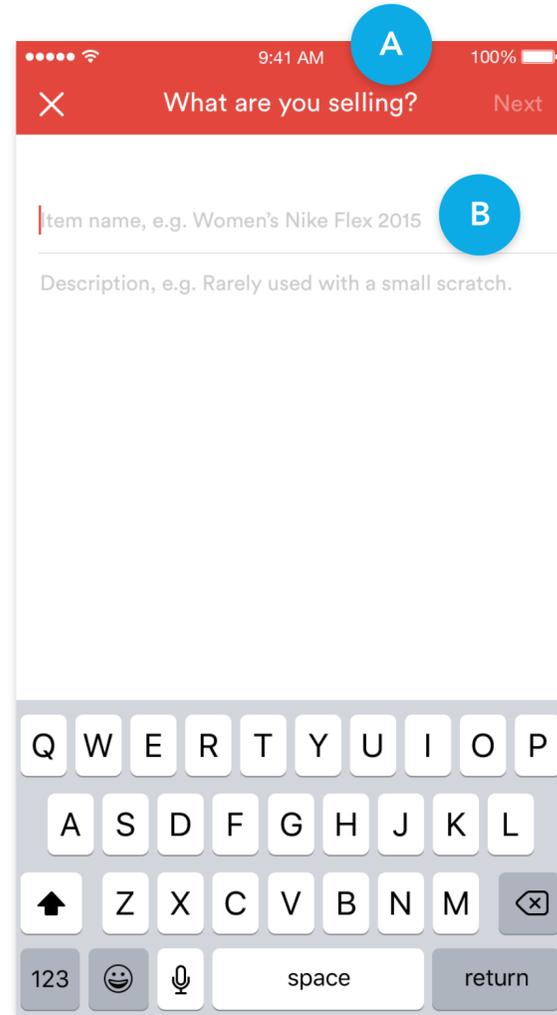
SECTION 4

MERCARI RE-IMAGINED - SOLUTION

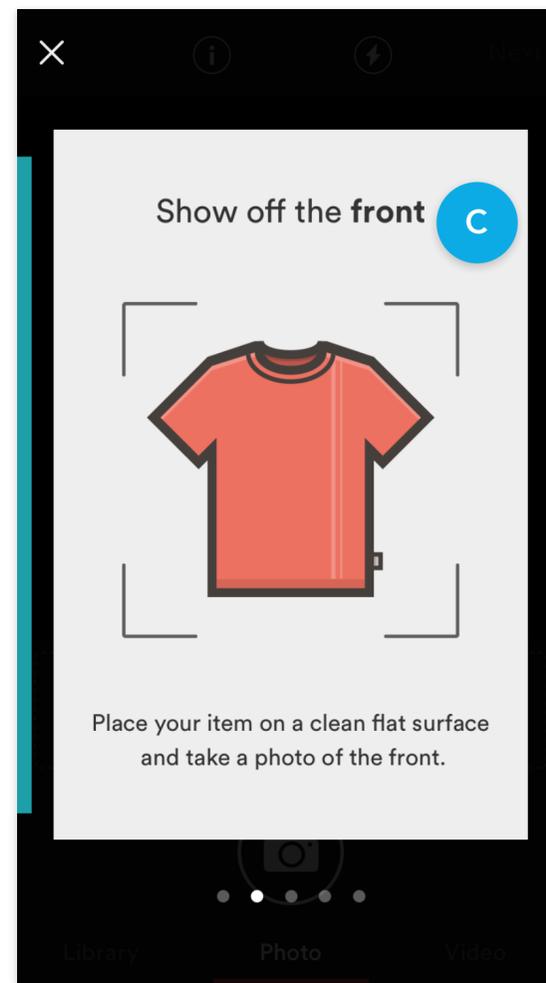
Selling - Original



Selling - Redesigned



Selling - Redesigned

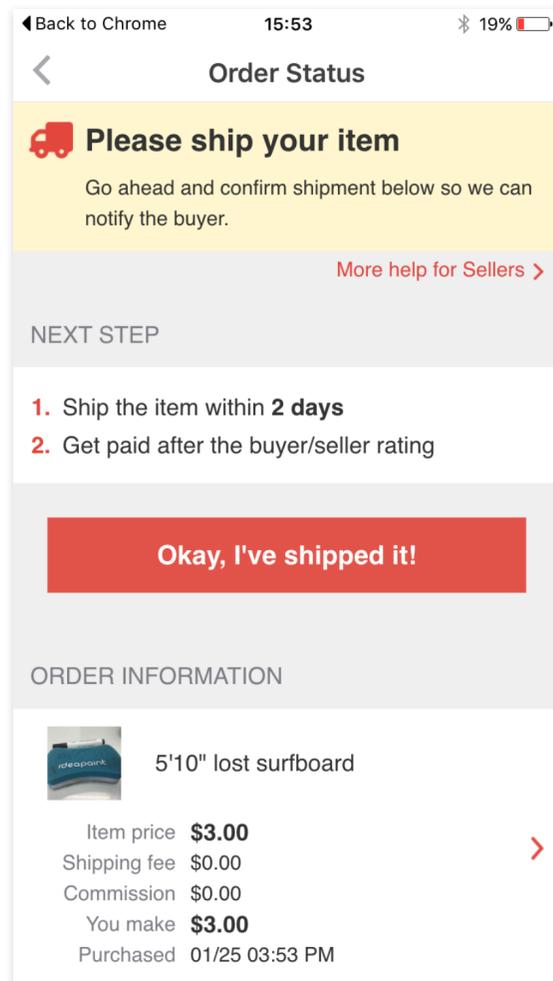


- A Guided selling process with the first few steps being more focused rather than a list view.
- B Placeholder text providing examples of how to name and describe items.
- C The success of selling an item weighs heavily on photos so providing a tutorial is invaluable.

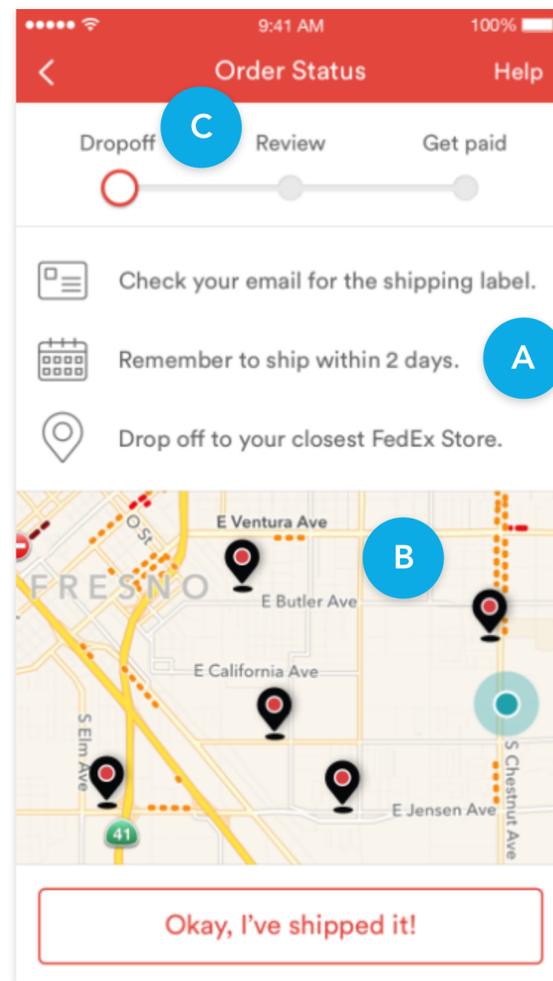
SECTION 4

MERCARI RE-IMAGINED - SOLUTION

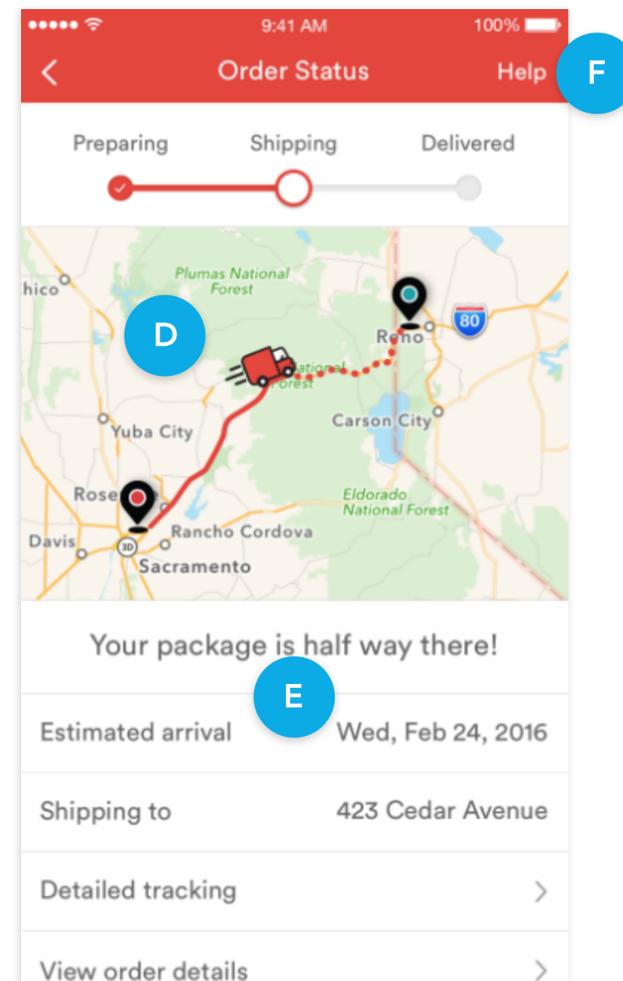
Post Transaction - Original



Post Transaction - Redesigned



Post Transaction - Redesigned



- A** Guided steps for sellers on what to do next.
- B** Map view of package drop-off locations.
- C** Indicator showing where you are in the selling process.
- D** Map view of delivery status to reassure buyer.
- E** Detailed delivery and order information.
- F** Help section to provide guidance.

