

Second-hand trading platform



we want to improve...

users' shopping experience
by meeting the changes in users' expectations.

Introduce our participants



"I just want
to get rid of
used stuff."

Jenny

22 year old student, studying in Taichung.

Have some experience in selling second hand books online and donates second hand things.



“Money is
God!!”

Yichen, Lu

21 years old, Student

Loves to save/earn money

Usually buys second-hand books online



“I love cute
items.”

Ijen

21 years old, Student

Loves to shop online for creative

and original items



“High transport fee is the motivation to shop online.”

Suyu

29 years old, marketing/advertising assistant

Buys anime goods online twice a month

Used to work at online bookstore



“Buying used stuff is never a choice for me.”

May

54 years old, housewife

Seldom shops online (but experienced)

Never buys/sells second-hand things

How often do you shop online?
What and why?

How do you deal with things that you will not use any more?

Why do you prefer donating instead of selling?

What features might improve your user experience?

What we asked

What do you think about face-to-face buying and selling?

Please describe your experience of using second-hand trading platform if any.

What inconvenience did you encountered when shopping online?

Interview Result

Tensions

I wanted to sell in Facebook's group, but the idea of others knowing what I have been reading is embarrassing.

Never buy second hand items other than book, dislike buying used stuff.

Contradictions

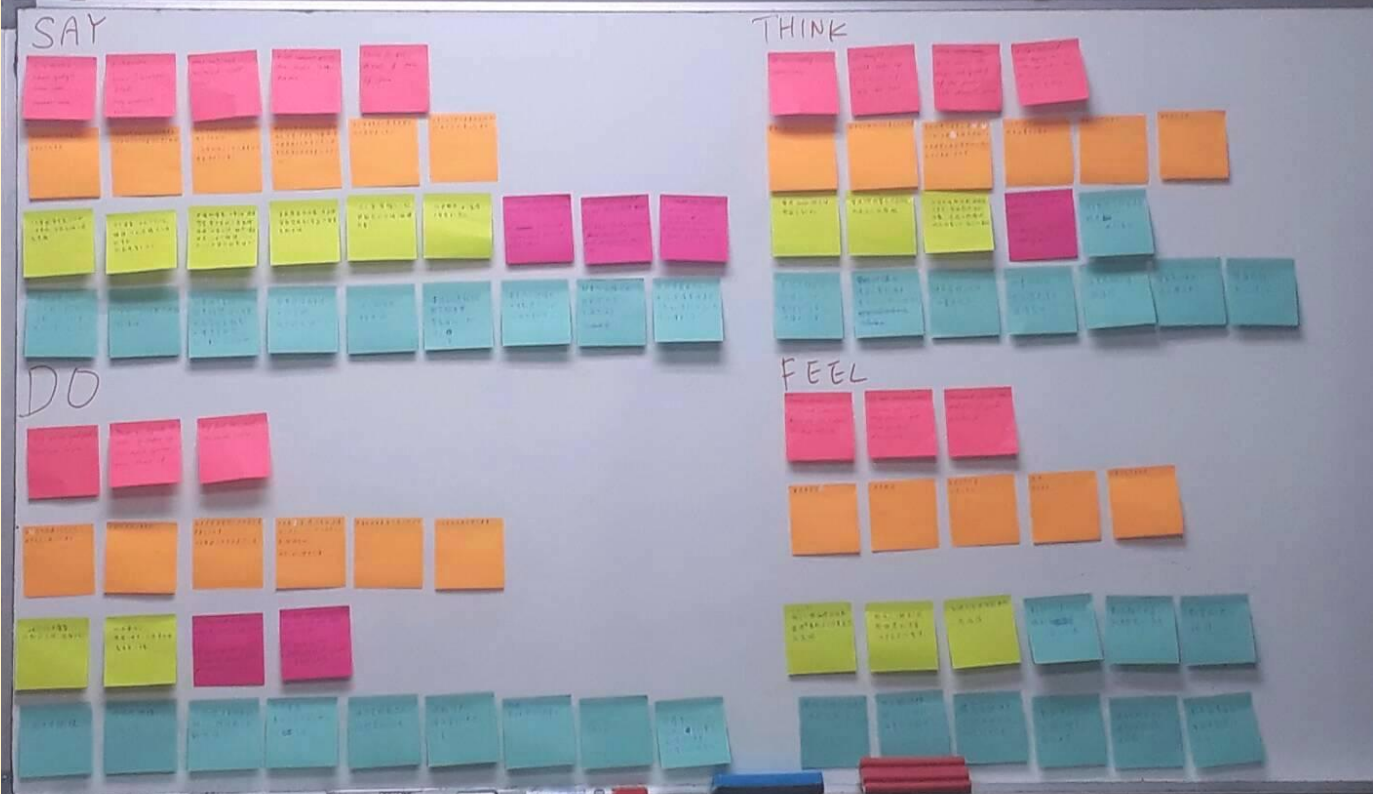
Always find product's review on multiple websites but get irritated because some of them looks like promotional advertisement.

Surprises

Think of attractive titles so people will view details of the products.

Put a price higher than my expectation.

empathy map



Do

- ❖ Buy from the most reviewed seller.
- ❖ Tried to collect in person to reduce delivery fees.
- ❖ Use keywords to search similar products and compare prices.
- ❖ Find product's review on multiple websites.
- ❖ List anime goods on Plurk for sell instead of other platform.
- ❖ Never shop online before
- ❖ Compare prices included with delivery fees from different buyers, complicated procedure.
- ❖ Throw / Ignore unwanted items until it takes up too much spaces then throw it.

Feel

- ❖ Not satisfy with current price sorting mechanism.
- ❖ Satisfied with face to face buying when the distance is short.
- ❖ Comfortable even though there are many unwanted stuff in the house
- ❖ Concerned about the qualities of goods purchased.
- ❖ Selling stuff online is troublesome.
- ❖ Irritated by promotional advertisement.
- ❖ Shy to let others know my interest and hobbies.
- ❖ Distrust about applications that does not filter their buyers.

「想要賺錢。」

Insight

Need to balance between income and expenses.

Need

Money, higher bidding price.

「撲浪的擴散方式都是朋友圈，買家身份比較令人安心。」

People does not trust strangers easily.

Sellers need to provide evidence for buyers to trust them.

「如果地下室的圖書館想收二手書，而且管理員願意上樓來拿的話，就可以捐給他們。」

「有時候會私訊賣家催促對方趕快寄。」

Insight

Not enough motivation for people to sell or donate their unwanted items.

People want to get the stuff they buy as soon as possible.

Need

Reduce the difficulties for people to sell or buy stuff.

They probably need to use it immediately or they need excitement and changes in their life.

「我會先去蝦皮、淘寶、PChome等平台比價。」

「要查商品評價文，大多數還是找PPT，但很多業配文。」

Insight

People like to compare prices but it is hard to compare prices across every applications.

They want to know other users' experiences.

Need

Easier price comparison across applications.

More people give comments about their purchase.

POV

- ❖ **We met** May, a housewife.
- ❖ **We were amazed to realize that** she would rather pay the delivery fee than meeting the seller face to face.
- ❖ **It would be game-changing** to help her by modifying the rules for face-to-face purchase.
- **We met** Jenny, a student.
- **We were amazed to realize that** she refuse to sell her used items, because she would not like others to know her interests.
- **It would be game-changing** to help her by provide anonymous platform while providing evidence for buyers to trust sellers.

- ❖ a platform to sell or buy stuff with low difficulties.
- ❖ money and higher bidding price.
- ❖ fast delivery service.
- ❖ excitement and changes in their life.
- ❖ easier price comparison across applications.
- ❖ comments from other buyers.
- ❖ new rules for face-to-face purchase to make user feel more comfortable.
- ❖ anonymous platform while providing evidence for buyers to trust sellers.



SUMMARY

END

More detail empathy map

Empathy map - SAY

- It would be convenient if the websites could sort product price includes delivery fees.
- Face to face purchase within the range of 30 minutes motorcycle ride is acceptable.
- Give away unwanted items to friends who appreciate it is great
- When unwanted items take up too many space, they will be thrown away
- I loves to eat Peanut Candy, but the main store is in Tainan, so I will buy it online.
- Facebook's market is hard to use, I have to kept scrolling to view more products.

- I wanted to sell in Facebook's group, but the idea of others knowing what I have been reading is embarrassing.
- Sell unwanted items 50% of its original price, but still couldn't find a buyer.
- Never buy second hand items other than book, dislike buying used stuff.
- Often use shopee because it has more sellers, you can find items easily.
- I usually list my unwanted items on Shopee for sell, but I might forget about it if no one purchase it after 6 months.
- Because it was inconvenient to go outside.
- Easier to get details if pick up by person.

Do

- Throw / Ignore unwanted items until it takes up too much spaces then throw it.
- Buy from the most reviewed seller.
- Usually shop for clothes or used textbooks online so I dont have to go outside.
- Tried to sell unwanted items online.
- Use product price and delivery fees to decides whether to buy or not.
- Use keywords to search similar products and compare prices.
- Tried to collect in person to reduce delivery fees.
- Sell 50% of original price for new clothes that does not fit.
- Never shop online before.

- Give unwanted anime goods to friends who appreciate it
- List anime goods on Plurk for sell instead of other platform
- Find product's review on multiple websites.
- Compare prices included with delivery fees from different buyers, complicated procedure.

Think

- Online shopping was really convenient
- I thought selling unwanted items would take up too much of my time.
- I will doubt the origin and quality of the product with cheapest price.
- I feel awkward when meet up with the seller because I bought a bra.
- Lazy to go outside to buy stuff
- It doesn't really matter whether someone want to buy my listed goods.
- More willing to use platform that have better search engine.
- Use marketing strategies to sell stuff
- Wish to get purchase items as soon as possible.
- Want to save delivery fees by face to face trading

- Donate stuff is easier than selling it, you just have to deliver it.
- Do not want my friends to know some of my hobbies
- Online shopping is only necessary when the main store location is far.
- Online shopping makes it possible for me to get things from overseas.
- Willing to ride bicycle to meet with buyers in order to save delivery fees.

Feel

- Not satisfy with current price sorting mechanism.
- Satisfied with face to face buying when the distance is short.
- Irritated by promotional advertisement.(業配文)
- Distrust about applications that does not filter their buyers.
- Bonding with friends when give them our stuff.
- Comfortable even though there are many unwanted stuff in the house
- Happy that online shopping can get me products from overseas.
- Shy to let others know my interest and hobbies.
- Hope to get products with high cp value
- Delivery fees is too expensive.

- Concerned about the qualities of goods purchased.
- Selling stuff online is troublesome.