

Seller Message Outreach

User Testing: Buyers + Sellers

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Scope of Research

- I. Figma Prototype + User Testing software
- II. Recorded and unmoderated testing sessions
- III. Test plan includes a prototype and several tasks for buyers & sellers to complete
- IV. 50 total responses (20 buyers, 30 sellers)



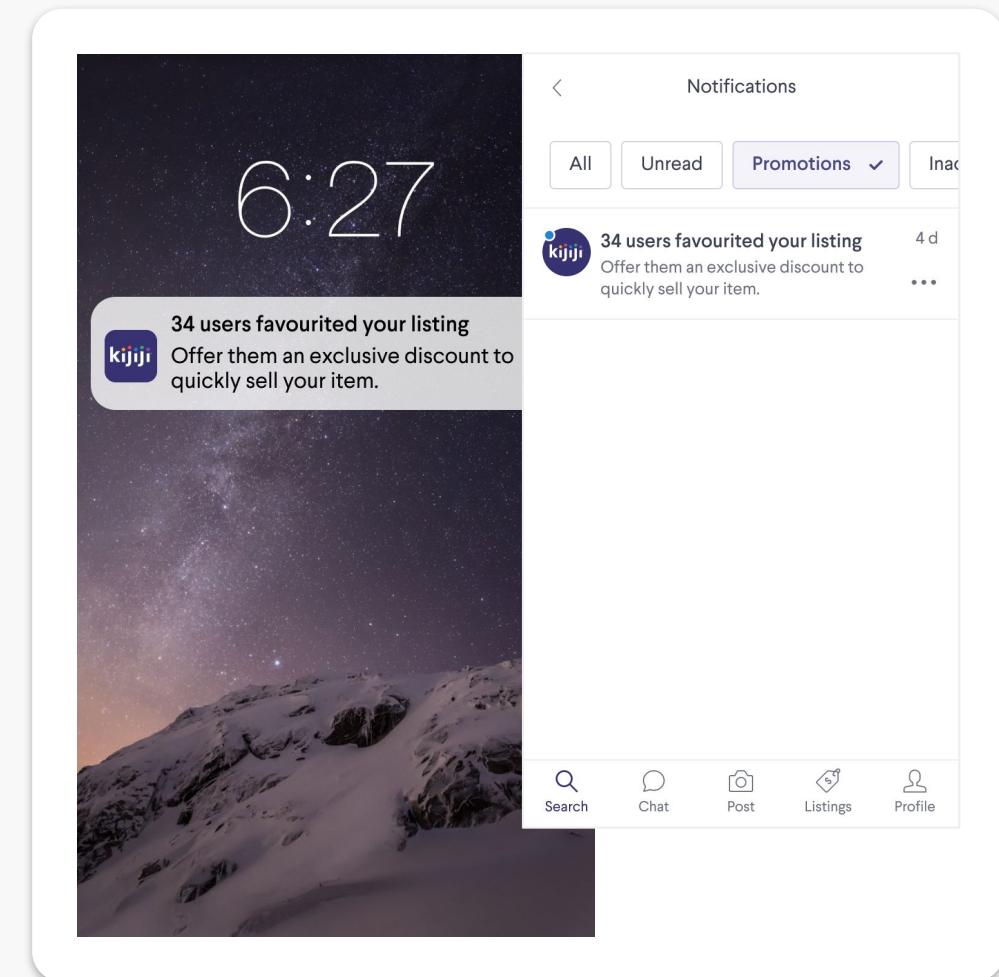
Seller Message Outreach

Sellers

Sellers - notifications

Notifications

- Most sellers expected to see the listing details, a list of potential buyers, and a place to setup and send discounts
- Some sellers thought that Kijiji is suggesting to lower the price (which will attract more buyers)
- Sellers believe that 'favourite' is a signal of intent and that the discount pushes buyers to purchase
- Sellers wanted to know if these users have already messaged them and when they favorited the listing



Sellers - discount flow

Discount setup, reach, and payment

- Most sellers found the feature easy to use, quick to learn, and didn't need technical support
- Many sellers asked to merge these two pages as it's faster to accomplish the task

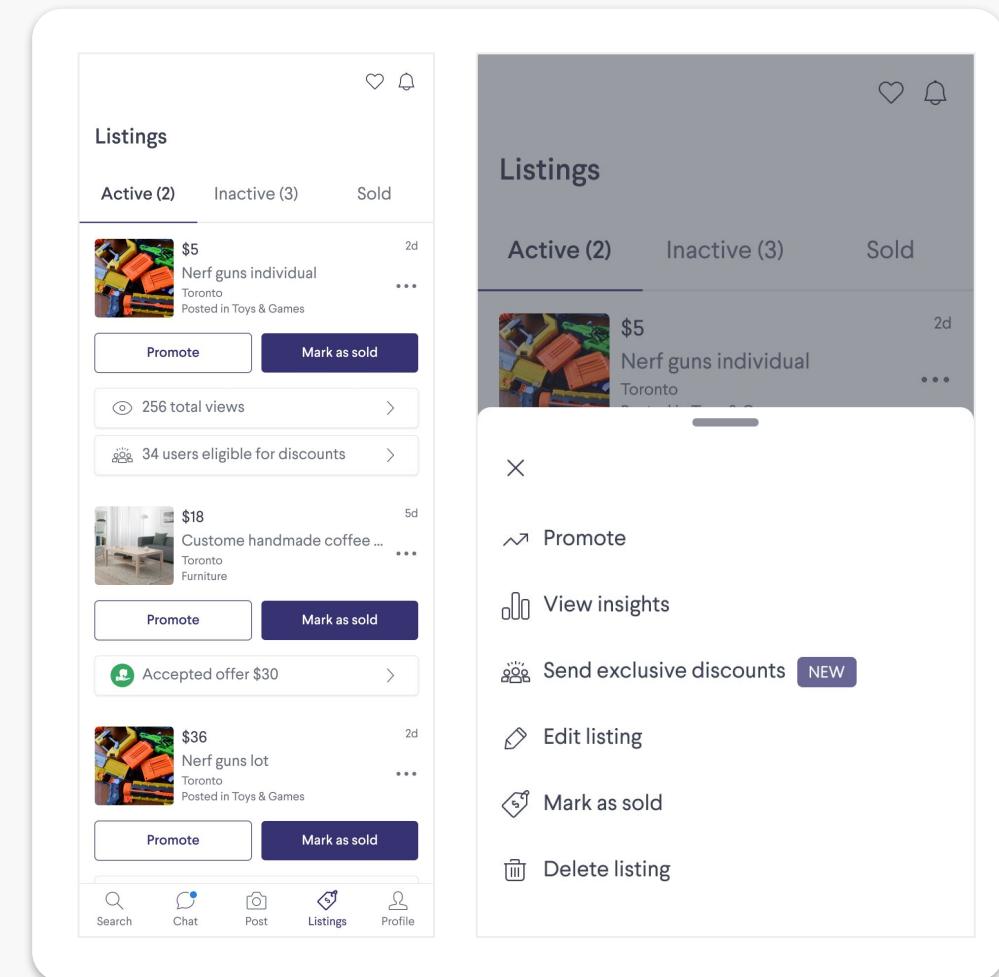
Sellers also...

- Wanted the ability to choose and control the discount duration (2,3,5,7, calendar date)
- Wanted the ability to enter a discount dollar amount (\$)
- Wanted to customize the discount message
- Wanted to see the chance of selling an item with the feature (likelihood of selling based on past performance)
- Wanted to see the market price of an item (based on similar sold listings)

Sellers - listing entry points

Listings Page and Menu Option

- The listing menu option was an easy-to-find location for exclusive discounts at the listing level
- Sellers often used the menu route to find listing insights and send discounts
- Sellers wanted to see an icon indicating that the listing has been promoted



Sellers - discount insights

Listing and Discount Insights

- Easy to compare the performance of different discounts and see all the relevant information
 - Sellers wanted to expand several campaigns at the same time to compare performance
- 10 discounts sent: 2 responded, 6 declined, 2 didn't do anything (ignored)
 - Sellers understood the discrepancy between the numbers displayed (2 users didn't do anything)
- Sellers expressed a feeling of failure and wasting money when all users decline or ignore
 - Sellers would rather repost with lower price than pay again for the feature
- “I wouldn't check the insights; either the buyers message me or the item sells, if it doesn't sell or no one messages me, what's there to check?”

The screenshots illustrate the Kijiji mobile app's 'View insights' feature for a listing of an Ikea coffee table. The left screenshot shows a detailed view of the insights for a specific discount, including the listing details (\$18, Ikea coffee table BNIB, Toronto, Posted in Furniture) and a performance overview showing the listing has been active for 18 days, with X total views, 4 users messaging, and 1 offer received. A 'Send exclusive discounts' button is visible at the bottom. The right screenshot shows a broader view of the insights section, including a summary of all discounts sent (10% discount to 10 users on January 18, 2023, 2 users responded, 6 users declined; 20% discount to 10 users on January 19, 2023, 34 users favoured, 34 users eligible; 25% discount to 14 users on January 19, 2023, 34 users favoured, 0 users eligible) and a list of users who favoured or were eligible for the discounts.

Sellers - user reach

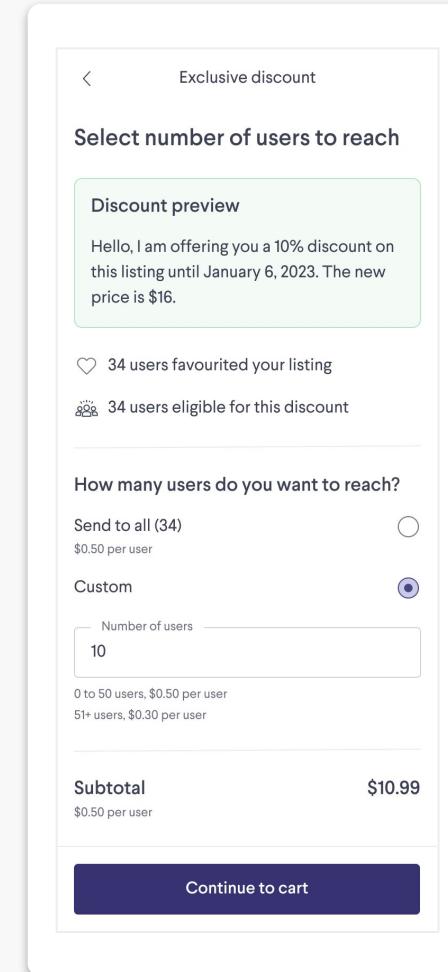
Send to some or all

Send to all when...

- 20-25 or less eligible users
- “If it’s cheaper, then I would send it to more people”
- Save time by not sending multiple rounds
- Don’t know anything about the buyers, so why not send to all and increase the chance of selling
- Though, budget and profits (after discount + SMO fee) become a concern

Send to some when...

- 40-50 or more eligible users
- Control personal budget and feature spend per listing (costs)
- Dislike that the discounts are sent to a random set of users and cannot choose whom to target the discounts to
- Experimenting with different discount amounts and number of users
- Only need one buyer; send one discount at a time to see if someone buys the item, and then send more discounts as needed



Sellers - pricing model feedback

Pricing Model

Tiers for volume pricing

- Easy to understand
- Expect 5-10 cents per user for 50-100 favorites
- 0 to 50 is a large range; 0 to 20-25 is better

Willing to spend \$____ to reach 20 users

- PPU (ranked based on # of mentions)
 - 20-30 cents per user
 - 5-10 cents per user
- Total spend (ranked based on # of mentions)
 - \$5
 - \$2-3
 - \$10

Please share your thoughts on:

1. The pricing model?
2. How much are you willing to spend to reach 20 users?

Exclusive discount

PRICE IS \$7.00

34 users favoured your listing

24 users eligible for this discount

How many users do you want to reach?

Send to all (24)

\$0.50 per user

Custom

Number of users

0 to 50 users, \$0.50 per user
51+ users, \$0.30 per user

Subtotal \$12.00

\$0.50 per user

Continue to cart

After answering these questions, you can go back to the previous tab to continue with the next task.

Sellers - pricing model feedback

Pricing Model

- Price per discount (per user)
 - 50 cents per user is too much for items \$100<
 - 50 cents per user is okay for items \$100> or \$100's
- Willingness to spend depends on item price and profits after discounts and SMO fees
- Sellers asked for a set price per listing (% of listed price) model, regardless of the number of users sent to (unlimited)
 - "The most I'm willing to spend regardless of the number of users is \$10"
- Sending discounts doesn't guarantee selling the item; what if Kijiji guarantees (refund if not sold) or buy now pay later (when sold)

Please share your thoughts on:

1. The pricing model?
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Exclusive discount

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Sellers - price sensitivity

Item Price	# of Eligible Users	Price per Discount (50¢) and Feature Spend	% of Item Price	Profit per Item	Likelihood to pay for the feature
\$25	10	\$5	20%	\$20 // 80%	Extremely Unlikely
\$40	10	\$5	12.5%	\$35 // 87.5%	Very Unlikely
\$50	10	\$5	10%	\$45 // 90%	Unlikely
\$75	10	\$5	6.7%	\$70 // 93.3%	Neutral
\$100	10	\$5	5%	\$95 // 95%	Likely
\$200	10	\$5	2.5%	\$195 // 97.5%	Very Likely

- Discounts tend to be round numbers and cash is the common payment method
- Item prices are often multiples of five or ten
- Discounts tend to mimic bill values (5, 10, 15, 20 etc.) rather than coin values
- Need to consider profits after discount and fees; sellers want to retain at least 70-80% of profits; losing more than 30% per listing is not feasible for sellers over the long run and unprofitable in the short run

Sellers - general feedback

General Feedback

- Value Prop: test different item prices without having to lower prices repeatedly, knowing the number of interested users, notifying them, direct homepage promotion of listing/discount
- Feature is good for/to: use as a flash offer or nudge for old items no longer used, items you need to get rid of, items that haven't sold/gotten traction, or to quickly sell items by directly contacting these potential buyers
- Good for power sellers and sellers with a large inventory of items
- "I'll use this feature to quickly (urgency) sell expensive items; I might use this for cheaper items if it's profitable"
- "Why would I pay to discount my listing when I can lower the listed price (shows on SRP for all users) - no responses already indicates that the listed price is too high"
 - On the other hand, it's a good solution for sellers who lower their prices several times without getting any (more) leads

Sellers - gamification feedback

Gamification and Marketplace Health

- Knowing the number of favourites is an indication of listing popularity; with this information, sellers may...
 - Wait to receive messages than send discounts
 - Will lower the listed price instead, with the hopes that some of those interested will reach out to them
- Restricting price changes or reductions would significantly lower the number of people adopting the platform and the feature
- “Lots of people low-ball you; it’s better to message them first and be proactive”
- “Feels like I’m losing money by discounting, and then some more for the fees; would rather lower the price or repost, and keep more profit”
- “I would rather not pay and lower the listed price, than appear as ‘wishy-washy’ by raising the price and sending discounts”
- “I think it’s fair that there’s a small fee, hopefully you get to sell it, obviously no fee is better. I think if you’re able to lower the price without having to (pay) send discounts, most people would lower their prices because they don’t care who buys the item, whether it’s the interested users with a discount, or another person who happens to see the lower price (on SRP)”

Sellers - ideas for V1 & V2

V1/V2 Ideas

- A. Show market value of item at setup page based on similar sold listings
- B. Can enter the discount \$ in addition to the preset %'s & field in discount setup page
 - a. One field for number, one to choose % or \$
- C. Rename button to 'Continue to Reach/User Reach' at setup page
- D. Rename Insights component to "Exclusive Discounts" or "Exclusive Discount Performance"
- E. Allow sellers to send a second (lower) discount to eligible buyers
- F. Show profit after discount and fees at reach page
- G. Customize SMO message with templates and some free form text
- H. Choose discount duration and include preset durations to choose from
- I. Potential pricing models:
 - a. Combination of flat fee and number of discounts sent
 - b. Flat fee (% of listed price) model and unlimited number of discounts
- J. Show tiers and unit price in one location at the reach page

Sellers - ideas for V1 & V2

V1/V2 Ideas

- A. How it works copy: exclusive discounts notify buyers directly and appear on their homepage, giving you a better chance to sell your item.
- B. Enable sellers to choose buyer categories/segments when sending to some buyers
 - a. Such as: ratings, years on Kijiji, active listings, reviews, favourite recency, location radius/neighbourhoods, multiple VIP views, # of searches or SRP views
- C. Calculate the likelihood of selling an item with SMO at setup page
 - a. For example: 70/100 listings that used SMO sold the listing, and so 70% chance of selling
- D. Free trial - first approach, or back-up plan if adoption is low
 - a. This helps overcome the skepticism around if the feature will work / if it's worth the cost / want to try the feature first
- E. Notify sellers with 'listings older than x days and no responses' to send discounts (when available) or promote their listing with a price drop
- F. Track VIP & seller profile visits by users who received a discount, and display that information at the insights page



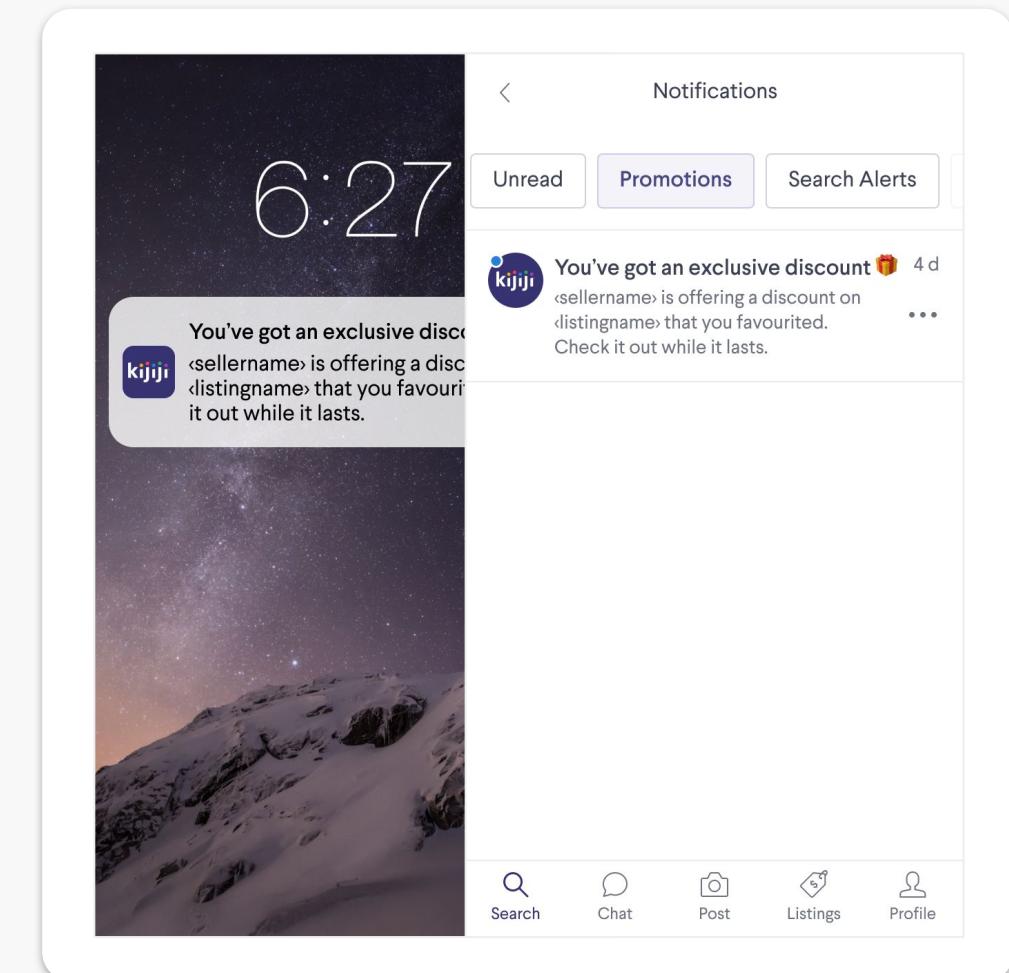
Seller Message Outreach

Buyers

Buyers: discount notifications

Notifications

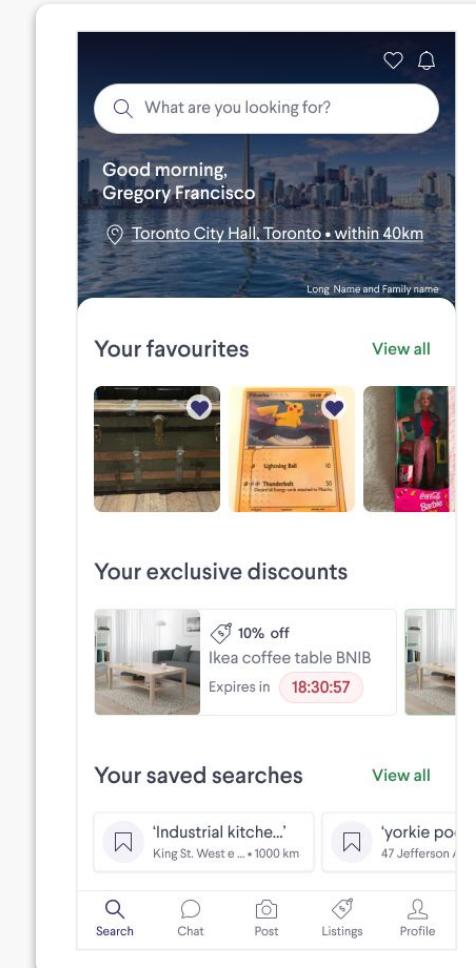
- Wanted to see the discount % or \$ in the notification
- The present box icon made it easy for users to find the notification (in a list of notifications)
- The term 'exclusive' resonated with buyers; they assumed that the discounts' were only sent to (for) users who favorited the listing
- Buyers have trouble finding the homepage from the notification center



Buyers: new homepage component

Homepage

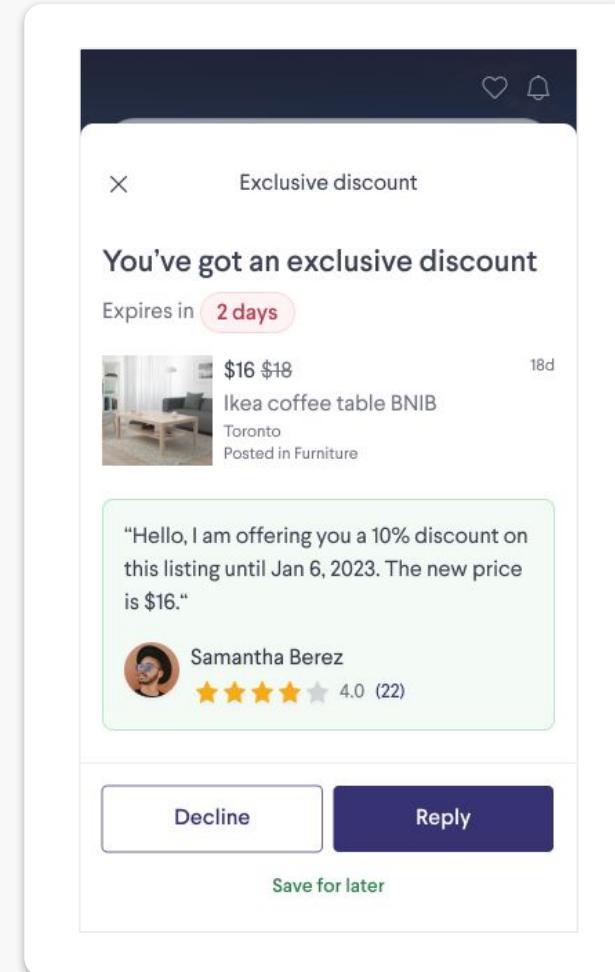
- Liked having their discounts in an accessible location (i.e. dismiss by accident, save for later)
- Feels like something important is waiting for me... when I see the red date pill and % off
- Expected to see the discounts in the Favourites page and in VIP as well
- Wanted to see the discounted price and listed price (striked out) beside each other (to compare them)
- Wanted to see the discount \$ (savings amount)



Buyers: receiving a discount

Discount Modal

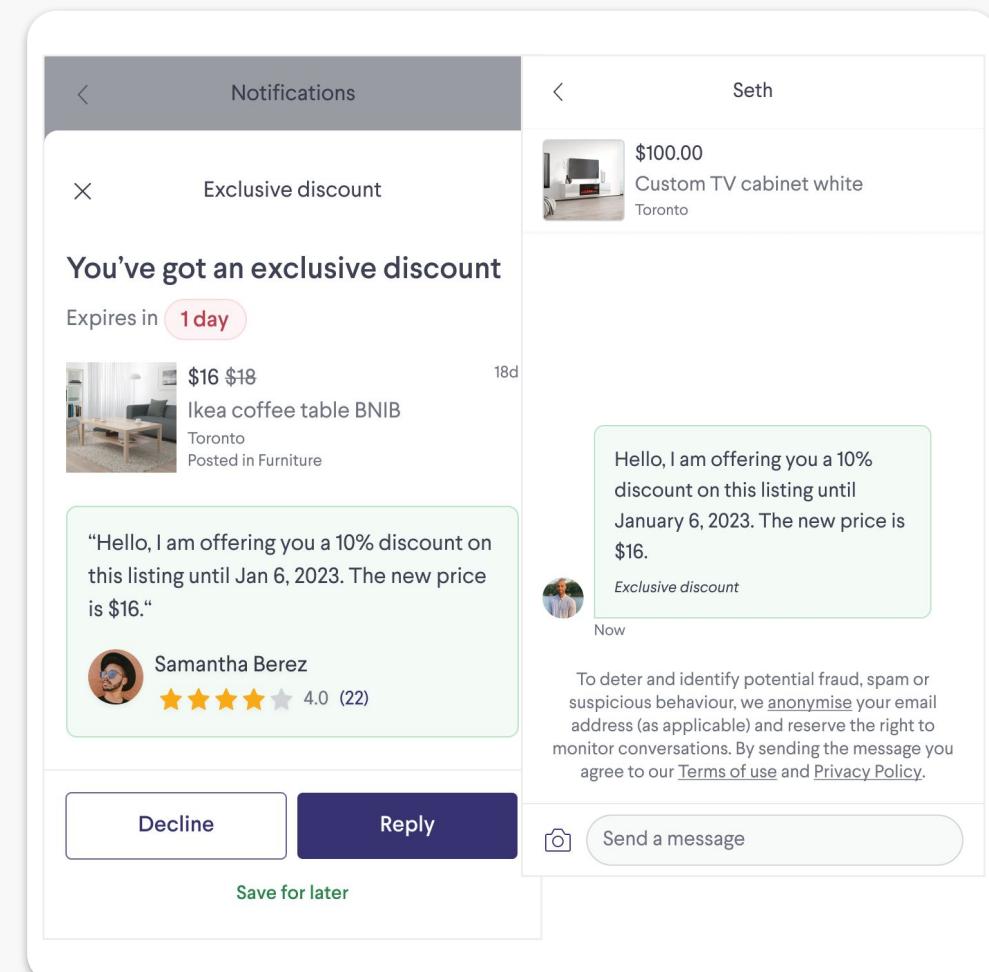
- There's enough information to make a decision
- Wanted to see the discount \$ in the message; wanted to see how much money they're saving
- Wanted to see the discounted price bolded or beside the original listed price striked out (more noticeable)
- The red expiry pill was easy to spot and a good nudge
- Seller information added transparency and trust
- The seller message makes it feel more exclusive and personalized



Buyers: responding to a discount

Reply

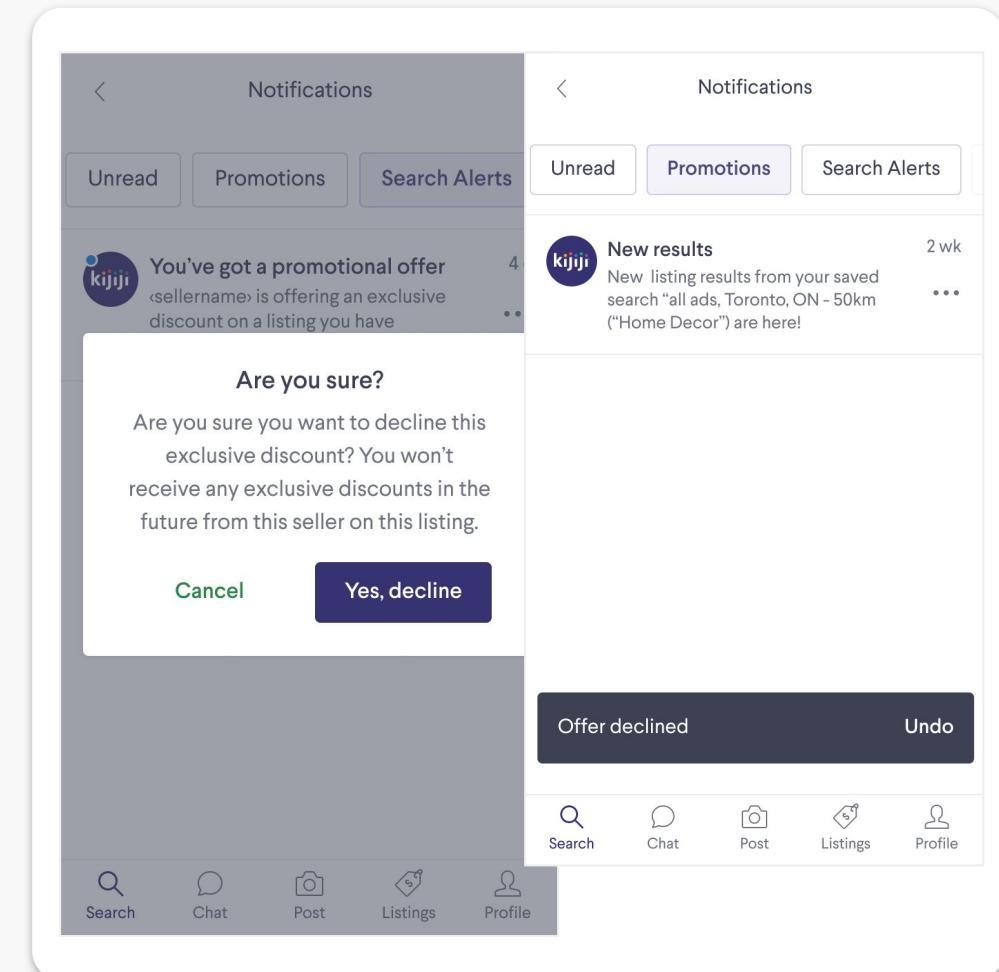
- Buyers replied to:
 - Figure out the pick-up/meet-up details
 - Renegotiate
 - Accept the deal
 - Respond that they are interested
 - Purchase (hold the item)
- The system message helps buyers distinguish discount messages from others in chat
- Buyers liked the discount details in the system message as a reference for the future



Buyers: declining a discount

Decline

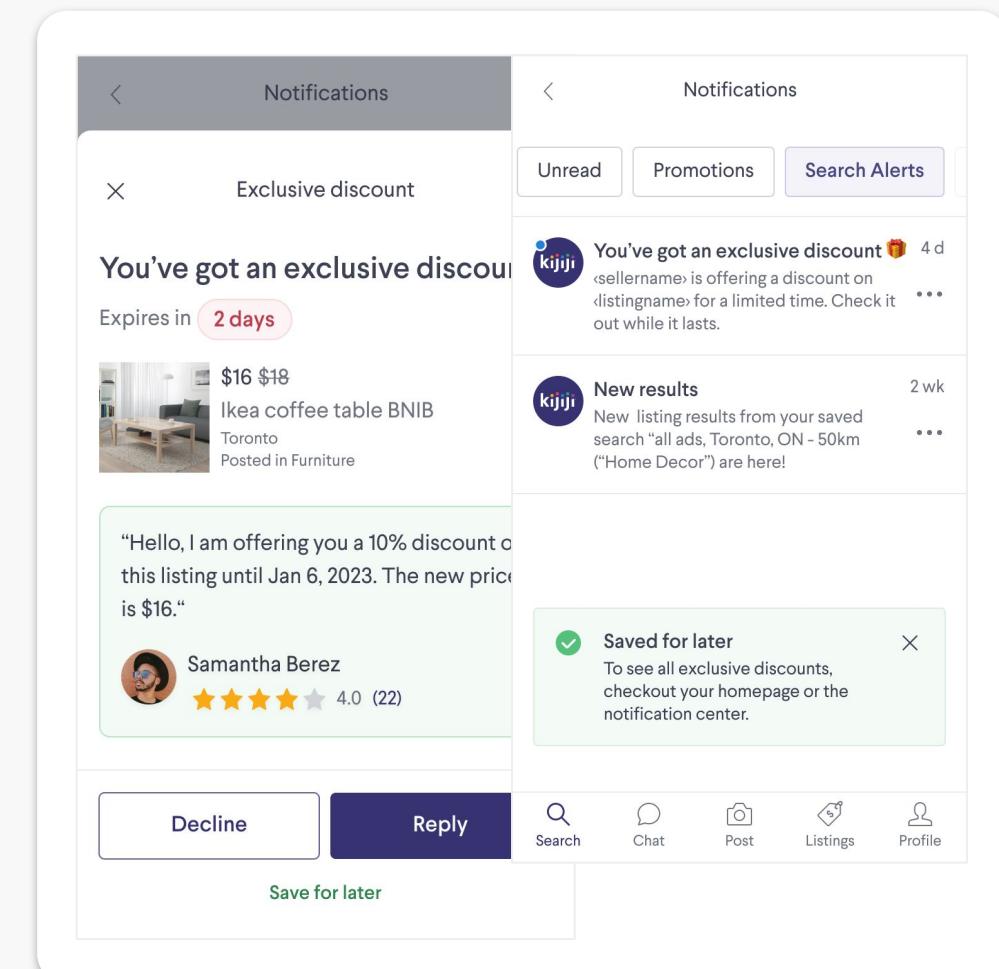
- Buyers wanted to receive a second (lower) discount for a listing; they did not like that they would no longer receive future discounts for that listing and potentially miss out on a lower price (purchase factor)
- Declining and no longer receiving discounts was valuable to some (i.e. not interested, avoid spam, keep feed and notification tidy)
- Buyers liked the concise copy, degree of control (decline + undo), and error prevention (2-step process) when declining discounts



Buyers: saving a discount for later

Save for later

- Buyers saved for later for a variety of reasons
 - Need more time to think about it
 - Want to decide at another time
 - Not a good time right now because...
- The red '2 day' pill and the full date in the message helps with understanding the expiration date and serves as visual a reminder
- Wanted to provide feedback to the seller or suggest/ask for a discount % or specific price
- Felt relieved because they could delay the decision required (accept, decline, purchase)



Buyers: general feedback

General Feedback

- Similar to ebay feature, very tempting to use
- Expected to see the VIP with a price strikethrough and the discounted price
- Favoriting an item means: interested, but 50-50 about buying, otherwise I would have already messaged the seller to start negotiating; the discount is a good incentive to purchase

Gamification and Marketplace Health

- Sellers will increase the listed price and give discounts thereafter, unless they really want to get rid of it
- Buyers will try to game it by favoriting items to see if they receive discounts from sellers

Buyers: ideas for V1 & V2

V1/V2 Ideas

- A. Include discount % in buyer notifications (push and NC)
- B. Buyer can reply to seller past discount expiry; but the listing is still active
- C. Allow sellers to send a second (lower) discount to eligible buyers; and buyers can opt-in / ask to receive lower discounts
- D. Show savings amount (discount \$) in notifications, homepage, discount modal, and discount message
 - show whichever is greater discount % or \$
- E. Second set of notifications based on savings amount (discount \$)
- F. Show discounts in favourites/collections and at VIP level
- G. How to make the discounted price more noticeable at discount modal ? Where to show the discount \$ (savings amount) ?
- H. Add present box icon to the homepage component

Thank you

I **h**ai **i**n **y**ou

Thank You



The logo for Kijiji, the Canadian classifieds website. The word "kijiji" is written in a lowercase, sans-serif font. Each letter is outlined in white and has a small, semi-transparent colored circle above it: a yellow circle on the 'k', a red circle on the 'i', a green circle on the second 'j', and a purple circle on the third 'j'. A small "TM" symbol is located to the right of the 'i'.