## Background

## Value Prop

## Listing Creation

### Pricing

## Awareness

### Awareness of Feature

## Buyer Intent AKA "the signal"

### Adding to watchlist / liking a listing

## Listing/Offers Management (Reviewing, Deciding)

### Checking to send offers

### Deciding which listings

### Lack of visibility into buyer (eBay)

### Sharing listings boosts activity

### Ambiguity around who you're allowed to send offers to/how it works

## Seller Outreach (Sending Offer)

### Discount Amount

### Personalized message

### Allowing counteroffers

### Importance of offers to success

### Offer Duration/Expiry Time

### Offer Timing

## Buyer Receives Message/Offer

### Buyer experience

### Response time

### Shopping frequency

### Buyer deciding

### Ambiguity around how it works

### Discount received / Competitiveness of offers

### Waiting for buyer to accept

### Volume of offers received

### Ignoring/Expiring offer

### Inability to message seller

## Communication & Agreement

### Who to accept offer from

### Accept

### Negative feedback

### Transactional in nature, no conversation

### Counteroffer

### Decline

### Mercari, less negotiation

### Emotional value of listing

## Future State

### Future State

### Poshmark

## Walkthrough

### When they use SIO

### Overall

### One time vs repeat

### Seller Strategy

### Other premos

### Cross-posting

## Background

- Vaughan
- Go to YorkU
- Studying business tech management
- 18 yo
- working at warehouse and does social media management
- always online
- more of an indoor person
- buys random accessories, home decor, buy for website to put on, amazon, ebay, marketplace if it's available, promote on his pages, hair stuff (specific stuff to his hair type hard to find local, food)
- buy regular job shipping website, find a supplier to deliver it for cheaper
- buy one sample, test it out, if likes it, use ebay to test products
- like randomness of eBay, likes to get eye catchers, flower pots, baby grout flower pot, attention seeking stuff
- looks for product, goes on ebay to know where you're looking for
- for each product spends 30mins - 1 hour
- amazon is for everyday needs, hair ties, sticky notes, cheaper, shipping free
- shipping prices is high on ebay
- marketplace, use it often but not as often as other ones. bigger purchases, used stuff, good discount, 3rd party person scheduling a meetup is hassle
- marketplace is cheaper
- kijiji - same as marketplace
- aliexpress - for website
- ebay - 60% for testing products for site, random stuff around the house
- using ebay sfor 5+ years
- most of stuff he finds is buy it now
- if there's an auction he'll put in a bid, slightly lower offer, see if he can get a good deal
- stays away from auctions for lots of bids
- will put in an offer using best offer
- don't like auctions for products he's buying, if it's too low
- will do an auction for a liquidation lot, if it's small he'll just buy it

## Watchlist

- when he sees he's buy it
- watchlist is like a favourites thing, exclusive favourites
- watchlist is like his filtering process
- "No cause when I whenever I need something when I go for it, i'm like I I see it I'll buy it "

## Awareness

- No awareness of SIO before receiving offer
- "I know, like there's like all these like ah cookies and stuff that like tag everything you're doing so, I mean, I'm, I'm, I'm, I'm looking at stuff or like, but I didn't know it was like they can kind of see see what added to watch this and stuff like that,"

## Walkthrough

- got an offer but it wasn't on his watchlist
- got an offer, was a little sketched out by it, unsolicited
- was interested in it, randomly texted me, how'd you know i was looking for carpets
- $150-$160, 3% discount
- comfortable with ebay, not seller
- just deleted it, not a good enough deal
- "I was related to stuff I was looking at before, i don't remember if it was that specifically but it was like a carpet but i don't remember if it was that specific carpet or if I was just looking at carpets."
- "I didn't take it though, I was a little sketched out by it, because it was unsolicited in a sense...I was interested in it but I didn't press buy now or anything, like I just randomly texted me, like, how'd you know for you to buy this, How'd you know I was looking for carpets?"
- "It was in the like the one hundred and fifty hundred like sixty's range. That's like the what it actually was, but it wasn't even that much of a discount. It was like five, ten bucks."
- "I know there has something to do with like. Obviously, if I look at something on Facebook, it shows me ads for that. Right. Now the internet. Works, I guess. But it's just the fact that it was like a random thing. I'm, I'm, I'm looking at stuff. Kinda like seeing my activity. It was the fact that a seller could see what I'm looking at not ebay themselves"
- "So same like, if I'm like ebay, just like my cookies, just like the cookies and stuff that I mentioned. But if someone actually is interested another person, like, I'm looking at stuff, I'm looking at carpets, and they're, they're looking at carpets and stuff, and, and, and