

# My first buying & selling experience

By Tim Reerink

**Hola! This is a documentation of my first buy/sell experience, through a self deducted contextual inquiry.**

Yes, this does make me feel a little bit schizophrenic, but by talking out loud and writing down my feelings, pain points, observations, needs and frustrations I aim for understanding my interactions with the wallapop system and processes, as well as uncover the point of view of a new user.

# Selling experience

# First Task: Sell/Buy at Wallapop | Decide price to sell

## Primary goals

- Deciding on a price to sell
- Searching for similar products
- Searching and comparing prices
- Searching for similar product state

## Needs

- Filters related to product
- Quick overview to compare prices

## Likes

"The item condition filter to delete "new" items from my search"

*"This banner is super annoying and I can't get rid of it without saving it"*

## Pain points

"This banner keeps popping up and I do not want to save this search"

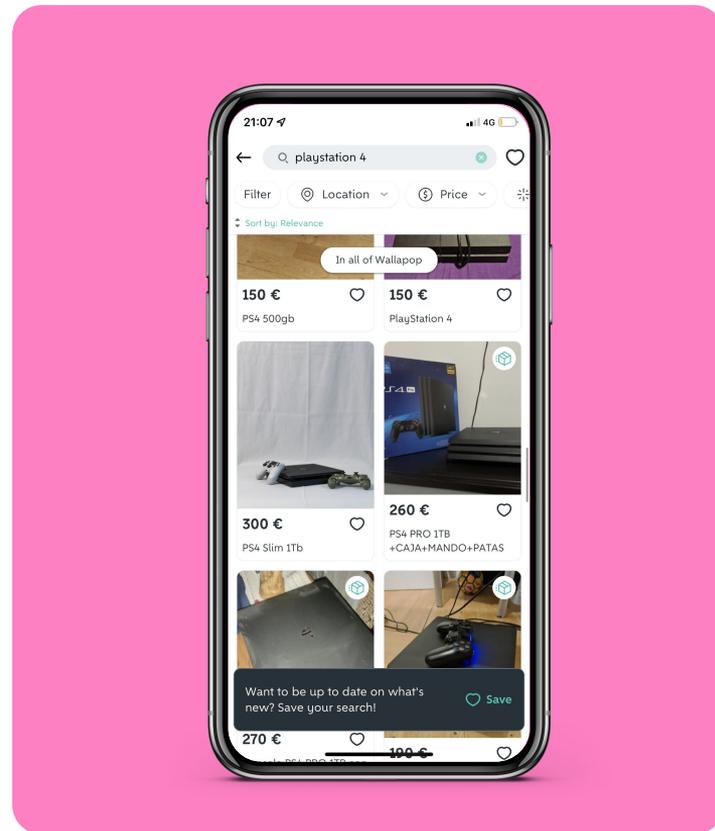
## Opportunities

- Provide additional filters related to the product input/category

"I would love a list view or average price info to have a better overview of the prices on wallapop"

## Dislikes

- The sticky banner and games (that are not the product i'm looking for)



# First Task: Sell/Buy at Wallapop | Upload an item

## Primary goals

- Find the right category
- Complete product details

## Needs

- Tips & guidance for a quality ad
- Information on category/product
- Translation / Language selection

## Likes

- Clear basic categories
- The suggested hashtags
- The shipping option as clear step
- The "tip" information for weight! Would like to see more tips

## Pain points

- "Can't I promote my post immediately, like on Marktplaats?"
- "I do **NOT** want to meet in person as I don't speak spanish"

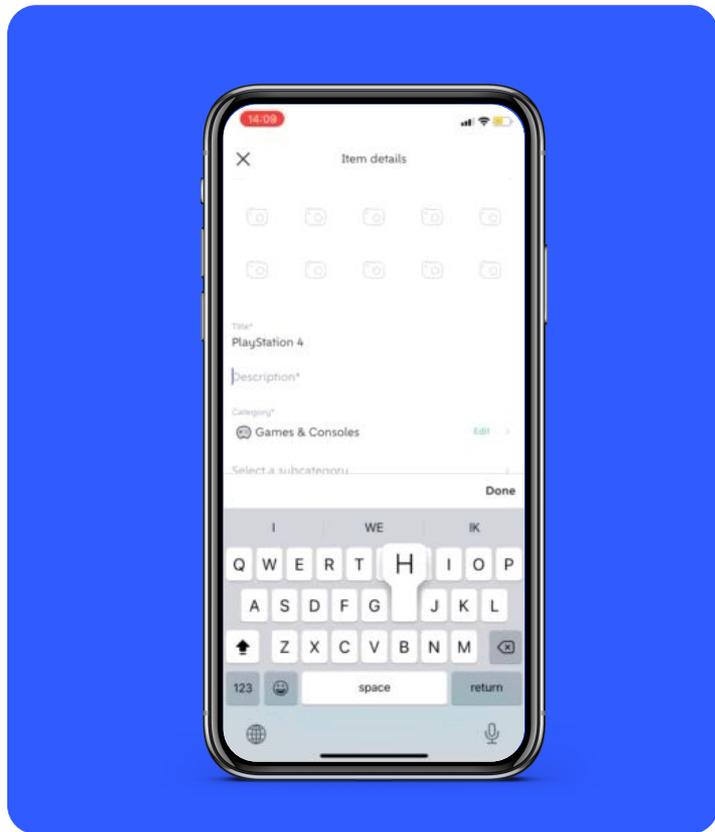
## Opportunities

- Provide tips regarding writing and taking photos for a better performing ad.
- Inform me what the market is looking for and performs best
- Shipping only listing
- Provide weight information regarding "standard" products

## Dislikes

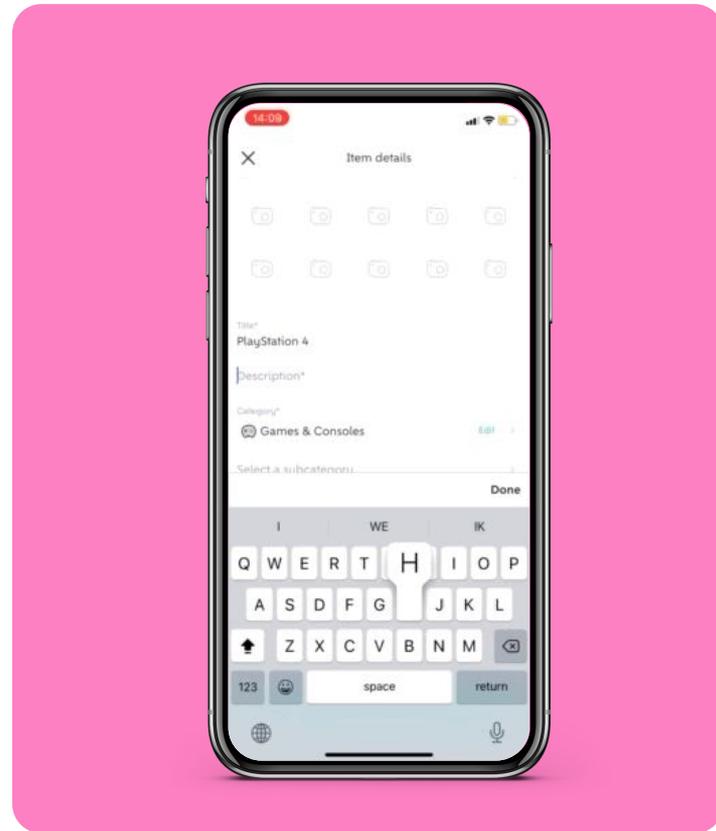
- I'm missing support on how to sell best, best examples or information to make my ad better
- Most hashtags make no sense

*"As I don't speak spanish, I have to go in and out of google translate which annoys the balls out of me. Can't wallapop auto translate in app with an api"*



First Task

# Sell/Buy at Wallapop



# First Task: Sell/Buy at Wallapop | Connecting to buyers

## Primary goals

- Sell my product fast and hasslefree
- Solve doubts

## Needs

- Friction/Language barrier reduction
- No bidding
- Quick buy & easy agreement

## Likes

- The inbox type setup and labels for item status

*"Ok I clearly put my playstation up for a WAY too low price. My inbox is exploding, look at this"*

## Pain points

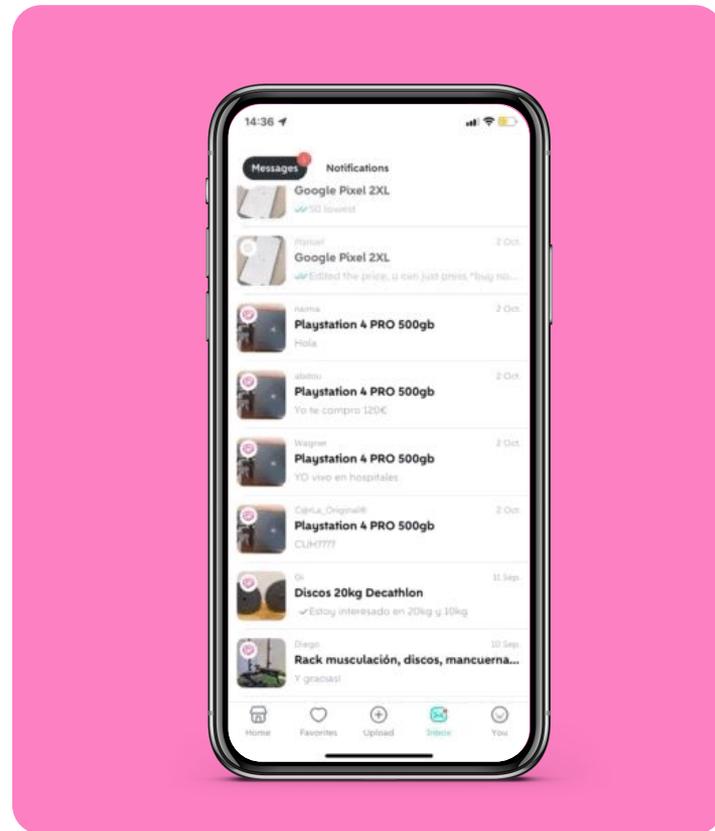
- I just want to talk to the person who bought/buys my product. I don't want to talk to everyone.
- People are bidding in my inbox.
- All chats are in spanish, while I asked for communication in English.

## Opportunities

- Give me the opportunity to disable chat, or at least set settings who I want to talk to.
- A person who buys, commits money immediately and is harder to be fraudulent.
- Provide a "bid" option to prevent inbox overflow.

## Dislikes

- CHATS. Never Ending Chats.
- Bargaining. It was clearly stated "not negotiable" yet my inbox explodes with low offers.
- I could've used some info on the price. I've put it up too low.



# First Task: Sell/Buy at Wallapop | Connecting to buyers

## Primary goals

- Sell my product fast and hasslefree
- Solve doubts

## Needs

- Friction/Language barrier reduction
- Quick buy & easy agreement
- Some kind of trust indicator
- Guidance on what could be fraudulent cases

## Likes

- The inbox type setup and labels for item status
- The "quick buy" action
- The immediate shipping information.
- I like the speed/lack of friction of this interaction

*"Instead on other type Subito (Italian app) they try to **rip you off with external payments**"*

## Pain points

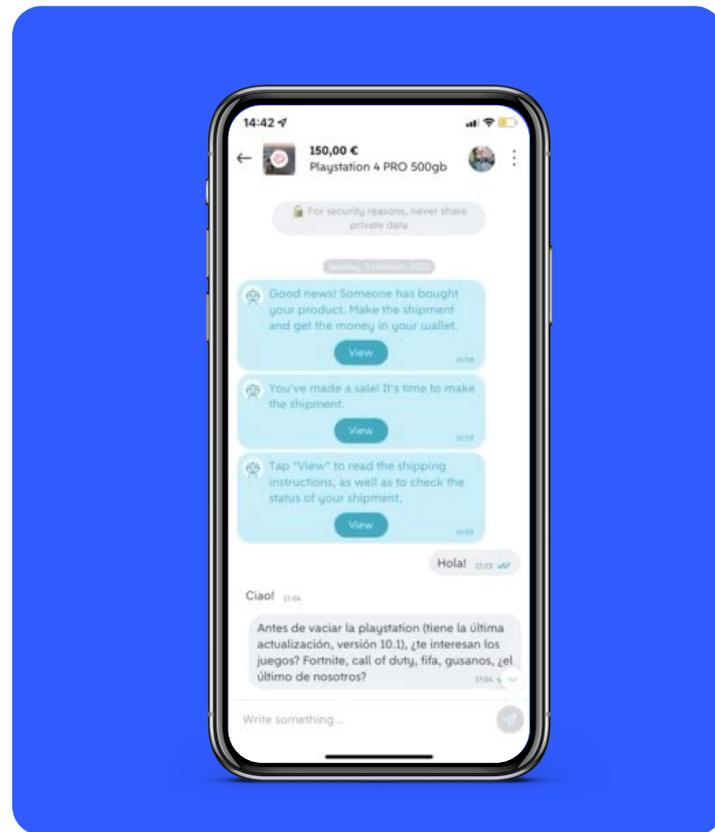
- We are talking in 3 languages and all need translation: English, italian, spanish
- Buyer was lacking information on status and kept asking if I shipped or not.
- Buyer is a new user from Italy, but I have to ask if this is his first time. My trust level doesn't increase.

## Opportunities

- Provide translation options for cross border connection
- Provide "new user" indicators (or new market) or anything confirmation that this is trustworthy

## Dislikes

- Many languages in 1 chat increases friction & unclarity
- Unclarity on shipment status for buyer



# First Task: Sell/Buy at Wallapop | Connecting to buyers [FRAUD]

## Primary goals

- Sell my product fast and hasslefree
- Solve doubts

## Needs

- Friction/Language barrier reduction
- Quick buy & easy agreement
- Some kind of trust indicator
- Guidance on what could be fraudulent cases

## Likes

- The "report user" function works sufficient and quickly

## Pain points

- I need a spanish friend to point me out that the language use of this user seems "robotic"
- The buyer tries to get me to a third platform to leave my cc details

## Opportunities

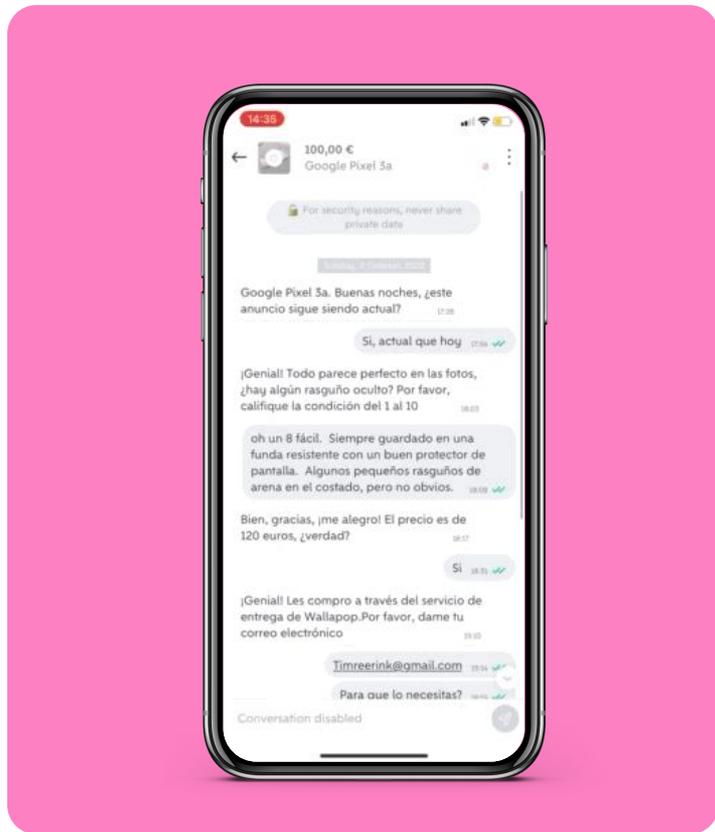
- Provide more information on what fraude could look like.
- Add a message that Wallapop is a closed system and will never ask you to leave the platform

## Dislikes

Being a foreign newbie I only found this to be fraudulent when I had to give my CC details on an external site. I had no clue what to look out for, nor did I get any indicators.

## "Why do you need my email?"

*"I have paid it all. You have been mailed to a Wallapop email. Please get the money and complete the transaction. Thank you very much! If you have any questions, you can write to technical support, located in the lower right corner (blue circle)"*



# First Task: Sell/Buy at Wallapop | Logistics

## Primary goals

- Ship transaction

## Needs

- Clear pick up information
- Track & Trace
- Payment security

## Likes

"The clear information regarding the wallet and information regarding insurance."

"The track and trace options and quick handling of courier"

*"Holy snails, the courier is already coming and I don't have any tape/box/shipping goods. Can't I select a preferred pickup date?"*

## Pain points

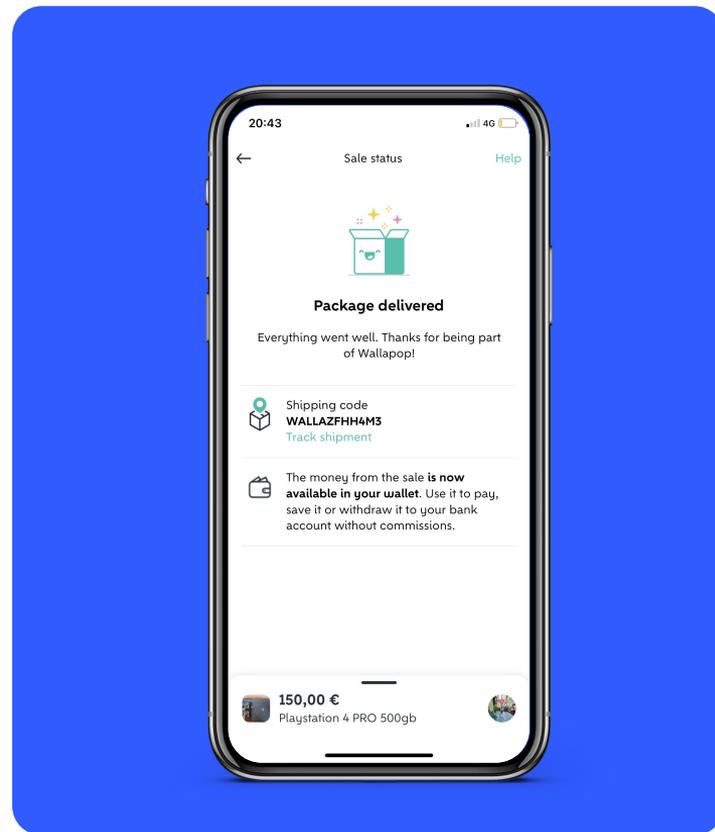
"I sold the package on a sunday and the delivery is already here on monday morning. I don't have any packaging goods and need to shop ASAP. Would love to select a date that's convenient."

## Opportunities

- Provide more days for pick up

## Dislikes

- The buyer has to agree to have received my product of quite some value. Will he accept it? I know it was in great shape, but what if it is a fraude? I have some doubts about this mechanism.



# First Task: Sell/Buy at Wallapop | Review

## Primary goals

- Receive payment
- Review buyer

## Needs

- Wallapop to be an intermediate regarding the money transfer
- Security regarding fraud

## Likes

"I like that you can only review after a transaction, this makes the review system trustworthy"

"The wallapop Wallet feels like a safe way for transactions and keeping it within the system. I trust wallapop to be a secure marketplace partner here."

*"I would've liked a review back, as I'm also a new member"*

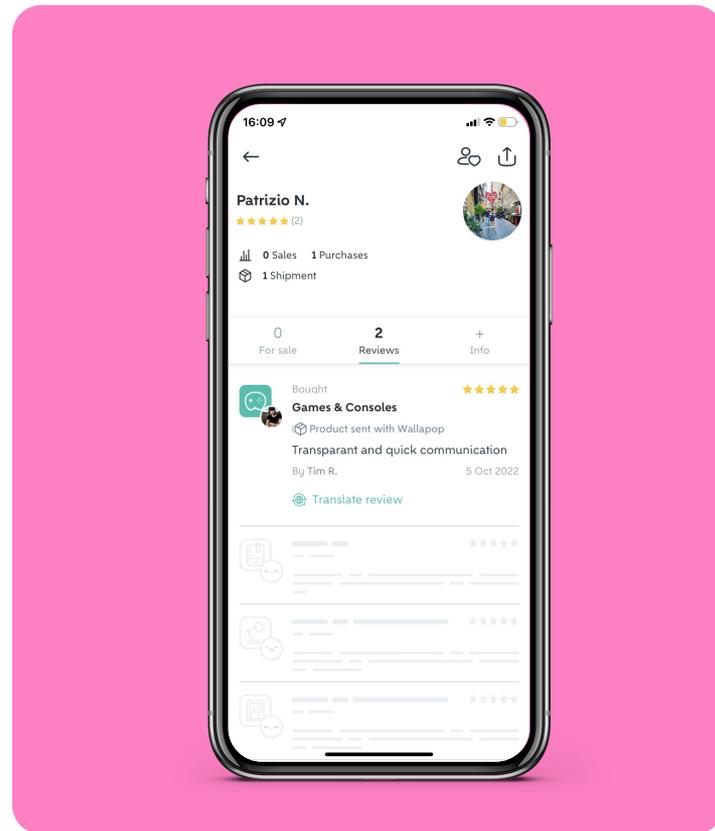
## Pain points

I didn't get a review back, which I would've loved as I am also a new member

## Opportunities

- Mandatory reviews after transacting

## Dislikes



# Buying experience

# First Task: Sell/Buy at Wallapop | Onboarding

## Primary goals

- Set up account
- Understand service

## Needs

- Easy setup with social accounts
- Information on what I can do

## Likes

"The multiple social logins are easy and quick for setup"

*"The multiple social logins are easy and quick for setup, but the identification after is a pain"*

## Pain points

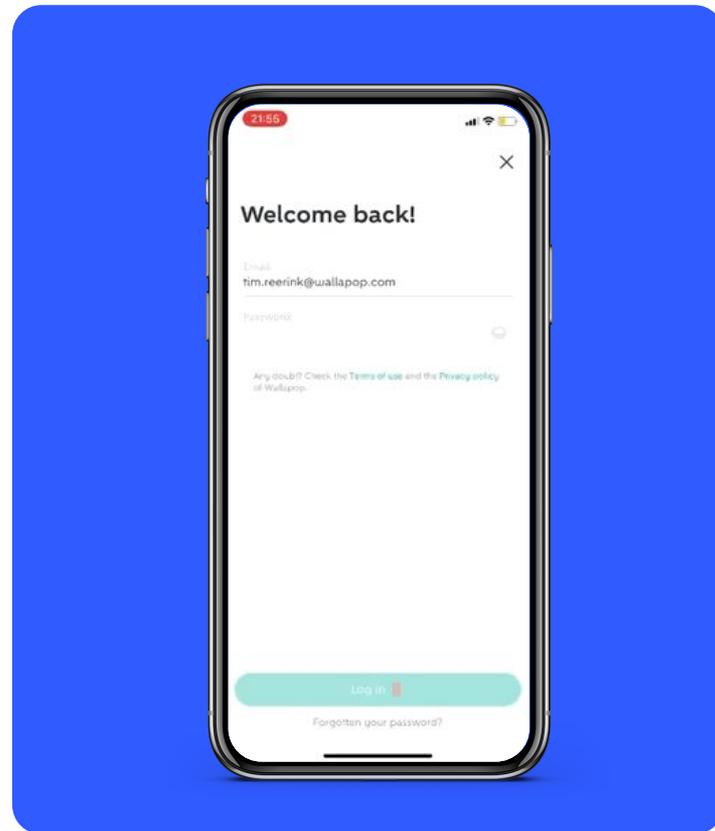
There's no guided tour telling me what i can do?

## Opportunities

- Support with some sort of guided tour to support new users on options

## Dislikes

The onboarding is excessive with double steps of photo identification, confirming twice that I am not a bot after I just did the same steps.



# First Task: Sell/Buy at Wallapop | Explore

## Primary goals

- Explore categories
- Understand service

## Needs

- Clarity on what to expect
- Inspiration

## Likes

The map view to search for products nearby

The bottom navigation (coming from JET this is a relief) and overall layout

## Pain points

The first part shows me super random stuff: sofas & cars, and I'm uncertain why these are shown to me after i selected games/consoles, telephones as interests

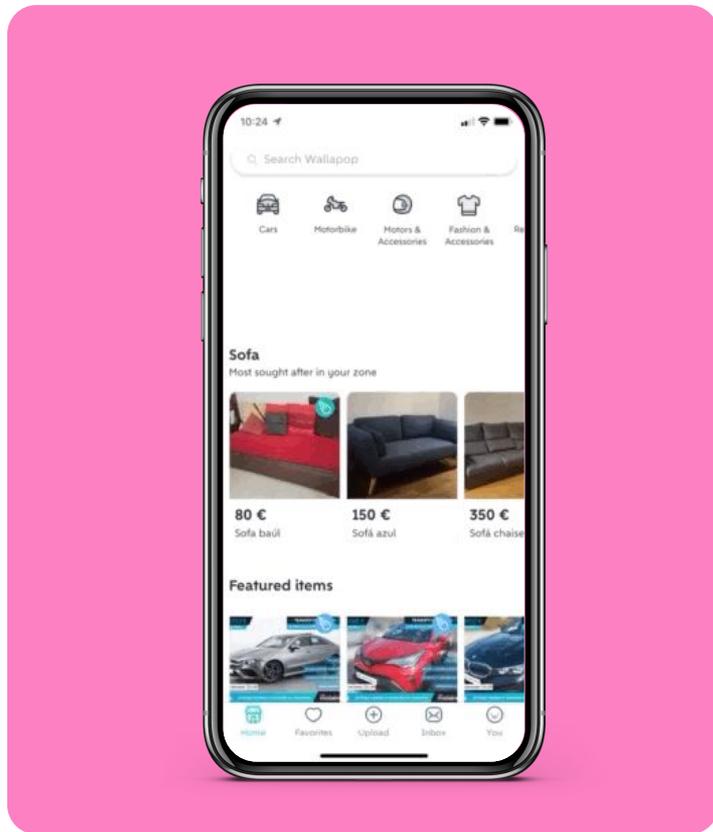
## Opportunities

Cater the sliders to the interests

## Dislikes

-

*"Ok so this wall seems super random and a lot of noise. Let's see what's being offered in my area"*



# First Task: Sell/Buy at Wallapop | Find & Consider

## Primary goals

- Quick & easy filtering
- Review results
- Review & asses product

## Needs

- Detailed filter options
- Enough product information
- Easy & trustworthy shipping

## Likes

- The item condition that let's me filter new products from actual 2nd hand

- Again the map for items closeby

## Pain points

There are a lot of sellers that sell identical products as big e-commerce (even house brands) for identical or similar prices. This is not interesting to me at all as i then just could shop at their store.

A lot of items are bundled where i look for specific weights. These item specifics can't be filtered which makes me do extra efforts on reading/scanning items.

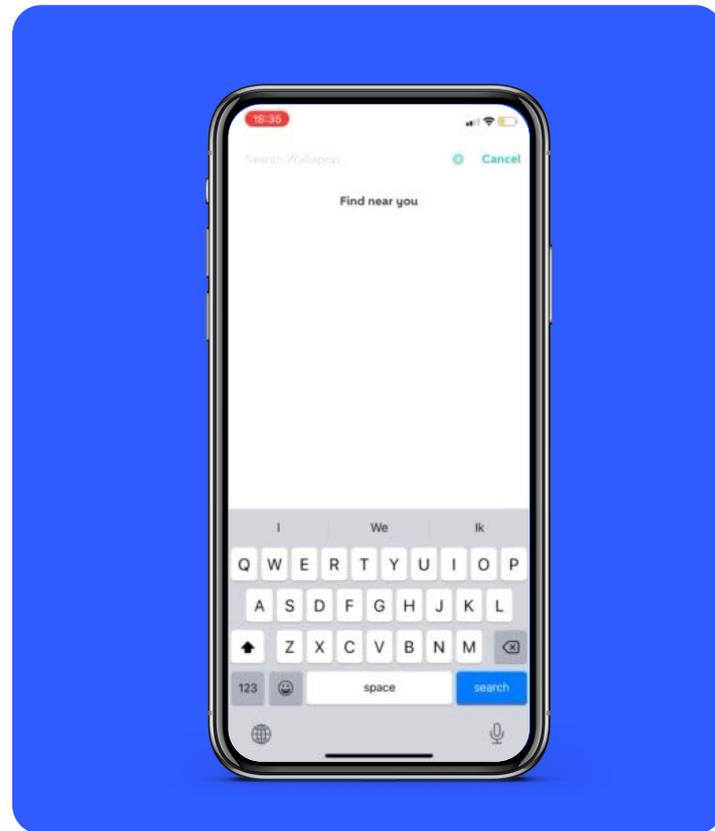
## Opportunities

- Offer item specific filters for categories

## Dislikes

Re-sellers of new products for original prices. They don't offer me the same security/insurance as the original webshop, so why even bother?

*"a lot of sellers that sell identical products as big e-commerce (even house brands) for identical or similar prices."*



# First Task: Sell/Buy at Wallapop | Purchase

## Primary goals

- Pay for product
- Wait for response
- Ship product

## Needs

- Fast & easy buy process
- As less chat as possible.

## Likes

I love the "buy" button. It's easy and actionable.

The shipping information is clear and provides me enough info to trust the shipping will be done properly

## Pain points

The buyer is starting a chat - I thought I bought the product immediately?

After paying, I get stuck in a loader loop (the Paypal over the Walla Loader) and can't continue.

The help button has no function. I'm stuck with no support on the status of payment

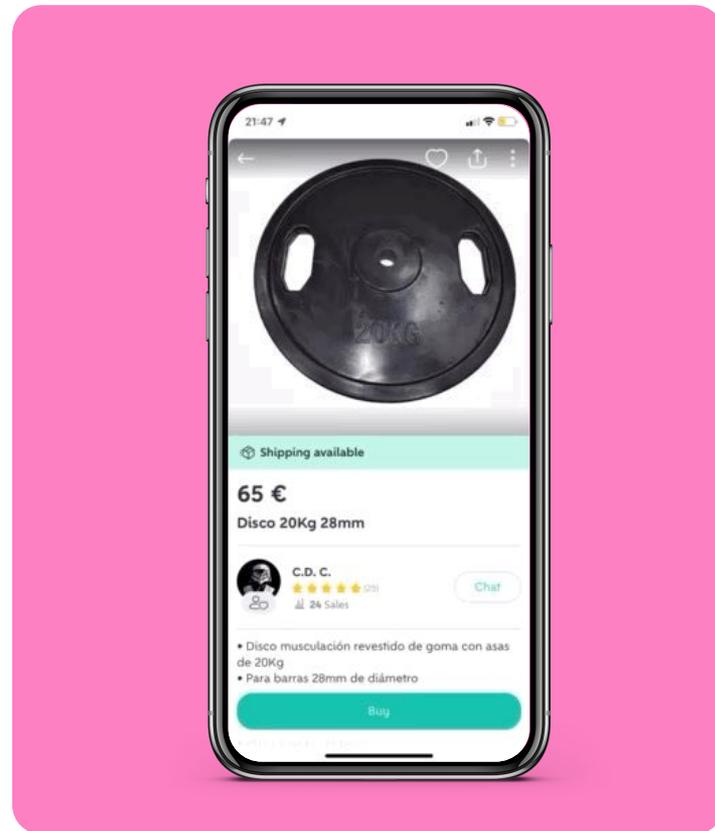
## Opportunities

Provide sellers different options for sales: No long distance, No bidding (or just bidding)

## Dislikes

See next slide

*"the buyer is starting a chat - I thought I bought the product immediately?"*



# First Task: Sell/Buy at Wallapop | Contact

## Primary goals

- Confirmation of shipping

## Needs

- Clarity
- Easy communication
- Translation

## Likes

"Alright so I see the confirmation from Wallapop in the chat."

## Pain points

"The seller cancelled my purchase and asks me **"if I understand how wallapop works"**. I get no clarification on why the seller cancelled. I specifically looked for a seller that would ship the product."

## Opportunities

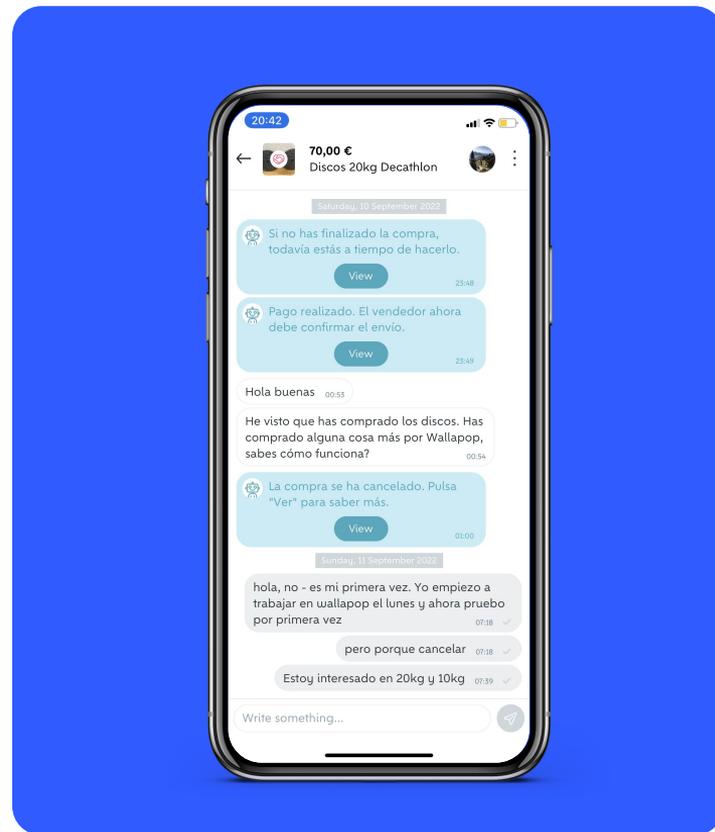
- Auto translation or language selection
- Provide sellers a restricted distance to sell/ship to

## Dislikes

- Having to jump in & out of google translate to understand the chat

"I thought I had an agreement by pressing buy, but now it turns into a hassle and have to start over again."

*"I guess I don't understand how to buy on Wallapop, cuz I've tried many times and am still without a purchase. I eventually went to a store 3 times."*



# First Task: Sell/Buy at Wallapop | Contact

## Primary goals

- Confirmation of shipping

## Needs

- Clarity
- Easy communication
- Translation

## Likes

"Alright so I see the confirmation from Wallapop in the chat."

*"I don't trust the "buy now button anymore"*

## Pain points

"The product had already been sold, but the ad wasn't updated".

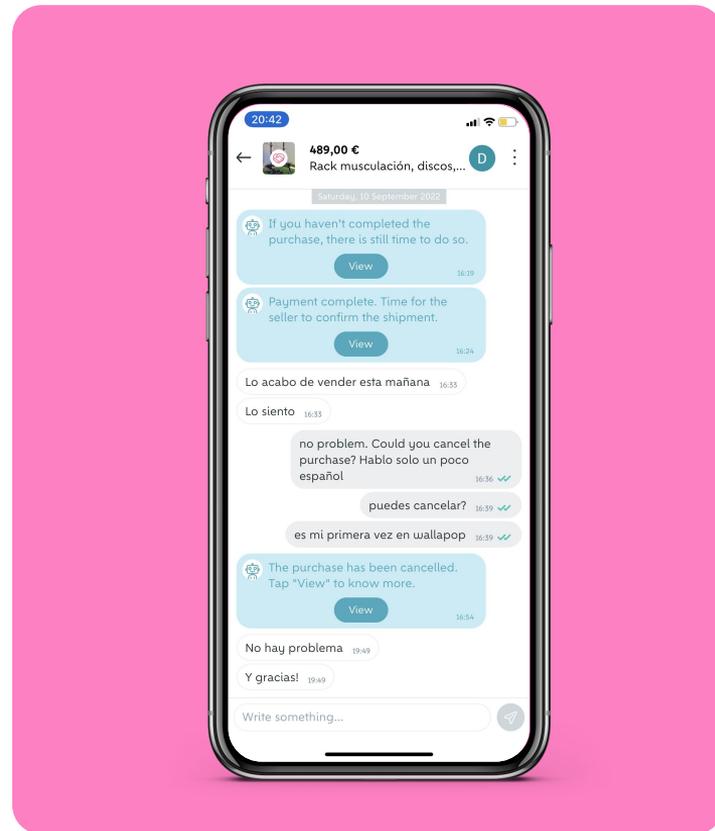
## Opportunities

- Regular seller checkups on product status
- Improved view of how old a listing is

## Dislikes

- Need to extend my search again.
- Tried many times on different products: Either no reply in messages (I don't trust the "buy now button anymore") or old listings
- Sometimes chats didn't even arrive, which made me lose trust in a quick purchase.

I eventually went to either e-commerce platforms or decathlon self to buy a phone, weights and sports rack.



# Gracias!