

Collaborating with Customers: Leveraging Design and Research Methods for Customer Success

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Agenda

- User experience design at eBay
- Overview of research methods
- Case study: Concept exploration
- Case study: Voice direction

User experience design at eBay



The **eBay Customer Experience** is the quality of the experience as perceived by our members across any eBay **touchpoint**.

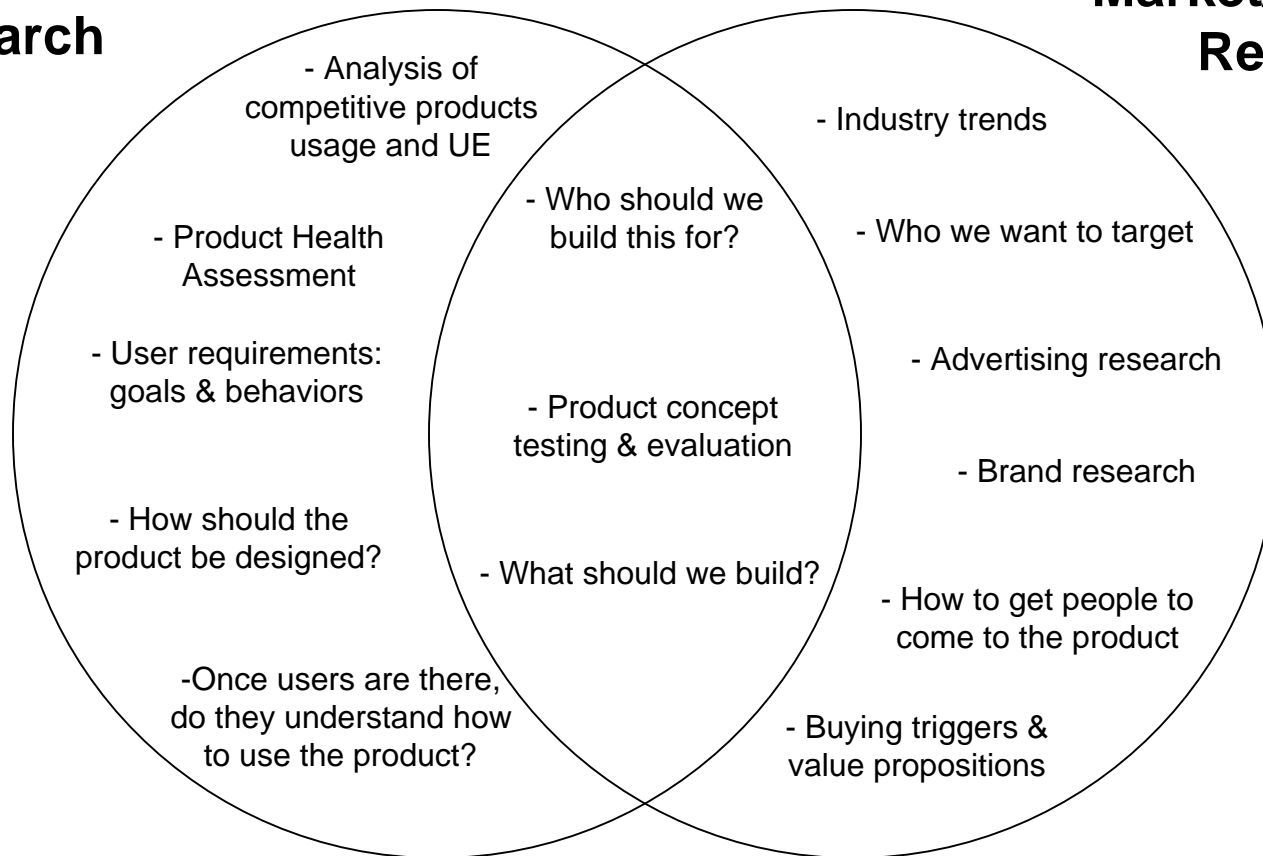


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Overview of research methods

User experience research and market research

Product/User Research



Multitude of user research methods



Visits



Brainstorming



Participatory Design

Progress 17% Complete

4. How many times have you bought an item from an eBay Store?

- 0-1
- 2-10
- 10-20
- 20-50
- Over 50

5. Who can open an eBay Store?

- Generally only very large companies
- Any eBay seller
- Only eBay sellers with established track records and good reputations
- No one. eBay offers its own products through eBay Stores.

6. Do all of an eBay Store seller's items appear in the search results of eBay.com's main search?

- Yes
- No
- I'm not sure

Surveys



Eye Tracking



Card sorting

Visits

We get to watch people use eBay...

- on their own computers (PCs, laptops, old, new)
- with various connection speeds (some 56K dial-up)
- to perform their own tasks (such as selling a camera or book)
- with their own cameras and workspace (Living room, office)
- with life's normal interruptions (talking parrot, cluttered desk)



Visits

What's unique about this method...

- employee participation emphasis
- data analysis and insights deepened by psychological principles
- quantification of findings to complement rich, qualitative insights
- improved visuals and “consumability”



Example of a lab-based usability study



Direct observation of user interaction yields informative design insights

- Example: Tested new design for the selling form in the usability lab
- Immediately found a problem with the label “Listing Designer”
- Discovering this problem and the **why** behind it can be achieved quickly and cheaply through **direct observation** of behavior and attitudes

Example of Rapid Iterative Test & Evaluation (RITE)

Paper Prototype Week 1

Marketplace Research

Find out the:

for this item:

Average Sale Price for canon powershot s0500

Time Range: 1 week 1 month 3 months

March 2005
Avg Sale Price
\$126.50
[Click for Details](#)

Indicators: Listing Volume Sell-Through Rate Number of Bids

Listing Data

<input checked="" type="checkbox"/> Completed Items	<input type="checkbox"/> Active Items
Average Sale Price: \$151.05	Number Active Listings: 1,782
Sold Price Range: \$2.00 - 300.00	Current Price Range: \$0.00 - \$500.00
Last Sold Price: \$4.00	Number of Bids: 15,000
Last Sold Date: Apr 8, 2005	Average Bids/Listing: 3

[View Completed Listings...](#) [View Active Listings...](#)

Marketplace Research

Find out the:

for this item:

Search these sites:

- eBay
- e Bay Stores
- Half.com

Include these formats:

- Auctions
- Fixed Price

Listings using these features:

- Gallery
- Buy it Now
- Best
- Reserve Price
- Highlight
- PayPal
- Border

Include these categories:

- Cameras & Photo (99%)
- Digital Cameras
- Digital Camera Acc
- Camcorder Acc
- Consumer Elect
- Telephones & Pager

Use these products:

- SD 300 in Canon
- Canon > Cameras > Cameras >

SD 300 in Canon

Camera Type:

Resolution:

Optical Zoom:

Brand:

Condition:

Exclude words:

Marketplace Research

Today's Summary

Average Sale Price

Listing Volume

Sell-Through Rate

Price Range

Feature Set

Listing Format

Custom Search...

Search for:

What's Hot

	UP/DOWN	LAST WEEK
1. <u>Shrek 2 DVD</u>	▲	5
2. <u>Three Junes Software Book</u>	▼	1
3. <u>eBay Plus</u>	▼	2
4. <u>The Incredibles DVD</u>	▲	-
5. <u>The Curious Incident of the Dog</u>	▼	4

Marketplace Volume this Week

Sell-Through Rate

1. DVDs	99%
2. Video games	90%
3. Printer Accessories	59%
4. women's clothing > Shoes > Sandals	48%
5. Books	48%



Hi-fidelity usability study

Hi Fi Prototype – Week 5

The screenshot shows the eBay Marketplace Research tool interface. At the top, there is a navigation bar with links for home, pay, register, sign in, services, and site map. Below this is a search bar with a 'Search' button and a 'Start new search' link. The main content area is titled 'Marketplace Research' and contains a search box with a dropdown menu for 'All Categories' and a 'Search' button. Below the search box, there are two sections: 'Favorite Searches' and 'Top Searches on eBay'. The 'Favorite Searches' section contains a welcome message and instructions. The 'Top Searches on eBay' section lists five search terms: sets, cd, shirt, dvd, and silver.

The screenshot shows the eBay Marketplace Research tool interface with search results for 'Canon PowerShot'. The results are displayed in a table with columns for Title, Price, Bids, and End Date. Below the table is a bar chart showing the number of items sold for various price ranges. The chart has a y-axis labeled 'Number of Items Sold' ranging from 0 to 1200 and an x-axis labeled 'Price Ranges' with categories from \$1 - \$50 to \$351 - \$400. The highest number of items sold is in the \$1 - \$50 range, with approximately 1000 items. Other price ranges show significantly lower sales volumes.

Title	Price	Bids	End Date
CANON POWERSHOT A400 DIGITAL CAMERA + \$219 EXTRA 256MB	\$159.99	0	May-03 19:51
NEW Canon PowerShot S500 ELPH 5.0 MP Digital Camera*NR*	\$290.01	34	May-03 18:51
Canon PowerShot S1 IS Accessory Kit 512MB S1 IS NEW	\$114.95	7 Buy It Now	May-03 17:51
Canon Deluxe Soft Case PSC-70 for PowerShot S1 IS NEW	\$17.95	1	May-03 16:51
Battery Charger Set Canon PowerShot S30 S40	\$5.99	0	May-03 15:51
NB-1LH NB-1L BATTERY FOR CANON POWERSHOT S200 S400 S600	\$0.01	0	May-03 14:51
Battery Charger Set Canon PowerShot S45 50 Optura 30 40	\$6.00	7 Buy It Now	May-03 13:51
Brand New!!! Canon PowerShot A95 5.0 Megapixel	\$259.00	7 Buy It Now	May-03 12:51
CHARGER FOR CANON POWERSHOT S100 S110 S200 S300 CAMERA	\$14.99	1	May-03 11:51
Canon PowerShot S40 4.0 Megapixel	\$179.99	7 Buy It Now	May-03 10:51

Price Ranges	Number of Items Sold
\$1 - \$50	~1000
\$51 - \$100	~50
\$101 - \$150	~400
\$151 - \$200	~100
\$201 - \$250	~200
\$251 - \$300	~400
\$301 - \$350	~200
\$351 - \$400	~200

eBay.com Items		eBay Store Items	
Average Sale Price:	\$155.00	Average Sale Price	\$150.00 - \$300.00
Sold Price Range:	\$1.00 - \$250.00	Last Sold Price	\$200.00
Start Price Range:	\$0.99 - \$100.00	Last Sold Date & Time	27-Apr 10:42am PST
Last Sold Price:	\$210.00	# Items Sold	2,500
Last Sold Time:	Apr-25 10:22 am PST	% Successfully Sold:	50%
Total Completed:	2,000		View Store Listings...
Total Successful:	1,000		
% Successfully Sold:	50%		



Example research schedule using multiple methods

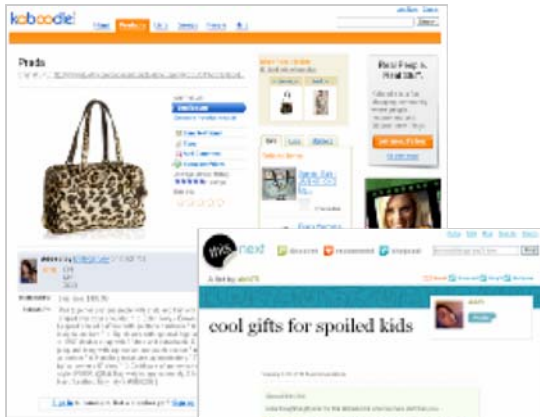
M	T	W	T	F
03/01	Visits			
03/07	Visits			
03/14				
03/21				
03/28				
04/04	Rapid Iterative Testing & Evaluation (RITE)			Paper Test
04/11	Rapid Iterative Testing & Evaluation (RITE)			Paper Test
04/18	Rapid Iterative Testing & Evaluation (RITE)			Paper Test
04/25				
05/02	Usability Lab Study (Hi-Fi Prototype)			
05/09				
05/16				
05/23				PRD Due

Case study

Concept exploration

Gather user insights on 3 different concepts to inform direction of visual and content design.

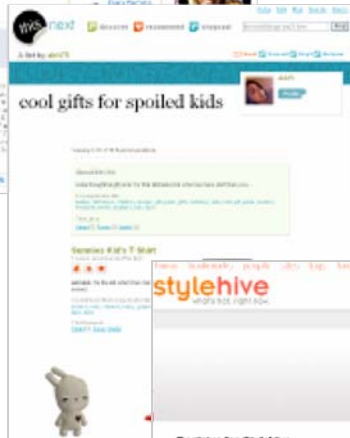
Best practices audit



Audience
 Passionates

Page
 Product page

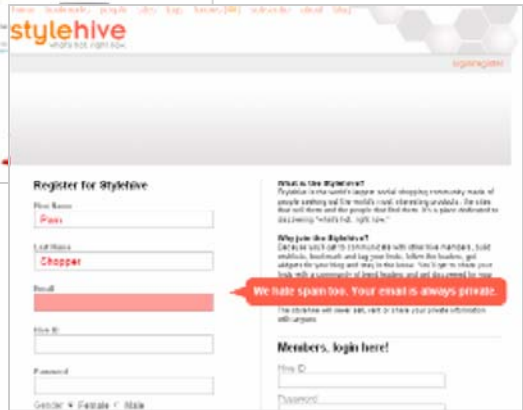
Findings
 Users provide the element of fun through their individual expressions



Audience
 Passionates

Page Type
 Member list

Findings
 User-generated content takes center stage and provides the personality



Audience
 Passionates, Ex. Value Finders

Page Type
 Registration

Findings
 Conveys important information in a credible tone. Speaks to the individual as if "we're in this together."

Brainstorm attributes



Example

baby shower games

YouTube

sitcoms

FUN

Sacha Baron Cohen

roller coasters

BASE jumping

Brainstorm results

- Controlled environment
- Open environment
- Personal environment

Collaging



Concept boards



Controlled Environment

This board represents an experience that is fun, but also trusted and known. It's meant to be an immersive experience where you can lose yourself and have fun.



Open Environment

This board represents an environment that is shared with other people. It's a place where you go to be with friends, family or people with similar interests.



Personal Environment

This board represents your own personal space where you are free to express yourself and be open and comfortable.

Objectives and methodology

- **Objective:** gauge relative appeal and emotional impact of alternative design concepts
 - Identify which approach best connects with people emotionally
- **Sample:** Total of 35 eBay buyers (top 5% and next 25%)
 - Chicago and Boston
 - Men and women 18-50 years of age
 - Passionates, Expert Value Finders & Convenience Oriented Enthusiasts
- **Qualitative Research Method:** Laddering-style interview to uncover emotional responses to three alternative concepts presented on boards
- **Design Process:** Team focus with Visual and Content working together
- **Concepts tested:** Controlled, Personal and Open environments
 - Presented as an unbranded overall experience

Executive Summary



- **The Controlled environment** best connects with people emotionally.
- It is an immersive experience but safe and trusted.
- Reminds people of positive experiences and family fun.
- Thrilling and adventurous, but safe. This feeling of safety enhances the fun and thrill because they can relax and let go.
- The Disney/Amusement park connotation in this board was too literal for some, and seen as too child-like. However, the written description of this board was well received.

Visual Appeal Continuum

Q. Place each visual concept on a continuum from left to right (left means doesn't appeal to respondents at all, right side means the concept is extremely appealing to them). Which one do you most identify with? Why did you select this as connecting best with you? Why? Next most? Why? Least most? Why?



"I don't relate to it at all just because it looks like high school kids. It's been a long time."

"It's just not something that I need in my life at this point. It's not something that I would want."

"It is a little confused and like it's trying to be diverse and like an art student."

"This is peaceful and someplace I would want to go."

"Looks nice and someplace I would do with my wife."

"It is fun and you can forget about things- be childlike."

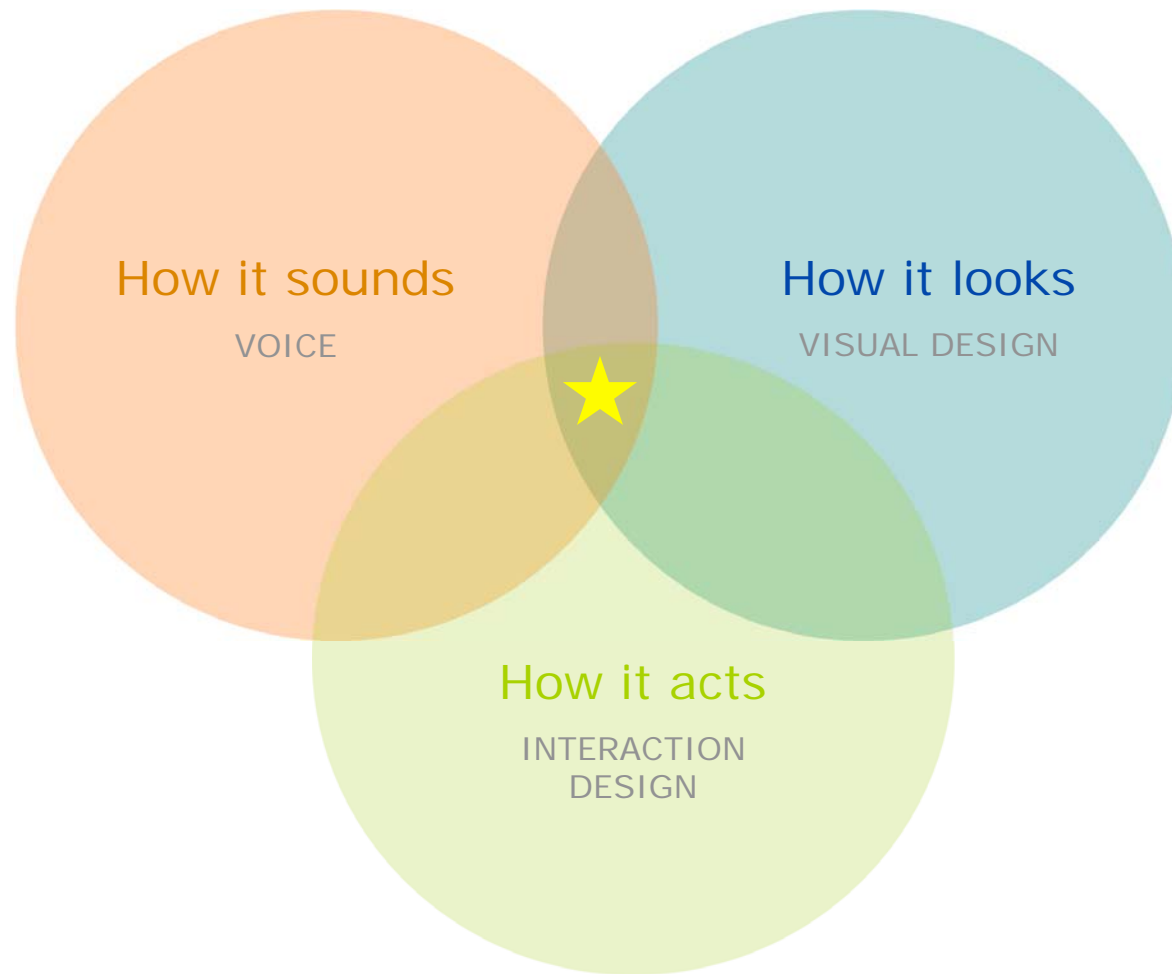
"You have options like if you want to go to the concert or perhaps you have kids, you can take them to the teacup ride."

Case study

Qualitative voice research

Understand user reactions to 3 voice variations: current, fun, and conversational.

User experience design at eBay



Content touchpoints in product




Example: View item page content types

Back to list of items | Items in category: [Collectibles](#) > [Decorative Collectibles](#) > [Swarovski](#) > [Crystalware](#)

SWAROVSKI 10TH ANNIVERSARY SQUIRREL NIB 208433

Buyer or seller of this item? [Sign in](#) for your account



Buy it Now price: **US \$110.00** [Buy it Now >](#)

Shipping costs: **US \$7.00**
 Standard Flat Rate Shipping Service to United States

Ships to: **Worldwide**

Item location: **Val, Arizona, United States**

You can also: [Watch This Item](#)

Get alerts via [text message](#) or [email](#) to a friend

[View store picture](#)

Listing and payment details: [Show](#)

Make no payments for 3 months
 and pay no interest if paid in 3 months on your first purchase over \$50 with the PayPal Plus Credit Card. Plus, earn rewards on every purchase you make! Get the PayPal Plus Credit Card and use anywhere MasterCard is accepted. [See details](#) | [Apply now](#)

Kimberly's Collectibles > Swarovski

Kimberly's Collectibles

Visit my eBay Store: [Kimberly's Collectibles](#)
[Lapis](#) | [Swarovski](#) | [Amanti](#) | [Collector plates](#) | [Disneyana](#)

[Add to Favorite Stores](#)


Store Search

in titles & descriptions

Store Categories

- [Store Home](#)
- [Lapis](#)
- [Disneyana](#)
- [Swarovski](#)
- [Amanti](#)
- [Disney Plates](#)
- [W.D.C. Disney Figurines](#)
- [Collector plates](#)
- [Serachim Classics](#)
- [Commemoratives](#)
- [Precious Moments](#)
- [Morgan Dollars](#)
- [Other Items](#)

SWAROVSKI 10TH ANNIVERSARY SQUIRREL DESIGNED BY ANTON HIRZINGER. 2.75 INCHES TALL SWAN LOGO WITH SCS UNDERNEATH THE SWAN. INTRODUCED 1997 CLOSED EDITION SINCE DECEMBER 1997. THIS IS PART OF THE "SCS COMMEMORATIVE EDITION" THEME GROUP. THE SQUIRREL WAS ISSUED IN COMMEMORATION OF THE SCS TENTH ANNIVERSARY IN 1997. IT COMES WITH A SPECIAL MIRROR SIGNED BY THE DESIGNER ANTON HIRZINGER.



Item number: 6226039063

Watch this item in My eBay

Meet the seller

Seller: [Kim-5436](#) (552) **Power Seller**

Feedback: 100% Positive

Member since Jan-24-04 in United States

- [Read feedback comments](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store List](#)
- Visit seller's Store: [Kimberly's Collectibles](#)

Buy safely

- Check the seller's reputation
 Score: 552 | 100% Positive
[Read feedback comments](#)
- Check how you're protected
[PayPal](#) Up to \$2,000 in buyer protection. [See eligibility](#)

Returns: [Seller accepts returns.](#)
 30-Day Money Back

Marketing content

Interface Content

User generated content



Voice example

Compare descriptions of the same product....

Voice example

Get to know iPod nano

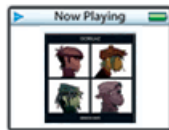
Impossibly small

Take everything you love about iPod and shrink it — then shrink it again. Now meet iPod nano, the pencil-thin marvel featuring a color display, up to 14 hours of battery life and space for up to 1,000 skip-free songs, audiobooks and podcasts.



An iPod of historic dimensions

When it comes to iPod nano, you need to reconsider your definition of "small." Slip it in your pocket — it weighs less than a handful of change. Or wear it around your neck and forget it's there. Want to take it for a jog? No problem. Your music will never skip.



The color of music

Thanks to its 1.5-inch color display, iPod nano makes your music look as good as it sounds. View album art as you play your music. Browse up to 25,000 of your favorite photos. Or navigate bright, easy-to-read menus.



Born to be worn

Add accessories to your iPod nano and your music will always keep up with you — at home, on the go, even in your car. Get started by exploring our ingenious Lanyard Headphones and iPod nano Armbands.



100 percent iPod

iPod nano's Click Wheel puts music under your thumb. Click to fast-forward, rewind, play, pause or access menus. Run your thumb over the touch-sensitive surface to control volume.

Up to 14 hours of battery life

Or up to 4 hours of slideshows with music. The iPod battery can be charged up to 80 percent capacity in an hour and a half; a full charge takes just 3 hours.

Note: Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced. Battery life and number of charge cycles vary by use and settings.

From Apple.com

Voice example

Get to know iPod nano

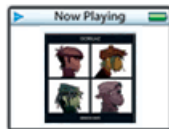
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From Apple.com

Apple 2GB White iPod Nano with Color LCD (MA004LLA)

Your favorite songs: The iPod Nano can carry up to 500 songs on the 2GB flash drive.

Photos to go: iTunes 5.0 lets you import single images or entire albums directly from your Mac or PC, and includes a slideshow feature to put your pics to music. Viewable photos are automatically synced in JPEG, BMP, GIF, TIFF, PSD (Mac only) and PNG formats.

Smallest iPod yet: The newest iPod is 62% smaller than the mini and 80% smaller than a 20GB iPod, making it the smallest color iPod on the market. It is thinner than a #2 pencil, yet still contains a dock connector and USB port.

In living color: The 1.5" LCD display lets you see photos in vivid color. Built-in backlighting makes it easy to see your screen indoors and out, and with 176 x 132-pixel resolution, clarity has never been better.

Easy navigation: The touch-sensitive Click Wheel lets you find songs fast or scroll through thousands of photos in seconds.

Listen longer: Up to 14 hours of battery life.

USB and FireWire compatible: Move an entire album from your computer to your iPod in seconds.

Fun and games: Keep yourself entertained with built-in games.

Stay organized: With the calendar, to-do list and alarm clock/timer, you'll never miss an appointment. The iPod Nano also has an analog-style world clock feature so you'll know what time it is no matter where you go.

System requirements: Mac: A Macintosh computer with USB 2.0 or FireWire port (USB requires Mac OS X v10.3.4 or later), Mac OS X v10.2.8 or later, iPhoto 4.0.3 or later recommended, iTunes 4.7 or later (included). Windows®: PC with USB 2.0 or FireWire port or USB 2.0 or FireWire card, Windows 2000 with Service Pack 4 or later, or Windows XP Home Edition or Professional with Service Pack 2 or later, Adobe Photoshop Album 2.0 or Elements 3.0 or later recommended, iTunes 4.7 or later (included).

From Circuit City.com

Voice example

LOUIS VUITTON

[E-SHOPPING](#) [CATALOG](#) [STORES](#) [THE WORLD OF LOUIS VUITTON](#) [YOUR ACCOUNT](#)

CRAFTSMANSHIP

HERITAGE

SPECIAL ORDERS

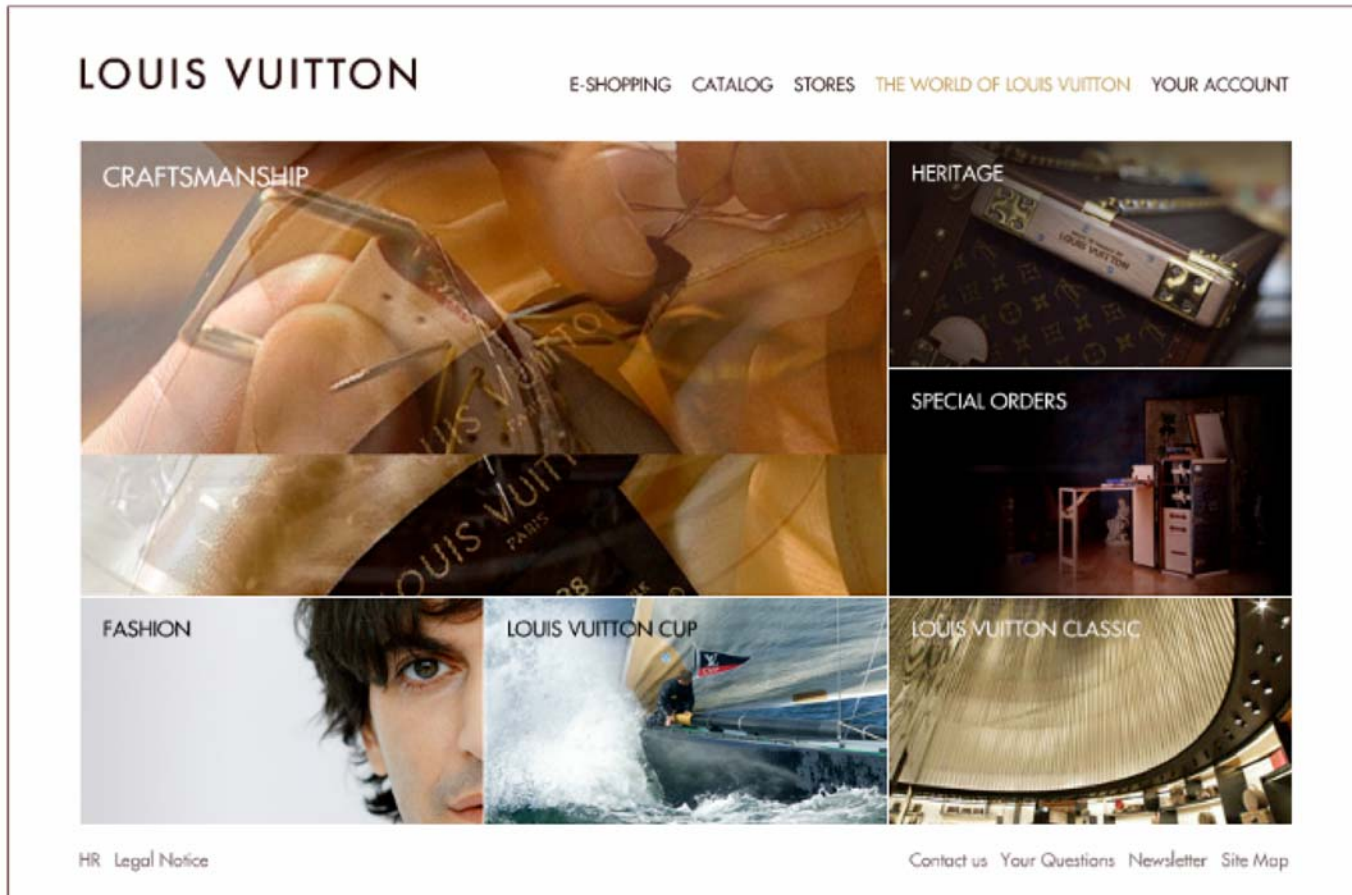
FASHION

LOUIS VUITTON CUP

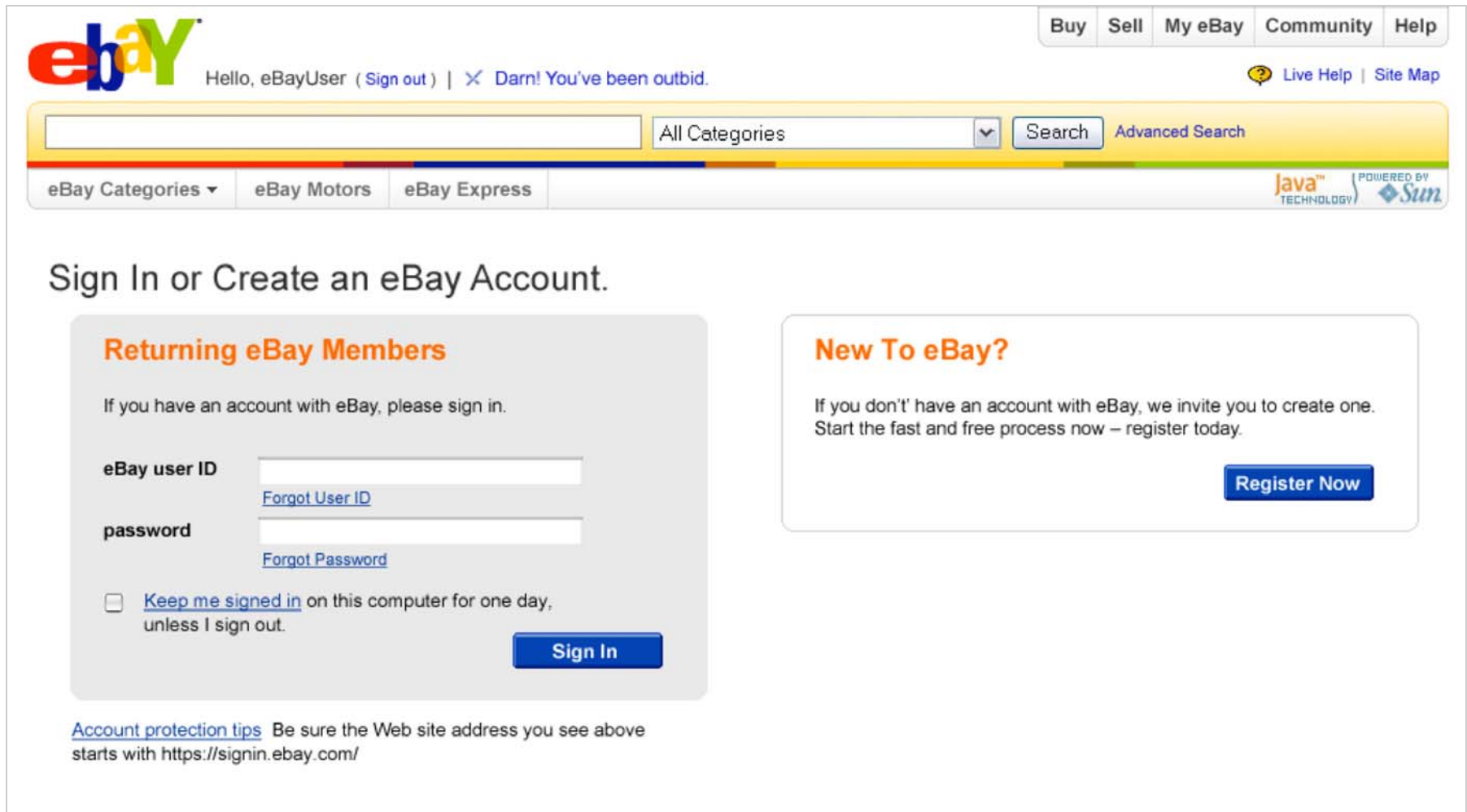
LOUIS VUITTON CLASSIC

HR [Legal Notice](#)

[Contact us](#) [Your Questions](#) [Newsletter](#) [Site Map](#)

The image is a screenshot of the Louis Vuitton website homepage. At the top, the brand name "LOUIS VUITTON" is displayed in a large, bold, black font. To its right is a horizontal navigation menu with links for "E-SHOPPING", "CATALOG", "STORES", "THE WORLD OF LOUIS VUITTON", and "YOUR ACCOUNT". Below the navigation is a grid of six category images. The top-left image is labeled "CRAFTSMANSHIP" and shows hands working on a piece of luggage. The top-right image is labeled "HERITAGE" and shows a close-up of a Louis Vuitton suitcase. The middle-right image is labeled "SPECIAL ORDERS" and shows a retail store interior. The bottom-left image is labeled "FASHION" and shows a close-up of a man's face. The bottom-middle image is labeled "LOUIS VUITTON CUP" and shows a sailboat on the water. The bottom-right image is labeled "LOUIS VUITTON CLASSIC" and shows the interior of a large, modern building. At the bottom left, there is a link for "HR Legal Notice". At the bottom right, there are links for "Contact us", "Your Questions", "Newsletter", and "Site Map".

Global voice



The screenshot shows the eBay homepage with a focus on the sign-in and registration options. At the top, the eBay logo is on the left, and navigation links for 'Buy', 'Sell', 'My eBay', 'Community', and 'Help' are on the right. Below the logo, a user is logged in as 'eBayUser' with a 'Sign out' link and a notification 'Darn! You've been outbid.' A search bar is present with a dropdown menu set to 'All Categories' and buttons for 'Search' and 'Advanced Search'. Below the search bar are links for 'eBay Categories', 'eBay Motors', and 'eBay Express', along with logos for 'Java™ TECHNOLOGY' and 'POWERED BY Sun'. The main content area is titled 'Sign In or Create an eBay Account.' and is divided into two sections: 'Returning eBay Members' and 'New To eBay?'. The 'Returning eBay Members' section includes a sign-in form with fields for 'eBay user ID' and 'password', each with a 'Forgot' link, a checkbox for 'Keep me signed in', and a 'Sign In' button. The 'New To eBay?' section includes a 'Register Now' button. At the bottom of the sign-in section, there is a link for 'Account protection tips' and a note about the website address.

Returning eBay Members

If you have an account with eBay, please sign in.

eBay user ID [Forgot User ID](#)

password [Forgot Password](#)

[Keep me signed in](#) on this computer for one day, unless I sign out.

[Sign In](#)

[Account protection tips](#) Be sure the Web site address you see above starts with <https://signin.ebay.com/>

New To eBay?

If you don't have an account with eBay, we invite you to create one. Start the fast and free process now – register today.

[Register Now](#)

Conversational voice

The screenshot shows the eBay homepage with the following elements:

- Navigation Bar:** Contains the eBay logo, user greeting "Hello, eBayUser (Sign out) | X Darn! You've been outbid.", and links for "Buy", "Sell", "My eBay", "Community", "Help", "Live Help", and "Site Map".
- Search Bar:** Includes a search input field, a category dropdown menu set to "All Categories", a "Search" button, and a link to "Advanced Search".
- Category Navigation:** Links for "eBay Categories", "eBay Motors", and "eBay Express".
- Technology Logos:** "Java™ TECHNOLOGY" and "POWERED BY Sun".
- Main Content:**
 - Hi! We're glad you're here**
 - Returning eBay members:** A sign-in form with fields for "user id" and "password", each with a "I forgot my [user ID / password]" link. It includes a checkbox for "Check this box to stay signed in for the rest of today. For security reasons, you'll need to sign in again tomorrow." and a "Sign in" button.
 - Come join us!** A registration prompt with the text "If you don't already have an account with us, we invite you to create one. Join the 200 million people who are a part of the eBay family. Don't worry, we have room for one more." and a "Register" button.
- Footer:** "Account Protection Tips Be sure the Web site address you see above".




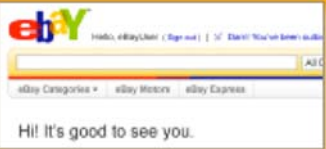
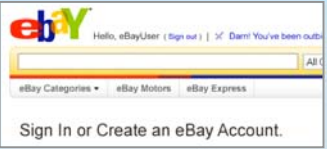
Fun voice

The screenshot shows the eBay homepage with the following elements:

- Navigation Bar:** Contains the eBay logo, user status "Hello, eBayUser (Sign out) | X Darn! You've been outbid.", and links for "Buy", "Sell", "My eBay", "Community", "Help", "Live Help", and "Site Map".
- Search Bar:** Includes a search input field, a category dropdown menu set to "All Categories", a "Search" button, and a link to "Advanced Search".
- Category Navigation:** Links for "eBay Categories", "eBay Motors", and "eBay Express".
- Technology Logos:** "Java™ TECHNOLOGY" and "POWERED BY Sun".
- Main Content Area:**
 - Header:** "Hello. Do we know you?"
 - Returning eBay Members:** A grey box with the heading "Returning eBay Members" and the text "Please sign in below. If you don't have an account, register for one." It contains input fields for "user ID" and "password", with links for "Forgot User ID" and "Forgot Password". A checkbox is labeled "Check this box if you want us to [keep you signed in](#) for the day." A blue "Sign in" button is at the bottom.
 - New To eBay?:** A white box with the heading "New To eBay?" and the text "Create an account so you can buy, sell, and use eBay features and services. It takes about a minute to fill out the registration form." A blue "Register" button is at the bottom.
- Account Protection:** A link "Account protection tips" followed by the text "Be sure the Web site address you see above starts with <https://signin.ebay.com/>".



Results

	F	C	N
			
First Impressions	“They are on a fine line and I wonder if they are serious about their business.”	“Very positive, uplifting is the first feeling I get to it.”	“Very business like and straight to the point.”
Liked Best	“So it’s kind of a fun way of playing on the words, but providing you have a sense of humor and you’re okay with it.”	“Feels the most personal, casual and fun.”	“Most like an invitation.”
Liked Least	“It is off putting and is a smart remark.”	N/A	“It is very impersonal.”
Fits with eBay	N/A	“It seems like something eBay would say- kind of relaxed.”	“This is more professional but pleasant and friendly.”
Doesn’t Fit with eBay	“That’s kind of like who are you? What are you doing here kind of thing.”	“Still a little too casual. This is a business.”	“Computer generic- not as inviting. A lack of creativity or thoughtfulness.”
Top Attributes	<ul style="list-style-type: none"> • Annoying • Inappropriate • Different 	<ul style="list-style-type: none"> • Fun • Friendly • Human 	<ul style="list-style-type: none"> • Boring • Clear • Helpful