

Interview Questions | The Sellers

Helpful source:

<https://uxplanet.org/a-ux-case-study-on-a-top-marketplace-app-carousell-24d5c943f774>

Script

Goal of survey:

- To find specific goals/motivations/pain points of power users to find out the reason why the users use the product and what do they use it for.
- To expand on the questionnaire in order to discover new goals/motivations and pain points
- To understand the behaviour of a seller and buyer
- To find hidden opportunities

Interview type:

Semi-structured

Interviews:

5 interviews

Recruiting source:

Linkedin

Slack

Facebook

Ebay Kleinanzeigen

Vinted

Olio

Software:

Lookback

Data collection and analysis:

Collected and coded via themes/topics

Introduction for interviews:

"Today we are conducting an interview on the topic of marketplace apps. The goal of the survey is to understand the motivations and pain-point of sellers on marketplace apps. We will use your results to analyse competitive landscape, opportunities and threats for launching a new marketplace app. The hard data, your word-by-word answers will only be seen by me and mentor. The results (excluding any personal data) will be shared in various platform, such as medium articles, my website in

Interview Questions | The Sellers

the form of a project overview. Are you ready to begin or do you have any questions before we start?"

Specific Questions on existing marketplace apps

1. What marketplace app do you use the most?
2. On what marketplace app do you sell the most?
3. On what app did you sell your last item on?
4. How long have you been using the app?
5. Why do you use [the app they use the most]? What do you use it for?
 1. Have you tried out other apps or platforms?
 2. If yes, how are they different?
 3. Why do you use [the app they use the most] instead of other platforms?
6. How frequent / often do you use the app, say in a week?
7. When do you usually use the app?
8. What do you like about the app?
9. Do you consider yourself a buyer or seller? (Why?)
10. What do you dislike about the app?
11. Is there anything that frustrates you when using the product?
12. Which feature in the app is the most important to you?

Questions to expand on the questionnaire and find alternative answers I did not think about

1. What is the last 5 items you sold?
 - a. Why did you sell it?
 - b. Why did you not use ... platform?
 - c. What price did you sell it for? Was it the price you wanted?
 - d. Do you know who bought it?
 - e. Did you include the option to ship?
2. What is the last 5 items you gave away? Why did you give it away?
 - a. Why did you give it away?
 - b. Why did you not use ... platform?
 - c. Do you know the story of who bought it?
 - d. Did you include the option to ship?
 - e. What platforms do you sell on? (Why?)
3. What is the feature you use the most in the apps?
4. What do you think about this feature?

Buy / Sell(give away) Behaviour

Interview Questions | The Sellers

1. **Seller** experience and the process of selling an item.
 1. Walk me through your process of uploading an item? (Choose one example of a product you recently sold)
 - i. Do you upload in bulk?
 - ii. Do you upload on other sites at the same time?
 - iii. Do you get support from partner friend etc.?
 - iv. Do you research the same item before deciding a price?
 - v. Do you always do shipping?
 2. Walk me through a time you feel you undersold an item?
 3. Walk me through a time you refused to sell an item to a customer you contacted you?
 4. Tell me about some funny comments you received. What do you think about it?
 5. Tell me about some rude comments you received. What do you think about it?
 6. Tell me a story on when you face an issue throughout the selling process?
 7. Is there a particularly good experience you recall you had as a seller?
 8. Is there a particularly bad experience as a seller?
 9. Tell me about a time a customer cancelled or did not show up to buy?

Opportunities

1. What social media do you mainly use?
2. If you were CEO of [the app you use the most] what would you do to improve marketplace apps?
 - a. Why would you implement this feature?
3. Is feedback and ratings for the seller / buyer important for you?
 - a. Why yes or no?
4. Would you like to connect with your customers more?
 - a. Why?
5. Tell me a memorable story you had with someone that bought an item?

Write down my reflections on the interview after it is finished