

Survey Questions | The Power Users / The Seller

Goals of Survey:

1. To identify the demographic profile
Hypothesis: Power user's profiles (The Seller) are in their late 20s - mid-30s,
2. To determine the motivations of people who sell things online
Hypothesis: The seller's main motivation is to make a decent profit or declutter.
Hypothesis: Sellers find enjoyment in giving away things still usable (food, clothes, household items)
Hypothesis: Sellers enjoy the process and discovering who is buying the item.
Hypothesis: Sellers would use marketplace apps more if they were more engaging.
3. To identify the pain points of sellers
Hypothesis: Sellers use a variety of different platforms as none of them gives them everything they want.
Hypothesis: Sellers use a variety of different platforms as not all users are in one place.
Hypothesis: Sellers prefer not to ship.
Hypothesis: Sellers use a variety of different platforms to sell fast.
4. To identify the limitations of current products.
Hypothesis: Sellers don't understand what to do to get their item onto the dashboard/main page.
Hypothesis: Sellers find the messaging options for apps frustrating.
Hypothesis: Sellers find put effort into the photos as they know the better the photo the faster the product will sell.
Hypothesis: Sellers would like more options to personalise a profile, to optimize selling possibilities.
5. To identify hidden opportunities
Hypothesis: Sellers care about the behaviour of the person that contacts them
Hypothesis: Sellers use apps to sell/give away on a monthly basis
Hypothesis: Sellers are always on top of the latest trends and early adopters.

Survey Questions

1. To identify the demographic profile

Age

Under 24

25-34

35-44

45-54

Over 55

Gender

Non-binary

Female

Male

Screeners questions:

Have you sold over 5 items in the past year? (clothes, furniture or food).

Yes

No

I don't remember

Have you given away over 5 items in the past year? (clothes, furniture or food).

Yes

No

I don't remember

Have you used one of the following marketplace apps? (choose one or more)

Ebay Kleinanzeigen

Vinted

Olio

Too Good to Go

Depop

FB Marketplace

2. To identify the motivations of people who sell things online

Hypothesis: Seller's primary motivation is to make a decent profit or declutter.

1. What's your number 1 motivation to use a marketplace app? (mc)

I want to make a profit

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- I want to declutter
- I enjoy giving things away
- I enjoy selling things
- I want to contribute to reusing and recycling products for the better of the earth
- I want a second income by selling
- Other: (specify)

Hypothesis: Sellers find enjoyment in giving away things still usable (food, clothes, household items)

2. How would you define a successful giveaway? (choose the top one)

- The item was given away fast
- The item was sold to a person who truly wanted it
- The item was given away and the person also took other things I was giving away.
- Other: (specify)

Hypothesis: Sellers enjoy the process and discovering who is buying the item.

3. How would you define a successful sale? (choose the top one)

- The item was sold fast
- The item was sold for the price I wanted
- The item was sold to a person who truly wanted it
- Other: (specify)

Hypothesis: Sellers would use marketplace apps more if they were more engaging.

4. Out of all the options below which one would be the best feature to have

- Social media following
- Video and voice messaging
- Photo assistance (Filtera/bckgeound, etc.)
- Like and comment features of your product
- Delivery options through Gorillas, Flink, miles or personal transporter options

3. To identify the pain points of sellers

Hypothesis: Sellers use a variety of different marketplace platforms.

5. Do you sell on different marketplace apps?

- Yes
- No

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Hypothesis: Sellers use a variety of different platforms as not all users are in one place.

6. Why did you sell/ give away on different marketplace apps?

- Because different products are more suitable for different marketplaces
- Because of the different people
- Because it is a different customer if want to sell or give away
- Because there is not one app that fits all my needs as a seller
- Because I don't like using more than one app
- Because I only have one goal/need
- Because I am happy with the app I use

Hypothesis: Sellers prefer not to ship.

7. What is your number one frustration with selling? (one choice)

- Uploading items
- Talking to customers
- Sending it to the customer
- Jumping between apps
- Other:

8. What is the biggest challenge you face when selling?(one choice)

- Uploading items
- Talking to customers
- Sending it to the customer
- Jumping between apps
- Other:

Hypothesis: Sellers use a variety of different platforms to sell fast.

9. True or false... “I use a variety of different platforms to sell and give away items as fast as possible.”

- Yes
- No
- Sometimes

10. Please choose your favourite element of Ebay Kleinanzeigen/ (if you use the app)

- Customer support
- Features
- Design
- Ease of use
- Selling rate
- Give away options

11. Please choose your favourite element of Too good to go? (if you use the app)

- Customer support
- Features
- Design
- Ease of use
- Selling rate
- Give away options

12. Please choose your favourite element of Vinted ? (if you use the app)

- Customer support
- Features
- Design
- Ease of use
- Selling rate
- Give away options

4. To identify the limitations of current products

Hypothesis: Sellers don't understand what to do to get their item onto the dashboard/main page.

13. Do you know how to get your items to appear on the main dashboard?

- Yes
- No

14. Do you want your items on the main dashboard?

- Yes
- No
- I don't care

Hypothesis: Sellers find the messaging options for apps frustrating.

15. What do you like least about marketplace apps?

- Messaging options (voice/video/ delete options)
- Profile personalisation
- Design
- Available items
- Ease of use
- Selling rate

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16. What do you value most in a marketplace product?

- Messaging options (voice/video/ delete options)
- Profile personalisation
- Design
- Available items
- Ease of use
- Selling rate

Hypothesis: Sellers find put effort into the photos as they know the better the photo the faster the product will sell.

Hypothesis: Sellers would like more options to personalise a profile, to optimize selling possibilities.

17. What feature do you think would help you sell more products the most?

- Social media style following
- Video and voice messaging
- Photo assistance (Filters/bckgeound, etc.)
- Like and comment on features on your product
- Delivery options through Gorillas, Flink, miles or personal transporter options
- Better photographs of my products

5. To identify hidden external opportunities

Hypothesis: Sellers care about the behaviour of the person that contacts them

18. True or false... “I care more about the process and story of the person I am selling/giving the item to than profit.”

- Yes
- No

19. True or false... “If I feel someone seems rude via message, I would sell/give the item to someone else.”

- Yes
- No

Hypothesis: Sellers use apps to sell/give away on a monthly basis

20. How often do you give away and sell items?

- Daily
- Weekly
- Monthly

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Every 3 months
Every 6 months
Once a year at the most

Hypothesis: Sellers are always on top of the latest trends and have clear preferences for ease of use over design.

21. Screenshot of Olio dashboard

Like
dislike

22. Screenshot of environment impact results

Like
Dislike

23. Screenshot of Vinted feed

Like
Dislike

24. Screenshot of Barter sign-up and profile page

Like
Dislike

NOTES

Decide upfront what the survey learning goals are. What do you want to report? What kind of graphs and tables will you want to deliver?

Ask why and how questions.

Carefully consider how you will analyze and act on the data. The type of questions you ask will have everything to do with the kind of analysis you can make: multiple answers, single answers, open or closed sets, optional and required questions, ratings, rankings, and free-form answer fields are some of the choices open to you when deciding what kinds of answers to accept. (If you won't act on the data, don't ask that question.)

Include options like "don't know" and "Not Applicable" to not skew the data, with people randomly giving you an answer.

Ask Screener questions.