Executive Summary

eBay Inc. is an online retailer that enables both business-to-business and consumer-to-consumer transactions on its website. eBay.com is a multibillion-dollar company with operations in around 32 countries that serves as a global marketplace for individuals and companies to buy and sell a wide range of products and services. Buyers can access the website for free, but sellers must pay to list products after a set amount of free listings and another, separate price when the items are sold. In addition to eBay's original auction-style sales, eBay has expanded to include: instant "Buy It Now" shopping. Within eBay, there's a buyer experience team that constantly works on improving the buyer experience. eBay's shopping cart is an important component of the buyer experience and my work done this summer was on improving the cart experience for buyers.

This summer I worked as a Technical Product Manager intern for the cart and my project responsibilities included coming up with a prioritization framework for badges and signals in the cart and a prototype for the design and placement of these signals in the cart. A customer's shopping cart is an essential component of their shopping experience. The cart has a high level of engagement on eBay. Around the world, ~35% of active buyers (~56M) engage with shopping carts. Despite this, eBay's cart conversion rate is low. eBay has a variety of badges and signals that span across the platform. They range from trust signals such as "100% buyer satisfaction" or "Authorized Seller" to savings signals such as discounts and free shipping. There are also hotness signals such as the "no. of people who have the same item in the cart" or "no. of people who have liked/viewed the item" that can help show item demand to help buyers complete the purchase sooner. Badges include authentication, buyer protection, vault, certified refurbished, etc. The goal is to determine how we might use signals and badges in the cart to drive cart and checkout conversion.
The objective of the project included designing a working proof of concept that will include the prioritization formula and framework for signals and badges including analyzing success metrics from other parts of the user journey and machine learning algorithms used on eBay. Initial work was spent on defining the core problem statement, initial research into cart functioning, understanding different parts of the user journey, and conducting competitor analysis.
This phase was followed by an exploration phase that involved conducting buyer video interviews, understanding customer perception through analysis of existing data and tools, brainstorming possible solutions to the problem statement, and locking down the key ideas.

Following this, I did a deep dive analysis of the proposed ideas and proposed a final framework and key metrics for analyzing the performance of the framework. When implemented, the framework will increase the cart-to-checkout conversion rate.

Abstract

A customer's shopping cart is an essential component of their experience on eBay. Despite this, eBay's cart conversion rate is low. This project exploration will dive into aspects of how eBay can use the cart badge and signals to increase conversions and possibly reduce cart abandonment. A 1% increase in checkout visits from cart translates to $50M of incremental GMB. The scope of the project is to build a working proof of concept that will include the prioritization formula and framework for signals and badges shown in the cart and contribute towards the increase in conversion.