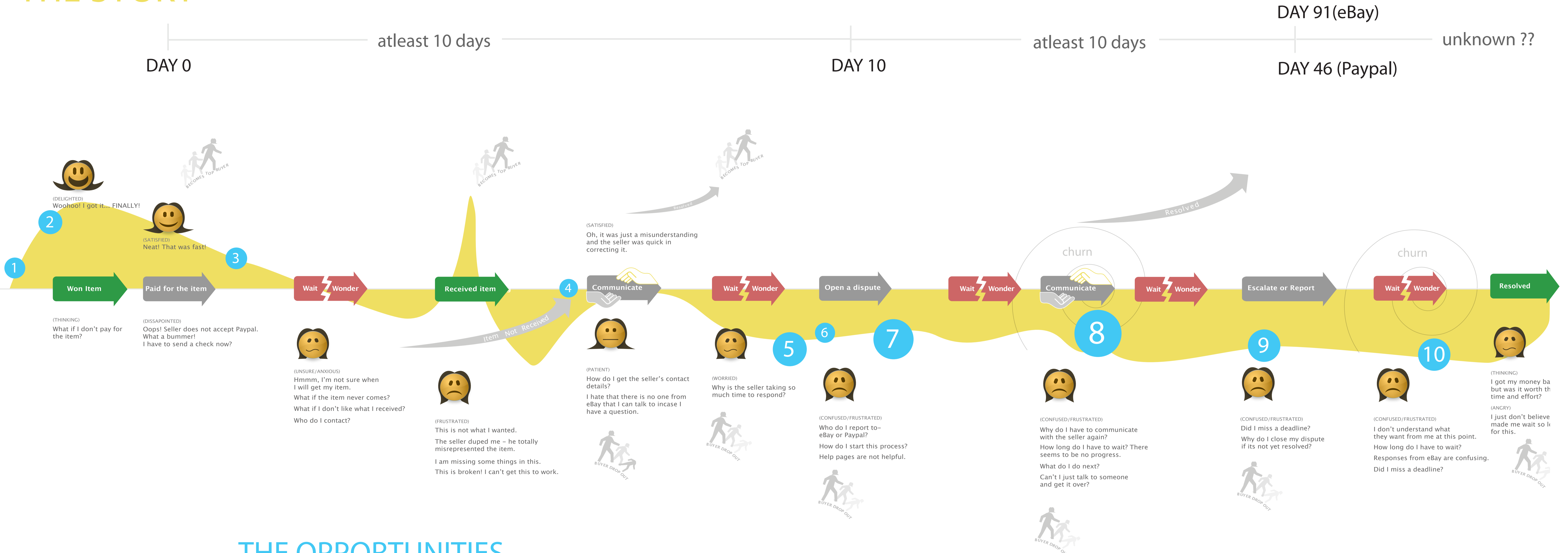


THE STORY

TIMELINE



THE OPPORTUNITIES

- 1 Require seller to provide clear shipping + return info (including who pays for the return shipping)
- 2 Revamp Feedback System to clearly communicate sellers reputation for a good buying experience
- 3 Require seller to provide shipping tracking information
- 4 Make it super-easy to contact a seller: provide phone no, email address etc. without any extra step
- 5 One place to report a problem
- 6 Revamp Help pages: easy to find, friendly and relevant
- 7 Unify eBay + Paypal process
- 8 Steamline and simplify the resolution process
- 9 Revamp Respond Timelines to match user expectation (3 days)
- 10 Clear status of progression: what will happen next, how long will it take?