

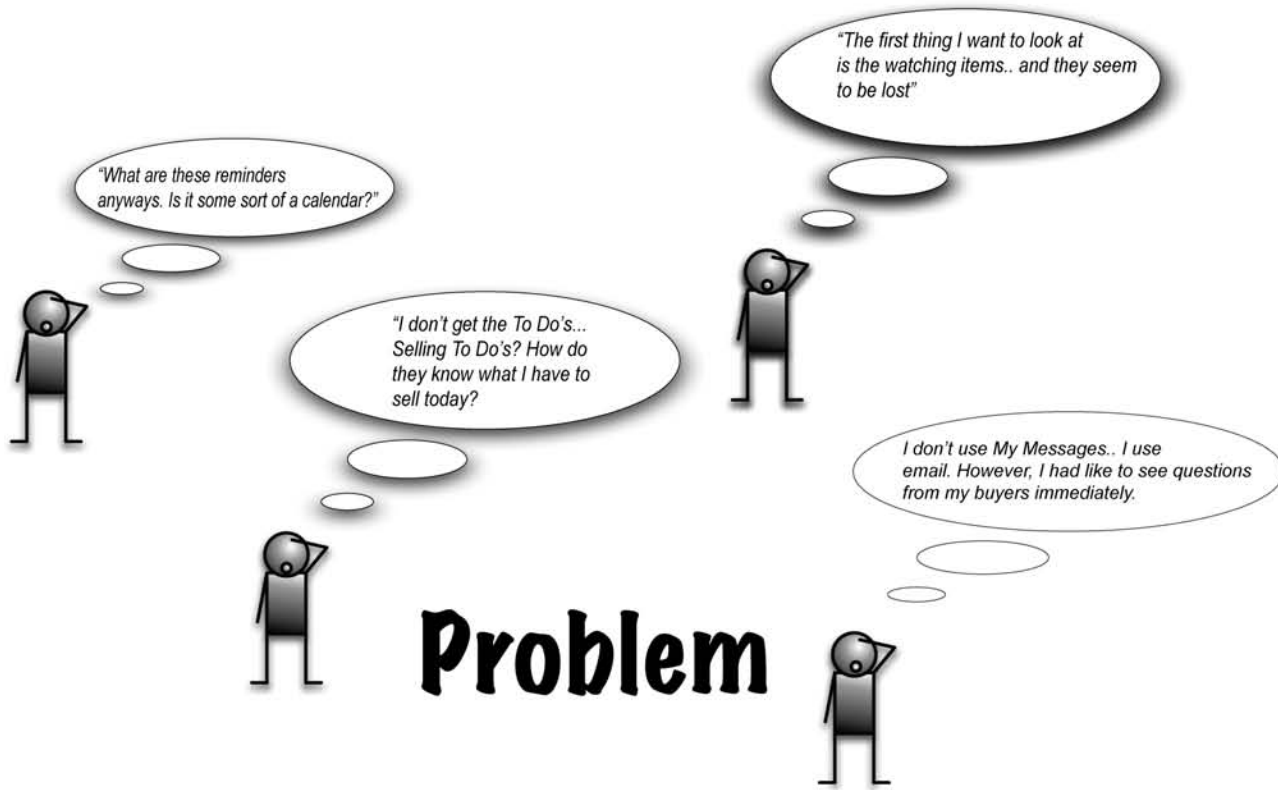
# **My eBay Next**

## Design Process Highlights

**LIVE TO SITE** - Fall 2008

**Only wireframes & screenshots representative of the design process included in this deck.**

## My eBay Next/Today



## Design Objectives

**Simplify. Simplify. Simplify!**

**Provide easy and faster access to information on My eBay.**

**Should convey an idea of their recent activity.**

**Should alert users to immediate call to actions.**

**Allow Top 5 things that the user cares about to shine through.**

**Differentiate between what's primary and what's secondary.**

**Look and Sound personal. Its 'My eBay' after all!**

# Old Design

The screenshot displays the 'My eBay' interface with a top navigation bar including 'eBay', 'Public', 'Account', and 'Sign out'. Below this is a search bar and a 'My eBay' header with navigation links. The main content area is divided into several sections:

- My Summary:** A section with a 'My Summary' title and a 'Customize Summary' link. It contains a 'Deal Alert' and a 'Playing Favorites' section with a list of items.
- My Messages:** A section titled 'My Messages' with a 'Show: All Active (1) - 1 Item(s) (1)' filter. It lists messages from 'EXCLUSIVE.COM' and 'XXXTENTACION'.
- My Auctions:** A section titled 'My Auctions' with a 'Show: All Active (15) - 15 Item(s) (15)' filter. It lists various auctions, including 'EXCLUSIVE.COM CONTEMPORARY ART', 'XXXTENTACION EXCLUSIVE FLOW OF FUTURAMA GOLD BENDER', and 'Superman Knowledge Crystal Collector Book'. Each listing includes a bid amount, a 'Buy Now' price, and a 'Watch' button.
- My Orders:** A section titled 'My Orders' with a 'Show: All (1) - 1 Item(s) (1)' filter. It lists a single order for 'Planet Earth - The Complete Collection DVD (10-Disc)'.
- My Auctions:** A section titled 'My Auctions' with a 'Show: All (1) - 1 Item(s) (1)' filter. It lists a single auction for 'Planet Earth - The Complete Collection DVD (10-Disc)'.
- My Orders:** A section titled 'My Orders' with a 'Show: All (1) - 1 Item(s) (1)' filter. It lists a single order for 'Planet Earth - The Complete Collection DVD (10-Disc)'.
- My Orders:** A section titled 'My Orders' with a 'Show: All (1) - 1 Item(s) (1)' filter. It lists a single order for 'Planet Earth - The Complete Collection DVD (10-Disc)'.

At the bottom of the page, there is a 'Feedback' section and a 'My eBay' section with a 'Show: All (1) - 1 Item(s) (1)' filter. The page also includes a footer with 'About eBay', 'Announcements', 'Search Center', 'Feedback', 'Site Map', and 'Help' links.

# New Design

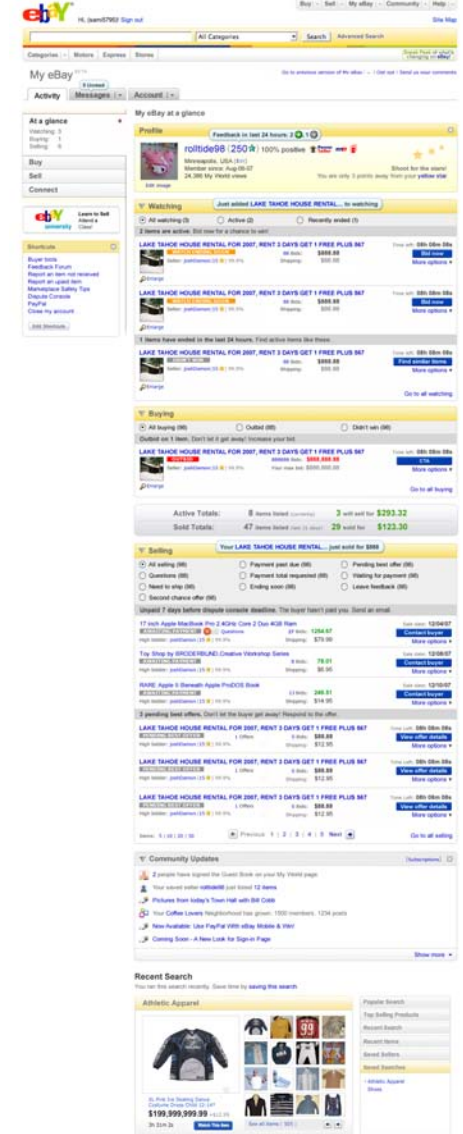
## Sketches



## Wireframes



## Final



# Final Design

## High Fidelity

### **Design Methodology**

- ✓ High-fidelity, HTML- jQuery Prototype
- ✓ Visual Design
- ✓ Content Review
- ✓ Dev Review
- ✓ Usability Testing

My eBay BETA

Go to previous version of My eBay | Out out | Send us your comments

Activity

5 Unread Messages

Account

At a glance

Watching: 3  
Buying: 1  
Selling: 6

Buy

Sell

Connect



Learn to Sell Attend a Class!

Shortcuts

- Buyer tools
- Feedback Forum
- Report an item not received
- Report an unpaid item
- Marketplace Safety Tips
- Dispute Console
- PayPal
- Close my account

Edit Shortcuts

My eBay at a glance

Profile

Feedback in last 24 hours: 2 +, 1 -



**rolltide98** (250★) 100% positive  
Minneapolis, USA [Edit]  
Member since: Aug-06-07  
24,386 My World views

Shoot for the stars!  
You are only 3 points away from your yellow star.

Watching

Just added LAKE TAHOE HOUSE RENTAL... to watching

All watching (3) Active (2) Recently ended (1)

2 items are active. Bid now for a chance to win!

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time left: 08h 08m 08s  
**WATCH ENDING SOON** 88 Bids: **\$888.88** Bid now  
 Seller: JoshDamon(15★) 99.9% Shipping: \$88.88 More options

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time left: 08h 08m 08s  
**WATCH ENDING SOON** 88 Bids: **\$888.88** Bid now  
 Seller: JoshDamon(15★) 99.9% Shipping: \$88.88 More options

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time left: 08h 08m 08s  
**DIDN'T WIN** 88 Bids: **\$888.88** Find similar items  
 Seller: JoshDamon(15★) 99.9% Shipping: \$88.88 More options

Go to all watching

Buying

All buying (98) Outbid (88) Didn't win (98)

Outbid on 1 item. Don't let it get away! Increase your bid.

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time left: 08h 08m 08s  
**OUTBID** 88888 Bids: **\$888,888.88** CTA  
 Seller: JoshDamon(15★) 99.9% Your max bid: \$888,888.88 More options

Go to all buying

Active Totals: 8 items listed (currently) 3 will sell for \$293.32

Sold Totals: 47 items listed (last 31 days) 29 sold for \$123.30

Selling

Your LAKE TAHOE HOUSE RENTAL... just sold for \$888

- All selling (98)
- Questions (88)
- Need to ship (98)
- Second chance offer (98)
- Payment past due (98)
- Payment total requested (88)
- Ending soon (98)
- Pending best offer (98)
- Waiting for payment (98)
- Leave feedback (88)

Unpaid 7 days before dispute console deadline. The buyer hasn't paid you. Send an email.

**17 inch Apple MacBook Pro 2.4GHz Core 2 Duo 4GB Ram** Sale date: 12/04/07  
**AWAITING PAYMENT** 2 Questions 27 Bids: **1254.67** Contact buyer  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$79.99 More options

**Toy Shop by BRODERBUND, Creative Workshop Series** Sale date: 12/08/07  
**AWAITING PAYMENT** 8 Bids: **78.01** Contact buyer  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$6.95 More options

**RARE Apple II Beneath Apple ProDOS Book** Sale date: 12/10/07  
**AWAITING PAYMENT** 13 Bids: **249.51** Contact buyer  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$14.95 More options

3 pending best offers. Don't let the buyer get away! Respond to the offer.

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time Left: 08h 08m 08s  
**PENDING BEST OFFER** 1 Offers 0 Bids: **\$88.88** View offer details  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$12.95 More options

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time Left: 08h 08m 08s  
**PENDING BEST OFFER** 1 Offers 0 Bids: **\$88.88** View offer details  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$12.95 More options

**LAKE TAHOE HOUSE RENTAL FOR 2007, RENT 3 DAYS GET 1 FREE PLUS 567** Time Left: 08h 08m 08s  
**PENDING BEST OFFER** 1 Offers 0 Bids: **\$88.88** View offer details  
 High bidder: JoshDamon(15★) 99.9% Shipping: \$12.95 More options

Items: 5 | 10 | 20 | 50

Previous 1 | 2 | 3 | 4 | 5 Next

Go to all selling

Community Updates

[Subscriptions]

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page

Show more

Recent Search

You ran this search recently. Save time by saving this search.

**Athletic Apparel**

XL Pink Ice Skating Dance Costume Dress Child 12-14\*  
**\$199,999,999.99** +\$12.99  
 3h 31m 2s [Watch This Item](#) [See all items \( 505 \)](#)

Popular Search

Top Selling Products

Recent Search

Recent Items

Saved Sellers

Saved Searches

- Athletic Apparel
- Shoes

# MY EBAY NEXT LANDING PAGE MODULES: PROFILE

Profile is focused on users' reputation on eBay and celebrating it! This module brings the user reputation forward, keeps users informed on how they are doing on eBay and promotes good behavior. It also motivates users to reach for the next level and thus promotes transaction.

## Vertical view

Profile Edit ▾



**98.9%**  
positive on 250 transactions

**rolltide98 (250★)**  
**Power Seller** **me**

**Location:** Minneapolis, USA  
**Member since:** Aug-06-07  
**Views:** 24,386

**Shoot for the stars!**  
You are only 3 points away from your **yellow star**.

## Horizontal view

Profile Edit ▾



**98.9%**  
positive on 250 transactions

**rolltide98 (250★)** **Power Seller** **me**

**Location:** Minneapolis, USA  
**Member since:** Aug-06-07  
**Views:** 24,386

**Shoot for the stars!**  
You are only 3 points away from your **yellow star**.

# MY EBAY NEXT LANDING PAGE MODULES: WATCHING ACTIVITY

The Activity modules provide a window into the separate activities that users have on eBay: Watching, Buying & Selling. The user can directly act on an item from the Activity module or dive deeper with a more robust experience on one of the subpages.

## Vertical view

**Watching (5)** [Edit](#) ▾

-  **Master Carver Victor...**  
**\$999.99**  
3h 7m [Act](#) ▾
-  **Master Carver Victor...**  
**\$999.99**  
3h 7m [Act](#) ▾
-  **Master Carver Victor...**  
**\$999.99**  
3h 7m [Act](#) ▾
-  **Master Carver Victor...**  
**\$999.99**  
3h 7m [Act](#) ▾
-  **Master Carver Victor...**  
**\$999.99**  
3h 7m [Act](#) ▾

[Go to watching](#)

## Horizontal view: filmstrip

**Watching (10)** [Edit](#) ▾



\$142.50 3h 54m	<b>\$142.50</b> <b>1h 54m</b>	\$142.50 3h 54m	\$142.50 3h 54m	\$142.50 3h 54m	\$142.50 3h 54m	\$142.50 3h 54m	\$142.50 3h 54m
--------------------	----------------------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------

[Go to watching](#)

## Horizontal view: list

**Watching (10)** [Edit](#) ▾

[Share with a friend](#) [Remove](#) [Compare](#) [Add to Set](#) [Add Note](#)







	Bids	Price	Shipping	Time left	
<input type="checkbox"/> 	2	<b>\$25.50</b> \$109.99 <i>Buy It Now</i>	+\$5.00	<b>08h 14m 26s</b>	<a href="#">Take action</a> ▾
<input type="checkbox"/> 		<b>\$6.99</b>	+\$5.00	<b>23h 14m 26s</b>	<a href="#">Take action</a> ▾

# MY EBAY NEXT LANDING PAGE MODULES: COMMUNITY UPDATES

Community Updates keeps members updated on what's happening in their world & community outside of My eBay. It is your personal eBay newspaper delivered right to your My eBay.







## Vertical view

**Community News** [Edit](#) ▾

-  **2** people have signed the Guest Book on your My World page. ✕
-  Your saved seller **rolltide98** just listed **12 items**. ✕
-  Pictures from today's Town Hall with Bill Cobb. ✕
-  Your **Coffee Lovers** Neighborhood has grown: 15 members, 234 posts. ✕
-  Now Available: Use PayPal With eBay Mobile & Win! ✕
-  Coming Soon - A New Look for Sign-in Page. ✕

## Horizontal view

**Community News** [Edit](#) ▾

-  **2** people have signed the Guest Book on your My World page.
-  Your saved seller **rolltide98** just listed **12 items**
-  Pictures from today's Town Hall with Bill Cobb
-  Your **Coffee Lovers** Neighborhood has grown: 1500 members, 1234 posts
-  Now Available: Use PayPal With eBay Mobile & Win!
-  Coming Soon - A New Look for Sign-in Page

[Show more](#) ▾

# MY EBAY NEXT LANDING PAGE MODULES: TOTALS

Totals summarizes all financials and transactional activity for users including Selling, Watching, Bidding and PayPal.

## Vertical view

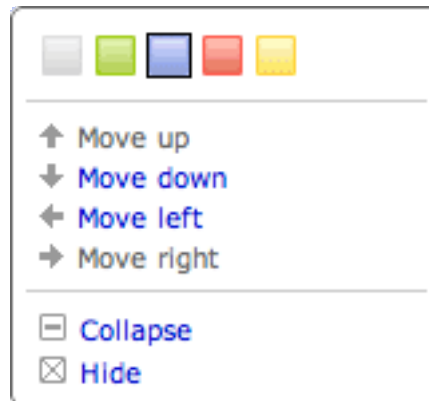
Totals			Edit ▾
<b>Selling totals</b>			
Active (current)			
18	12	\$384.25	
Listed	Will sell	Amount	
Sold (last 31 days)			
103	82	\$2652.45	
Listed	Sold	Amount	
Payments received (last 31 days)			
\$2456.95	\$195.50		
Received	Not received		
Total sales:		\$3036.70	
<b>Watching totals</b>			
75	20	130	
Active	Ending soon	Ended	
<b>Buying totals</b>			
Current			
6	2	\$212.54	

## Horizontal view

Totals				Edit ▾
<b>Selling totals</b>				Total sales: <b>\$3036.70</b>
Active:	18 items listed (current)	12	will sell for <b>\$384.25</b>	
Sold:	103 items listed (last 31 days)	82	sold for <b>\$2652.45</b>	
Payments received:	\$2456.95 received	\$195.50	not yet received	
<b>Watching totals</b>				
75 active items	20 items ending soon	130 items ended		
<b>Buying totals</b>				
Current:	6 items active	2 items winning	4 items outbid	
Ended:	62 items ended	19 items won	43 items didn't win	

# MY EBAY NEXT USER CUSTOMIZATION

User customization features allow users to customize the look, arrangement and information presented in the landing page modules.



**Customize your summary** Choose the sections you want to display on your summary page.

Track	Connect	Lists
<b>Buying:</b> <input checked="" type="checkbox"/> Bidding <input type="checkbox"/> Offers	<input checked="" type="checkbox"/> Buying reminders (if any) <input type="checkbox"/> Selling reminders (if any) <input checked="" type="checkbox"/> Announcements	<input checked="" type="checkbox"/> Watch list <input type="checkbox"/> Random <input type="checkbox"/> Random
<b>Selling:</b> <input type="checkbox"/> Scheduled <input type="checkbox"/> Active <input type="checkbox"/> Sold <input type="checkbox"/> Unsold		
<b>Others:</b> <input type="checkbox"/> Saved searches <input checked="" type="checkbox"/> Shortcuts		

Choose the number of items to display per section on your summary page: 5

Apply Cancel | Restore defaults

# Design Process

# Research

## **Design Methodology**

- ✓ Contextual Enquiry
- ✓ Heuristic Evaluation of existing flows
- ✓ Participatory Design

## MY EBAY NEXT PHASE III RESEARCH FINDINGS

MARINA'S  
SYNTHESIS

## USER'S MENTAL MODEL IS:

- *My eBay is my personal part of the site.*
- *It has all my activity. It reflects all that I am doing on eBay.*
- *It is a hub I go to manage everything—it has my account information, my messages and my feedback.*

“ *We use it to keep track of items...* ”

“ *Helps me determine pricing* ”



“ *I like the simplicity of it. It pretty much just points you in the right direction when your cursor is on something... I am loving it!!* ”

“ *I watch other auctions I am interested in and knowing the final selling prices* ”

## HIGH LEVEL THEMES

## COMMUNICATION

- Communication is disjointed
- Communication channels are not available in context of where user is in relationship to item

## RELEVANCE OF ELEMENTS ON THE PAGE

- Merchandising
- Second chance offer
- Features people don't care about

## CUSTOMIZATION OPTIONS

- Not accessible enough
- Users did not know they could customize elements on the page—what to bury and what to call out
- Proposed customization layer felt more like software preferences to users
- People want to be able to objects on the page



## VISIBILITY OF RECENT CHANGES AND UPDATES

- Show me what's changed since last time I've been here
- Not all users check My eBay daily
- Show me changes on a specific item level
- Show me changes on me
- Just show me what's new!

# Iteration I

Super low fidelity

## Design Methodology






-  Brainstorm
-  PM Review

# Profile widget

Celebrate users' feedback score and other milestones  
Surface lifetime stats that give users a certain identity

## PERSONAL PROFILE

You are 3 points away from your FTB star.

 giseletheglowworm 99% (50) 	   STORE POWER Seller Work
Total visitors: 303 Total Guest entry: 51 <a href="#">View My world page</a>   <a href="#">Edit</a>	I belong to... • Nike N-Head • Red skins group.

## lifetime stats

Won : 23 items	Sold : 31 items
Watched : 105 items	Watchers : 201
Reviews written : 5	Page views : 1001
guides written : 2	listed : 32
	Bids : 153
	Fans : 307

# Buy/Sell widgets

Allow buyers and sellers to quickly find out how much they are buying and selling on eBay

Surface buying and selling alerts

Give recommendations upon losing a bid



# Watch widgets

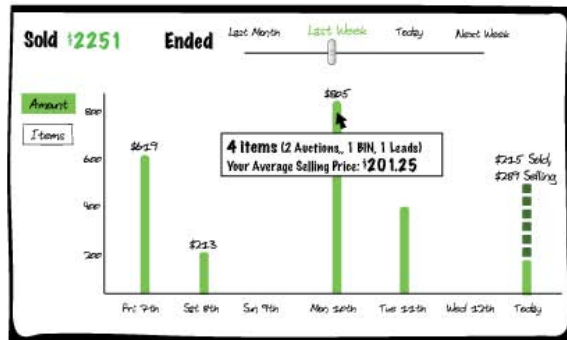
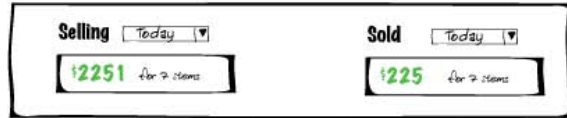
Encourage buyers to get back in the bidding action by highlighting the items ending soon and the ones recently added.



# Buying & Selling Totals

Allow buyers and sellers to quickly find out how much they are buying and selling on eBay

## Concept A



M

L

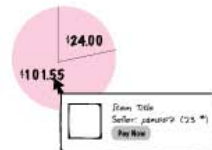
XL

## Concept B

### Buying and Selling

You have to pay **\$125.55**

You have received **\$415.99**





# Selling Detailed Totals


Allow sellers to quickly find out how their sales are doing in terms of the total number as well as the dollar value.

## Concept A

**Selling: Sold**

Total Price Sold: **\$1110.99**  for 4 items [Hide Totals](#)

Total Shipping: **\$45.75**  for 2 items

Total eBay Fees: **\$81.10**  for 4 items

All	Awaiting Payment	Awaiting Shipment	Awaiting Feedback	Sort By
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$225.99 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$225.99 Shipping \$22.55 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$425.99 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$325.99 Shipping 33.50 <a href="#">CTA</a>

## Concept B

**Selling: Sold** **\$1110.99** [Calculator](#)

All	Awaiting Payment	Awaiting Shipment	Awaiting Feedback	Sort By
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$225.99 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$225.99 Shipping \$22.55 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$425.99 <a href="#">CTA</a>
<a href="#">Sale Ending Today</a>	=====	=====	=====	\$325.99 Shipping 33.50 <a href="#">CTA</a>

# Iteration 2

Low fidelity

## Design Methodology

- ✓ Internal "quick and dirty" validation
- ✓ Stakeholder Review

# Watching Widget Design Brief

## My eBay Next/ Watch Item (Ending Soon)

### Problem



- On My eBay Today page:
- Users find watched items 'missing'
  - Users don't see their recent 'activity'
- Does the users' understanding of 'Today' match ours?
- Users want instant access to their watched items.
- Users want to see a snapshot of their recent activity.

Users use watched items as 'bookmarks' for interesting items that they can get back to easily:

- For further research
- For last minute bidding
- For comparison shopping
- For price estimations to sell a similar item
- For saving it for a future purchase (sudden gift idea?)
- For 'eBayistic' fun :)

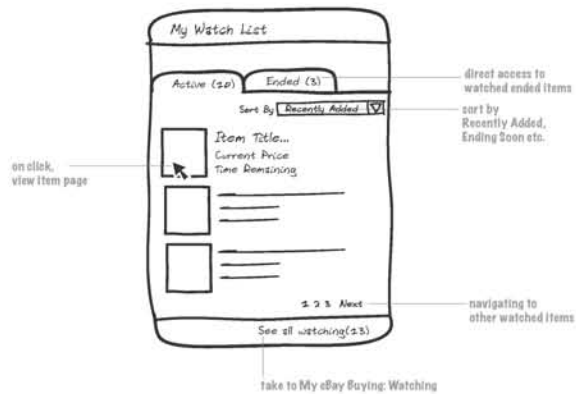
### Design Objectives

Watching is an activity quite different from Bidding. So, To Do's for watching can be tough to predict.

- Differentiate watching items from bidding items.
- Increase the visibility of watching items.
- Allow complete access to all the watched items.

### Napkin Concepts

Concept A: "My Watch List" Module (under My eBay Left Nav)



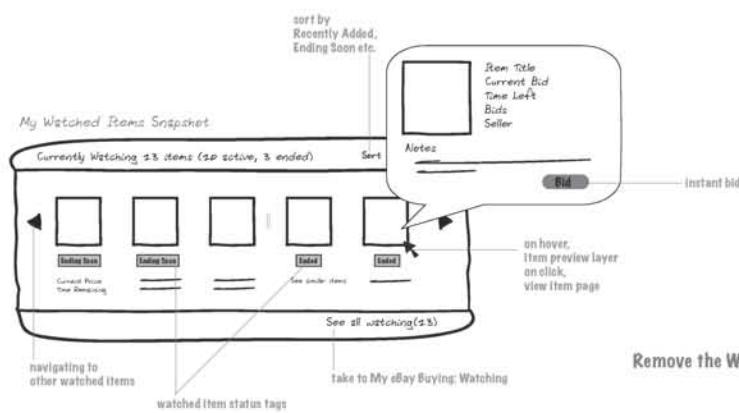
Why:

- Ties into user's mental model of watched items as "bookmarks"
- Unintrusive
- Goes well under My eBay left nav (along with Buying, Selling, Saved)
- Integrates well with current experience

Why Not:

- Visibility of the module questionable
- Less no. of items visible at a time
- The modules are optional, so the users can turn them off

Concept B: "My Watched Items Snapshot" (under My Reminders)



Why:

- Ties into users' expectation to see a snapshot of their recent activity
- Instant access to all the watched items
- Encourages users to get into the game easily
- Distinguishes My eBay Today page from the My eBay Buying/Selling/Saved pages
- Integrates well with the future experience ("make the page more visual")

Why Not:

- The Watched Items Ending Soon in Buying To Do's (right underneath) might be perceived as repeated

Remove the Watch Items Ending Soon from Buying To Do's

# Watching Widget Wireframe

## Watching summary

You're watching **88** active items (000 total items)

**All watching (88)** Active (88) Relisted (88) Recently ended (88)

**000 items are active.** Bid now for a chance to win!

Item image **ENDING SOON** Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Price: \$888,888.88** **Time left: 08h 08d 08m**  
Seller: sellername (888 ★) **Shipping: \$888,888.88** **Bids: 888** [Bid now](#)  
[Enlarge](#) [More options](#)

Item image **ENDING SOON** Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Price: \$888,888.88** **Time left: 08h 08d 08m**  
Seller: sellername (888 ★) **Shipping: \$888,888.88** **Bids: 888** [Bid now](#)  
[Enlarge](#) [More options](#)

Item image **ACTIVE** Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Price: \$888,888.88** **Time left: 08h 08d 08m**  
Seller: sellername (888 ★) **Shipping: \$888,888.88** **Bids: 888** [Bid now](#)  
[Enlarge](#) [More options](#)

**000 items are listed again.** Don't miss out on these.

Item image **RELISTED** Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Price: \$888,888.88** **Time left: 08h 08d 08m**  
Seller: sellername (888 ★) **Shipping: \$888,888.88** **Bids: 888** [View relisted item](#)  
[Enlarge](#) [More options](#)

**000 items have ended in the last 24 hours.** Find active items like these.

Item image **RECENTLY ENDED** Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Price: \$888,888.88** **Ended: 12/11/07**  
Seller: sellername (888 ★) **Shipping: \$888,888.88** **Bids: 888** [Find similar items](#)  
[Enlarge](#) [More options](#)

1 of 9 [Previous](#) 1 | 2 | 3 | 4 | 5 [Next](#) [Go to all watching](#)

## Interactions

- 1 In line customization allows you to remove, collapse and move the position of the component. It should work with the same icons and interactions as all in line customization within my ebay.
- 2 The filters allow you to see how many reminders you have remaining for a particular task. If there are no reminders for that task the filter will disappear. All watching filter is an aggregate of all the other filters. The filters also change the Go to your \_\_\_\_ link at the bottom. The order of the filters represents the order of priority in which items will be shown to the user.
- 3 The pagination allows users to go to the next/previous items. Refer to the pagination pattern.
- 4 Item display interactions are the same as item display in my rest of my eBay
- 5 "Go to all watching" link will change with the filters to reflect what one has been selected. Clicking on the Go to \_\_\_\_ link will take the user to the watching page filtered by the current filter.

My eBay

this document is for wireframe purposes only

Vamsi

# User Profile Widget Wireframe



Sample Active User



Sample New User

## Notes

- 1 on clicking the image, takes to My World page
- 2 on clicking the 'edit image' link, takes to My World edit image page [http://myworld.ebay.com/<username>?\\_ed=\\_p1](http://myworld.ebay.com/<username>?_ed=_p1)
- 3 PS: the bubble is NOT a onhover interaction.

the bubble appears ONLY when there is new feedback in the last 24 hours from the time when the user came to My eBay landing page.

on hovering over the +ve, -ve, neutral feedback icons, the corresponding tooltip appears

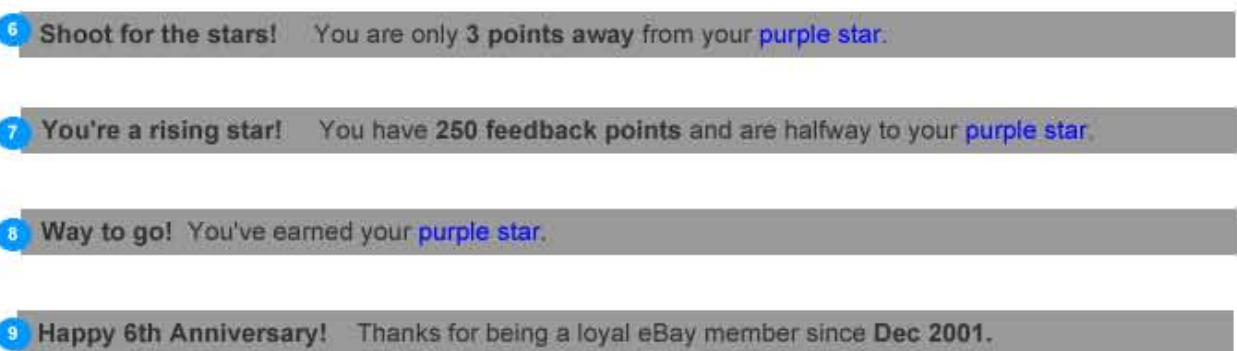
- positive feedback
- neutral feedback
- negative feedback



Interaction

- 4 use v4 component
- 5 on clicking edit, takes to My Accounts :: Addresses <http://my.ebay.com/ws/eBayISAPI.dll?MyEbay&CurrentPage=MyeBayAddresses&FClassic=true&ssPageName=STRK:ME:MAADX>

- 6 display when the user is 'close' to the feedback stars.
- 7 display when the user is halfway to the next feedback star.
- 8 display when the user reaches the next star score - and keep it for sometime.
- 9 display when the user is 'close' to the anniversary since she joined eBay.



Inspirational Messages

When there is a clash, only one shows up.

- Priority 1 - 8
- Priority 2 - 6
- Priority 3 - 9
- Priority 4 - 7

When there are no inspirational messages to show, the message bar disappears.

PS: the persistence of the messages across sessions, and more details in the PRD.

# Community Feeds Widget Wireframe

## Notes

- Icon or Image, depending on the feed type. Refer xls document for more details.
- Drag and Drop affordance
- Collapse Icon: collapses the module to show just the header REF:
- Delete Icon: Deletes the module after confirmation.
- Opens the subscriptions module inline within the module. REF:
- Expands the module to show all the feeds. REF:
- On hovering over any portion of the module, a stripe appears under the 'nearest' feed. The image/icon next to the feed also expands a little bit.
- On hovering over the delete icon, a tooltip appears. On clicking it, the corresponding update disappears and the next update appears at the bottom (if existing) and #updates on the header gets updated. REF:

### A Default view: only 6 updates

Community Updates (10 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page

[show more](#)

### B onhover interactions

Community Updates (10 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page

[show more](#)

### C after deleting an update

Community Updates (9 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page
- Hot Today: Halo 3 legendary edition PLUS... 149 bidders 234 watchers 122231 views

[show more](#)

### D Subscriptions

Community Updates subscriptions

You're currently receiving these updates

- What's new in My World Discover how many visitors have stopped by your My World page.
- What's new on your blog We'll count the new comments, replies, and postings for and about your blog.
- What's new in your Neighborhoods Find out about new activity in your Neighborhoods.
- What's new in your reviews and guides See how many people are reading and commenting on your reviews and guides.
- Saved Seller updates Keep up with your saved sellers.
- eBay stats and trends Find out what searches, items, and Neighborhoods are the most popular, and see what's happening on eBay in your town.
- eBay announcements Stay informed with important news from eBay.
- The Chatter Don't miss the latest posts to The Chatter, eBay's blog about the company and the community.

Show  at a time

[Save](#) [Cancel](#)

### E View with 10 updates

Community Updates (10 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page
- Hot Today: Halo 3 legendary edition PLUS... 149 bidders 234 watchers 122231 views
- Need a list of eBay Neighborhoods? Look no further!
- Most people searched for Nintendo Wii in the past day than anything else.
- Help us get back to .5

[show less](#)

### F Collapsed View

Community Updates (10 updates since last login) subscriptions

[show less](#)

### G With Secondary Information

Community Updates (10 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page
- Hot Today: Halo 3 legendary edition PLUS... 149 bidders 234 watchers 122231 views
- Need a list of eBay Neighborhoods? Look no further!
- Most people searched for Nintendo Wii in the past day than anything else.
- Help us get back to .5

[show less](#)

### H Chatter Blog Preview

Community Updates (10 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Your saved seller rolltide98 just listed 12 items
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Coming Soon - A New Look for Sign-in Page
- Hot Today: Halo 3 legendary edition PLUS... 149 bidders 234 watchers 122231 views
- Need a list of eBay Neighborhoods? Look no further!
- Most people searched for Nintendo Wii in the past day than anything else.
- Help us get back to .5

[show less](#)

### I Edge Cases

Community Updates (9 updates since last login) subscriptions

- 2 people have signed the Guest Book on your My World page.
- Pictures from today's Town Hall with Bill Cobb
- Your Coffee Lovers Neighborhood has grown: 1500 members, 1234 posts
- Now Available: Use PayPal With eBay Mobile & Win!
- Upcoming Workshops: Market Research, Difference between Liquidation, Closeouts and Surplus, Using Business...
- Hot Today: Halo 3 legendary edition PLUS... 149 bidders 234 watchers 122231 views

[show more](#)

- On hovering over the seller ID, bring up the Seller preview layer
- On hovering over the #items link, an items preview layer opens up.
- On hovering over the Chatter Blog entry update or Announcement Update, an entry preview layer opens up.

11 Show ellipsis, when the update entry reaches 80 pc of the flex width of the module.

Other Edge cases in the content XL spreadsheet.

# Iteration 3

High fidelity

## Design Methodology

- ✓ Clickthrough Prototype
- ✓ Usability Testing



**All Activity** 5 new  
 My Messages | My Account

**My eBay Today**  
 4 My Reminders  
 3 Buying To Do's  
 4 Selling To Do's

Buying

Selling

Saved

**My Recent Items**

Recent Items | Recent Searches

PAIR Pioneer CDJ-1000 MK3 DJ CDJ 1000 MKIII - NEW... \$599.82 | 2h 23m

Technics CD Turntable SLDZ1200 Direct Drive \$599.82 | 2h 23m

Delta 36-731 10" 3hp Table Saw w/ 50" Unifence \$599.82 | 2h 23m

**Shortcuts** Edit

- My World
- PayPal/PayPal
- Close My Account
- Buyer's Guide
- Shop eBay Stores
- Global Trade
- Search for Items
- Download Tools
- Buying Resources
- Selling Resources

**My Reminders** Add New | See All (12)

- Due ASAP Replacement gas cap Edit Delete
- Tue, 04/17/07 Wedding Anniversary Edit Delete
- Tue, 07/03/07 Mom's Birthday  
Some Gift Ideas - Digital Camera, iPod, gift certificate to Callistoga Spa, wine? Call Janet for other gift ideas. Edit Delete
- Tue, 09/24/07 Garage sale on eBay Edit Delete

**Buying To Do's** Customize

Outbid on 2 items *Increase your max bid to have a chance at winning this item.* See All (3)

- OUTBID** I POD APPLE SPEAKER new black for iPod Mini 5 Bids \$999.99 Ends **8h 5m 30s**  
 Seller: bestaudio (15 ★) 99.9% My Max Bid: \$1010.99 Shipping + \$25.99 Increase Bid  
Add Notes More options
- OUTBID** I POD APPLE SPEAKER new black for iPod Mini 5 Bids \$999.99 Ends **8h 5m 30s**  
 Seller: bestaudio (15 ★) 99.9% My Max Bid: \$1010.99 Shipping + \$25.99 Increase Bid  
Add Notes More options

**Selling To Do's** Customize

Need to ship 3 items *Ship your sold items today. Don't leave your buyers hanging by the mailbox.* See All (3)

- SOLD** I POD APPLE SPEAKER new black for iPod Mini 5 Bids \$999.99  
 Seller: bestaudio (15 ★) 99.9% My Max Bid: \$1010.99 Shipping + \$25.99 Print Label  
Add Notes More options
- SOLD** I POD APPLE SPEAKER new black for iPod Mini 5 Bids \$999.99  
 Seller: bestaudio (15 ★) 99.9% My Max Bid: \$1010.99 Shipping + \$25.99 Print Label  
Add Notes More options
- SOLD** I POD APPLE SPEAKER new black for iPod Mini 5 Bids \$999.99  
 Seller: bestaudio (15 ★) 99.9% My Max Bid: \$1010.99 Shipping + \$25.99 Print Label  
Add Notes More options

**Check out these items!** Customize

Browse by: My Favorite Searches | Select a search "Jhane Barnes" M Shirt See All (120)

- Men's woven plaid linen shirt   
 ~~\$250.00~~ **\$158.65** <5m
- NWT Men Jhane Barnes L/S...   
 ~~\$39.99~~ **\$54.99** 1h 12m
- Men's woven plaid linen shirt   
 ~~\$54.99~~ **\$45.99** 4h 23m
- Men's woven plaid linen shirt   
 ~~\$95.00~~ **\$95.00** 8h 13m
- Men's woven plaid linen shirt   
 ~~\$158.65~~ **\$158.65** 12h 22m

Previous 1 | 2 | 3 | 4 | Next



Hello, eBayUser (Sign Out) | You've been outbid!

Buy Sell My eBay Community Help

Live Help Site Map

Search bar with "All Categories" dropdown and "Search" button

eBay Categories | eBay Motors | eBay Express



Home > My eBay > Summary

My eBay Hello, Josphdamon (10 stars)

Go to previous version of My eBay | Opt Out



All Activity My Messages My Account

My eBay Today

- Buying**
  - All Buying (20)
  - Watching (18)
  - Bidding (1)
  - Won (2)
  - Didn't Win (1)
- Selling
- Saved

My Recent Items

Recent Items	Recent Searches
	<a href="#">PAIR Pioneer CDJ-1000 MK3 DJ CDJ 1000 MKIII - NEW...</a> \$599.82   2h 23m
	<a href="#">Technics CD Turntable SLDZ1200 Direct Drive</a> \$599.82   2h 23m
	<a href="#">Delta 36-731 10" 3hp Table Saw w/ 50" Unifence</a> \$599.82   2h 23m

Shortcuts Edit

- My World
- PayPalPayPal
- Close My Account
- Buyer's Guide
- Shop eBay Stores
- Global Trade
- Search for Items
- Download Tools
- Buying Resources
- Selling Resources

Buying: All

Print Help Collapse All Customize

Sorted by Time left

- WINNING**

[Altec Lansing IM7 Portable Audio System for iPod Mini, Nano, Regular](#)

Seller: [bestaudio](#) (15 stars) 99.9%

5 Bids Shipping + \$25.99 Ends **5m 30s**

[Place Bid](#) [More options](#)

*My note: This would be a cool gift for Mom & Dad*
- WATCHING** ENDING SOON

[Altec Lansing IM7 Portable Audio System for iPod Mini, Nano, Regular \(X10\)](#)

Seller: [bestaudio](#) (15 stars) 99.9%

0 Bids Shipping + \$25.99 Ends **5h 30m 11s**

[Buy It Now](#) [Place Bid](#) [More options](#)

*My note: This would be a cool gift for Mom & Dad*

*eBay note: Seller lowered Reserve to \$999.99*
- OUTBID**

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ends **8h 5m 30s**

[Add Notes](#) [Increase Bid](#) [More options](#)
- WON**

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ended **04/17/07**

[Add Notes](#) [Pay >](#) [More options](#)
- WON** NEED TO LEAVE FEEDBACK

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ended **04/17/07**

[Add Notes](#) [Pay >](#) [More options](#)
- WATCHING**

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ends **2d 6h**

[Add Notes](#) [Increase Bid](#) [More options](#)
- WATCHING**

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ends **2d 6h**

[Add Notes](#) [Increase Bid](#) [More options](#)
- WATCHING**

[iPod Apple Speaker new black for iPod Mini](#)

Seller: [bestaudio](#) (15 stars) 99.9% My Max Bid: \$1010.99

5 Bids Shipping + \$25.99 Ends **2d 6h**

[Add Notes](#) [Increase Bid](#) [More options](#)



Hello, eBayUser (Sign Out) | You've been outbid!

Buy Sell My eBay Community Help

Live Help | Site Map

Search bar with 'All Categories' dropdown and 'Search' button

eBay Categories | eBay Motors | eBay Express



Home > My eBay > Summary

My eBay Hello, Joshdamon (10 stars)

Go to previous version of My eBay | Opt Out

Activity bar: All Activity (5 new), My Messages, My Account

My eBay Today sidebar: Buying, Selling (Scheduled, Selling, Sold, Unsold), Saved

My Recent Items sidebar: Recent Items, Recent Searches with item thumbnails and prices

Shortcuts sidebar: My World, PayPal, Account, Buyer's Guide, etc.

Selling : Sold

Print | Help | Collapse All | Customize

All (20) | Awaiting Payment (2) | Awaiting Shipment (1) | Awaiting Feedback (6) Sorted by Time left

Table of sold items: Altec Lansing IM7 Portable Audio System for iPod Mini, Nano, Regular. Includes price, shipping cost, total, and 'My note' for each item.

Remove | Print Shipping Labels