

Marketplace Redesign

User Testing Results

We tested a mockup of the new Marketplace design with **real Marketplace users**. In each case we asked the participants to **give their impressions** of the site as they completed common e-commerce tasks.

Our participant scope included only MxP users who had bought phones in the last few months.

Participants were gathered with a survey offering a free phone for a 45 minute video-call.

The Dealer Outreach team secured 16 ideal candidates. Among them, 10 participated.

13370 - Active
VIDAPAY™

Username:
matthew

Available Balance:
\$172.10 Fall

Trafone Status:
Approved

Recent Transactions

\$0.00 (0)

Sign Out

VIDAPAY™

Split DashboardStatementsMy AccountReportsMy Rates

Marketplace DealsHandsetsSIMS and AccessoriesReturns/RMAMarketplace FAQ

SEARCH



Port
\$125
AFTER \$85 REBATE

Non-Port
\$150
AFTER \$60 REBATE

SHOP HERE

Shop Handsets that Activate on...[Total Wireless](#)[PagePlus](#)[Net10](#)[Simple Mobile](#)[Trafone](#)[Lyca](#)[All GSM Carriers](#)[All CDMA Carriers](#)

Handsets14 ResultsSort byPrice: Low to High

Carrier Compatibility

☐ Simple Mobile (10)☐ PagePlus (8)☐ Total Wireless (5)☐ Net10 (12)☐ GoSmart (10)☐ Tracfone (11)☐ Lycamobile (8)

☐ GSM Unlocked (3)☐ CDMA Unlocked (5)

Savings

☐ Rebates Available (14)

Device Brand

☐ Apple (4)☐ Alcatel (1)☐ LG (4)☐ Motorola (1)☐ Samsung (5)

Condition

☐ New (6)☐ Used A Stock (5)☐ Used AB Stock (3)☐ Used B Stock (0)☐ Refurbished (1)



Used AB Stock - Moto Stylo 4G LTE

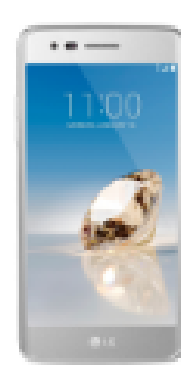
As low as
FREE
After Activation Rebate

\$80.00 Pay Today

See Details

Compatible with
Total Wireless \$80 Rebate

Packaging
Carrier Box



Used A Stock - LG Aristo

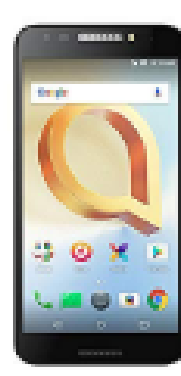
As low as
\$17.00
After Activation Rebate

\$67.00 Pay Today

See Details

Compatible with
Simple Mobile \$50 / \$30 Rebate
GoSmart
Lycamobile
Net 10
Trafone

Packaging
Generic Box (White)



New - Alcatel A30 Plus

As low as
\$23.00
After Activation Rebate

\$73.00 Pay Today

See Details

Compatible with
Unlocked GSM
Unlocked CDMA
Net 10 \$50 Rebate
Simple Mobile \$50 Rebate

Packaging
Manufacturer box (Alcatel)

Can't find what you're looking for?
[Marketplace FAQ](#)

Participants were given mouse and keyboard control of a MxP mockup featuring 15 realistic products, some fictional, some pulled from our current site.

In each test the product cards, filters, and top navigation were (virtually) fully functional.

12379 - Active
VIDAPAY™
Username: matthew
Available Balance: \$172.10 Refill
Tracfone Status: Approved

Recent Transactions \$0.00 (0) Sign Out

Split Dashboard Statements My Account Reports My Rates

Marketplace Deals Handsets SIMS and Accessories Returns/RMA Marketplace FAQ SEARCH

Shop Handsets that Activate on... Total Wireless PagePlus Net10 Simple Mobile Tracfone Verizon All GSM Carriers All CDMA Carriers

[Back to your search](#)

Used AB Stock - Moto Stylo 4G LTE



Skip to... [Product Details](#) [What's In the Box](#) [Warranty and Shipping](#)

Compatible with

Total Wireless

Activation Rebates

Total Wireless
\$80
Total Wireless
Activation Rebate

To qualify for rebate, activate:
* With a plan of \$45 or more
* With the included SIM
* Within 45 days of order fulfillment

[Terms and Conditions](#)

*Phones include all external ports from any non-Verizon carrier.
*Phones include new external ports and internal ports from other
Verizon carriers (Doro, Net10, PagePlus, Simple Mobile,
Sprint, T-Mobile, Total Wireless, and Verizon).
*Unless otherwise noted, rebates are only eligible for a single
rebate redemption.

Product Details

Technology: Unlocked GSM

OS: Android 7.0

Processor: 1.4GHz Quad-Core

Display: 5.0"

Camera: 5MP Main + 2MP Front

What's In the Box

Smartphone: Used AB Stock Moto Stylo 4GLTE

Pay today
\$80.00
As low as FREE
after Activation Rebate

- 1 +
Max Quantity: 10

Configuration: 8GB, Black

8GB

Add to Cart

In each session we asked the participants to complete some common e-commerce tasks.

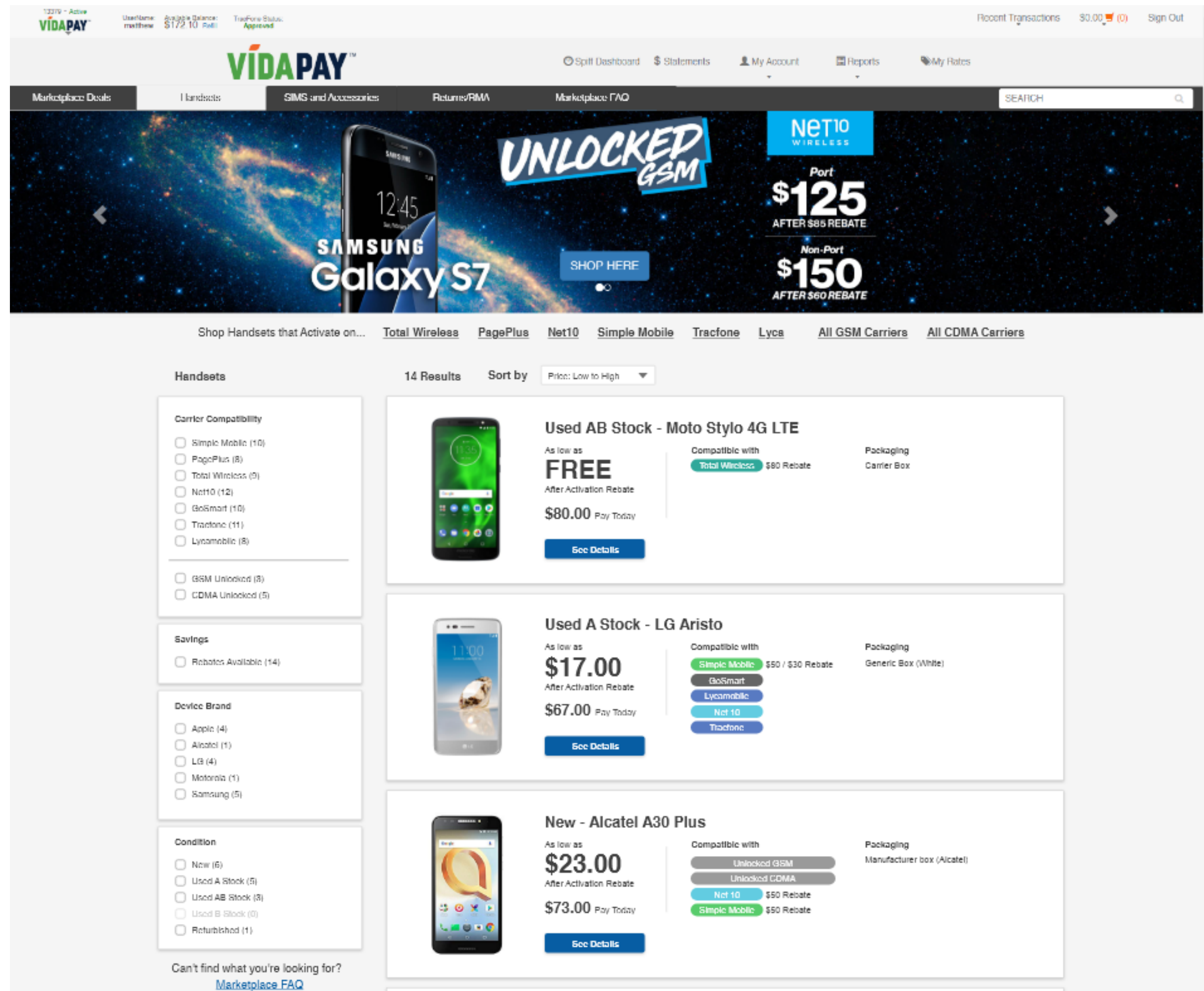
"What can you tell me about the rebate?"

"Can you find an iPhone that works on Simple?"

"What looks like a good deal for your store?"

Results

General Look and Feel - Very Positive



"It's a lot more organized"

"This design is very nice compared to the last one"

"I like the way this is set up... I like that it's cleaner. I like this better than the current site"

"Easy to use. It looks familiar to me as an online buyer, the way it's set up, how it flows"

Pricing Info - Mostly Positive

As low as

FREE

After Activation Rebate

\$80.00 Pay Today

Pay today

\$80.00

As low as **FREE**
after Activation Rebate

"This seems simple, upfront it costs \$80, then if you activate within 45 days it's free."

"The pricing section is huge, it could be easy to mess up but I like how it's big and bold here."

"Ok, \$80 is the activation rebate, pay today \$80, as low as free--okay, so it's an \$80 rebate."

"New dealers will have trouble with pay today vs price after rebate. It has to say them in different colors, or some design change."

Rebate Info - Mostly Positive

Total Wireless	\$85 / \$65 Rebate
Net 10	\$55 Rebate
PagePlus	\$55 Rebate
Tracfone	\$25 Rebate

Total Wireless	To qualify for rebate, activate:
\$80	• With a plan of \$45 or more
Total Wireless Activation Rebate	• With the included SIM
	• Within 45 days of order fulfillment
	Terms and Conditions ✓

"To learn more about rebates I'll click See Details, but I see they have the rebates listed by carrier right there. But I'll click See Details--yes, you've got the rebates right there with the requirements."

"About the rebate, looks like \$100 / \$75. I'm guessing it's port/non-port. Let's click See Details--there you go."

"I can't read it--it's too small."

Rebate Info - Solution Exploration

Total Wireless

\$80 Port Rebate

To qualify for rebate, activate:

- With a plan of \$45 or more
- With the included SIM
- Within 45 days of order fulfillment

[Terms and Conditions](#) ▾

Total Wireless

\$85 New Activation Rebate

To qualify for rebate, activate:

- With a plan of \$45 or more
- With the included SIM
- Within 45 days of order fulfillment

[Terms and Conditions](#) ▴

Increase prominence of rebate of title

Carrier Compatibility - Mixed

Compatible with

Unlocked GSM

Unlocked CDMA

Net 10 \$50 Rebate

Simple Mobile \$50 Rebate

"Hmm... 'Unlocked CDMA' tag, I assume Page Plus is CDMA I guess? I would rather see the Page Plus tag--if it's unlocked, show me everything, all the tags."

"Some people don't know what you mean by GSM or CDMA."

"Now this doesn't say Page or Total, it says Net10 and Simple--I don't know why it's showing up here since it doesn't tell me it works on Page Plus or Total. I expect if it works on Page it should have the Page tag. If it's compatible with Total and Page it should still have those logos, just no rebate. I'm looking for that red."

Carrier Tags - Solution Exploration

Compatible with

Unlocked GSM	
Unlocked CDMA	
Total Wireless	\$85 Rebate
Net 10	\$75 Rebate
PagePlus	\$85 / \$75 Rebate
Tracfone	Rebates Available
Simple Mobile	
GoSmart	

Revised Strategy:

Show every tag for every carrier the user can activate on, even for unlocked phones.

If possible, show multiple rebates for the same carrier as "\$X / \$Y"

If not, display "Rebates Available"

Filter / Navigation - Mostly Positive

Shop Handsets that Activate on...

[Total Wireless](#)

[PagePlus](#)

[Net10](#)

[Simple Mobile](#)

[Tracfone](#)

[Lyca](#)

[All GSM Carriers](#)

[All CDMA Carriers](#)

Carrier Compatibility

- ☐ Simple Mobile (10)
- ☐ PagePlus (8)
- ☐ Total Wireless (9)
- ☐ Net10 (12)
- ☐ GoSmart (10)
- ☐ Tracfone (11)
- ☐ Lycamobile (8)

-
- ☐ GSM Unlocked (3)
 - ☐ CDMA Unlocked (5)

"Phones that activate on Simple? (clicks link at top)
It looks like these can activate on Simple."

"I would click Simple Mobile here on the left, then I
would find the Apple filter below. It's very easy."

"I'm looking for one that just says 'unlocked', like
how you have GSM and CDMA. No unlocked
filter here, so I assume you don't sell unlocked."

"I don't see a filter for price, color, memory, box..."

Filter / Navigation - Solution Exploration

Price

☐ Free--\$25

☐ \$25--\$50

☐ \$51--\$100

☐ \$101--\$200

☐ --

Page 1 of 3 [2](#) [3](#) [Next page](#)

Duplicate pagination at top of results

Add additional filters (packaging, color, etc.)

Product Details - Mostly Positive

Product Details

Technology: GSM, CDMA

OS: iOS 12

Processor: 1.4GHz Quad-Core

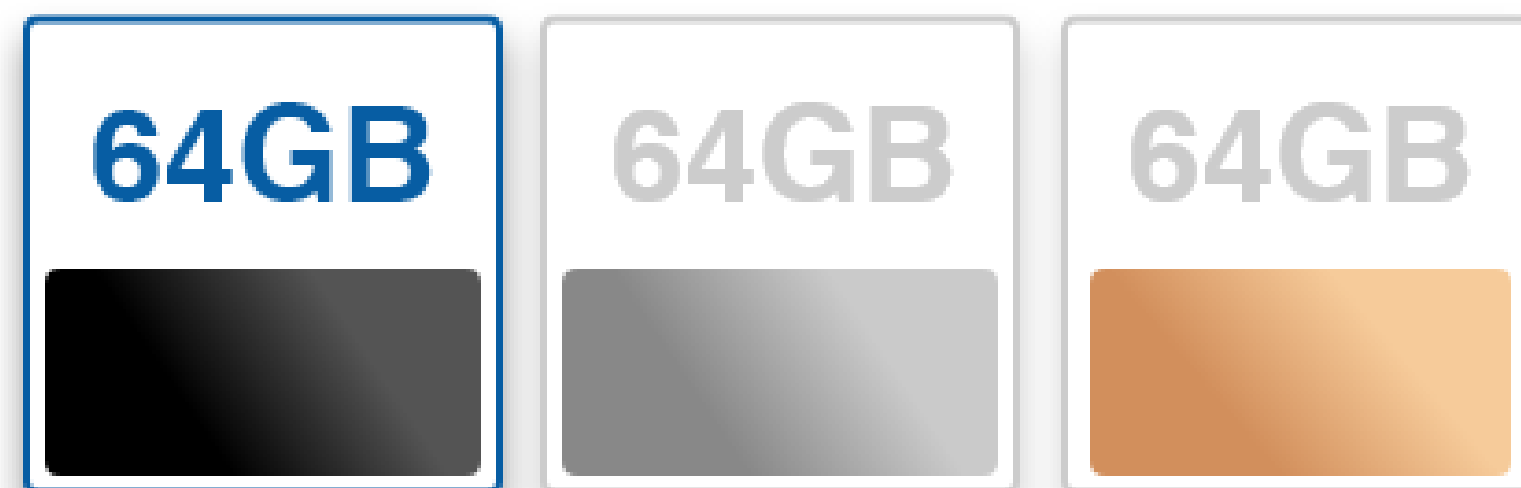
Display: 6.0"

Camera: 12MP Main + 2MP Front

"See Details is the right place for specs. The first screen is info for me, the dealer. See Details is info I'd relate to the customer--color and specs."

"Can I see memory on here? As far as the specs, I don't see it. I don't see memory anywhere here."

Configuration: 64GB, Black



"It might help to put the color and RAM in the product detail section."

"I don't see any chart on the Product Card that tells me color, so I have to go one-by-one. Maybe color pips could go under packaging."

Product Details - Solution Exploration

Product Details

Colors: Black, Space Grey, Canary Yellow

Storage: 8GB, 16GB

Technology: Unlocked GSM

OS: Android 7.0

Processor: 1.4GHz Quad-Core

Display: 5.0"

Camera: 5MP Main + 2MP Front

Display color and memory in
Product Details

Product Card - Solution Exploration



New - LG Ponderosa 45C

As low as

\$75.00

After Activation Rebate

\$160.00 Pay Today

[See Details](#)

Compatible with

- Total Wireless \$85 / \$65 Rebate
- Net 10 \$55 Rebate
- PagePlus
- Tracfone

- Display: 5.0"
- Memory (GB): 8, 16, 32
- Packaging: Generic 
- Color:     
- Price may vary by configuration

Add additional specs

Odds and Ends

"Bigger screens sell more. Put display size on the Product Card."

"I want a photo of the box on the Product Card." **VS** "Packaging is not important."

"It's important that the mobile experience is just as good as on desktop.
A lot of times I'm out in the field so I have to order from an iPad or from my phone."

"I need a better way to keep track of my rebates. A Vidapay tool would be great."

"I would pay extra for expedited shipping, especially on upscale models."

Conclusion

The new Marketplace design is getting **positive reactions from real Vidapay dealers**. They have very little trouble navigating, understanding, and assessing important factors presented in the interface.

Unprompted, many participants vocalized their preference for the new design over the old.

Several dealers echoed a desire for features we've proposed for future project phases.

However, the tests revealed some areas of improvement we could address before launch.

Carrier Tag Logic - Show Them All

Compatible with

Unlocked GSM

Unlocked CDMA

Total Wireless

\$85 Rebate

Net 10

\$75 Rebate

PagePlus

\$85 / \$75 Rebate

Tracfone

Rebates Available

Simple Mobile

GoSmart

Rebate Titles - Make Them Louder

Total Wireless

\$80 Port Rebate

To qualify for rebate, activate:

- With a plan of \$45 or more
- With the included SIM
- Within 45 days of order fulfillment

[Terms and Conditions](#) ▾

Total Wireless

\$85 New Activation Rebate

To qualify for rebate, activate:

- With a plan of \$45 or more
- With the included SIM
- Within 45 days of order fulfillment

[Terms and Conditions](#) ▴

Color and Memory - Include in Details

Product Details

Colors: Black, Space Grey, Canary Yellow

Storage: 8GB, 16GB

Technology: Unlocked GSM

OS: Android 7.0

Processor: 1.4GHz Quad-Core

Display: 5.0"

Camera: 5MP Main + 2MP Front

Pricing Filter - Everyone Else Has It

Price

☐

Free--\$25

☐

\$25--\$50

☐

\$51--\$100

☐

\$101--\$200

☐

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