



eBay

Site-wide single currency experience

Project overview

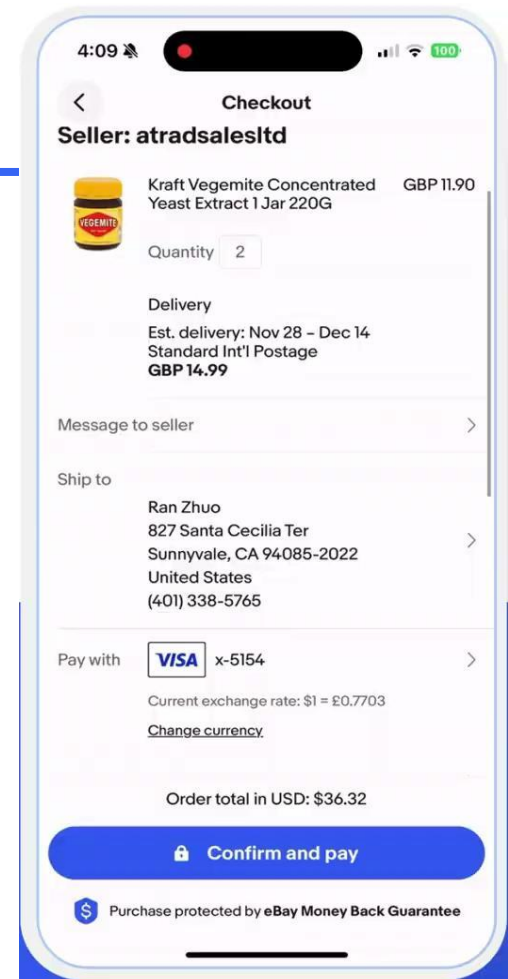
eBay's **Buyer Foreign Exchange (FX)** service allows users to buy items in the currency of their choice. This is currently only available at checkout, which leaves clear experience gaps.

This project proposes an **account-wide currency preference** that would convert prices across pages, platforms, and different eBay sites.

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Caitlin Rinn	UX researcher

Current issues

- **Lack of visibility.** Buyers are unaware of options until checkout.
- **Price shock.** Final price includes eBay's spread, which is not shown elsewhere.
- **Industry lag.** A majority of competitors offer site-wide currency selection.



Proposed solution

Expand **Buyer Foreign Exchange (FX)** to a site-wide experience, so users can shop in the currency of their choice from start to finish.

Expected **20% increase** in Buyer FX adoption rate

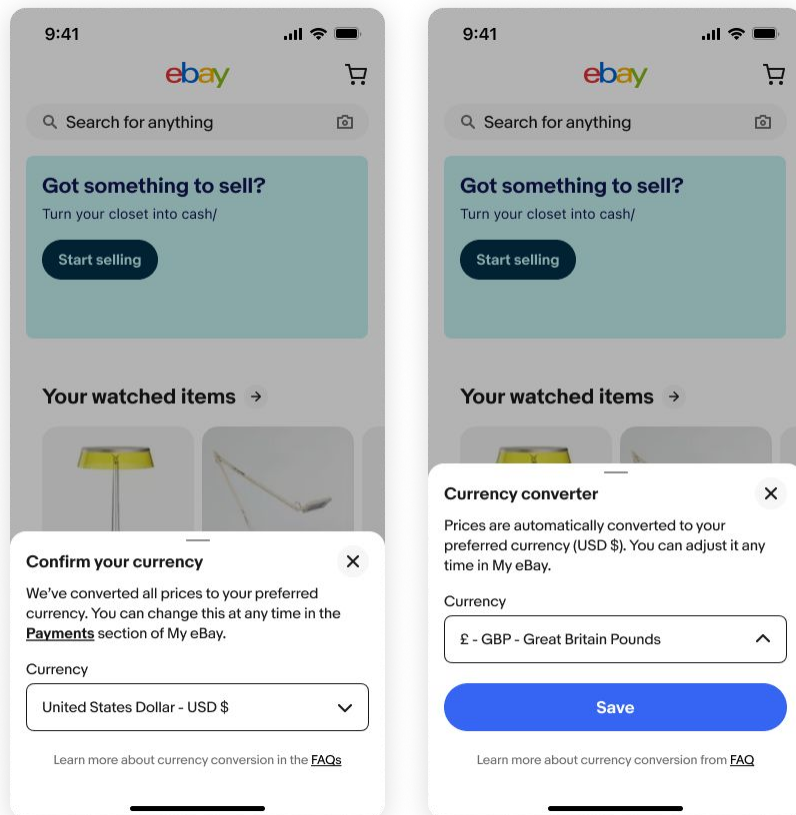
Expected **\$9M annual** incremental revenue

End-to-end exploration

Design directions



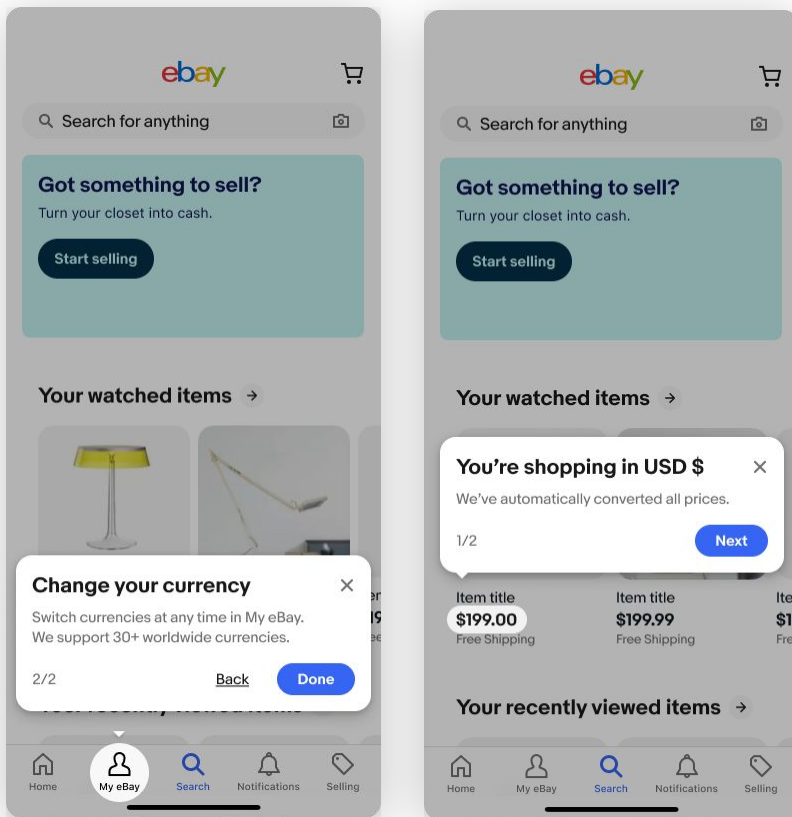
Direction: Flexible



The flexible design direction prioritizes buyer control with multiple Buyer FX entry points throughout the funnel.

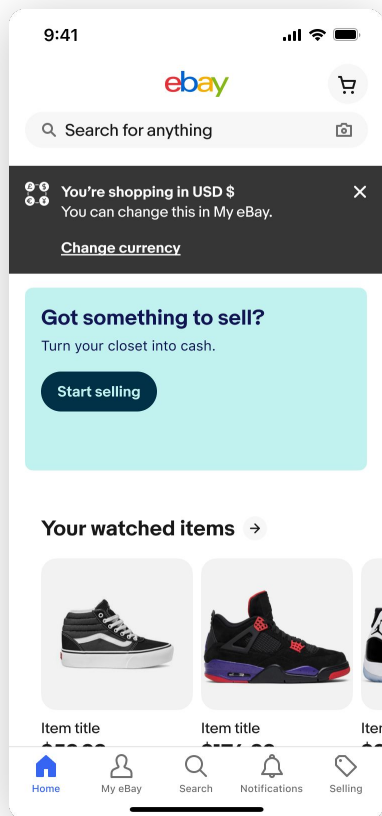
This direction includes the most robust content strategy.

Direction: Balanced



The balanced design direction anticipates customer needs and only presents Buyer FX when highly necessary, such as at the start of the user journey.

Direction: Effortless



The effortless design direction uses smart defaults to minimize on-screen messages about Buyer FX.

Internal user testing

Participants preferred the flexible design direction.



Users appreciated **direct currency setting access** and tooltips.

Down-funnel touchpoints on search results and view item turned out to be very important.

Users were comfortable having their currency **set automatically**.

[< back to internal user testing](#)

Moderated user research

[next to methodology and questions to answer >](#)

Methodology and questions to answer

Do the flows provide buyers the **right level of control and information** at the right time?

What are **buyers' expectations** regarding setting a single currency for eBay?

Where do buyers expect to change their currency and **how often** would they change it?

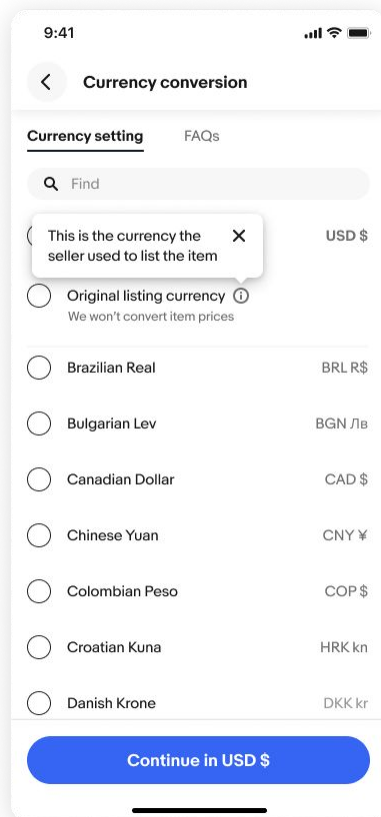
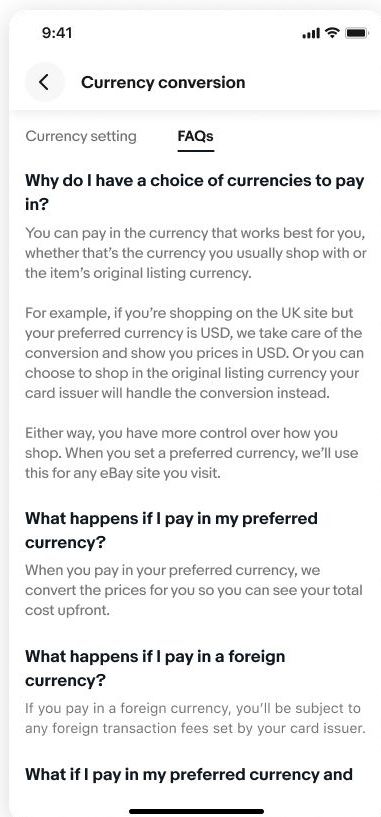
Do buyers understand how this setting will change their experience **across eBay sites**?

11 participants

US and Canada

At least 2 international purchases within the last 12 months

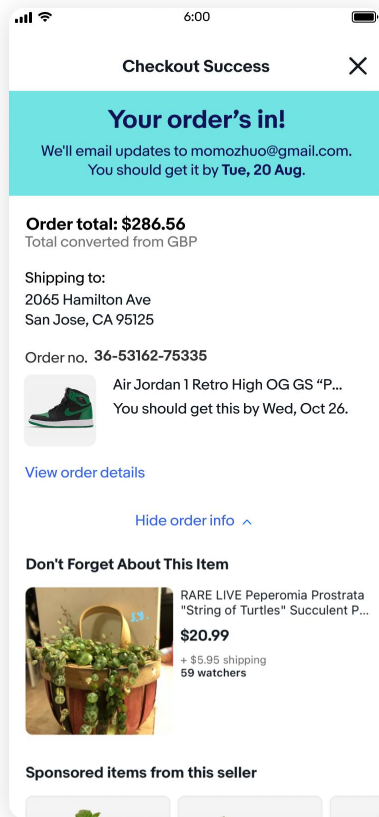
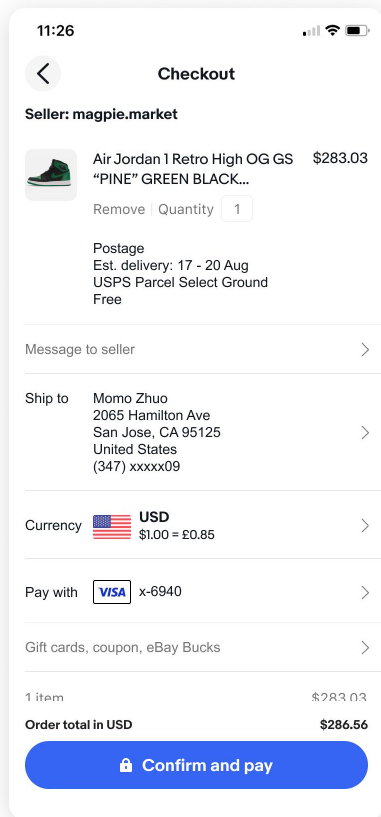
Wins



Participants liked:

- The ability to continue in their local currency
- The Buyer FX FAQs
- Having a clear option to turn off conversion

Opportunities



It wasn't clear that **currency selection was an account preference**

Participants **struggled to understand the context** when selecting a currency on their local site

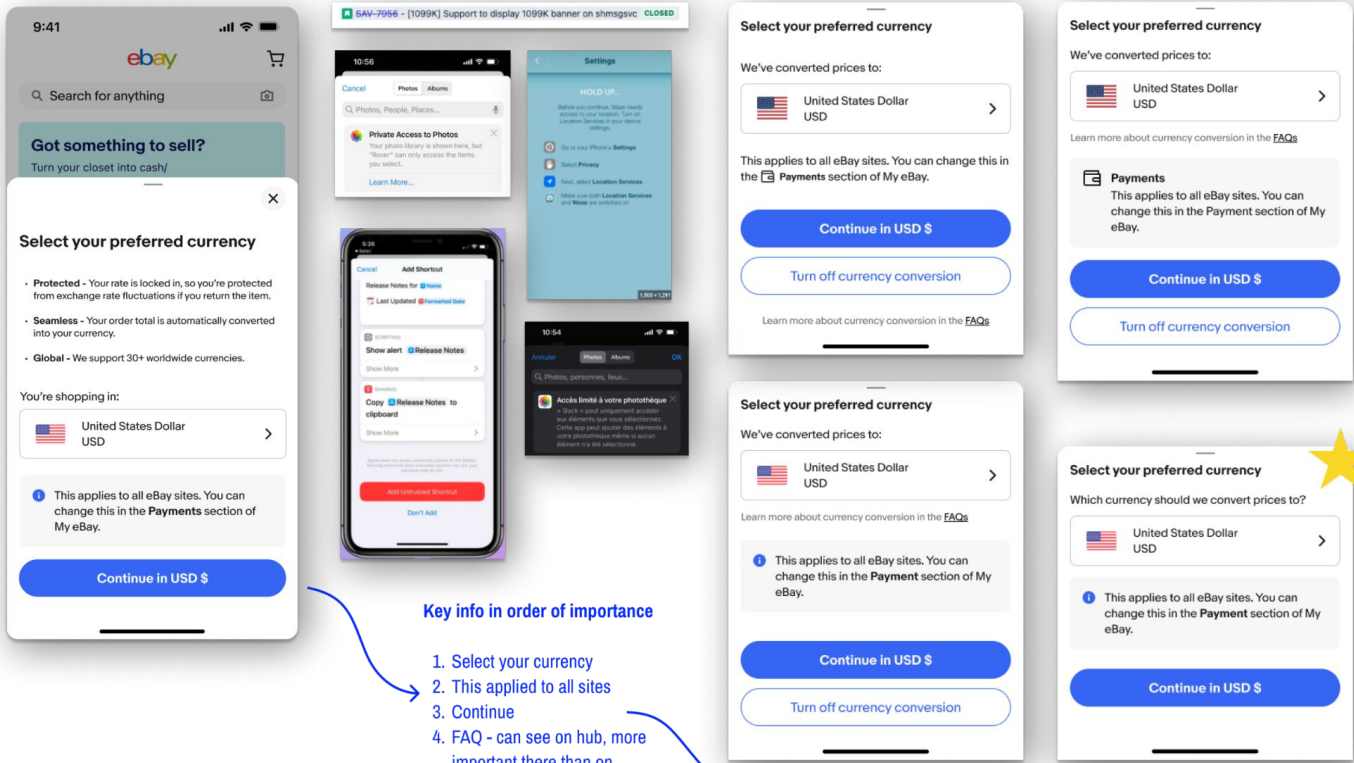
Does **changing currency at checkout** change the overall account setting?

[< back to opportunities](#)

Design iterations

[next to increased clarity on home page >](#)

Increased clarity on home page



Key info in order of importance

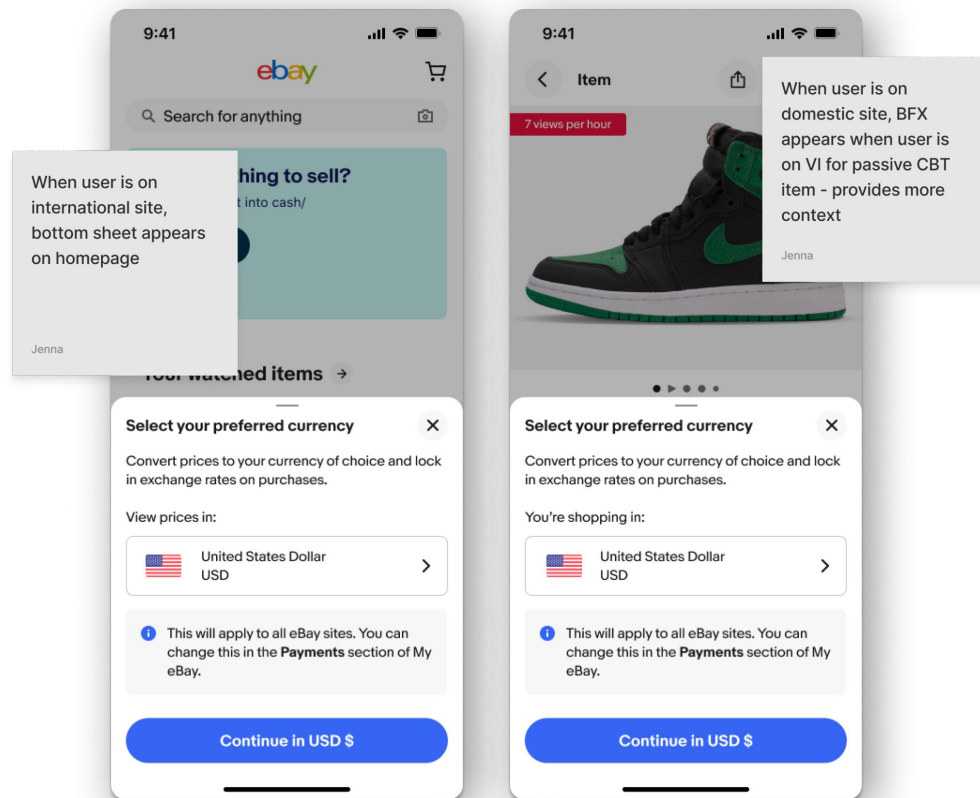
1. Select your currency
2. This applied to all sites
3. Continue
4. FAQ - can see on hub, more important there than on bottom sheet

Design system conversations

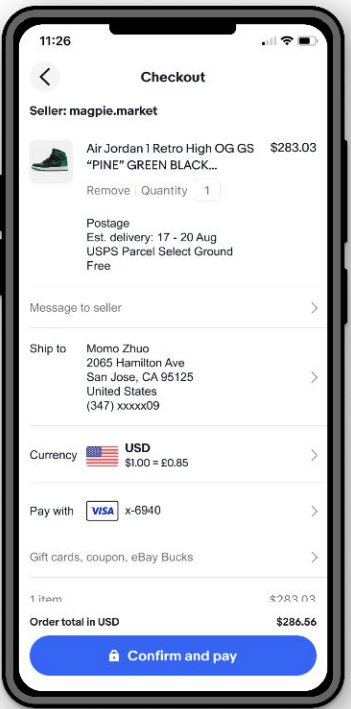
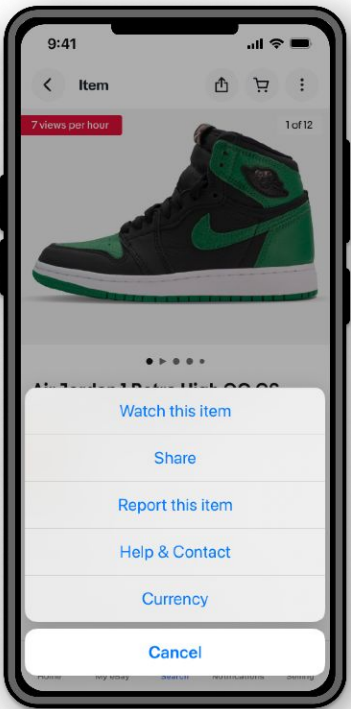
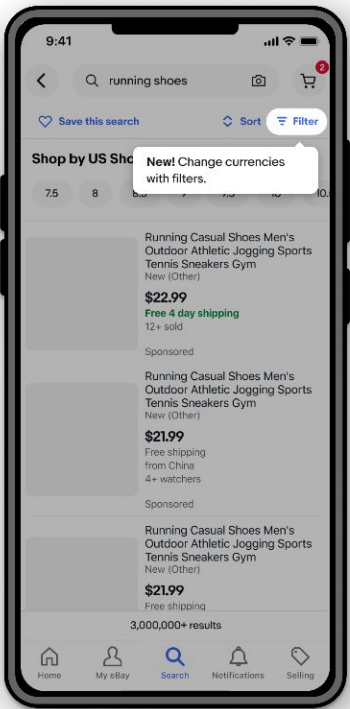
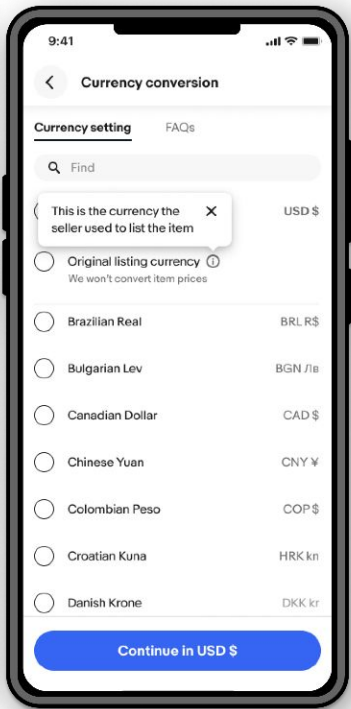
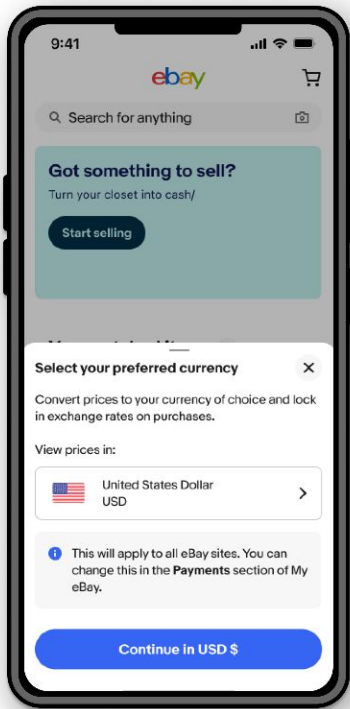
The image displays four sequential screenshots of a mobile application's 'Currency conversion' settings page. Each screen shows a list of currencies with radio buttons for selection. The 'United States Dollar' is selected in all four. The annotations and changes across the screens are as follows:

- Screen 1:** A tooltip for the 'United States Dollar' option reads: "We'll show prices in the default currency for every eBay site". A bottom annotation states: "Would encourage us to go with 'original listing currency' option over this as it's clearer and provides a clear path to fully turn BFX off".
- Screen 2:** A tooltip for the 'Default currency for this site' option reads: "We'll change currencies depending on site". A bottom annotation states: "Strongly encourage the tooltip option instead - would prefer us to push DS on that first".
- Screen 3:** A tooltip for the 'Original listing currency' option reads: "This is the currency the seller used to list the item". A bottom annotation states: "Of all four examples shown here, this is my top recommendation".
- Screen 4:** A tooltip for the 'Original listing currency' option reads: "We'll show item prices without converting them". A bottom annotation states: "Made the decision not to change 'original listing currency' since this is consistent with the way we talk about listings on seller side".

Local versus international sites



Final designs



Next steps

The end-to-end Buyer FX currency experience is scheduled to launch in **Q3 2024.**

Next steps include:

International user testing in low-adoption countries

Legal and design system reviews and approval

Consensus with stakeholders on currency at checkout functionality