



# 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.

Jenna Careri	Content designer
Ran Zhuo	Product designer
Jasleen Kaur	Product manager
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.

<	Checkout	
Seller:	atradsalesItd	
TEGEMIT	Kraft Vegemite Concentrated Yeast Extract 1 Jar 220G	GBP 11
	Quantity 2	
	Delivery	
	Est. delivery: Nov 28 – Dec 14 Standard Int'l Postage GBP 14.99	
Message	to seller	
Ship to		
	Ran Zhuo	
	827 Santa Cecilia Ter Sunnyvale, CA 94085-2022	
	United States	
	(401) 338-5765	
Pay with	VISA x-5154	
	Current auchence rate: \$1 = \$0.7702	
	Current exchange rate: \$1 = £0.7703	
	Change currency	
	Order total in USD: \$36.32	
	Confirm and pay	

< back to current issues

### **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

next to end-to-end exploration >

< back to proposed solution

# **End-to-end exploration**

next to design directions >

< back to end-to-end exploration intro

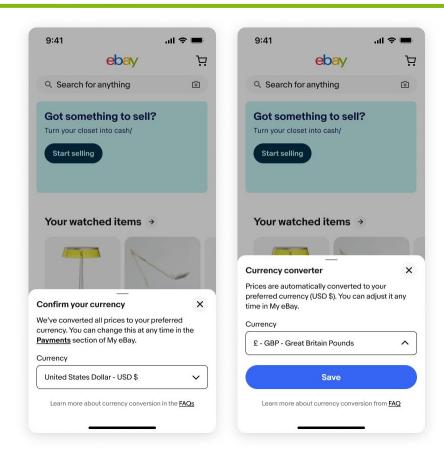
# **Design directions**





#### < back to design directions

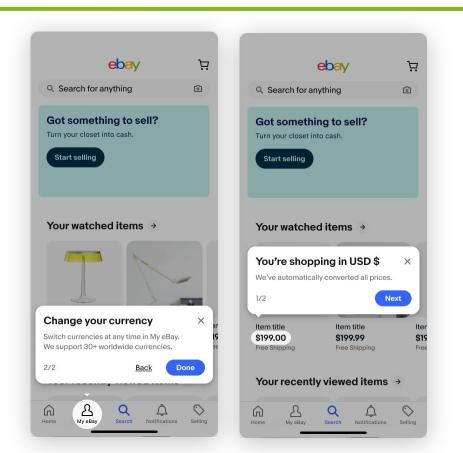
# **Direction: Flexible**



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.

next to effortless direction >

# **Direction: Effortless**

9:41		.ıl ≎ ■
	ebay	Ŕ
Q Search for	anything	Ô
	<b>ping in USD \$</b> nge this in My eBay. <u>rency</u>	×
Got somet Turn your closed Start selling	hing to sell? t into cash.	
Your watch	ned items $\rightarrow$	
Item title	Item title	Iter
Home A My eBay	Q L Search Notific	ations Selling

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

next to internal user testing >

< back to effortless direction

## **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

9:41 <b></b> 🤉 🖿	9:41	li 🗟 🔳
< Currency conversion	< Currency conversion	
Currency setting FAQs	Currency setting FAQs	
Why do I have a choice of currencies to pay in?	<b>Q</b> Find	
You can pay in the currency that works best for you, whether that's the currency you usually shop with or the item's original listing currency.	(This is the currency the <b>X</b> seller used to list the item	USD
For example, if you're shopping on the UK site but your preferred currency is USD, we take care of the	Original listing currency () We won't convert item prices	
conversion and show you prices in USD. Or you can choose to shop in the original listing currency your card issuer will handle the conversion instead.	Brazilian Real	BRLR
Either way, you have more control over how you shop. When you set a preferred currency, we'll use	Bulgarian Lev	BGN Л
this for any eBay site you visit.	Canadian Dollar	CAD
What happens if I pay in my preferred currency?	Chinese Yuan	CNY
When you pay in your preferred currency, we convert the prices for you so you can see your total cost upfront.	Colombian Peso	COP
What happens if I pay in a foreign currency?	Croatian Kuna	HRK k
If you pay in a foreign currency, you'll be subject to any foreign transaction fees set by your card issuer.	Danish Krone	DKK
What if I pay in my preferred currency and	Continue in USD \$	

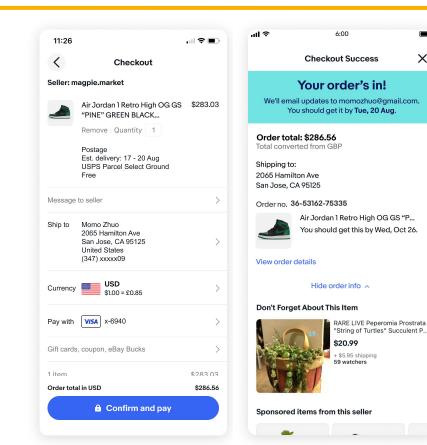
#### Participants liked:

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

#### next to opportunities >

#### < back to wins

# **Opportunities**



X

#### 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?

next to design iterations >

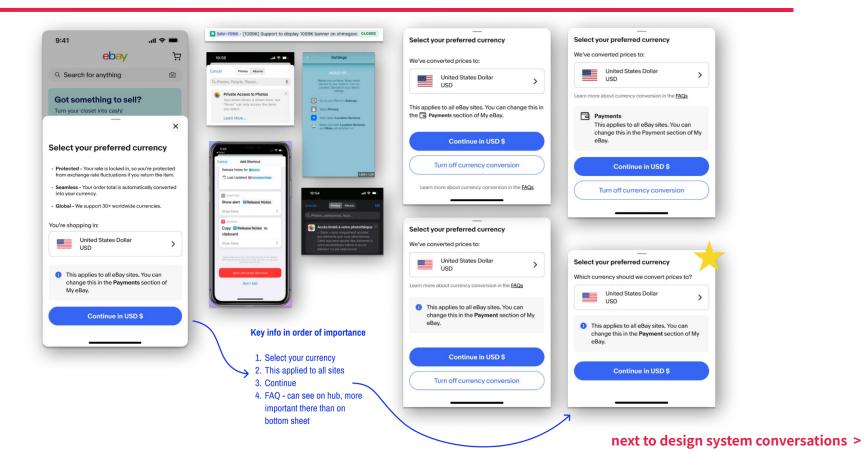
< back to opportunities

# **Design iterations**

next to increased clarity on home page >

#### < back to design iterations intro

# Increased clarity on home page

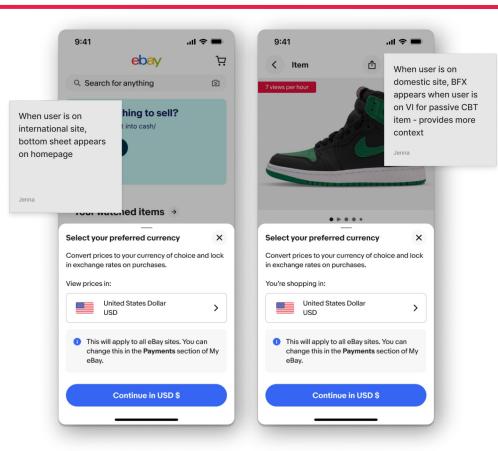


# **Design system conversations**

9:41	al 🗢 🖿	9:41	\$ <b>-</b>	9:41	• <b>■</b> \$ Iu.	9:41	.ıl ≑ ■
Currency setting FAQs		Currency setting FAQs		Currency setting FAQs		Currency setting FAQs	
Q Find		Q Search		Q Find	- 1	Q Search	
Unite Vourp eBay site	X ISD \$	United States Dollar Your preferred currency	USD \$	( This is the currency the X seller used to list the item	USD \$	United States Dollar Your preferred currency	USD \$
Great Britain Pounds () Default site currency	GBP £	Default currency for this site We'll change currencies depending	GBP £	Original listing currency () We won't convert item prices	- 1	Original listing currency We'll show item prices without	t converting them
Brazilian Real	BRL R\$	Brazilian Real	BRL R\$	Brazilian Real	BRLR\$	Brazilian Real	BRL R\$
Bulgarian Lev	BGN Лв	Bulgarian Lev	BGN Лв	Bulgarian Lev	BGN Лв	Bulgarian Lev	BGN Лв
Canadian Dollar	CAD \$	Canadian Dollar	CAD \$	Canadian Dollar	CAD \$	Canadian Dollar	CAD \$
Chinese Yuan	CNY¥	Chinese Yuan	CNY ¥	Chinese Yuan	CNY ¥	Chinese Yuan	CNY ¥
Colombian Peso	COP\$	Colombian Peso	COP\$	Colombian Peso	COP\$	Colombian Peso	COP\$
Croatian Kuna	HRK kn	Croatian Kuna	HRK kn	Croatian Kuna	HRK kn	Croatian Kuna to	de the decision not change "original
O D	DKK kr	Daniah Mana	DKK kr	D. D. mink Wanna	DKK kr	( ) Danish Krone	ing currency" since s is consistent with
Would encourage us to go with "original listing currency" option over this as it's clearer and		Strongly encourage t tooltip option instead would prefer us to pu DS on that first	-	Of all four examples shown here, this is my top recommendation		Continue the	e way we talk about ings on seller side
provides a clear path to fully turn BFX off							
Jenna		Jenna		Jenna			

#### next to local versus international sites >

# Local versus international sites



next to final designs >

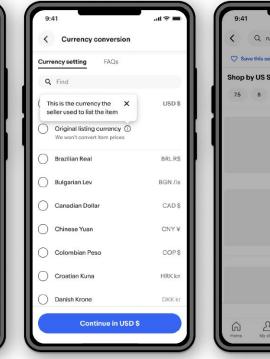
< back to local versus international sites

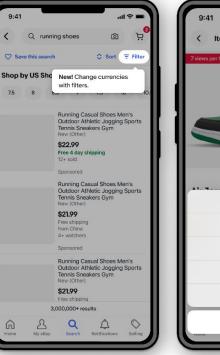
# **Final designs**

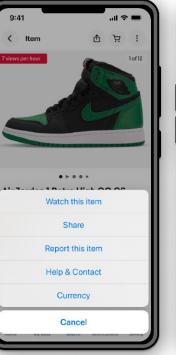
next to hi-fi mocks >

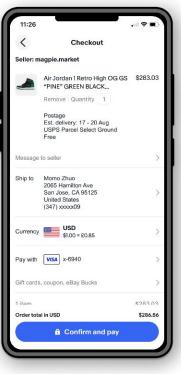
#### < back to final designs intro

9:41 .ul 🕆 🔳 ebay Ä Q Search for anything Ō Got something to sell? Turn your closet into cash/ Start selling Select your preferred currency × Convert prices to your currency of choice and lock in exchange rates on purchases. View prices in: United States Dollar > USD 1 This will apply to all eBay sites. You can change this in the Payments section of My eBay. Continue in USD \$









< back to hi-fi mocks

### 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