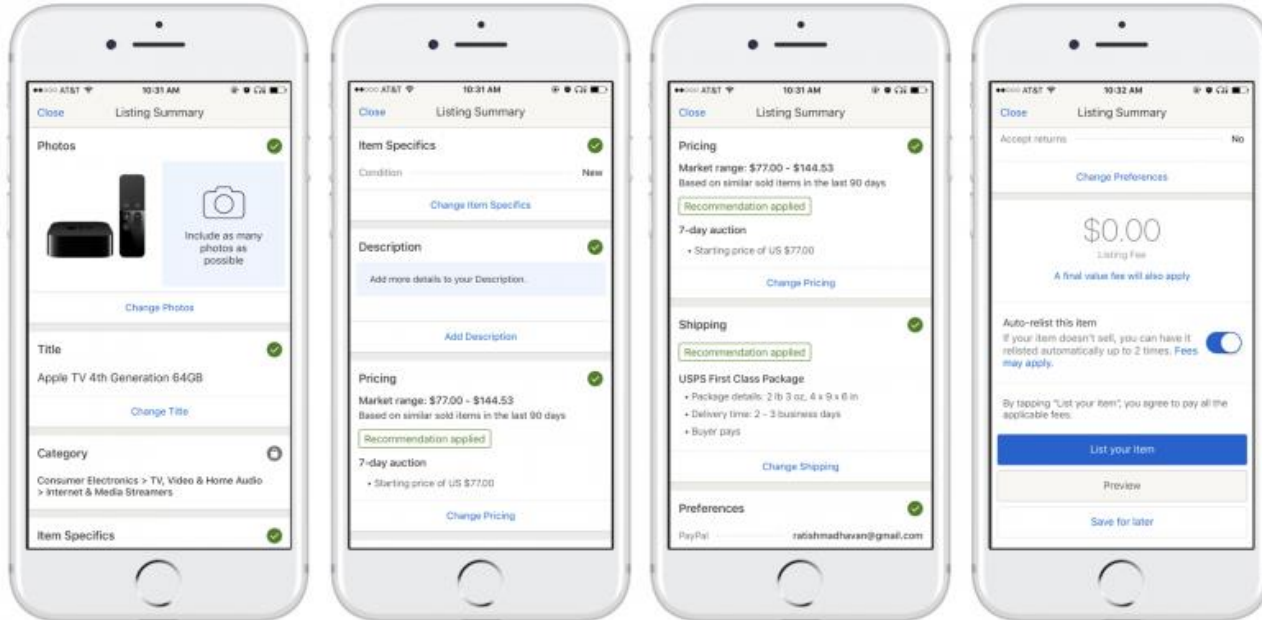


Multiple projects: Worked with design, product, and engineering on the following eBay teams - Seller Onboarding, INR, Debit Card, Motors, and Buyer FX - to create accessible, meaningful, and strategic copy for a diverse set of users, designed to encourage seller and debit card registration, resolve INR issues, introduce new services, and streamline subsequent buyer and seller activity on eBay.



- ✦ Created clear, concise and conversational end-to-end content that enhanced the customer experience and maintained consistency across multiple product areas
- ✦ Accommodated a newly implemented risk model designed to reduce false positives, properly vet high-risk sellers for user intent and accuracy of information while providing a smoother onboarding process for low-risk sellers
- ✦ Reworked microdeposit flow copy including friction point
- ✦ Contributor to both web and mobile versions for upcoming relaunch



eBay Buyer FX North Star Strategy

Project Story

In 2022, eBay launched a currency exchange service that allows customers to shop using their preferred currency. This change impacts the end-to-end (E2E) experience for international buyers, as the previous experience displayed all items in the seller's listing currency.

Solve: To create a more consistent display of currency and prices across the customer journey.

Strategic Recommendations

eBay's currency exchange service makes it easier for customers to browse, compare, and most importantly, purchase items offered in eBay's global marketplace. Communications about FX should provide information customers need to continue on their shopping journey.

1. Less is more: allow buyers to focus on their shopping priorities by adding only essential BFX-related content

2. Credibility is key: provide access to more in-depth information about currency exchange to buyers using in-platform messaging

3. Anticipate common needs: share enough information to empower buyers to make decisions they feel good about using subtle nudges and contextual cues

Actionable Recommendations By Channel

The content strategy spotlights simplicity, accuracy, and trust.

By anticipating and answering questions throughout the buyer journey, eBay builds and maintains trust with international buyers. Communication, no matter the channel, should always be:

- Concise
- Clear
- Informative

Tourtips

Onboarding is the ideal place for tourtips. Use to guide, inform, and introduce buyers to new features as they move through the international shopping flow. Educate along the way with short, helpful content.

FAQs

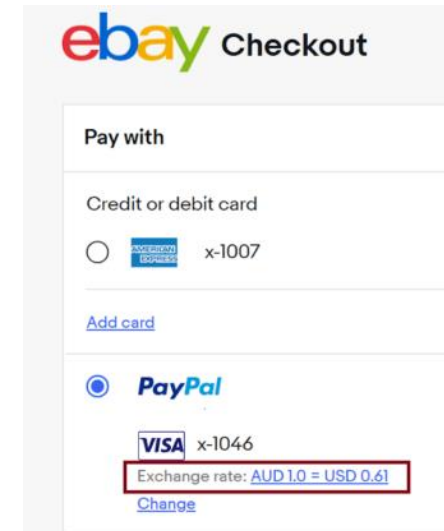
Maintain transparency and trust by providing buyers access to information unique to currency conversion and international shopping. Sharing FAQs throughout the customer journey supports an easy path to purchase.

Modals

Present necessary and helpful buyer information to prompt a single task or spotlight a critical piece of information.

Bottom sheets

Additional exchange functionality is presented as a bottom sheet. The supplemental information helps buyers take quick-to-complete action.



The screenshot shows the eBay Checkout page. Under the heading "Pay with", there are two main options: "Credit or debit card" and "PayPal". The "Credit or debit card" option is currently unselected, showing a "VISA" card ending in "x-1007" with an "Add card" link below it. The "PayPal" option is selected with a radio button. Below the PayPal option, there is a "VISA" card ending in "x-1046" with an "Exchange rate: AUD 1.0 = USD 0.61" displayed in a red-bordered box, and a "Change" link below it.

Change billing currency

Right now you pay your fees for account number E7519***** in AUD.

✓ Select a new currency

You can change your billing currency every 12 months.

- Select a new currency -
✓ U.S. dollars

✓ Select how you pay

Automatically every month

Cancel

Change billing currency