

INVOLVING USERS IN THE DESIGN OF SHARING ECONOMY SERVICES

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Sharing economy?

Collaborative consumption

Peer economy

Collaborative economy

Gig economy

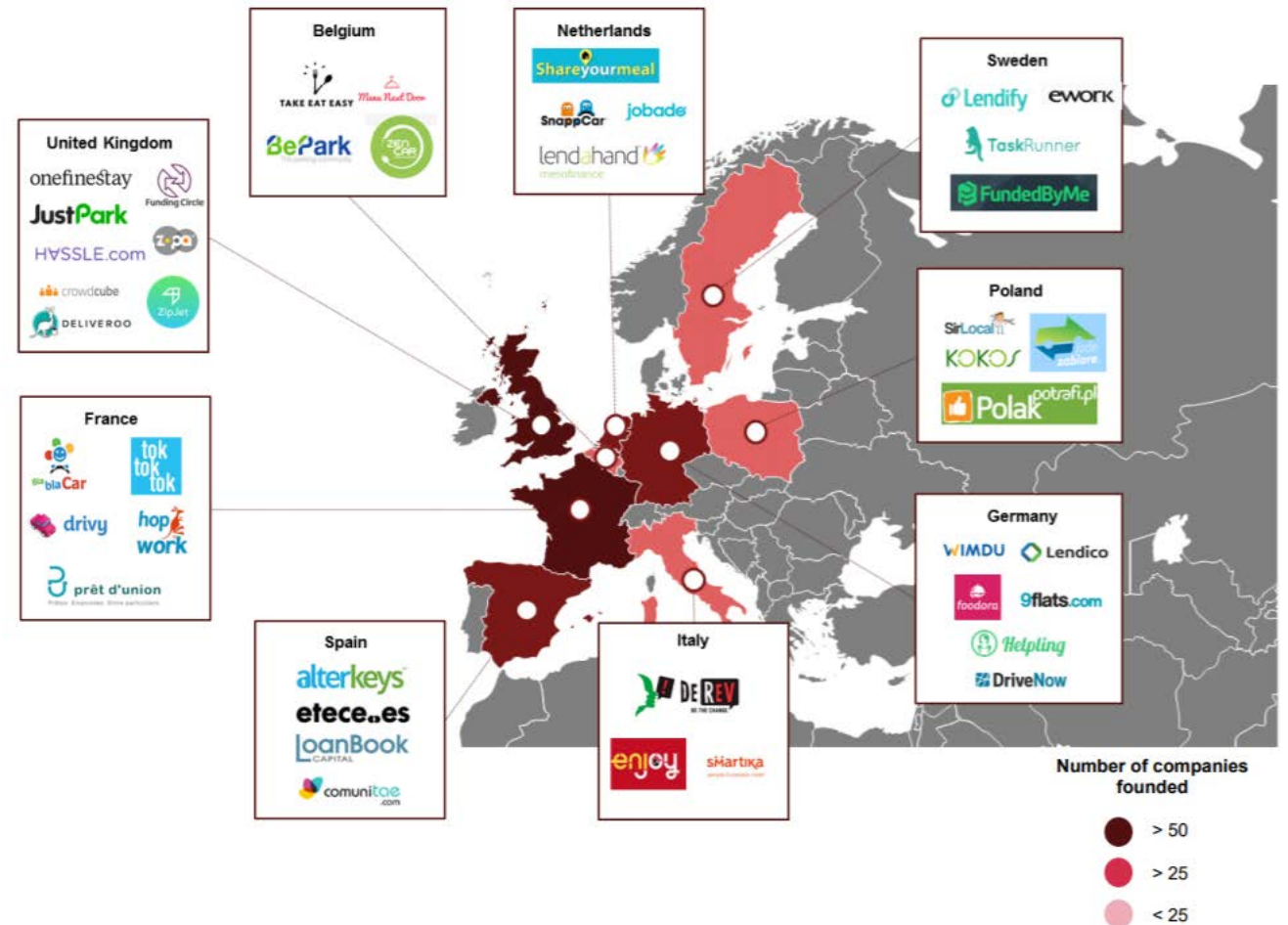
Sharing economy?



<http://rachelbotsman.com>

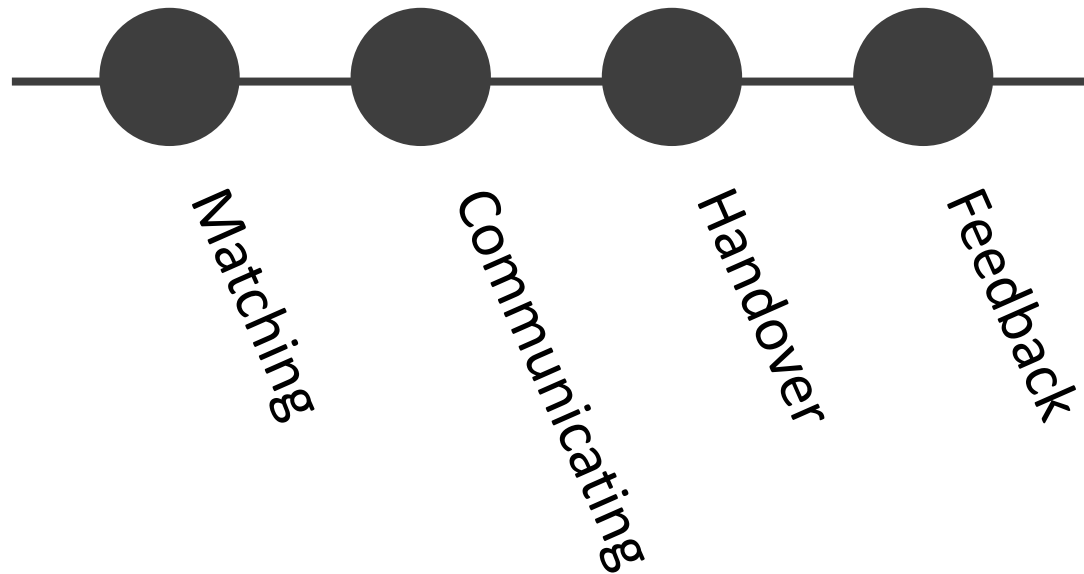
Sharing economy in Europe
– expected growth (PwC)

From €28 billion (2016)
to €570 billion (2025)

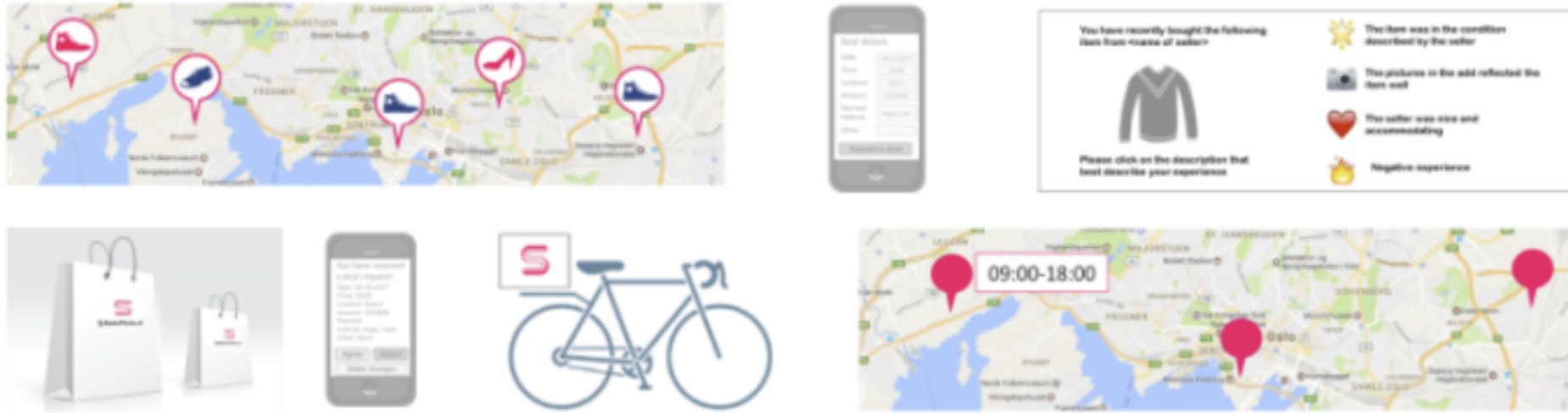


Source: PwC 2016, Assessing the size and presence of the collaborative economy in Europe

Main challenge: Transaction phase



HAVE YOUR SAY ON ONLINE SECOND HAND MARKETS



Do you want to discuss how online second hand markets, such as Snapsale, Finn Torget, and LetGo, can be improved? Please, join in and give feedback.

You provide feedback as comments in discussion threads. That is, you can see and reply to others' comments - and they can see and reply to yours. This is different from regular questionnaire studies and gives us richer feedback.

If someone replies to your comments, you will get an email notification so that you can come back and answer.

Participants

103 participants during
January 2017

89 with one or more
comments

Gender balance

Mean age 39 years (SD=13,
min=18, max=74)

All with experience from online
distribution markets

Concepts for feedback

Addressing the four stages of the transaction phase

Qualitative feedback in discussion threads

... reminiscent of focus group feedback

SUGGESTION 3: STANDARDIZED COMMUNICATION BETWEEN SELLER AND BUYER



To make communication between seller and buyer fast and easy, a standardized way to agree on deals is provided. The seller or buyer can request a deal by filling in information regarding the deal. Receiver can agree to, reject, or make changes to the deal.

Please, comment on what you like or dislike in this suggestion, or how it can be improved.

You can provide your feedback either in the comment field below, or as a reply to one of the other participants' comments. You can also click "like" on comments that you agree with. When you are done commenting, click "Next".

Save comment

[PREVIOUS](#) [NEXT >>](#)

COMMENTS: 73

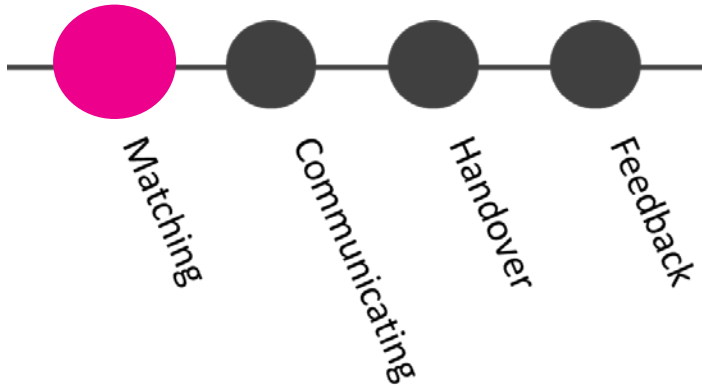
oslo87 · 284 days ago [Reply](#) | [Like?](#)
Seems like an easy way to agree upon the conditions, and will in a way work as a contract. could be offered as an option in addition to regular messages.

Andypany · 284 days ago [Reply](#) | [Like?](#)
I see the risk for buyers use this as the first communication method, with unrealistic "take-it-or-leave-it" offers. Can be annoying and appear impolite. Should at least be possible for seller to select to allow use of this method or not, perhaps for spesific contacts.

dim · 283 days ago [Reply](#) | [Like?](#)
@Andypany Thank you for your great comments! Good point about the possible challenge for buyers and maybe a chat option could provide discussion between buyers-sellers. For what type of contracts do you think mostly useful this suggestion? Is there any other challenge/ solution that you want to discuss?
Mvh, Dimitra (responsible for the study)

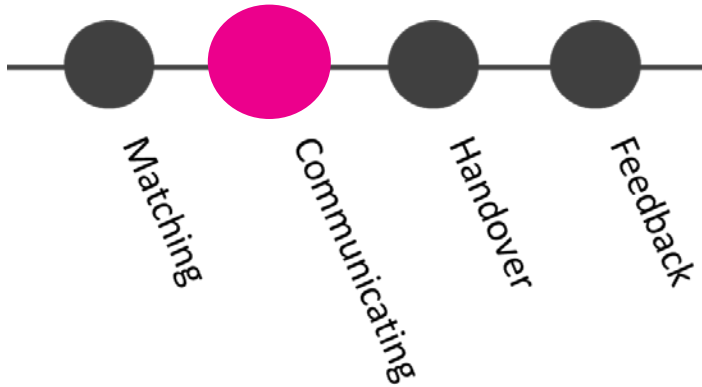
Anette · 287 days ago [Reply](#) | [Like?](#)

SUGGESTION 1: AS A SELLER, YOU CAN INDICATE SEVERAL PICK-UP POINTS



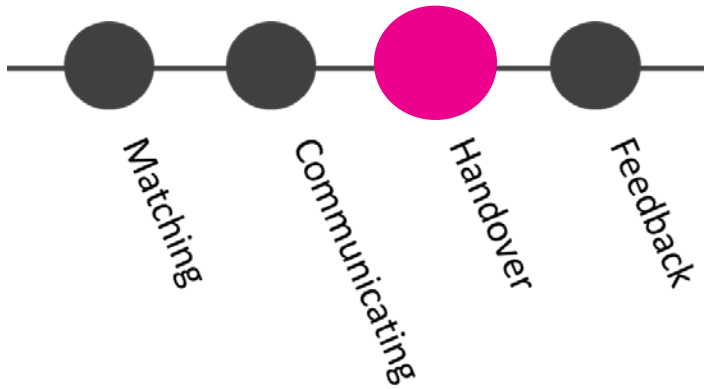
To make it easy for the buyer to find a convenient pick-up place, you can indicate different locations where it is possible to pick up the item. For example at your home address and at work. You can also indicate what time it is possible to pick up the item at the different locations.

SUGGESTION 3: STANDARDIZED COMMUNICATION BETWEEN SELLER AND BUYER



The first smartphone screen displays a 'Deal details' form with the following fields: Date (Jan 25 2017), Time (18:00), Location (Oslo S), Amount (150 NOK), Payment method (Vipps, Cash), and Other (empty). A blue button at the bottom says 'Request a deal'. A grey arrow points to the second smartphone screen, which displays a notification: 'You have received a deal request!' followed by the same deal details. At the bottom of the notification are three buttons: 'Agree' (green), 'Reject' (red), and 'Make changes' (yellow).

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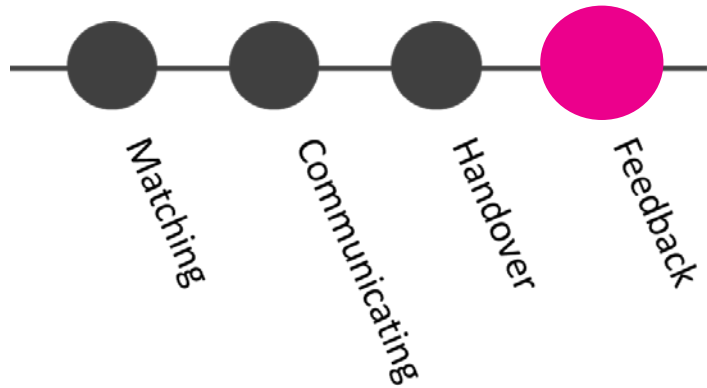


SUGGESTION 4: FAST AND FLEXIBLE DELIVERY SERVICE




It is often difficult to find a way to hand over the items from seller to buyer. One way to solve this could be to provide a fast and flexible delivery service. For example, delivery helpers on bikes or in electric cars that can transport the item immediately, door-to-door, for a fee.




SUGGESTION 6: EVALUATE WITH EMOTICONS



You have recently bought the following item from <name of seller>



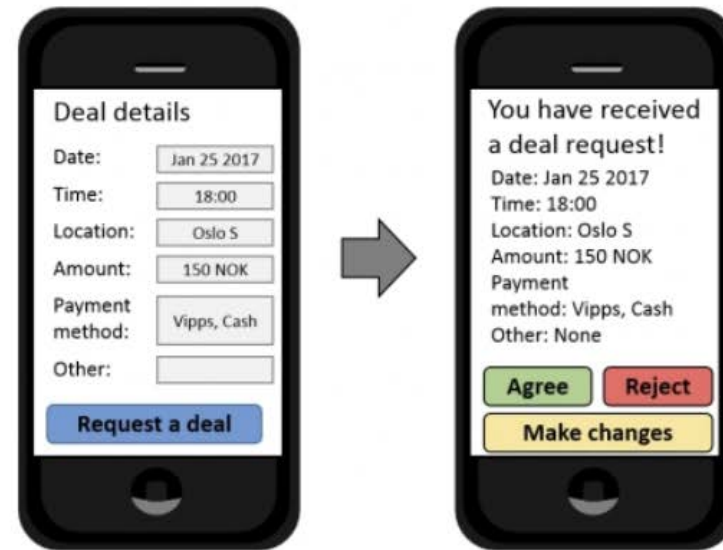
Please click on the description that best describe your experience

-  The item was in the condition described by the seller
-  The pictures in the add reflected the item well
-  The seller was nice and accommodating
-  Negative experience

To provide feedback on your buying or selling experience, emoticons are used to evaluate seller and buyer. Rating by emoticons may be more meaningful and easy to do than, for example, rating by a scale or a number of stars.



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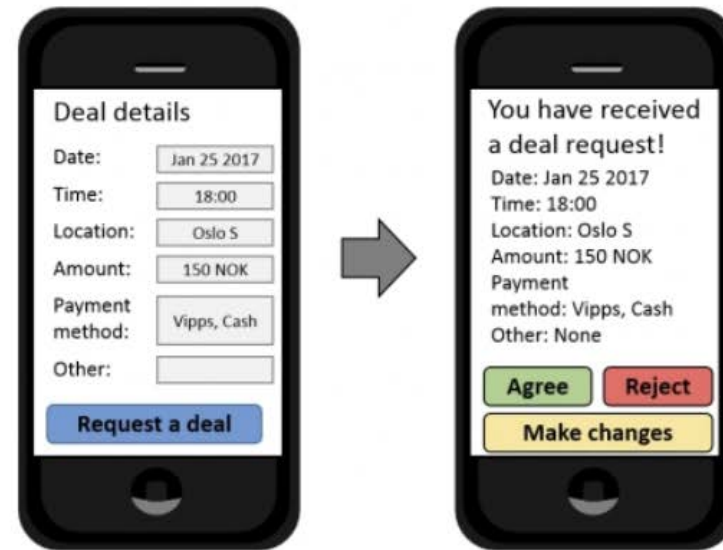
Positive (47%)

"Very good idea! This will make it easier for both parts, and shorten the discussion back and forth."

"I like it. Standardization makes it easier for everyone, instead of having to agree on various other methods that vary from seller to seller."

"Great idea!"

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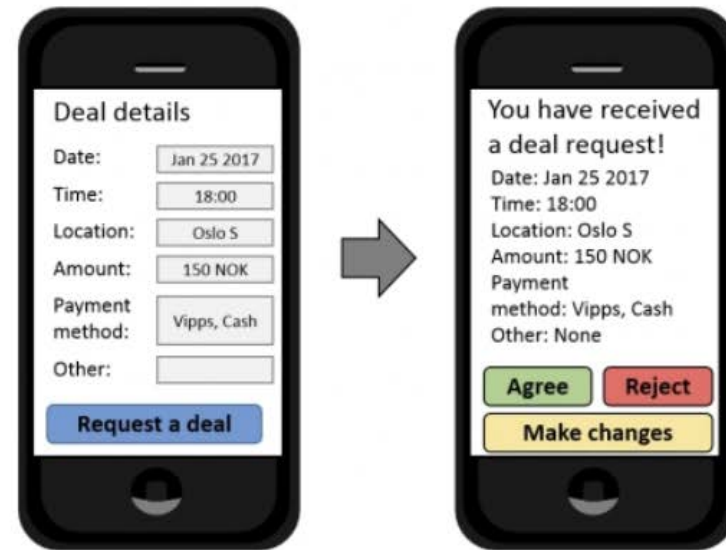
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Negative / problem (38%)

"I see the risk for buyers use this as the first communication method, with unrealistic 'take-it-or-leave-it' offers. Can be annoying and appear impolite. [...]"

"[...] people that isn't that good at apps and selling sites will not know how to do this without help for someone that knows how that works."

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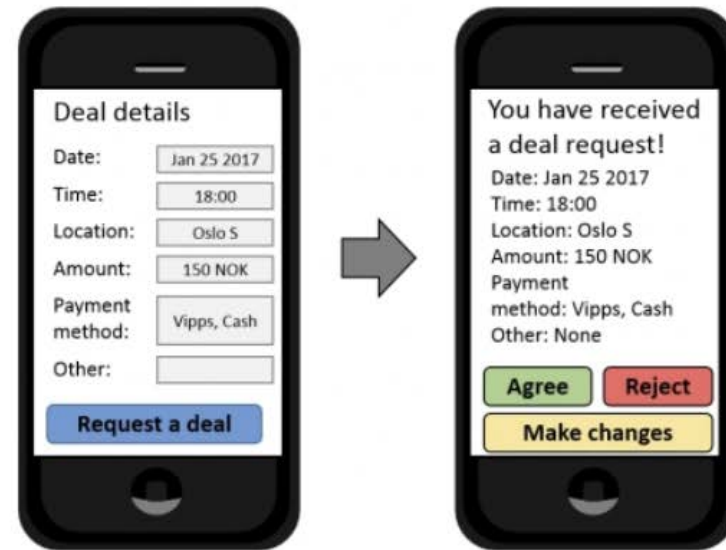
Suggestions (15%)

"[...]Should at least be possible for seller to select to allow use of this method or not, perhaps for specific contacts."

"Sounds great. Needs a chat function"

"Very good idea, but this solution should also have a more detailed interface for doing negotiations through a pc-interface"

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Benefits for the design process



Prioritizing concepts

Qualitative feedback helpful in process of deciding which concepts to move forward with

Identifying strong and weak aspects

Perspective on benefits and problems, as seen from the user perspective. Easier to understand how concepts will be received.

Driving design

Suggestions provided in user feedback may help designers explore new directions for concepts

Lessons learnt



Viable approach

Online design feedback viable approach for evaluation of concepts for sharing economy services

Digital idea-cards beneficial

Concepts presented as digital idea cards with low level of detail seemingly easy to process for users

Efficient feedback on multiple concepts

Low-threshold approach to gathering users design feedback in the important early phases of the design process

THANK YOU

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