

## ONLINE MARKETPLACES FOCUS ON B2B INNOVATION

In this digital age, leading online marketplaces are learning how to provide their B2B partners a similar seamless experience that they offer to their end consumers. Parties such as Amazon, eBay and Alibaba align their vision on B2B expansion. With B2B expansion, new routes of innovation are needed. Innovations in full-service B2B focus on self-service systems and e-commerce software specifically for the business market.

## BOL.COM THE LARGEST ONLINE WEBSHOP IN THE NETHERLANDS

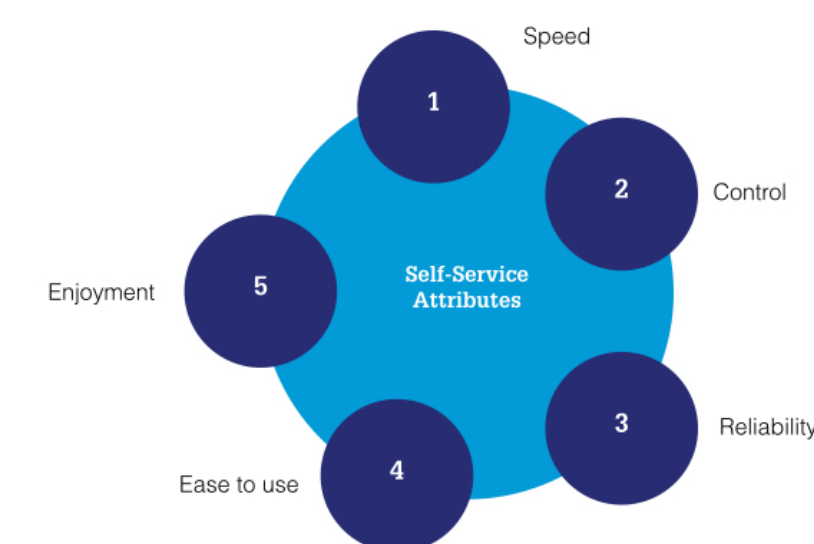
Bol.com hosts an online marketplace for the exchange of consumer goods offered by other collaborators. Through category expansions bol.com has grown to be a webshop that offers a broad and deep product assortment to their customers. Collaborators choose to sell on bol.com, since they are the number one online retailer in the Netherlands and Belgium serving 6.2 million customers with 1 million visits per day.

# Shaping the self-service capstone for bol.com's online marketplace



## VISION

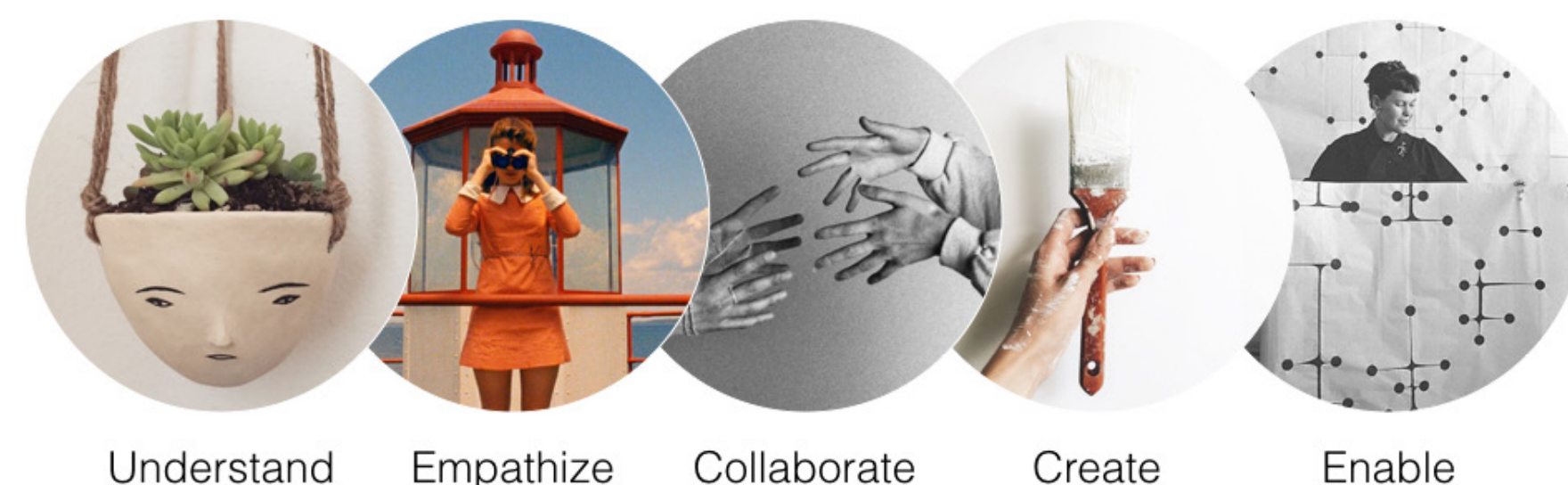
Focus is laid on enabling scalable network expansion of bol.com's online marketplace. This expansion will become beneficial by bringing in expertise through their collaborators: business sellers, suppliers and brands.



The graduation project aimed to shape a self-service capstone that facilitates the submission of content (product information). A model of the self-service capstone was introduced with attributes that contribute to a seamless experience.

## PROCESS

Design Thinking and the Delft Innovation Method (Buijs, 2012) are embodied in the process of the project. Starting with *understanding* the context, followed by *empathizing* with collaborators, facilitating *collaboration* sessions, *creation* of service proposition/design and ending by *enabling* bol.com.



Understand

Empathize

Collaborate

Create

Enable

## DESIGN OF COACT

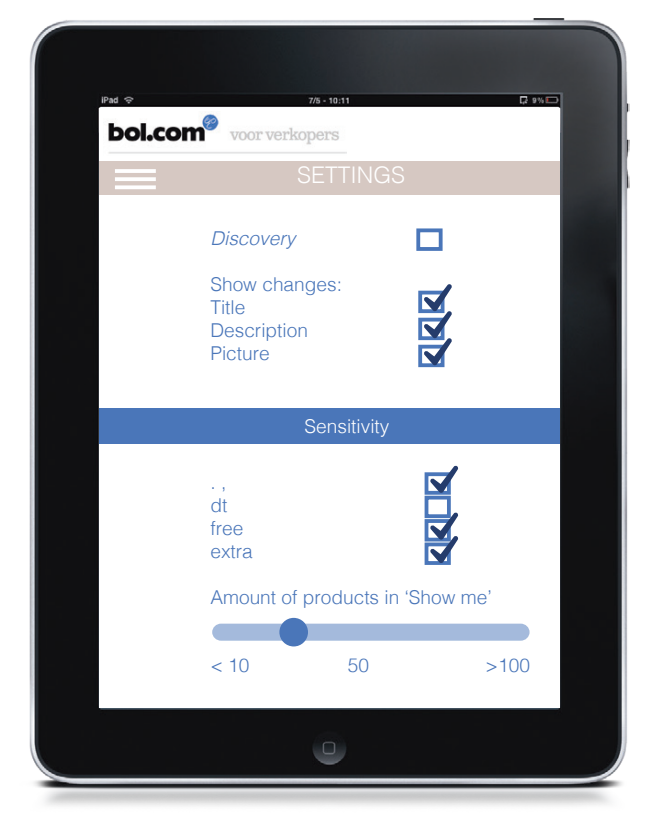
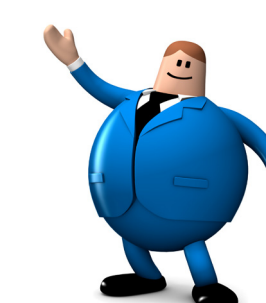
From ideation in co-creation, insights of previous process steps and internal rating with bol.com stakeholders, the concept COACT was created specifically for business sellers. Business sellers experience a lack of control on content submission and have the least powerful position in the collaborator network of bol.com. The concept fits within the defined service proposition based on **“co-managing content”**. This proposition describes the value for the business sellers; being able to evaluate content in the assortment that they care about.

Everytime product information is changed by other business sellers of the products you care about, they show up in your overview!

On every separate product, you can see what changed in **bold** in the title, description and visuals.

Setting can be adjusted to make sure you can evaluate (accept and decline) the products you care about!

COACT



Quirine van Walt Meijer  
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bol.com's online marketplace'  
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MSc Strategic Product Design

**Committee** Dr.ir. L.W.L. Simonse  
Ir. E. Roscam Abbing  
  
**Company** bol.com

