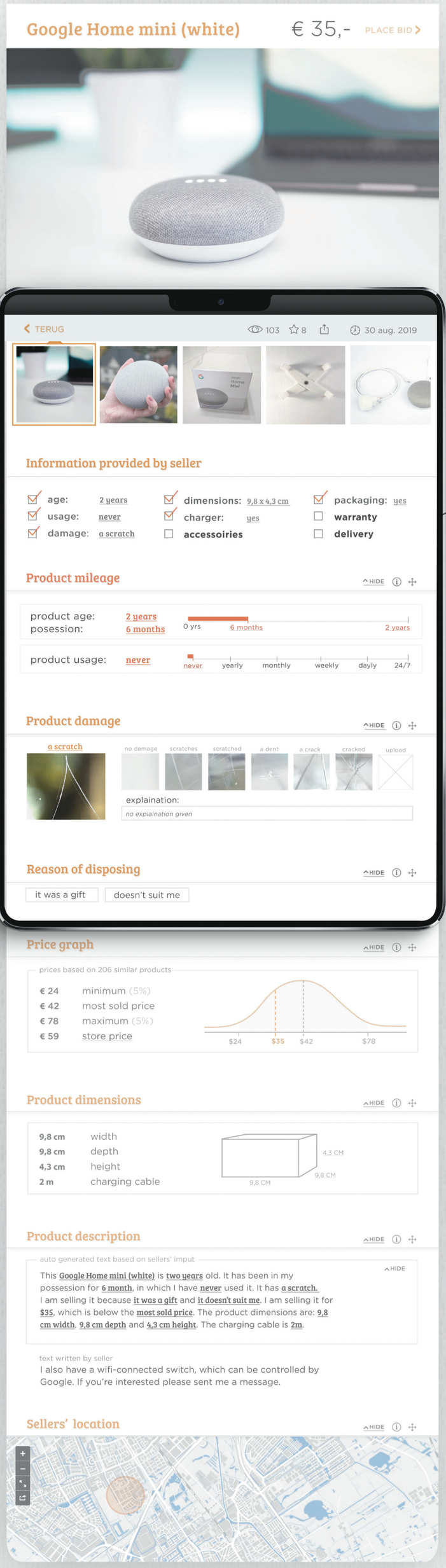
Designing for product presentation

Improving amateur secondhand product presentation on Marktplaats



Marktplaats is an online resale service that allows consumers to buy and sell second-hand products.

The problem is the way in which users can present their products on Marktplaats' often renders low quality product presentation and fosters miscommunications of the presented product.

The goal is to improve the online product presentation of users on Marktplaats: to design for improved visual communication of product aesthetics (appearance), semantics (function) and symbolics (meaning).

Result 1. An improved presentation of information

The presented design improvements more concretely convey semantic, symbolic and aesthetic information.

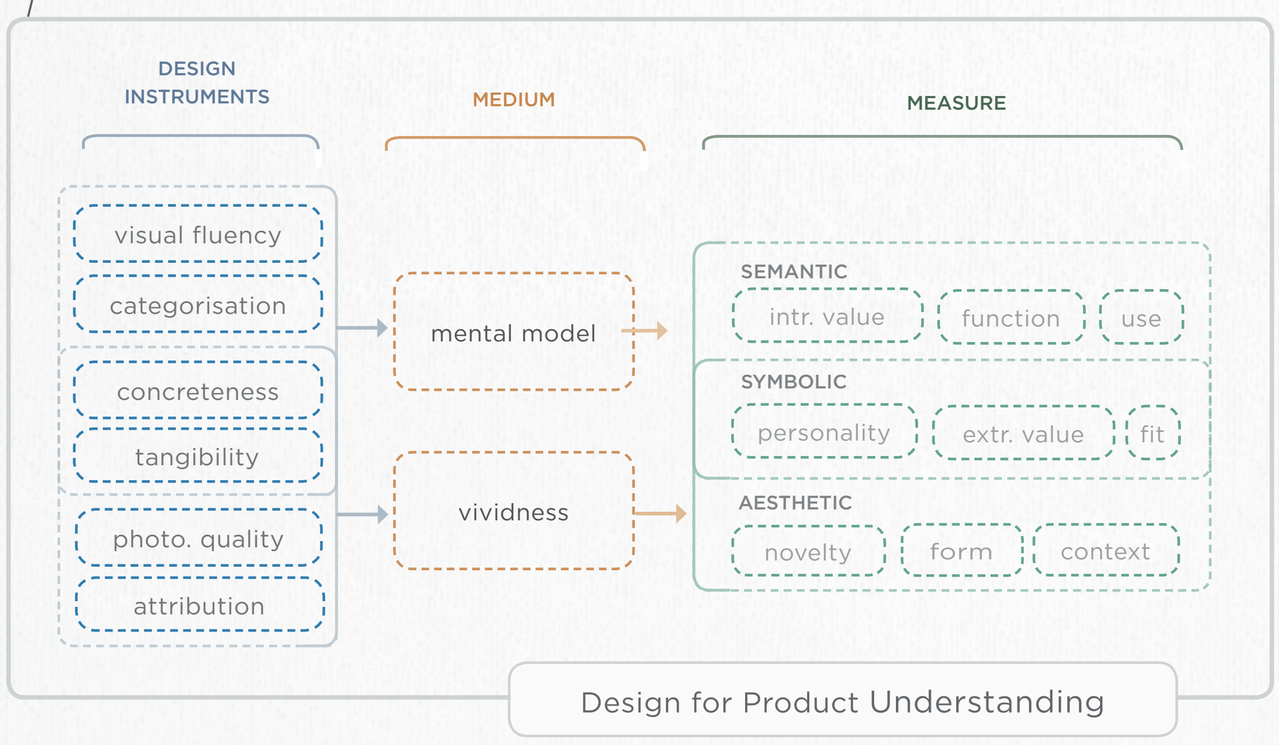
A feedback list is added to assists consumers in deciding what valuable information is missing from the listing. A quantitative study has shown that this knowledge influences consumers perception and liability of a listing, aiding them in forming a risk assessment and developing a purchase strategy. This will likely decrease miscommunictions amongst users, and render more positive interaction outcomes for buyers and sellers.

Result 2. A framework for product understanding

Due to the absence of a framework in literature, a framework has been created to design for- and measure product understanding.

In this model, six instruments are presented that help in designing for improved product understanding either through helping the consumer create a better mental model of the product, or by increasing its vividness (medium).

Depending on the nature of the product, a high quality product presentation is one that accurately represents the product at semantic, aesthetic and symbolic level (measure).



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