

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

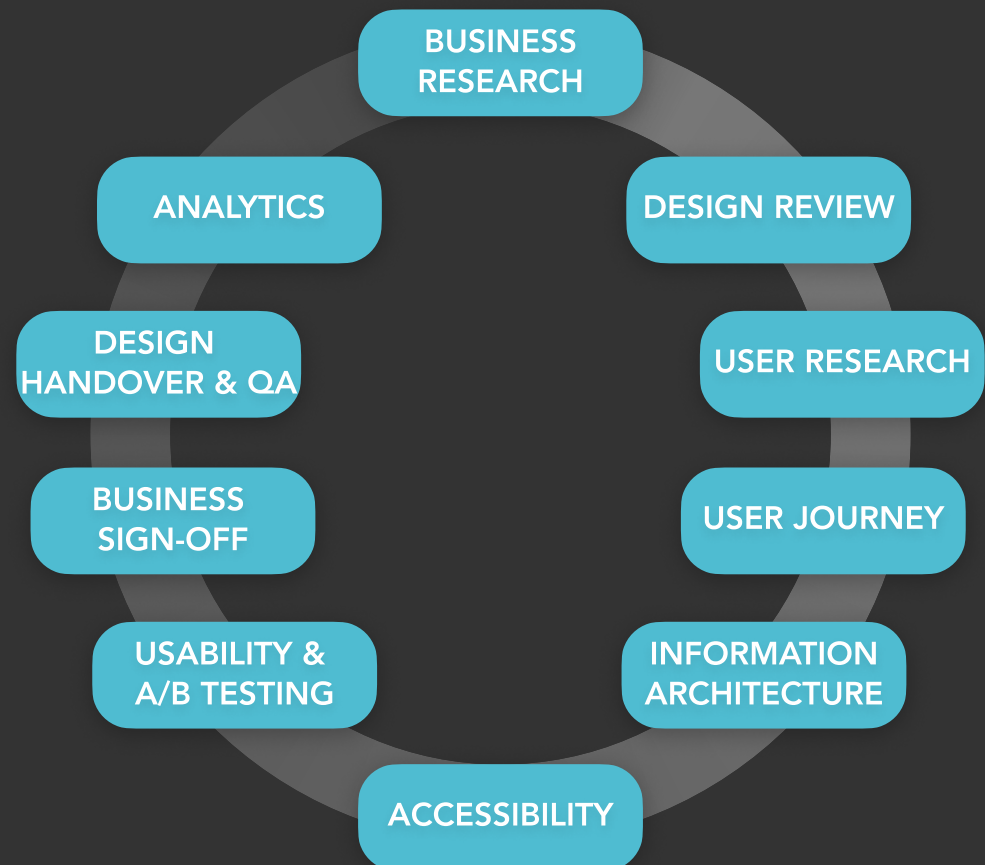
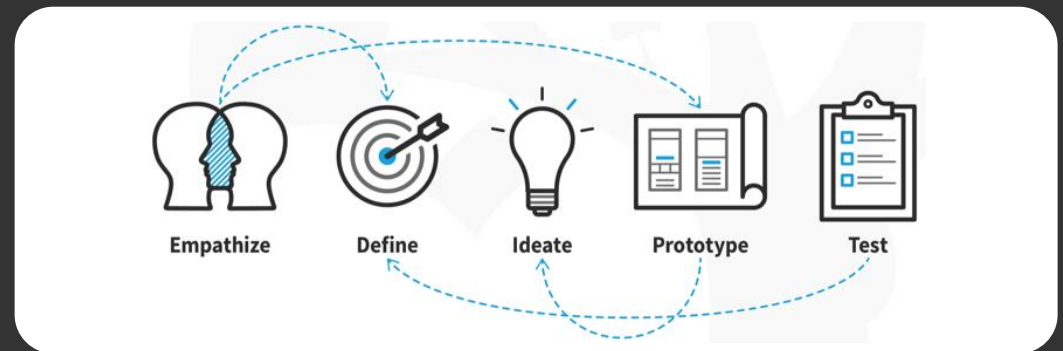
eBay Protrader Lite/Chrome Extension

Design process

I try to keep as close to the five steps of **Design Thinking** as possible, as the user experience design cycle can be unpredictable. Design teams must learn to recognise the right problem to solve.

Every project will have different user needs and business goals. Each problem has a different context, scope and budget.

- **Empathise**: Explore the problem, and find out who your users are
- **Define**: Learn what the users want and need and how the problem affects them
- **Ideate**: Brainstorm solutions that make sense based on test findings
- **Prototype**: Create many designs based on the ideas from ideation
- **Test**: Test the prototypes and find the best solution.



eBay

Protrader Lite

Chrome Extension - Evaluate, update and analyse directly in eBay Seller Hub with the Optiseller OptiRating system.

PROJECT GOAL

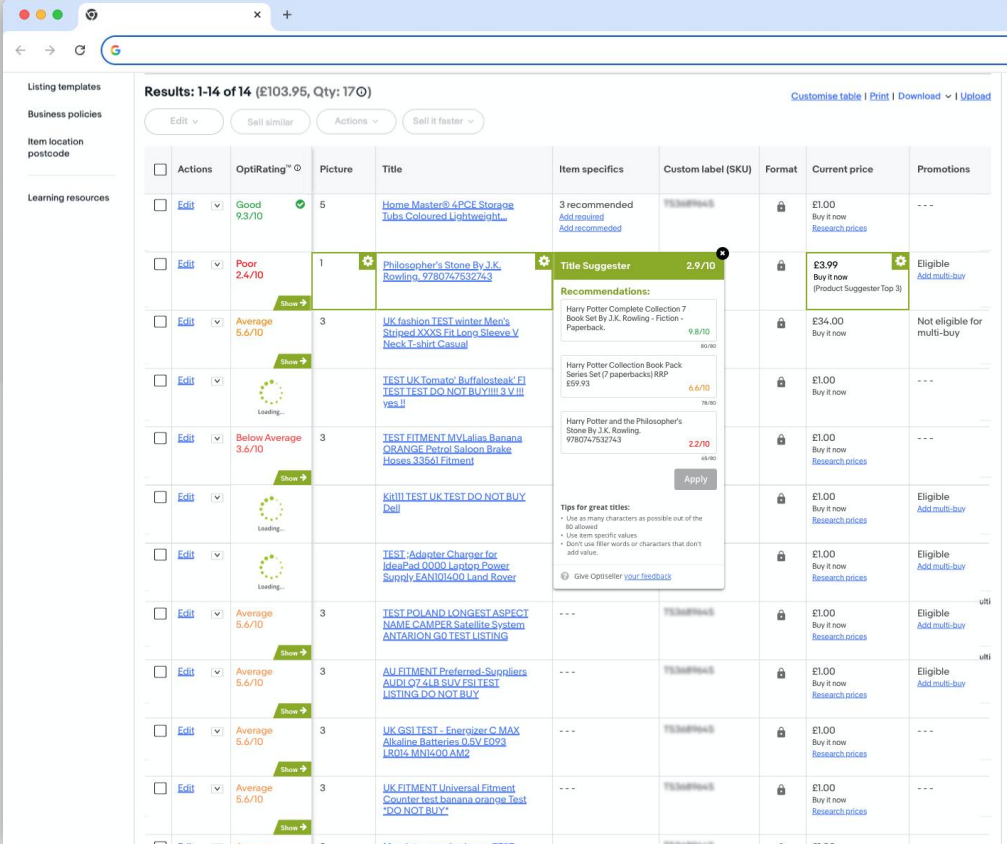
Design and built a plugin that is easy to download and install - Which increases sales for eBay sellers looking to create, tweak and re-list their products.

Active listings: Easily manage your images, titles, item specifics and prices.

Listing wizard: Create and pre-populate listings, knowing the data provided was optimised from the start.

Stale listings: Boost stale listings by delisting and re-listing them with improved SEO, clear last date and quantity sold.

OptiRating: Improves your underperforming listings with our easy to understand scoring system out of 10.



The screenshot displays the eBay Seller Hub interface with a list of 14 product listings. Each listing row includes an 'OptiRating' score (e.g., Good 9.3/10, Poor 2.4/10, Average 5.6/10) and a 'Title Suggester' overlay. The overlay provides recommendations for improving the listing, such as '3 recommended' item specifics and a 'Title Suggester' score of 2.9/10. The table columns include Actions, OptiRating, Picture, Title, Item specifics, Custom label (SKU), Format, Current price, and Promotions. The interface also features a sidebar with 'Listing templates', 'Business policies', 'Item location postcode', and 'Learning resources'.

Actions	OptiRating	Picture	Title	Item specifics	Custom label (SKU)	Format	Current price	Promotions
[Edit]	Good 9.3/10	5	Home Master 9.4 PCE Storage Tube Coloured Lightweight...	3 recommended	TS3edNewS	---	£1.00	---
[Edit]	Poor 2.4/10	1	Philosopher's Stone By J.K. Rowling, 9780747532743	Title Suggester 2.9/10	---	---	£3.99	Eligible
[Edit]	Average 5.6/10	3	UK fashion TEST winter Men's Striped XXXS Fit Long Sleeve V Neck T-shirt Casual	Recommendations: Harry Potter Complete Collection 7 Book Set By J.K. Rowling - Fiction - Paperback. 9.8/10	---	---	£34.00	Not eligible for multi-buy
[Edit]	Below Average 3.6/10	3	TEST UK Tomato Buffalo Steak F TEST TEST DO NOT BUY!!! 3 V III yes!!	Harry Potter Collection Book Pack Series Set (7 paperbacks) RRP £59.93 6.6/10	---	---	£1.00	---
[Edit]	Average 5.6/10	3	TEST FITMENT MV Ladas Banana ORANGE Petrol Saloon Brake Hoses 33561 Fitment	Harry Potter and the Philosopher's Stone By J.K. Rowling, 9780747532743 2.2/10	---	---	£1.00	---
[Edit]	Average 5.6/10	3	KIT!! TEST UK TEST DO NOT BUY Del	Tips for great titles: Use as many characters as possible out of the 80 allowed. Use item specific values. Don't use filler words or characters that don't add value. Give Optiseller your feedback	---	---	£1.00	Eligible
[Edit]	Average 5.6/10	3	TEST-Adapter Charger for IdeaPad 1000 Laptop Power Supply, EAN1016500 Land Rover	---	---	---	£1.00	Eligible
[Edit]	Average 5.6/10	3	TEST POLAND LONGEST ASPECT NAME CAMPER Satellite System ANTARION GO TEST LISTING	---	---	---	£1.00	Eligible
[Edit]	Average 5.6/10	3	AU FITMENT Preferred-Suppliers AUDI 07 418 SUV FSI TEST LISTING DO NOT BUY	---	---	---	£1.00	Eligible
[Edit]	Average 5.6/10	3	UK GSI TEST - Energizer C MAX Alkaline Batteries 1.5V D23 LR04 MN1600 AMP	---	---	---	£1.00	---
[Edit]	Average 5.6/10	3	UK FITMENT Universal Fitment Counter test banana orange Test "DO NOT BUY"	---	---	---	£1.00	---
[Edit]	Average 5.6/10	2	Manufatures.com/land-rover-TEST	---	---	---	£1.00	---

OBJECTIVES & DELIVERABLES

- Integrate OptiRating scoring system into Seller Hub.
- Improve titles, keywords and pricing suggestions.
- Drive visibility and more sales through eBay.
- Create new listings quickly with optimised suggestions.

Usability testing

I wanted to validate all the design assumptions from my design review and from business stakeholders.

VOICE OF THE CUSTOMER (VOC)

The Voice of the Customer Programme puts customer needs centre stage and ultimately drives brand, product, and service improvements for an unbeatable customer experience.



Top takeaways

Some areas useful for seller, but wouldn't be suitable for business size and listings number.



Fail

Top takeaways

Search and recommendations need to be faster and UI needs some minor work.



Fail

Top takeaways

The apply button on the active listing is not applying the title changes.



Fail

Top takeaways

Overall the plugin is great to have this built into seller hub.



Pass

Top takeaways

The Aspects suggestion has been greyed out, tried a number of them and result is same.



Fail

Top takeaways

A key improvement for sellers in the hub is including the stale edit tools.



Pass

Active Listings

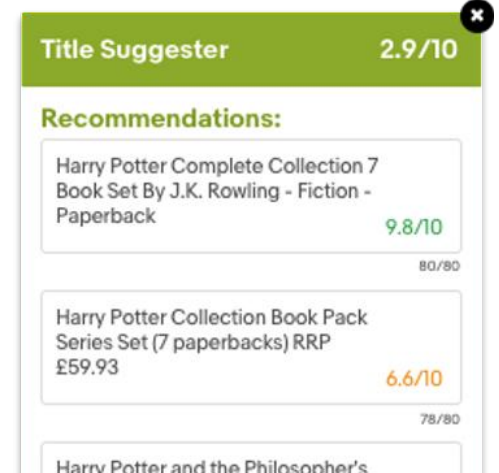
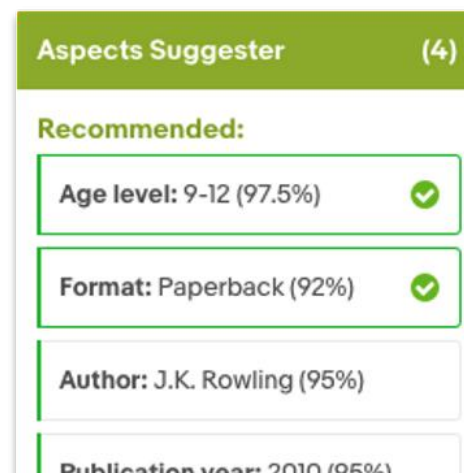
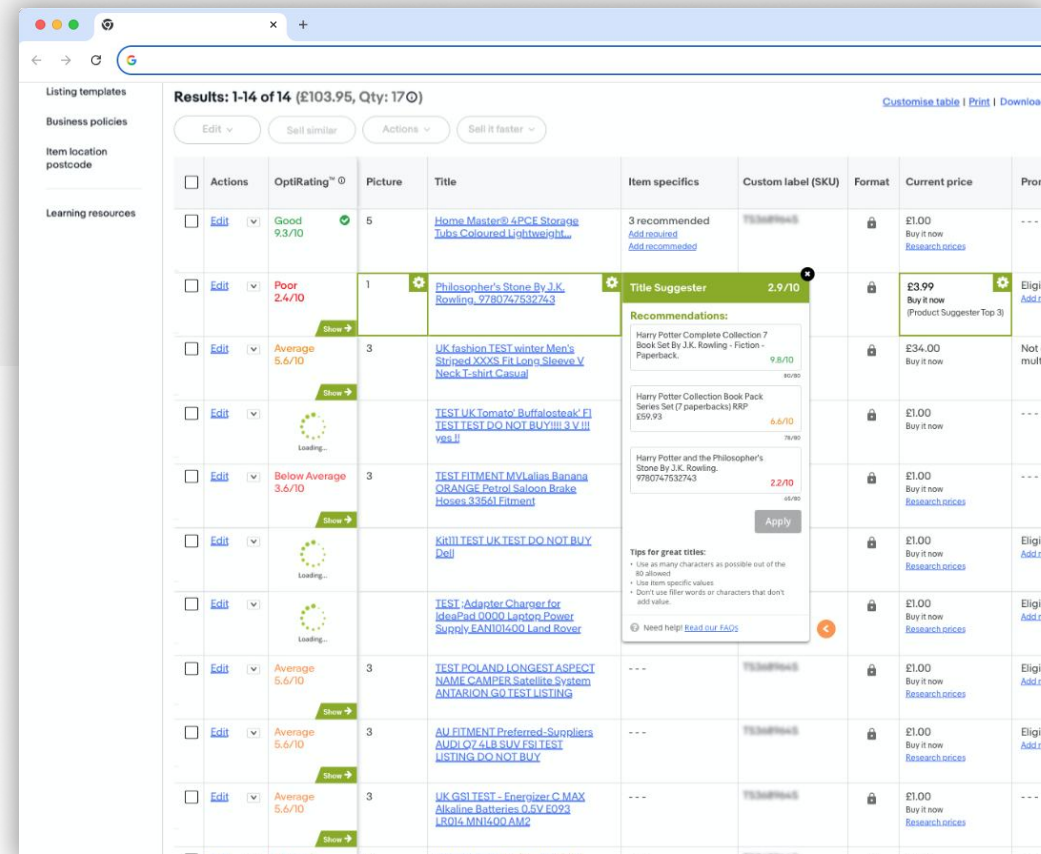
Optimise your images, titles, item specifics and current price directly in eBay Seller Hub.

PROJECT GOAL

Let sellers easily manage their images, titles, item specifics and prices, when an eBay user accesses their Seller Hub dashboard. Display smart suggestions for improved sales (driven by the OptiRating scoring system).

Sellers can review their listings score, whether Poor, Average or Good, recommend changes that will make optimising their listings faster than ever.

Sellers can make all their changes in one place, using auto suggestions to easily update images, titles, item specifics and pricing.



Stale Listings

Report, fix and re-list your stale listings on eBay direct in the Seller Hub.

PROJECT GOAL

Let sellers manage their stale listings on eBay by simply de-listing, or optimising and re-listing with the recommended aspect values displayed by the plugin.

Sellers can filter their stale listings by age to tackle the items that haven't sold for some time and review the generated report to prioritise their actions.

The screenshot shows the eBay Seller Hub interface. The main heading is 'Manage stale listings'. Below it, a message states: 'This report highlights listings that have not had any sales in some time.' A blue information icon is followed by the text: 'Relisting these items with recommended item specifics will increase visibility and the chance of more sales.' There are 'Quick filters' with a dropdown set to 'Age > 90 days'. A note says 'Reports can take time to generate, please continue to wait or check back later.' A 'Generate report' button is in the top right. Below this, it says 'Results: 1-15 Of 15'. A table follows with the following data:

Action	Listing start date	Age (days)	Title	Quantity sold	OptiRating™
Action	12/16/2020 3:24:39 AM	425	Home Master® 4PC Storage Tubs Coloured Lightweight...	0	Good 9.3/10
Action	4/14/2021 7:43:55 AM	306	3PK Belacleya Adult Thermal Lined Warm Super Soft Stre...	0	Poor 2.4/10
Action	3/4/2021 9:54:38 PM	346	24PK Corked Lid Glass Bottles Decoration Craft Wedding...	0	Average 5.6/10
Action	10/11/2021 12:29:10 AM	126	Garden Greens® 2PCE Planter Pots Aluminium Oval Sha...	0	Loading...
Action	4/28/2021 10:36:20 AM	291	Home Master® 4PC Snap Lock Food Container Microw...	0	Average 5.6/10
Action	11/10/2020 1:26:32 AM	461	2PK Australian Export Lithium Grease Rust Prevention Lu...	0	Loading...
Action	9/2/2021 4:16:35 AM	185	Christmas By SAS® Train Set Musical Battery Operated Pl...	0	Loading...

The image shows three overlapping notification boxes. The top box is green and contains the text: 'Harry Potter Complete Collection 7 Book Set By J.K. Rowling - Fiction - Paperback... selected' with a green checkmark icon and a rating of '9.8/10'. The middle box is orange and contains the text: 'Harry Potter Complete Collection 7 Book Set.... flagged title, will not be recommended again.' with an orange flag icon and a rating of '6.6/10'. The bottom box is red and contains the same text as the middle box, with a red X icon and a rating of '6.6/10'.

Create Wizard

Optimised titles, price ranges and suggested item specifics from the start using AI-Driven technology.

PROJECT GOAL

Sellers can start off on the right foot with the create listings tool - giving you peace of mind, knowing your listings are properly optimised from the get-go.

Sellers can keep an eye on their progress and see the difference it makes to their overall store performance.

The screenshot shows the eBay 'Complete your listing' wizard. The main section is titled 'PHOTOS & VIDEO' and includes a prompt to 'Provide photos for your listing.' Below this is a large area for adding photos. The 'TITLE' section shows the item title 'harry potter' and a subtitle field with a price range of (£2.40) to (£55). The 'ITEM CATEGORY' section shows 'Books' selected. On the right, a 'Hide Listing Suggester' sidebar is visible, showing 'Item Specifics' and 'Summary' sections. The 'Item Specifics' section includes fields for 'Search/select Title', 'Select Price', and 'Add Item Specifics'. The 'Summary' section provides a 'Pre-populate listing' button.

Complete your listing

PHOTOS & VIDEO

Provide photos for your listing.

Add photos or drag and drop

TITLE

Item title

harry potter

Subtitle (£2.40) to (£55)

ITEM CATEGORY

Books

in Books, Comics & Magazines

Hide Listing Suggester

Item Specifics

Select item specifics below:

Required

Author: J.K. Rowling
Language: English
Publisher: Bloomsbury Publishing
Format: Paperback
Series: Harry Potter
Genre: Adventure

Recommended

Additional

Item specifics tips:

- Required are mandatory eBay item specifics.
- Complete as many specifics as you can, as they are vital to driving up the visibility of your listing.
- If you do not complete your item specifics, you risk potential buyers not being able to find your listing.

Summary

Complete the sections below to pre-populate your listing with data from Pro-Tools Light. The head start you need to creating optimised listings.

Search/select Title

Get better recommendations by adding additional keywords

Select Price

Find the most optimum price range for your listing

Add Item Specifics

The more we know about your item, the better we can match it to buyer searches

Upload Images

We recommend you upload at least 5 images (including variations)

Pre-populate listing

Hide Listing Suggester

Titles

Start typing to find recommended titles

Harry potter...

Title tips:

- Adding additional keywords
- Make a clear and concise title with correct spelling

Harry Potter and the Philosopher's Sto...

Most Optimum Suggestions

Children's & Young Adult Fiction (97.5%)

Books (2%)

Films (0.5%)

Coming of age

Clear all

Upload Images

We recommend you upload at least 5 images

Pre-populate listing

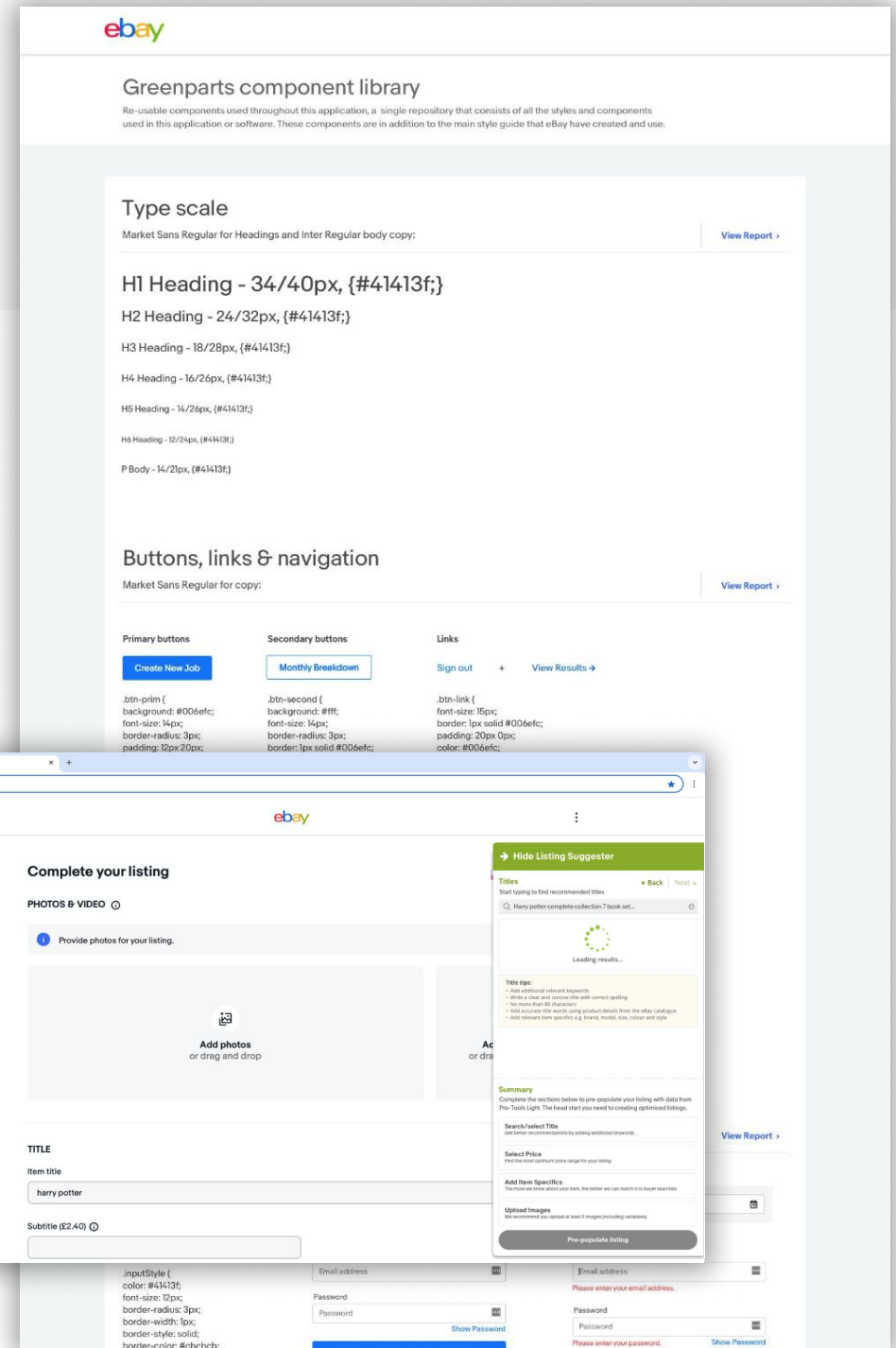
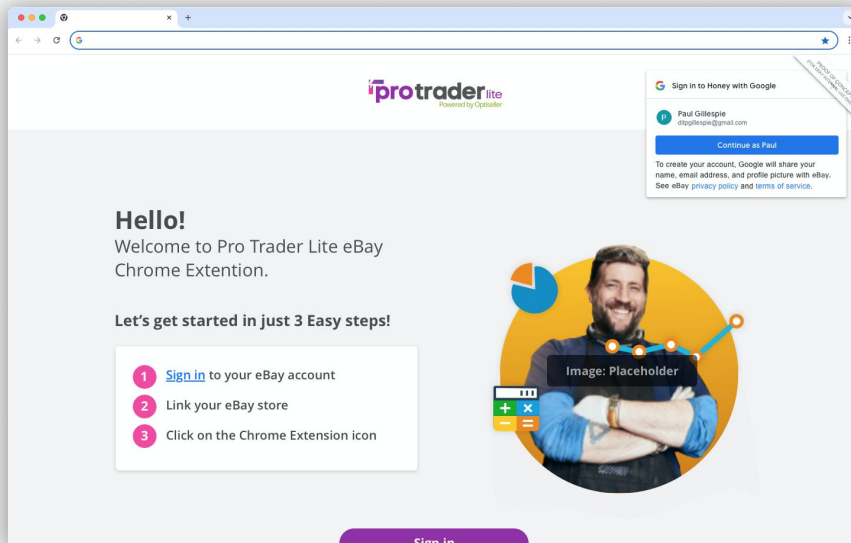
Design handover

Component libraries help save time, maintain consistency and avoid any unforeseeable mistakes.

WORKING TOGETHER

I work closely with the development team through to project completion to ensure they have support for any design decisions that are required.

Reusable UI elements reduce the need to reinvent the wheel and ensure a consistent user experience across platforms.



Contact me

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