



# POSHMARK

## User Testing Report

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INF385 Usability | Prof. Natalie Dare

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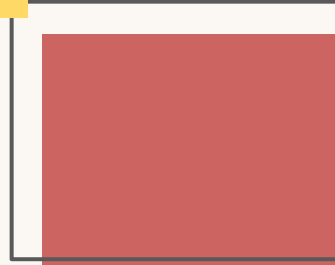
# Contents

- Research Objectives
- Research Design
- Overall Ratings
- Severity Rating Key
- Task by Task Analysis
- Key Insights




# Research Objectives

The background and goals of our usability testing.



# Research Objectives

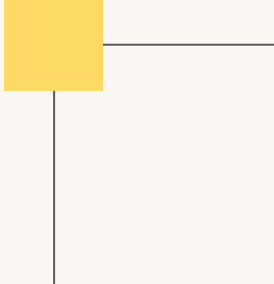


 POSHMARK is a ecommerce marketplace to buy and sell new and secondhand fashion, home goods, and electronics.

Overall research goals:

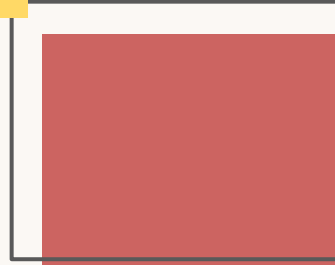
1. Benchmark the current user experience on the website.
2. Use the findings to identify design opportunities.

Specific research questions:

1. Whether **buyers** can easily save and purchase items
  2. Whether **sellers** can easily create and edit listings
- 

# Research Design

Participant demographics, experience, and methodology.



# Participant Demographics

Size: 8 people

Gender: 2 males, 6 females

Age: 18-54



Friends & Family

Most people are not frequent buyers/sellers of used goods online



Using Poshmark:

1 has some experience selling

1 has some experience buying

5 never used Poshmark before



Buying used goods online:

7 bought every few years

Selling used goods online:

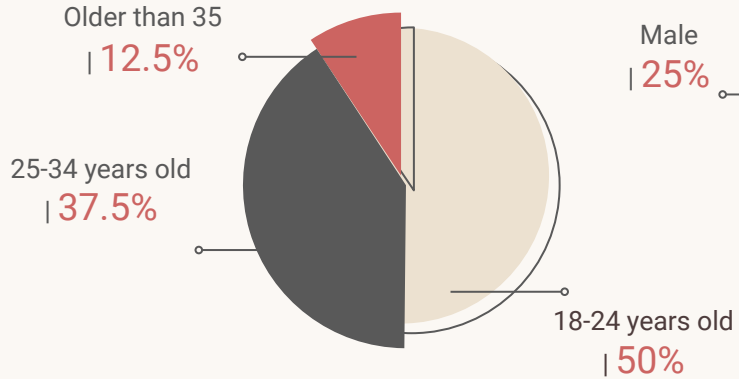
6 sold every few years



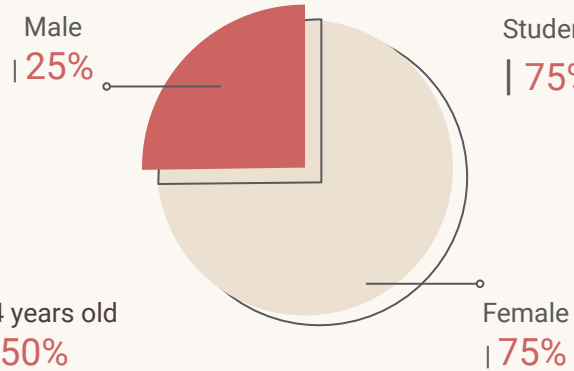


# Look Inside

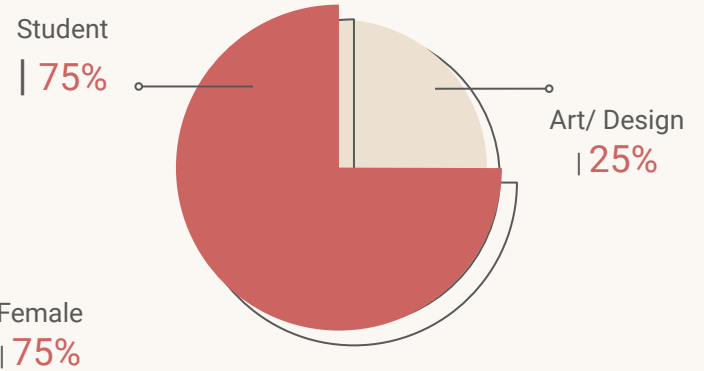
## Age



## Gender



## Profession



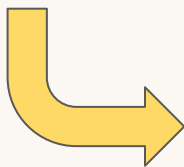
# Research Design

## Interview Setup

6 on Zoom & 2 In-person

1 moderator & 1 note-taker

40 min, Think aloud



## Data Collection

Screeners & pre-test Qs

Video recordings

Observer notes

Post-task & post-test Qs

## Data Analysis

Compiled data in Excel

Computed average task success, difficulty, SUS

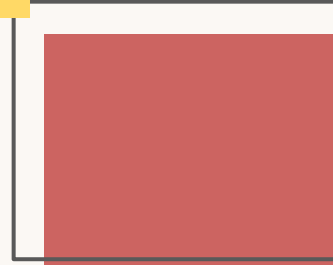
Content analyzed notes to identify themes & trends





# Overall Ratings

Task success rate, task difficulty level, and  
SUS.





# Task Flow



## Task 1

Sign up and onboarding.



## Task 3

Add those 3 items to cart.



## Task 5

Create a post to sell your old jeans.



## Task 2

Save 3 items you like.



## Task 4

Check out those 3 items.



## Task 6

Find and delete the post.



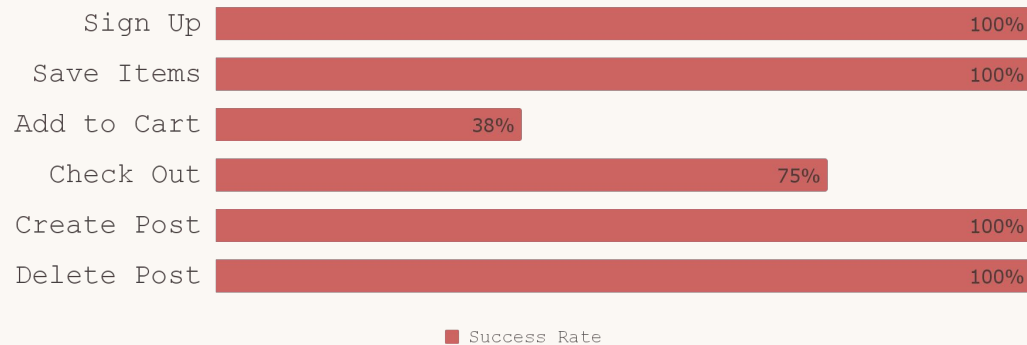


# Task Success

## Objective

Task success rate was objectively determined by the interviewer. Of all tasks, adding to cart (38%) and checking out (75%) have the lowest success rate.

Did the participant complete the task?



Options: success, partial success, failure, skip



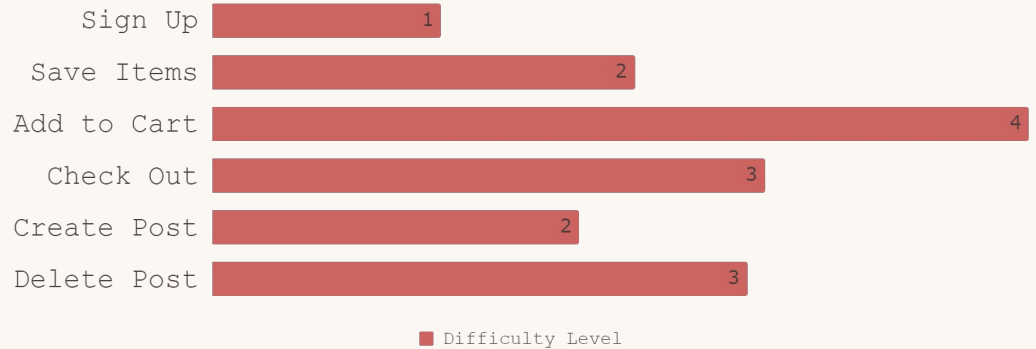


# Task Difficulty

## Subjective

Task difficulty level was subjectively evaluated by the participant. Of all tasks, adding to cart (4 out of 5) was the most challenging task.

How difficult was this task? (1-5)



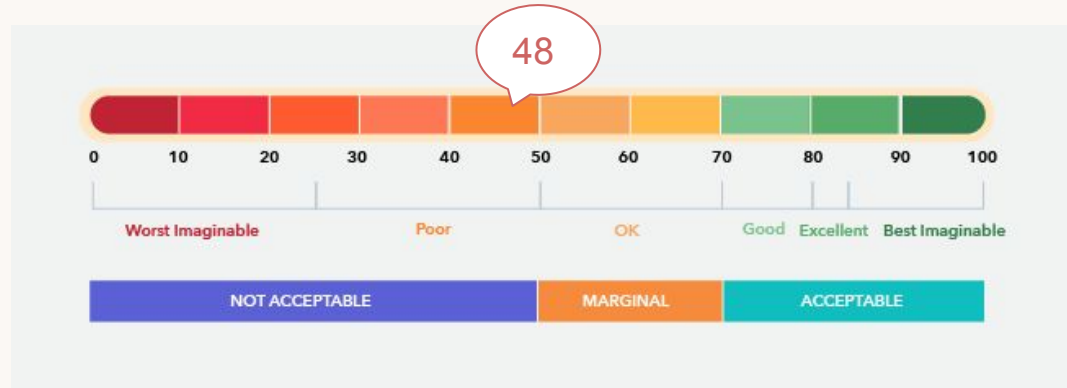
Options: very easy, easy, neutral, difficult, very difficult



# System Usability

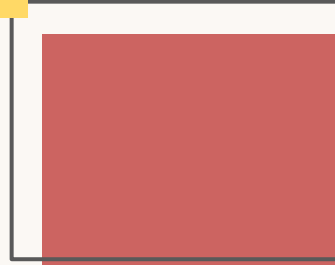
## Subjective

The overall system usability score was 48, which is lower than the industry average of 68, which indicates much room for improvement.



# Severity Rating Key

A rating scale to measure severity of issues.





# Severity Rating Key

This report utilizes a scale of 0-4. The severity explanation is shown on the right of each number.

- 0** No violations found
- 1** Cosmetic problems only: Fix issues if time permits
- 2** Minor usability problems: Fix issues at low medium priority
- 3** Major usability problems: Fix issues at high priority
- 4** Usability catastrophe: Product cannot released until fixed





# Task Analysis

Findings, ratings, and recommendations for each task.





1

# Task 1

Sign up and onboarding.



# Task 1: Sign up

Severity rating

0

## Research objective:

Test if the users can sign up and do onboarding successfully.

## Most common problems:

- Users found the **onboarding process a hassle so just skipped through them.**

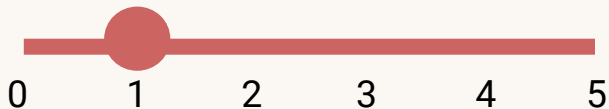
All users were able to complete this task.

# Task Ratings

**Task Success Rate:** 100% Participants successfully completed the task.

100%

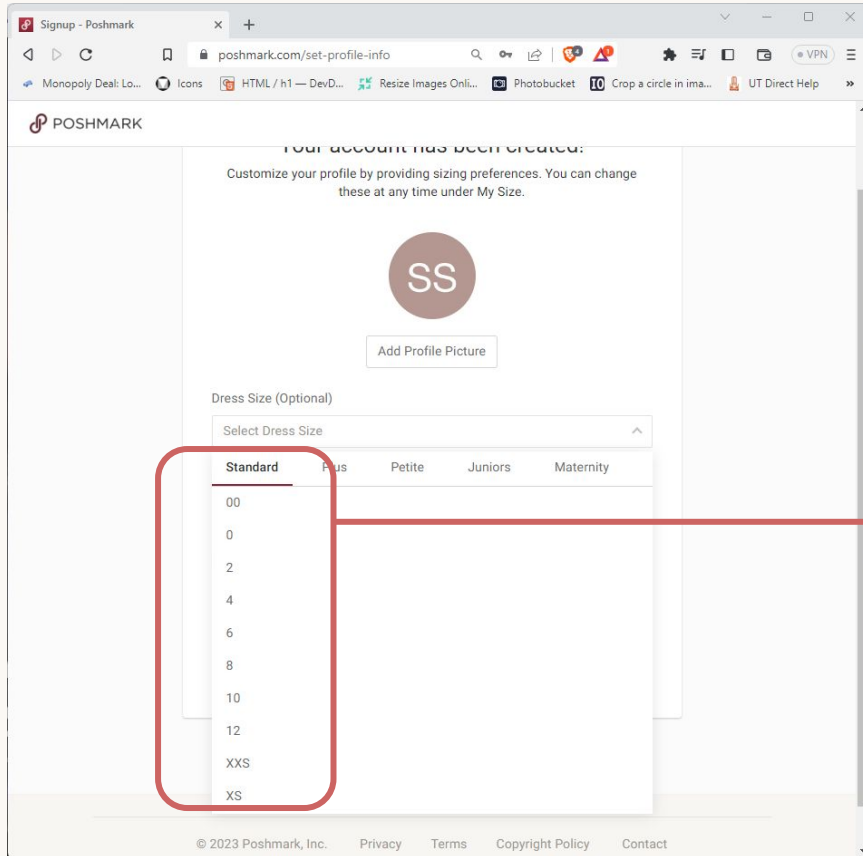
**Average difficulty rating:** Level 1 of difficulty.



" *I'd always choose skip for later if it was an option* "

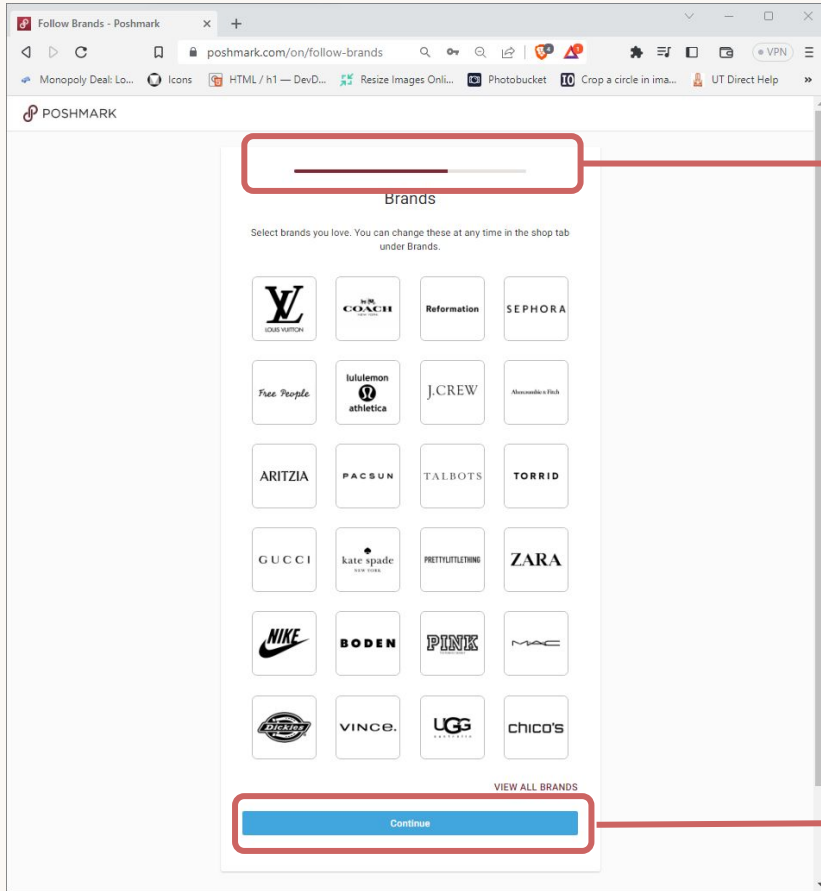


# Findings



A participant thought it was difficult to find sizes as UK/US was not mentioned.

# Findings



A progress bar during onboarding seemed to provide transparency, motivation, expectation setting, and feedback as to where they were in the onboarding to users.

Participants always choose to skip through if they don't want to do onboarding.



# Recommendations



## Onboarding

While most participants do skip through onboarding, it is still important to have one to be inclusive of the people who might need it.



2

## Task 2

Save 3 items you like. Two from the same seller.



# Task 2: Save items

Severity rating

1

## Research objective:

Test the "save for later" feature for saving liked items from the same vs. different sellers.

## Most common problems:

- Sold out items are **not very visibly obvious**.
- **Information overload** felt by many participants.
- Users **took time to find the save button**.

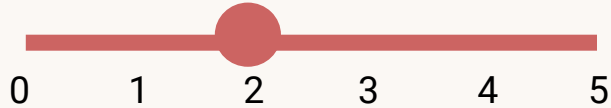


# Task Ratings

**Task Success Rate:** 100% Participants successfully completed the task.

100%

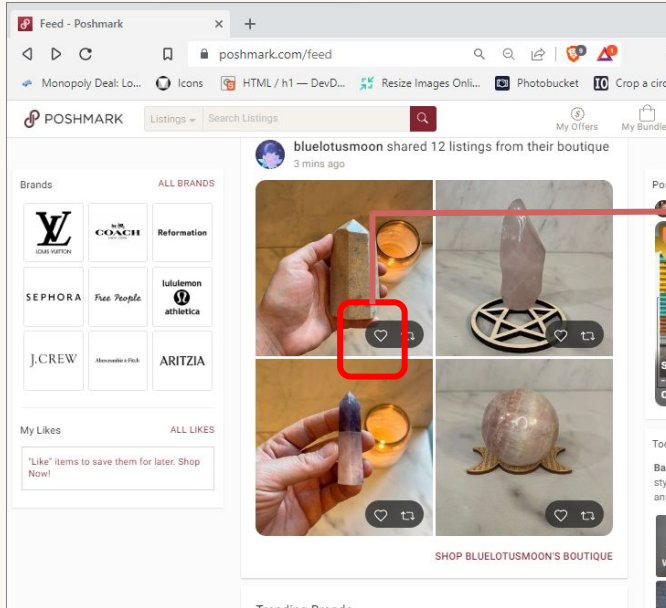
**Average difficulty rating:** Level 2 of difficulty.



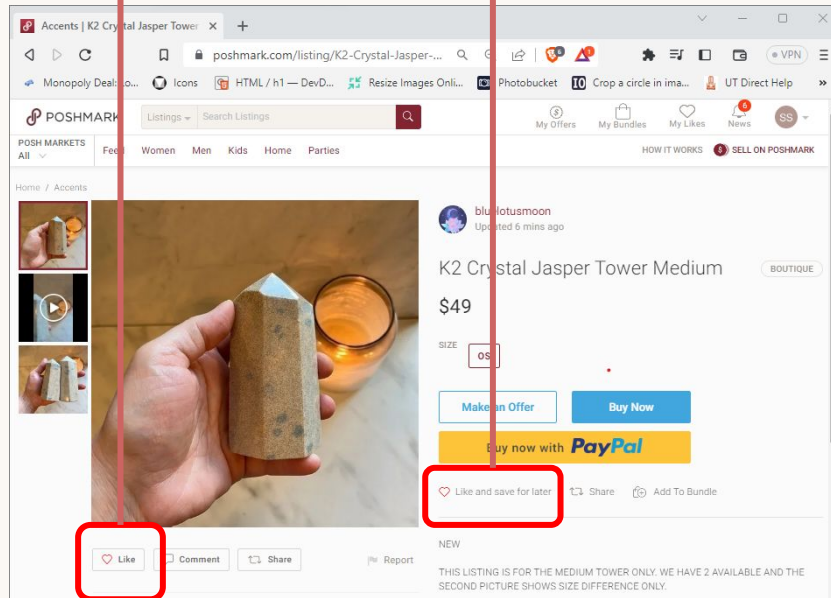
*" Save for later and bundle option is very confusing and difficult to find but the process is easier once you know about it "*



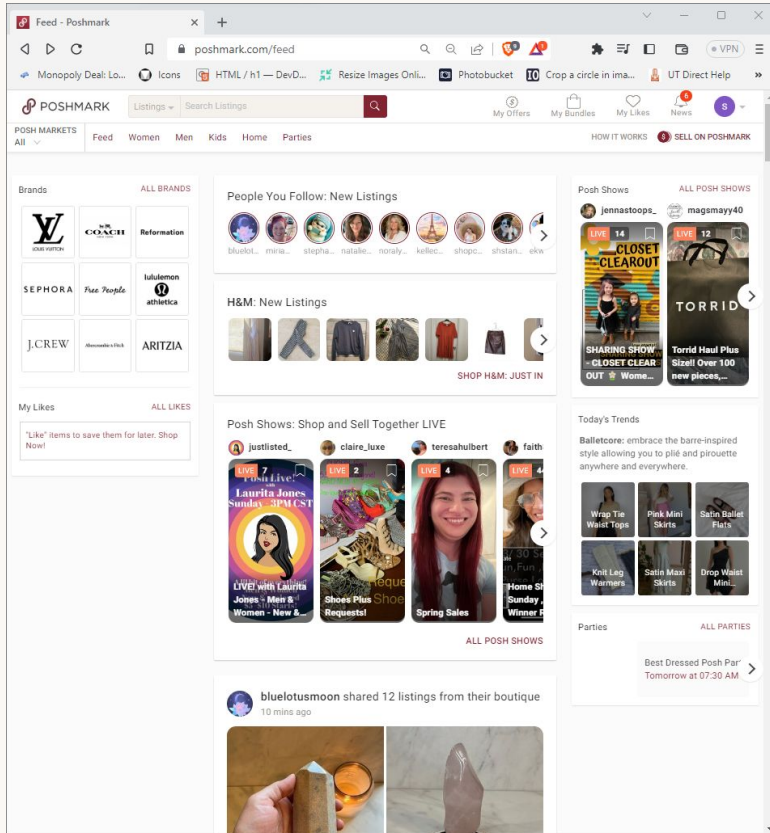
# Findings



While the like and save button is visible for a product in the homepage, it is not visible in the product's page. But the process of saving a product gets easier once an user finds the button.



# Findings



Information overload felt by many users at first.



# Recommendations



## Save feature

Some feature such as save should be displayed more prominently in the page.



## Filter option

Filter option can be very obviously displayed.



## Product Authenticity

Instill a moderator to filter out fake posts.



3

## Task 3

Add your recently saved items into your cart.



# Task 3: Add to cart

Severity rating

4

## Research objective:

Test the "add to bundle" feature for purchasing items from the same vs. different sellers.

## Most common problems:

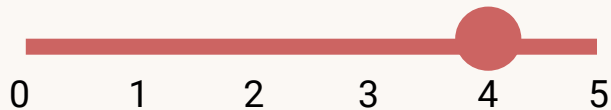
- Users were **not familiar with the terms used** (bundle = cart).
- Users found the **layout confusing**.

# Task Ratings

**Task Success Rate:** No user was able to complete this task.

0%

**Average difficulty rating:** Level 4 of difficulty.



" I tried to click on multiple places but still did not find where to add to cart."



# Findings

s / Jackets & Coats / Blazers & Suit Jackets



liselj

Updated 5 secs ago

## Talbots Petites Brown Linen Blend Blazer J Size 14

Talbots

\$45

SIZE

14P

[Size Chart](#)

[Make an Offer](#)

[Buy Now](#)

Buy now with **PayPal**

[Like and save for later](#)

[Share](#)

[Add To Bundle](#)

[Like](#)

[Comment](#)

[Share](#)

[Report](#)

Talbots blazer jacket women's size 14 petite. Gently worn.

3 button closure, flap pockets, faux chest pockets, lined, padded shoulders, linen, silk spandex blend.

Approximate Measurements

Low contrast, and confusing wording.





# Recommendations



## Layout

Cut down unnecessary information on the pages to make it less chaotic and easier to navigate.



## Terms

Use more common terms like add to cart instead of add to bundle.



## Accessibility

Have a guided walkthrough when starting an account.



4

## Task 4

Check out the items.



# Task 4: Check out

Severity rating

3

## Research objective:

The user should be able to purchase items from the website. Test if the user can **check out** the 3 items that they have added to the "add to bundle" page from the same and different sellers.

## Most common problems:

- Participants were not able to check out all the items from different sellers together
- Participants mental model was to check out all the saved items together and pay together as the other ecommerce shopping sites hence there was confusion while checking out items.
- Once participants figured out that they have to buy items from the same seller in one purchase they could complete the task.

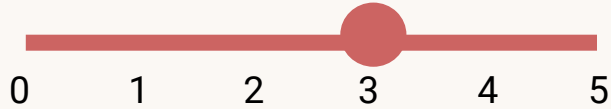
# Task Ratings

**Task Success Rate:** 6/8 Participants successfully completed the task.

75%

25%

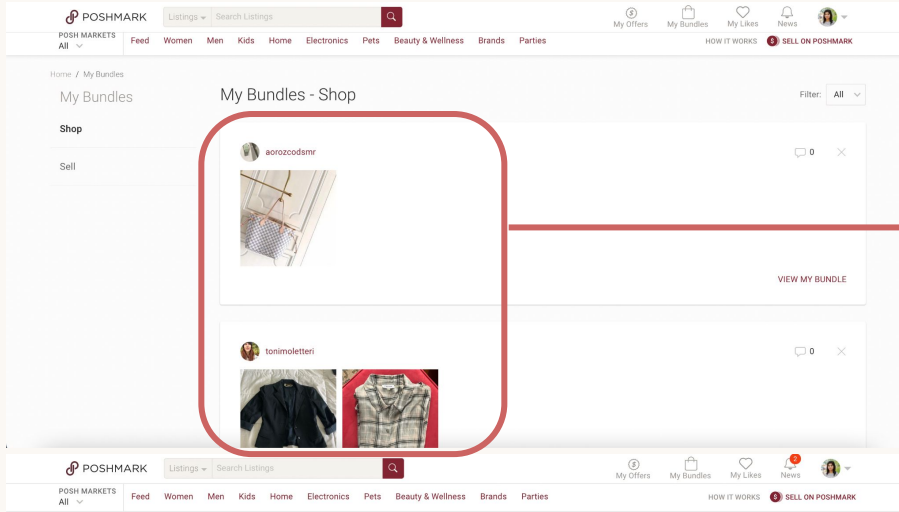
**Average difficulty rating:** Level 3 of difficulty.



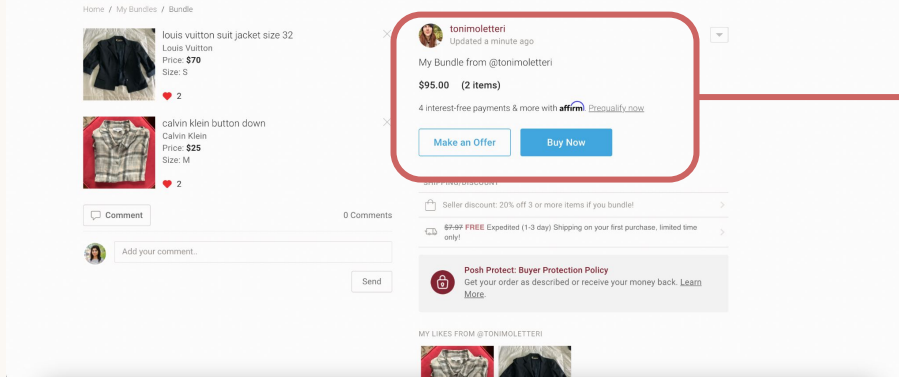
" Why do i have to make two payments while buying from different sellers? I am used to checking all items at once, Poshmark does not allow me to do that. "



# Findings



Participants can see all the items they wish to buy on the “My Bundles” page and expected to see a checkout button on this page



New participants find it difficult to understand that only items from a single seller can be bought by making a single payment.



# Recommendations



## Onboarding

There should be an onboarding tutorial/flow that explains the purchasing process on Poshmark



## Help Text

There should be an instructional message on the “My bundles” page that users can buy items from the same seller at once.



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## Task 5

Create a post to sell your old jeans.



# Task 5: Create a post

Severity rating

1

## Research objective:

The user should be able to create a post and sell items on the website. Test if the user can **Create a post, add details and post successfully** on the website.

## Most common problems:

- Participants that were new on the site found it difficult to find the Sell on Poshmark button.
- Once they opened the page the form was easy to fill and participants were able to complete the task easily.

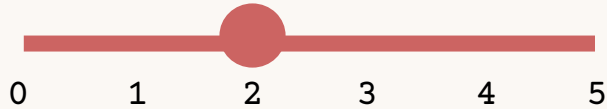


# Task Ratings

**Task Success Rate:** 100% Participants successfully completed the task.

100%

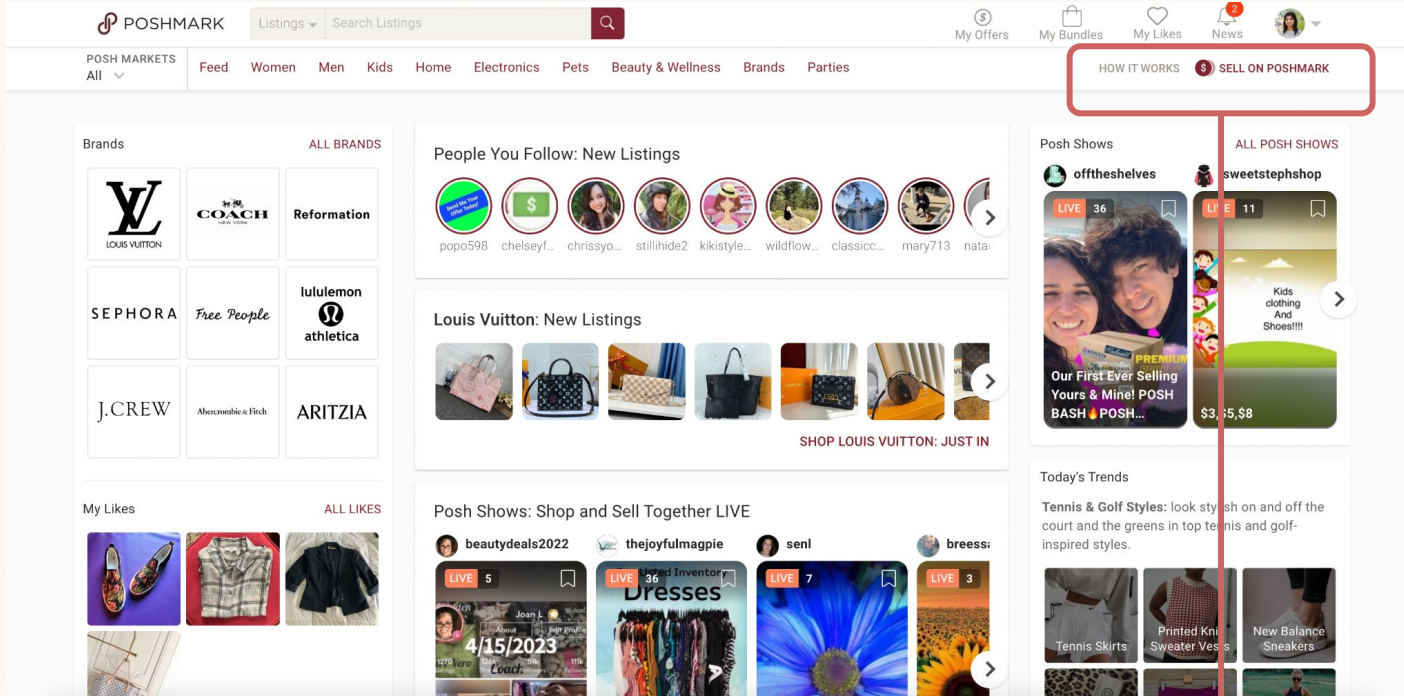
**Average difficulty rating:** Level 2 of difficulty.



" Once i find the Sell to Poshmark button the selling part is easy. "




# Findings



The Poshmark landing page has a lot of content. Participants found it difficult to locate the “Sell on Poshmark” button

# Findings

 POSHMARK

Questions about Discounted Shipping? [Learn More](#)

**Listing Price**

Suggested Price: Title, category, and original price required.

**Discounted Shipping**

**Your Earnings (when sold)**

---

**AVAILABILITY \***

Questions? [Learn More](#)

---

**ADDITIONAL DETAILS (PRIVATE)** ⓘ [show details](#)

[Cancel](#) [Next](#)

The Poshmark page for creating a post was simple form with intuitive fields. Participants could do this task easily.



# Recommendations



## Price Listing

The way discount is applied and how much the participant earns should be better explained on the page.



## Details for Post

There should be more color options to choose from on the listing page to describe the product colors accurately.



6

## Task 6

Find the post you just created and delete it.



# Task 6 breakdown

Severity rating

0

## Research objective:

The user should be able to **delete** the post they just created. Test if the selling flow make sense because user have to find their listings through my closet and delete it.

## Most common problems:

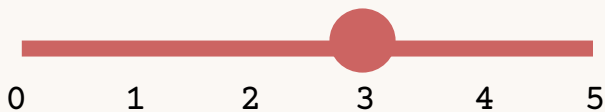
- Participants have **hard time locating** their post. Most had to click through some tabs in the navigation bar before they finally found it in my closet tab
- Participant have to **scroll all the way down** in their post detail page before they can delete the post

# Task Ratings

**Task Success Rate:** 100% Participants successfully completed the task.

100%

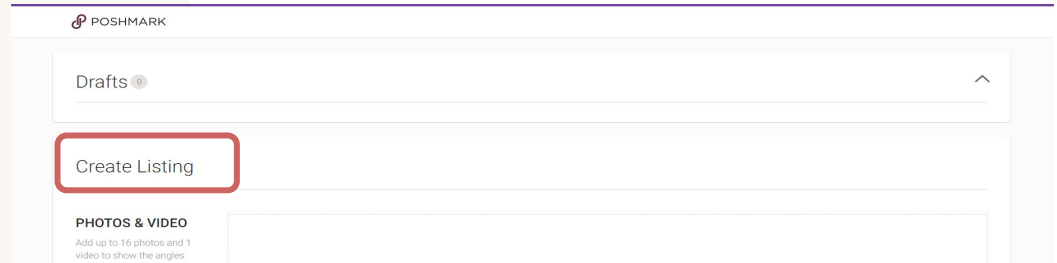
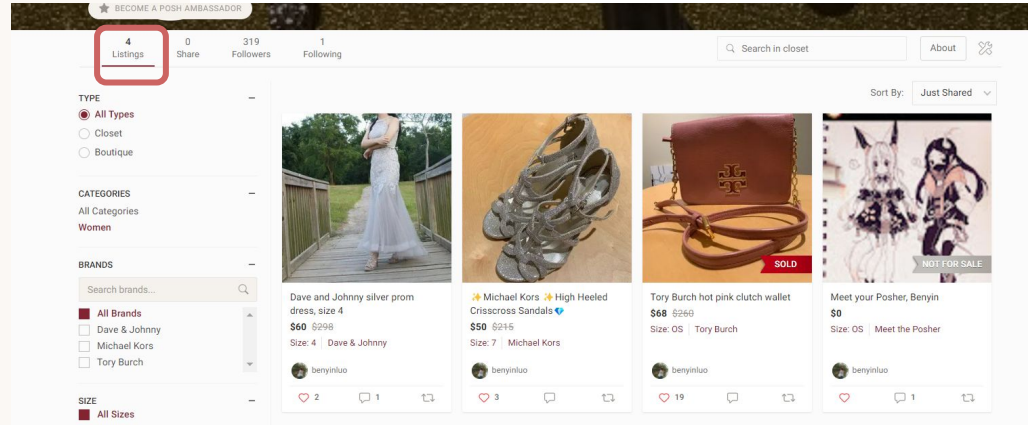
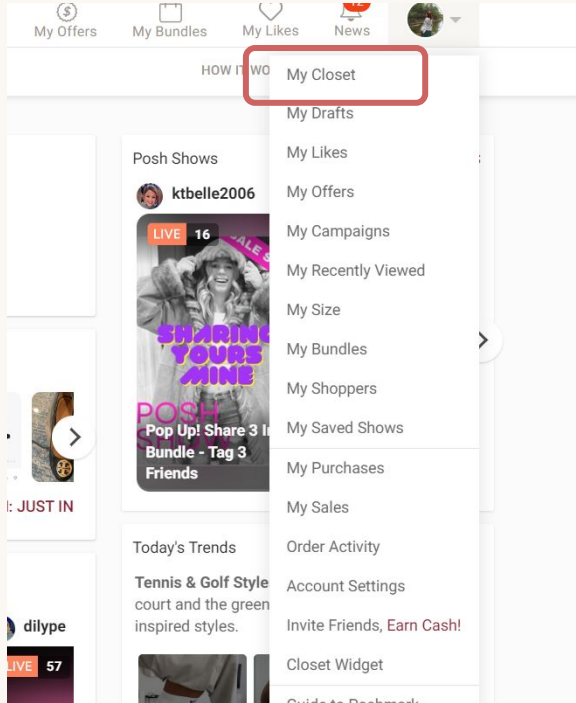
**Average difficulty rating:** Level 3 of difficulty.



" It should be under My Sales, right? Seriously? "



# Findings



Have to click into My Closet to see the listings. My Closet != to Listing in user's mental model



# Findings

Home / Michael Kors / Shoes / Heels



[Like](#) [Comment](#) [Share](#)

nousachanhma and 2 others like this

benyinluo  
Updated Feb 11

[Edit Listing](#)

Michael Kors ✨ High Heeled Crisscross Sandals

Michael Kors

\$50 ~~\$215~~

4 interest-free payments & more with [affirm](#). [Prequalify now](#)

SIZE  [Size Chart](#)

[Offer / Price Drop](#)

Got it in 2019 for prom. Only worn like three times. Ankle strap, Sandra Terra Platform. Heel height 4.5". A little worn off at the heel tip part but the rest is like new.

CATEGORY  Women  Shoes  Heels  
COLOR  Silver

STYLE TAGS  
 Crisscross  silver  sparkle

## AVAILABILITY \*

Questions?  
[Learn More](#)

For Sale

ADDITIONAL DETAILS (PRIVATE) ⓘ

[show details](#)

[Delete Listing](#) [Copy Listing](#)

[Cancel](#)

[Update](#)

Only has edit listing on the details page. User have to click edit before they can find Delete Listing button which is also not visible.



# Recommendations



## Matching mental model

The term “**My closet**” does not match a user’s mental model. Instead, it should be called “**My listings**”.



## Simple path

The “**delete listing**” button should be right next to the “**edit listing**” button.





# Key Insights

Overall themes, observations,  
recommendations, and limitations.

# Key Observations

## Navigation

50% of users mentioned difficulty and frustration with navigation.

## Information Overload

37.5% of users found the website to be cluttered and overwhelming.

## Learning Curve

37.5% of users had a steep learning curve to understand the website.

## Wording / Labeling

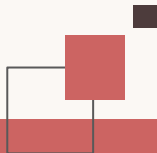
50% of users were confused by the unique jargons and terms.

## Option Variety

37.5% of users were amazed by the abundance of brands.

## Brand Categorization

25% of users were satisfied with the intuitive categorization.



# Key Recommendations

## Simplify Wording

Use simpler, standard terms that match the users' mental model.

- ✓ Wording/Labeling
- ✓ Navigation

## Declutter Home Page

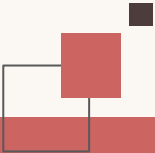
Simplify the menu and remove irrelevant information (e.g., live videos).

- ✓ Information Overload
- ✓ Navigation

## Onboarding Tutorial

Introduce new users to the features on the website during onboarding.

- ✓ Learning Curve
- ✓ Navigation



# Limitations

- We do not know if the participants we have interviewed are Poshmark's target audience.
- The website presents itself as a social commerce marketplace.
- Their primary user might be an advanced buyer/seller who is more familiar with the second-hand selling market.



**Thank you for listening!**

**Questions or comments?**