

overstock

target

zappos

walmart

best buy

amazon

etsy

jc penny

gilt

# Competitor Analysis of IV vs ebay Mobile App. IV

above the fold

below the fold

QUICK INTRO TO DOCUMENT

This document was created to point out features that ebay's competitors have on their mobile apps.

Viewed them quickly and picking out features that stood out.

May 28, 2013

Indiana University IU Large Coat Jacket Parka Team Apparel Nutmeg Campri Mens L

Buy It Now: US \$38.50  
 Shipping: FREE  
 USPS Priority Mail  
 Delivery: Est. between May 31 - Jun 1  
 FAST 'N FREE

Time left: 27d 8h  
 Jun 24, 2013 9:32 PM  
 Location: Batavia, Illinois  
 Ships to: Worldwide

Condition Used

Description >

Item specifics >

Shipping, payments, returns >

Seller michelletippets (358) ★  
 99.7% positive feedback >

Buy It Now

Add to cart

View more like this

Sell one like this

Share

## overstock

Clear back button to get back to the details page once you click on product description

No below the fold information

Action bar never leaves the screen, makes it seem as if you are staying on the same page the whole entire time

Ebay has a screen transition that makes me feel as if I am "leaving" the product

Ebay's screen transition looks like Google Chrome's app when you open a new page / tab

overstock.com

Let's Start Saving. Search

Home Browse Cart Account Sign In

Back Product Detail



**Coleman Instant Tent Polyester Rainfly Accessory for Eight-person Tent**

Item#: 14618550

★★★★☆

**Today: \$46.99**

Compare at: \$59.99

You Save: \$13.00 (22%)

Quantity: 1 Add to Cart

Product Description >

Product Reviews ★★★★★ >

overstock.com

Let's Start Saving. Search

Home Browse Cart Account Sign In

Back Product Descri...

This rainfly accessory is specifically for Coleman 8-person Instant Tents. This rainfly includes steel stakes, a storage bag and offers more protection from the rain.

Brand: Coleman

Model: 2000010330

Materials: Polyester taffeta 150D

Dimensions: Only fits the 14-foot x 8-foot 8-Person Coleman® Instant Tents - Tent sold separately

Design: Rainfly

Waterproof: More protection from the rain

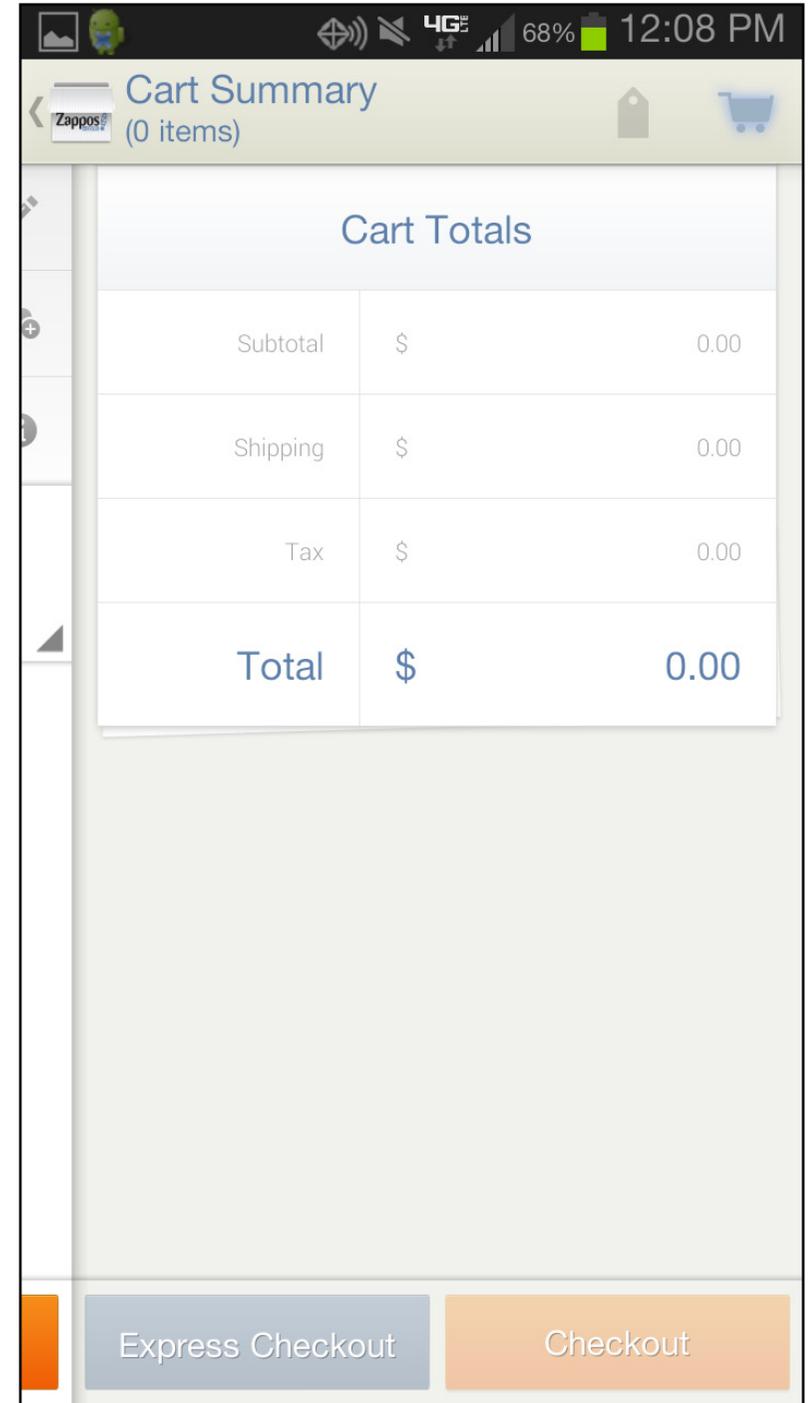
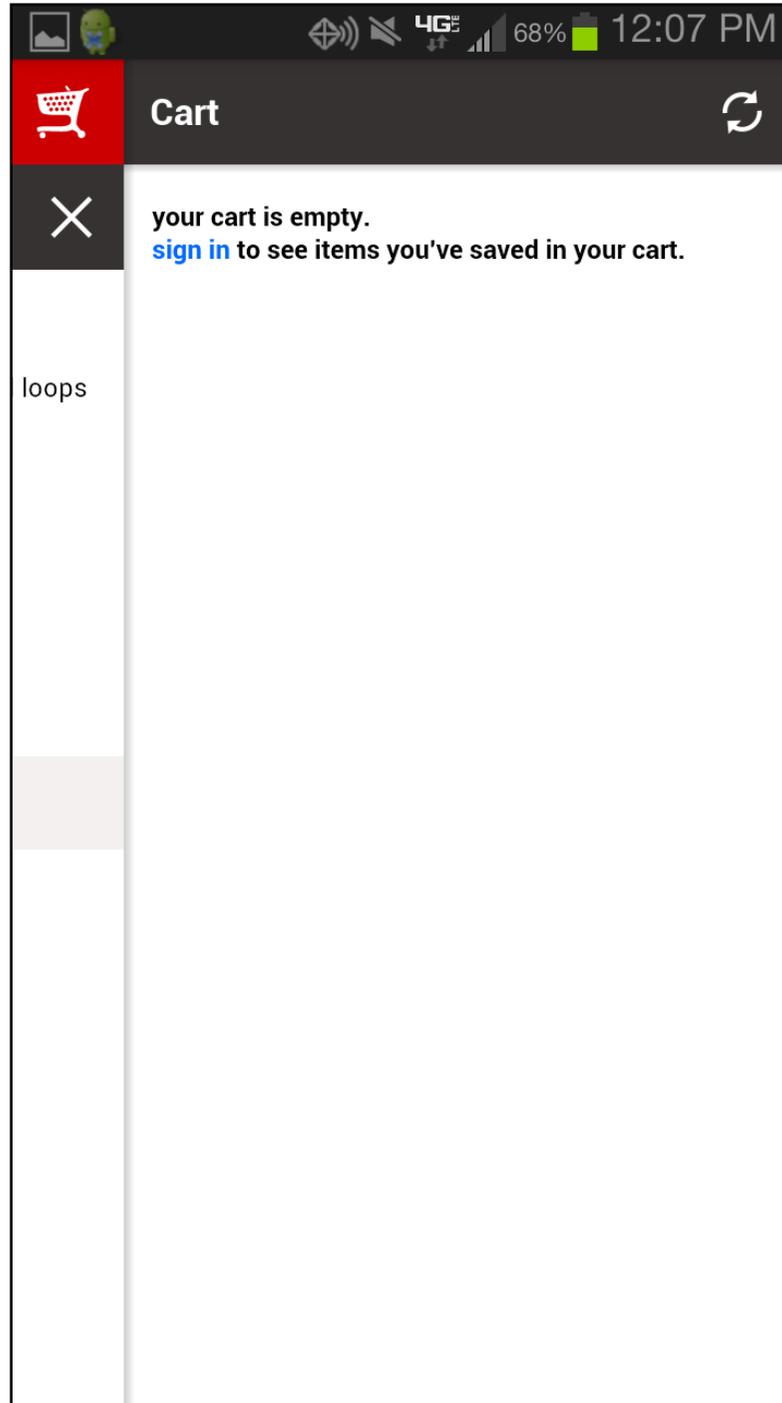
Accessories: Includes steel stakes

Storage: Includes storage bag

# target & zappos CART SCREEN

Can access the cart feature at all times by swiping left on the phone

neat feature to be able to access personal information quickly



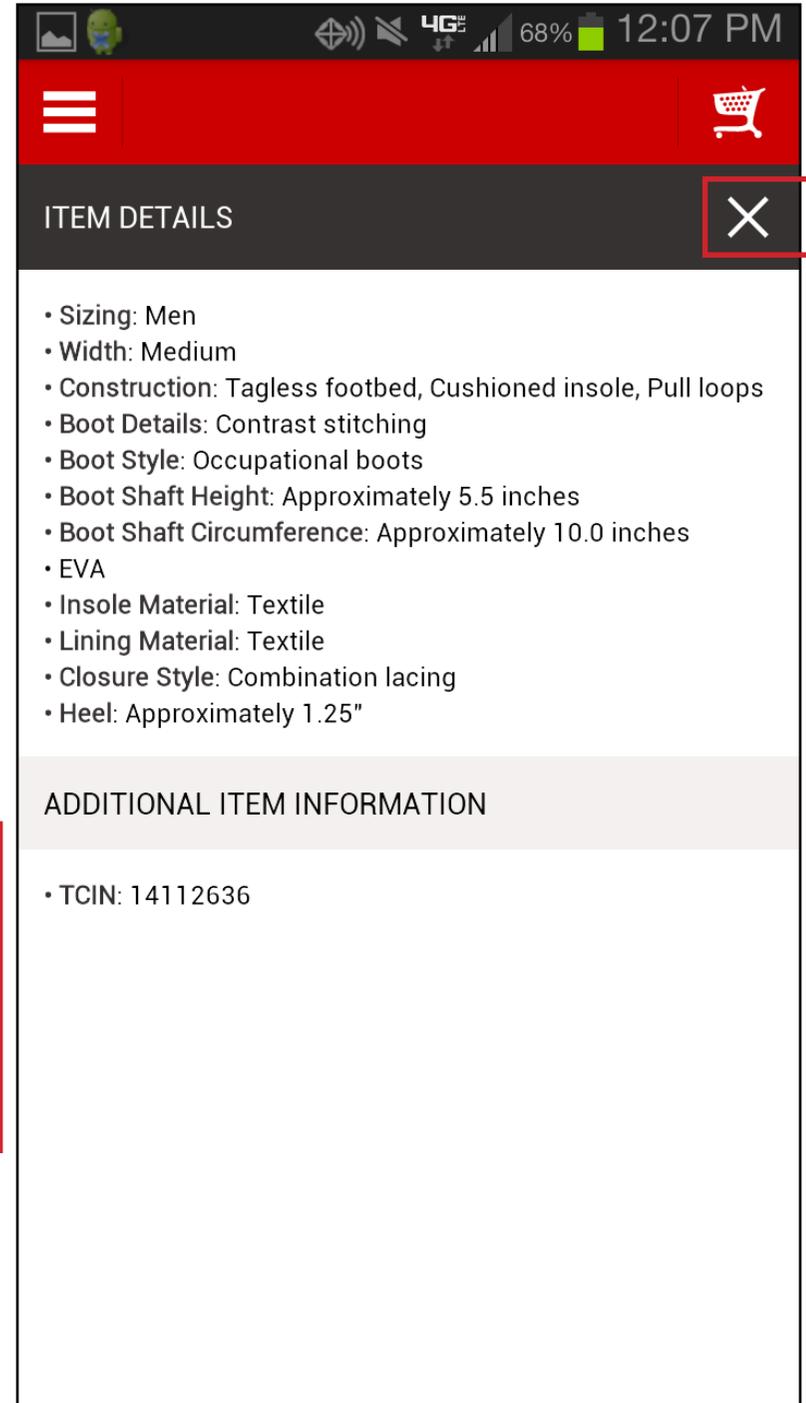
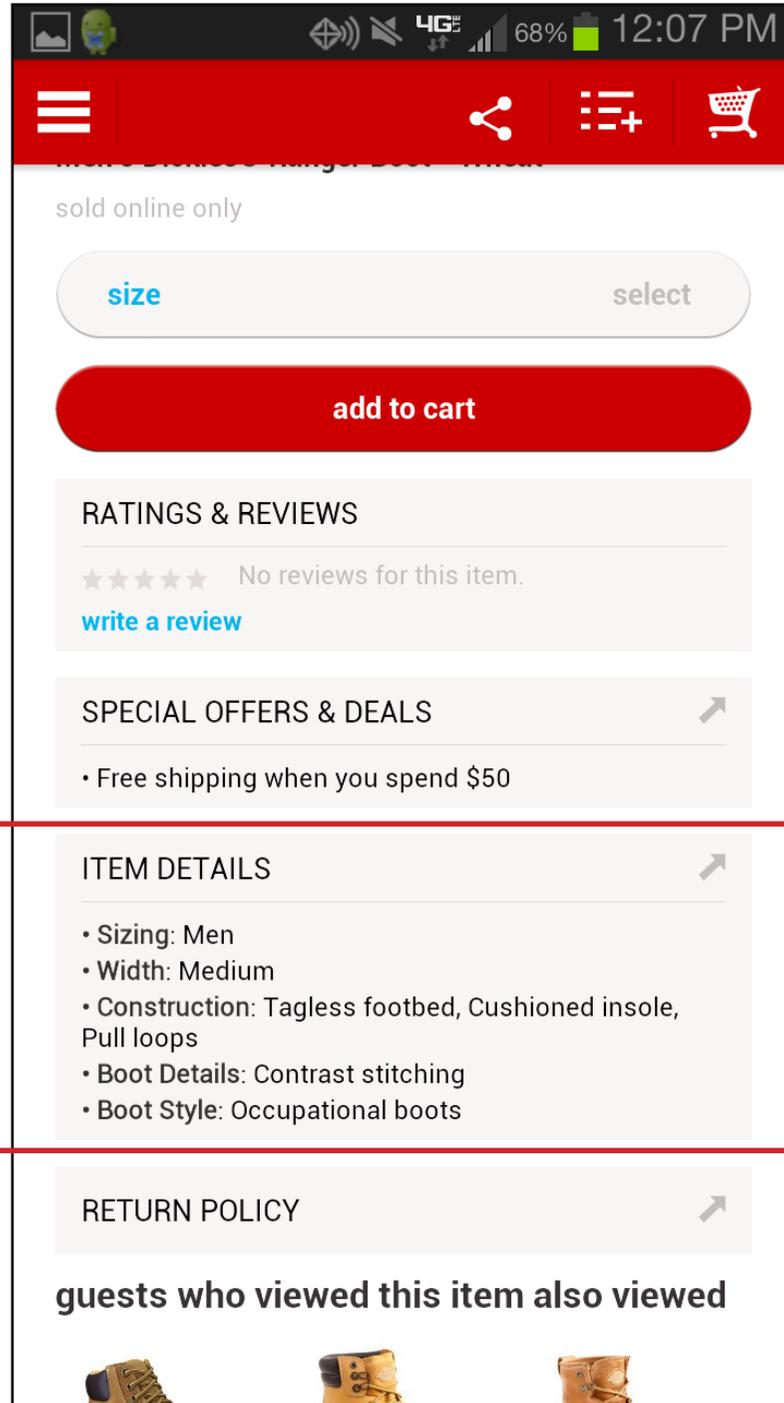
# target

Target has boxes that distinguish details page really well. The contrast of colors really sets apart the information

seems less cluttered

ebay has thin lines to separate sections of information

Image 2: clear and big "X" to exit the page, clear indication to go back to the previous page. Hard to find your way back to the previous page



# zappos

All information is above the fold!!\*\*

in box scrolling for more information about the product, takes the place of the images

never taken away from visually seeing the price

Hi-Tec

V-Lite Sphike Mid WP \$120.00

0 Reviews #8156657

Graphite/Lime/Black Color

10.5 Men's size

D - Medium Men's width



Similar Items Add to Cart

Hi-Tec

V-Lite Sphike Mid WP \$120.00

0 Reviews #8156657

Graphite/Lime/Black Color

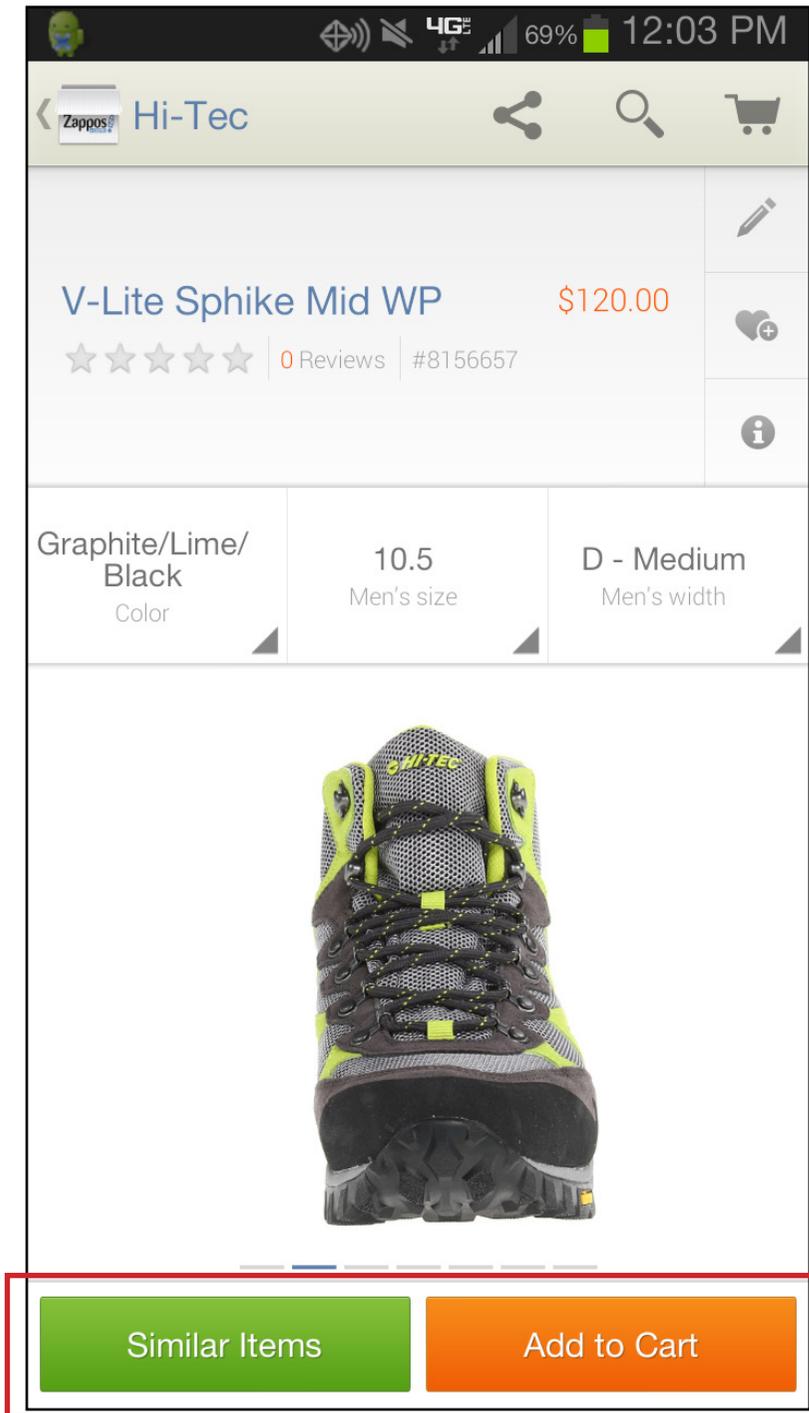
10.5 Men's size

D - Medium Men's width

**performance of the v-Lite Sphike Mid WP boot from Hi-Tech@!**

- High performance synthetic mesh upper.
- Waterproof bootie construction helps keep feet protected from the elements.
- V-Lite design technology promotes lightweight performance.
- Rustproof metal hardware for year-round durability.
- Liquid rubber toe and heel rand for added protection.
- ESS split shank with built-in rock plate for enhanced support and protection against stone bruises.

Similar Items Add to Cart



VS

on ebay to take action, you need to scroll below the fold, taken away from the view of the photos

horizontal buttons (less real-estate) vs. vertical buttons (similar color indicators)

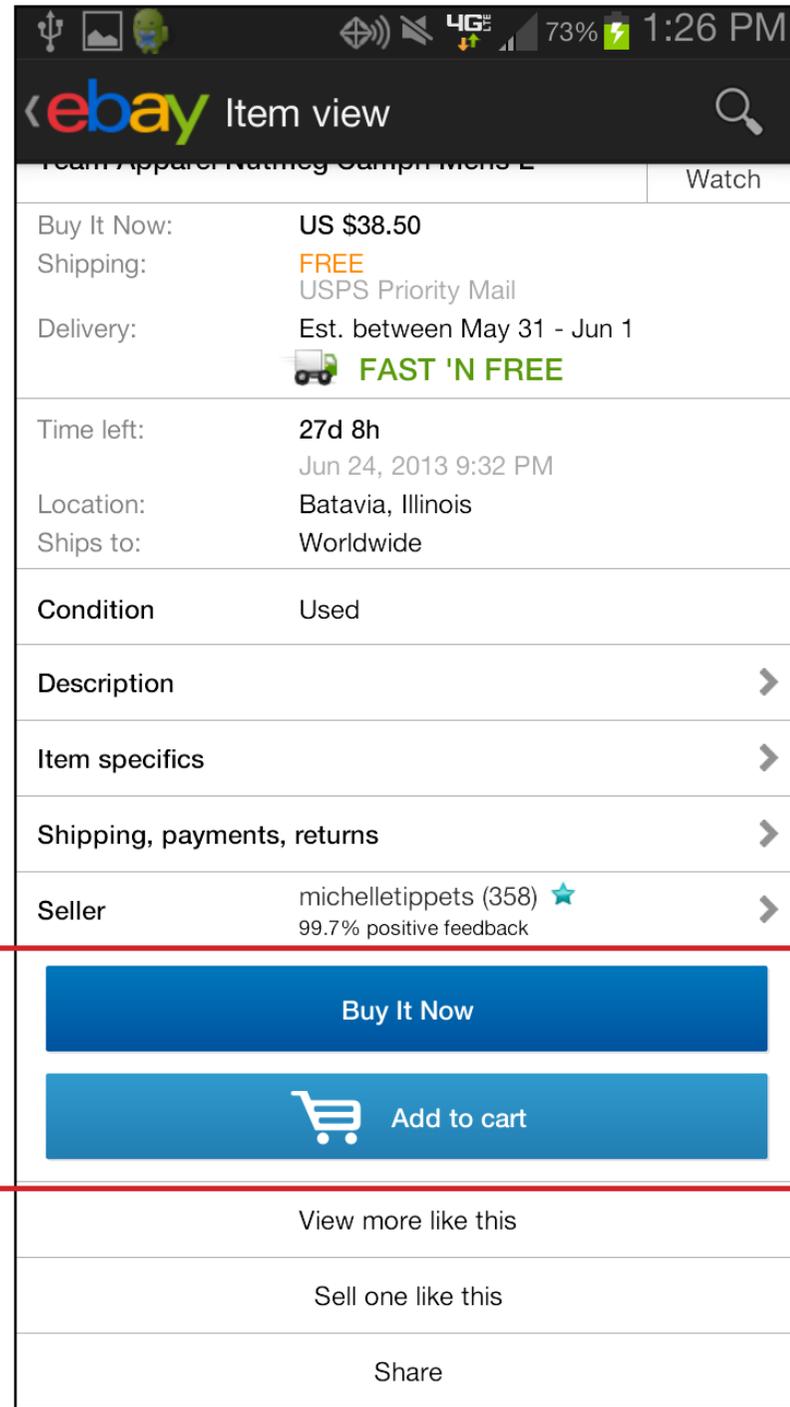
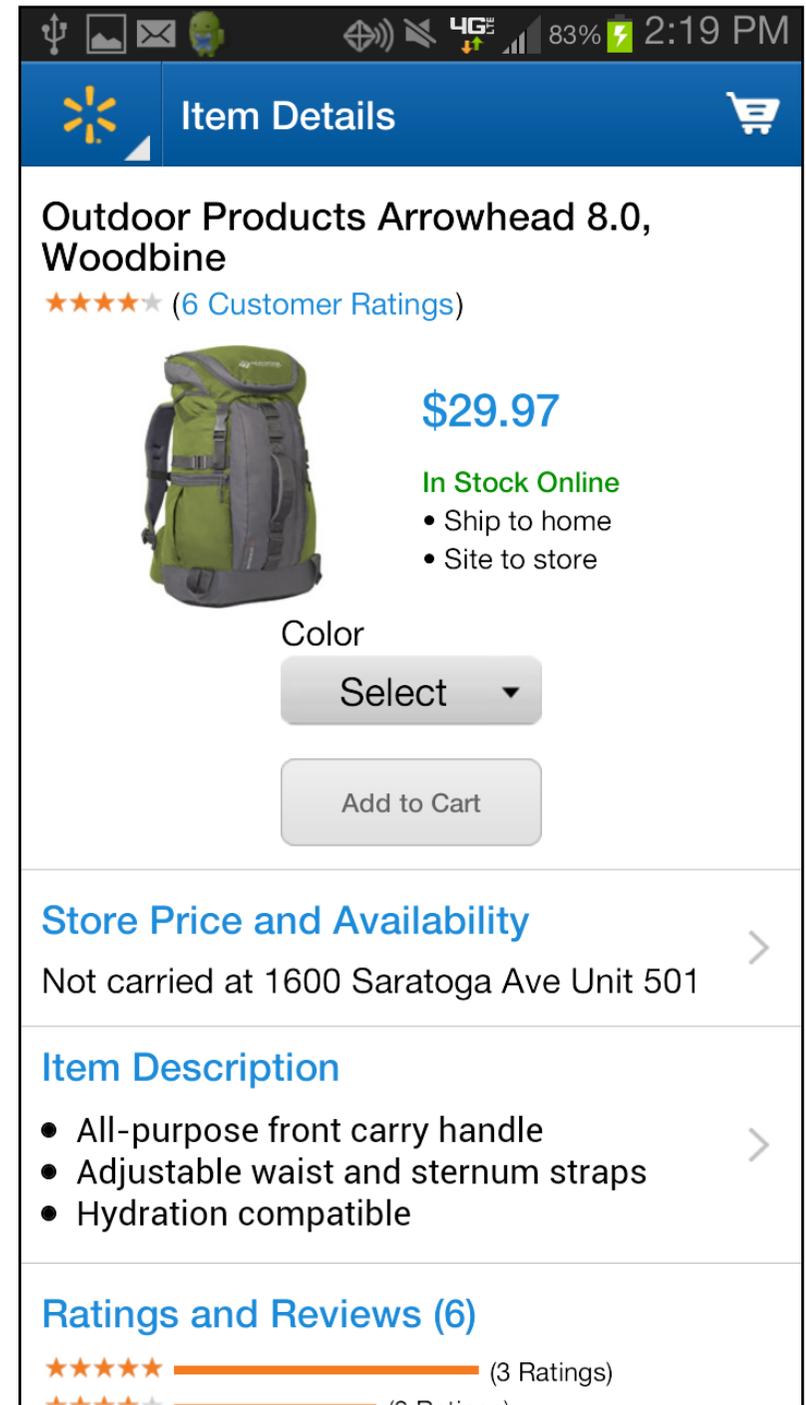


Image 1: Zoom button feature

Image 2: BIG FONTS, easy to read

(screen transition from IV to ID is a left screen transition, makes it feel like you are flipping the page)



Item Details

### Outdoor Products Arrowhead 8.0, Woodbine

★★★★★ (6 Customer Ratings)



**\$29.97**

**In Stock Online**

- Ship to home
- Site to store

Color  
Select

Add to Cart

**Store Price and Availability**

Not carried at 1600 Saratoga Ave Unit 501

**Item Description**

- All-purpose front carry handle
- Adjustable waist and sternum straps
- Hydration compatible

**Ratings and Reviews (6)**

★★★★★ (3 Ratings)

VS

Color distinctions between headings and the information it displays

Item view



Indiana University IU Large Coat Jacket Parka Team Apparel Nutmeg Campri Mens L

Watch

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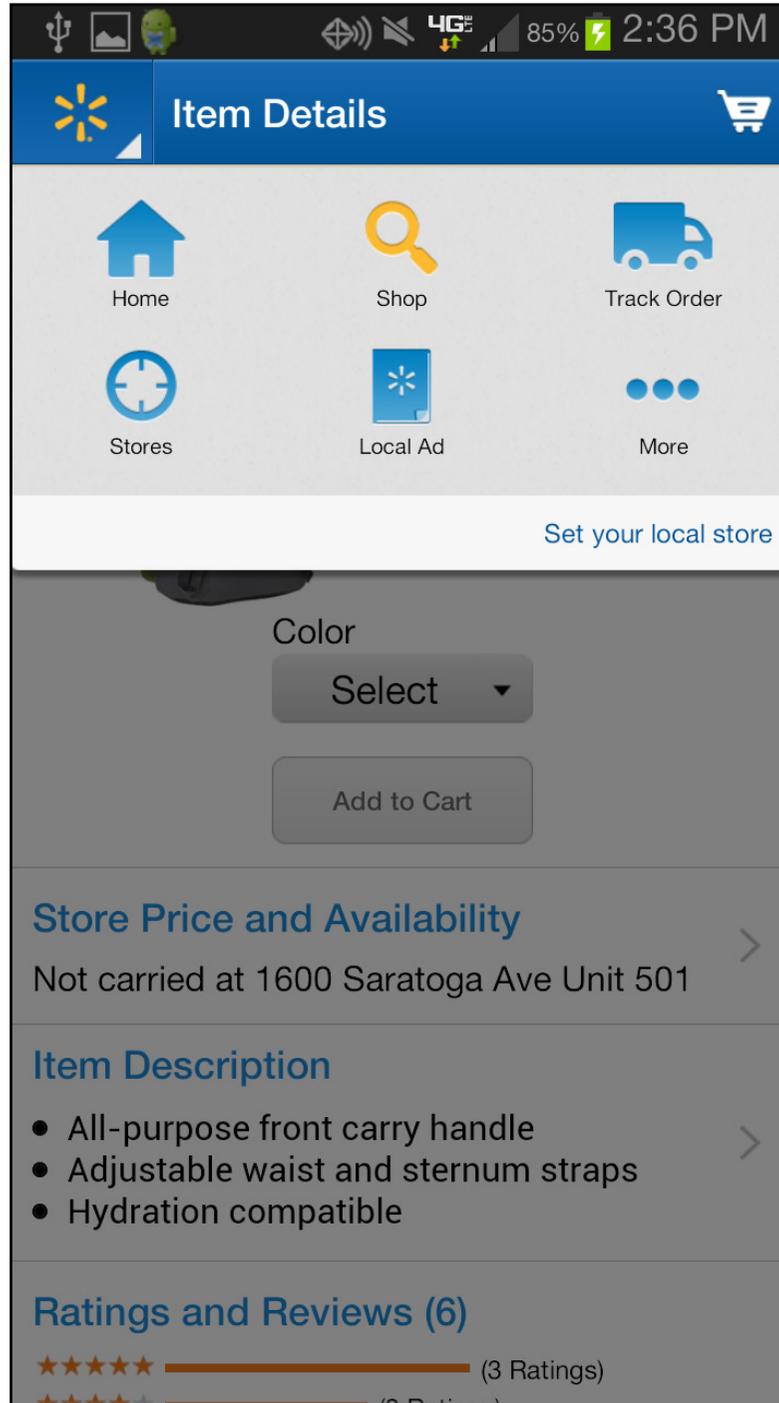
Condition: Used

Description

Item specifics

# walmart

Walmart logo provides access back to home page



# best buy

BIG fonts

accessible search box at all time



Mobile app screenshot of the Bose QuietComfort 15 product page. The search bar at the top is highlighted with a red box. The product title, "Bose®- QuietComfort® 15 Acoustic Noise Cancelling® Headphones", is also highlighted with a red box. The price, "\$299.99", is highlighted with a red box. The "Features" section at the bottom is highlighted with a red box.

Model: QUIETCOMFORT 15 • SKU: 9450578  
★★★★★ 643 Reviews

3 of 7

• Free Shipping  **LOW PRICE GUARANTEE**

**\$299.99**

 Add to Cart

Wishlist Compare Share

**Features**

- **Around-ear design**  
Provides a comfortable listening experience. Earcups fold flat for easy storage.



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Model: QUIETCOMFORT 15 • SKU: 9450578  
★★★★★ 643 Reviews

3 of 7

• Free Shipping  **LOW PRICE GUARANTEE**

**\$299.99**

 Add to Cart

Wishlist Compare Share

**Features**

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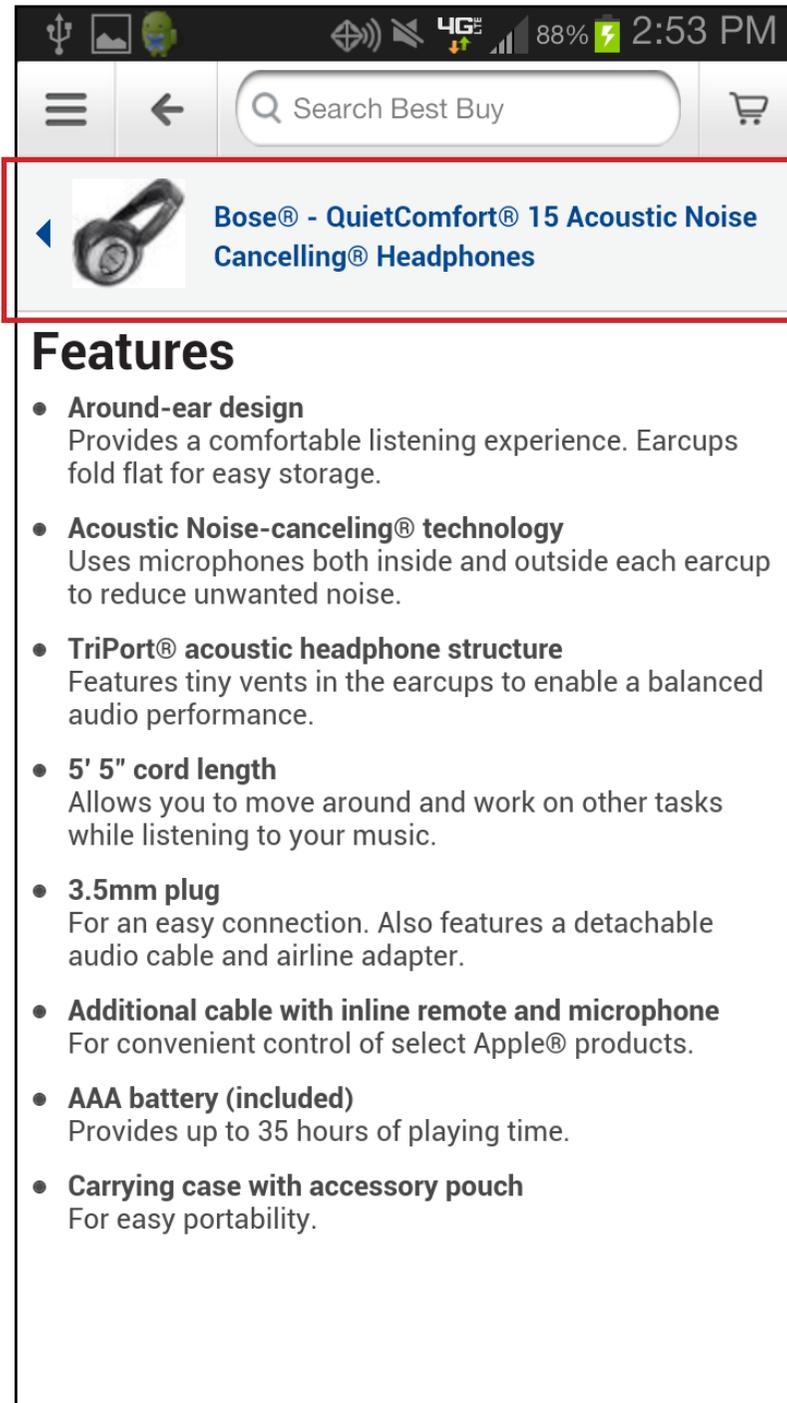
## best buy

Image preview and short description about the product you are getting "Features" on.

Keeps the product in mind with photo thumbnail and short information snip-it

Keeps the product in view at all times

Also serves as a back button



The screenshot shows a mobile application interface for Best Buy. At the top, there is a status bar with icons for signal strength, 4G LTE, 88% battery, and the time 2:53 PM. Below the status bar is a navigation bar with a menu icon, a back arrow, a search bar containing "Search Best Buy", and a shopping cart icon. The main content area is highlighted with a red border and contains a product listing for "Bose® - QuietComfort® 15 Acoustic Noise Cancelling® Headphones". The listing includes a thumbnail image of the headphones, a back arrow, and the product name. Below the product name is a section titled "Features" with a bulleted list of specifications.

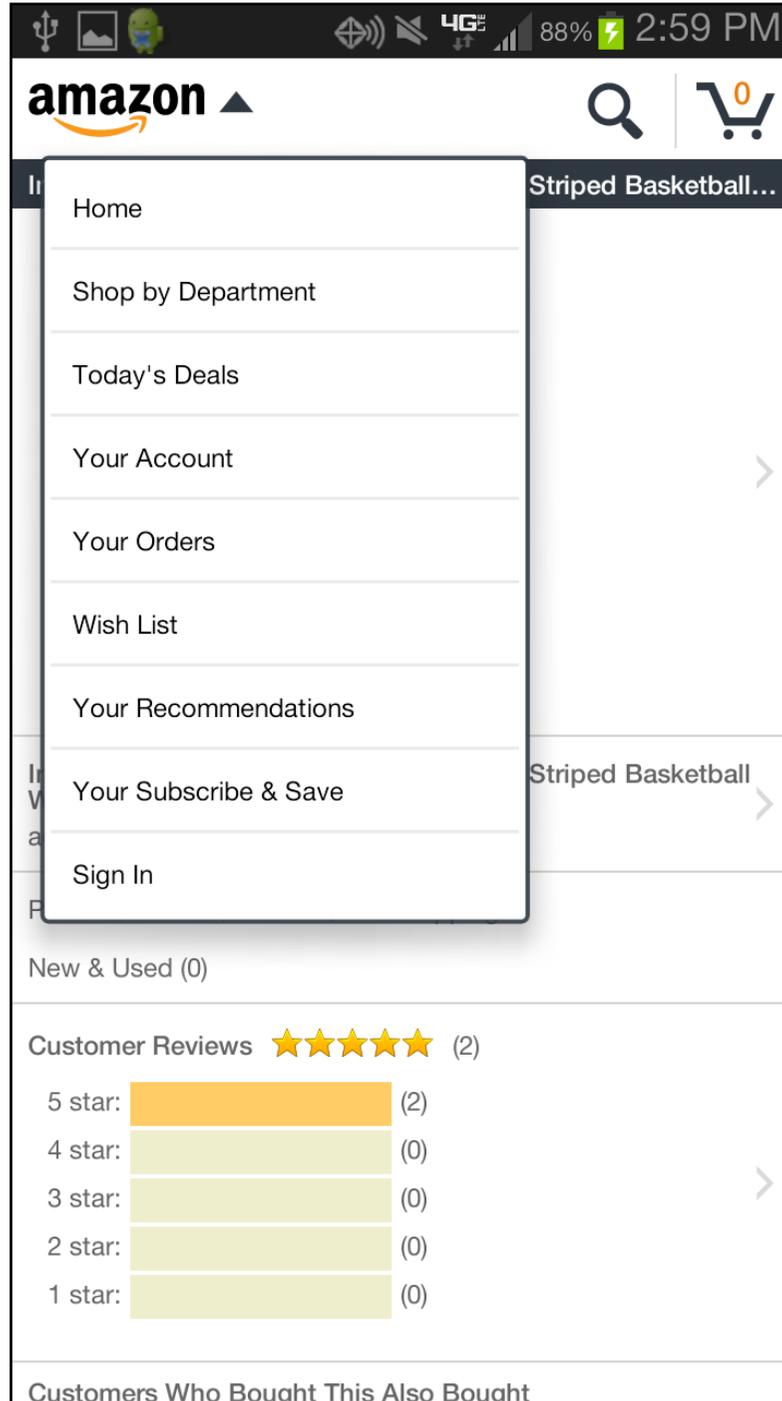
**Features**

- **Around-ear design**  
Provides a comfortable listening experience. Earcups fold flat for easy storage.
- **Acoustic Noise-canceling® technology**  
Uses microphones both inside and outside each earcup to reduce unwanted noise.
- **TriPort® acoustic headphone structure**  
Features tiny vents in the earcups to enable a balanced audio performance.
- **5' 5" cord length**  
Allows you to move around and work on other tasks while listening to your music.
- **3.5mm plug**  
For an easy connection. Also features a detachable audio cable and airline adapter.
- **Additional cable with inline remote and microphone**  
For convenient control of select Apple® products.
- **AAA battery (included)**  
Provides up to 35 hours of playing time.
- **Carrying case with accessory pouch**  
For easy portability.

# amazon

boring.....

only thing, Amazon logo allows access to other parts of the mobile app besides just being a back button like ebay is



# etsy

the read more feature, expands content, most importantly keeps you on the same page as the product, does not take you away from product images.

Does make the page longer in length for more scrolling to view the rest of the information

No boarder around images, very seamless, and embedded photos on the site

Image 2: easy to read and see who the seller is, can easily follow / ("save the seller", in ebay's case)

Quick way to mail the seller from contact button

Shipping prices and info is laid out in a meaningful way. You know exactly how much it will cost right off first glance

ALL CAPS font. vs lower case, for title distinctions

Payments found on first page

mass majority of information can be accessed from ONE PAGE

The screenshot shows the top of an Etsy mobile app interface. At the top is an orange navigation bar with the Etsy logo, a shopping cart icon, and a share icon. Below this is a white header with the product title: "Personalized Pocket Watch - Monogrammed - Gifts for Men - Groomsmen Gifts - Groom". The main image shows a black pocket watch with Roman numerals and a matching chain. The watch face is engraved with "EMC" and "02-15-13". The price "\$32.99" is displayed in the bottom right of the image. Below the image is a green "Add to Cart" button. Underneath the button is a short description: "Classic yet contemporary, our classic-style Gunmetal personalized Pocket Watch has a handsome black face with Roman numerals and includes a gunmetal finish. Sturdy chain and clip included for safe keeping. Wood gift box included. Measures 1 1/2" in diameter with a 14" chain. ...". At the very bottom of the page is a grey box with the text "Read more ↓".

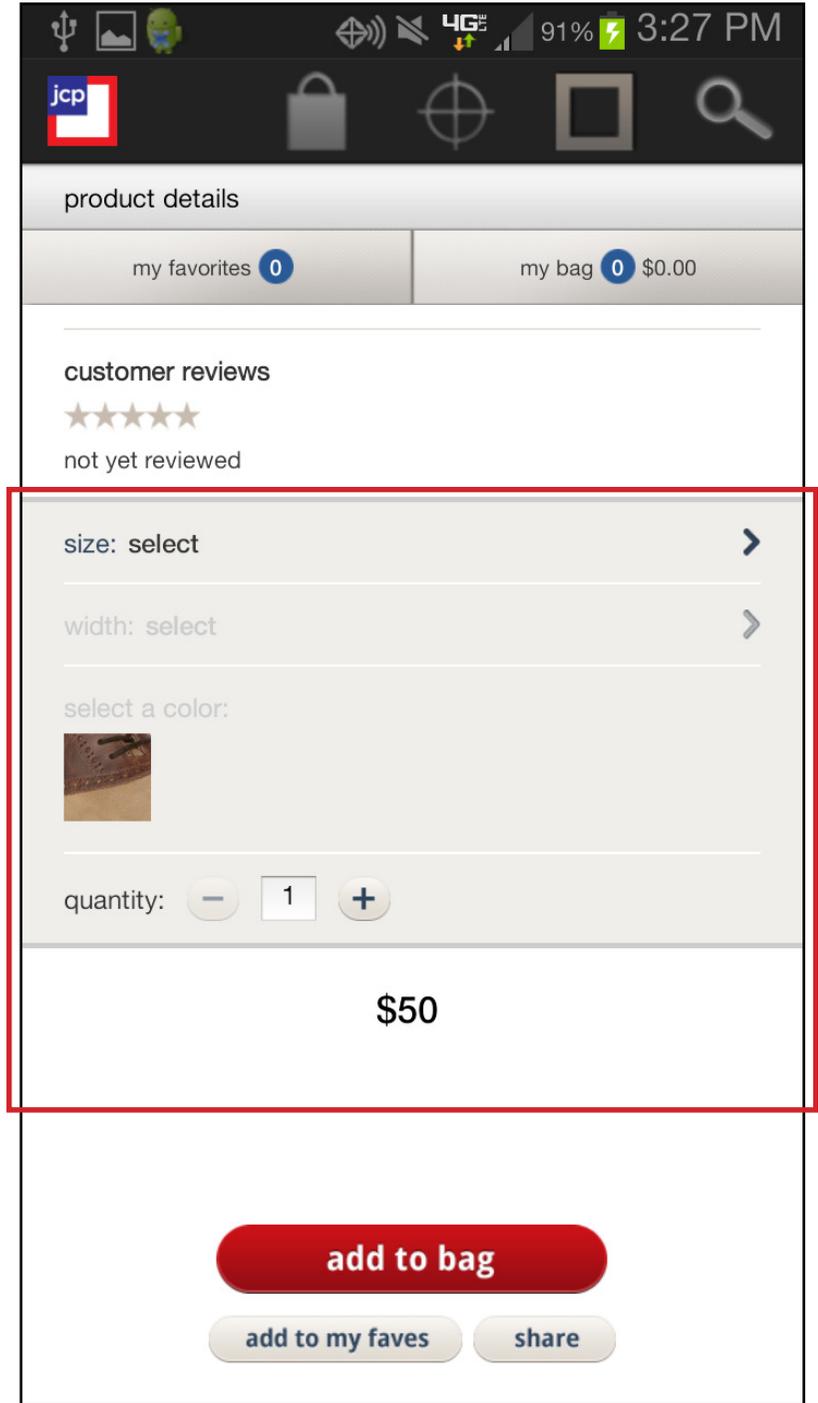
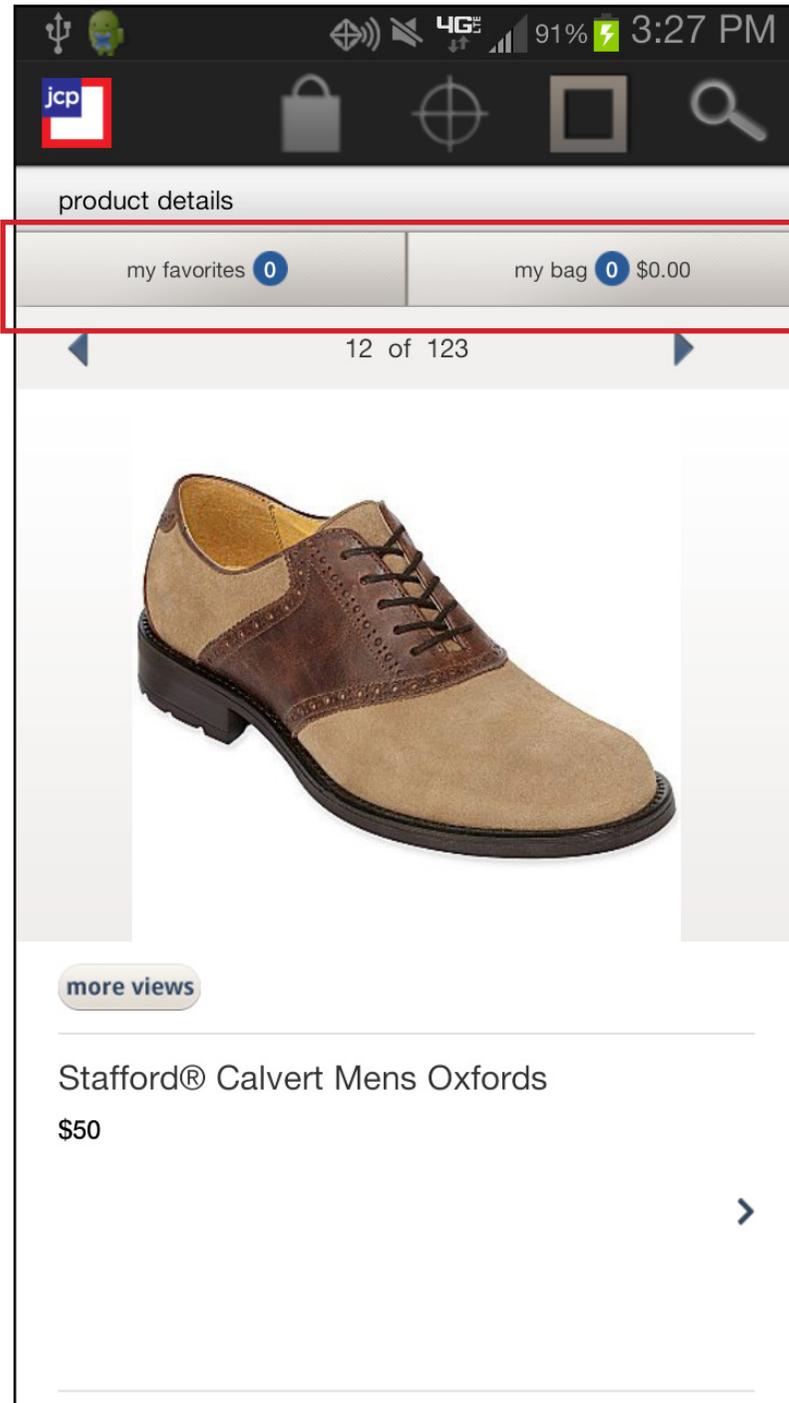
This screenshot shows the lower portion of the Etsy product page. It features a blue "Visit Shop" button. Below that is the "SHOP OWNER" section, which includes a profile picture of Timothy Pogorelc, his name, and location: "South Dennis, United States". There are two buttons: "Follow" and "Contact", with the "Contact" button highlighted by a red box. Below the shop owner information is a "SHIPS FROM UNITED STATES" section containing a table of shipping costs. At the bottom is the "PAYMENT METHODS" section, which lists logos for VISA, MasterCard, American Express, DISCOVER, and PayPal. The "Contact" button, the shipping table, and the payment methods section are all enclosed in red rectangular boxes.

Ship to	Shipping	With another item
Canada	\$8.95	\$2.00
Everywhere Else	\$10.95	\$4.00
United States	\$4.95	\$1.00

# jc jenny

quick buttons that can access important pieces of information

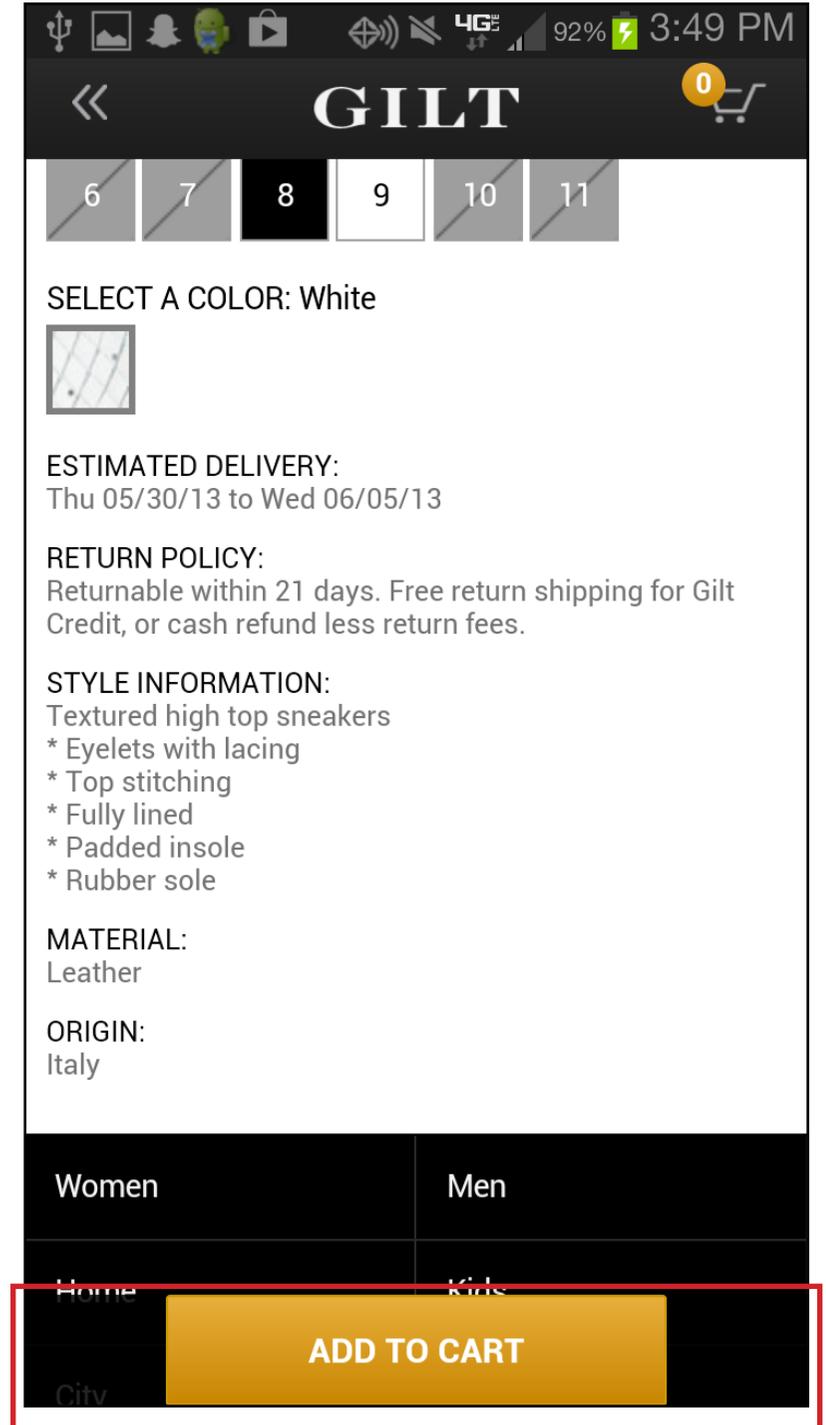
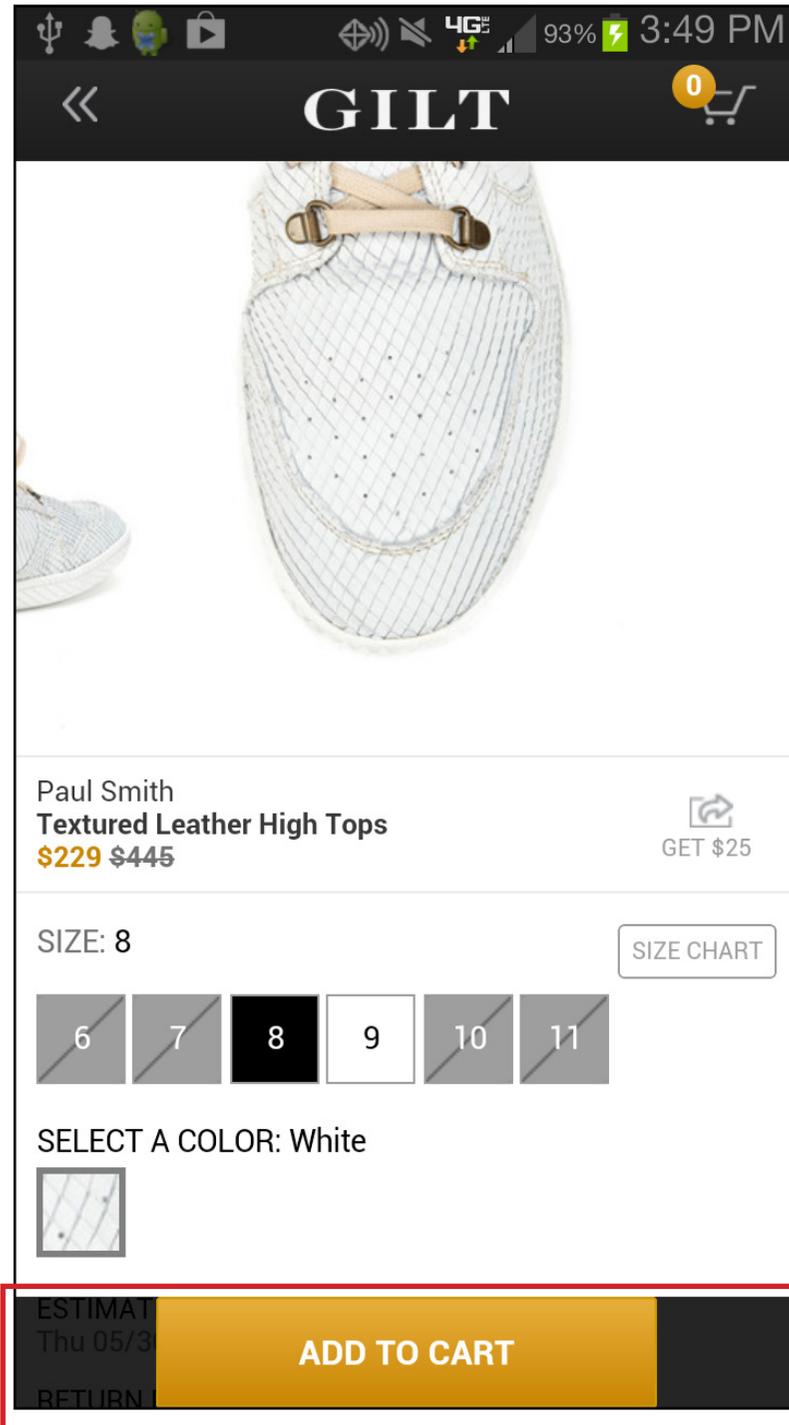
section of information differentiated by color



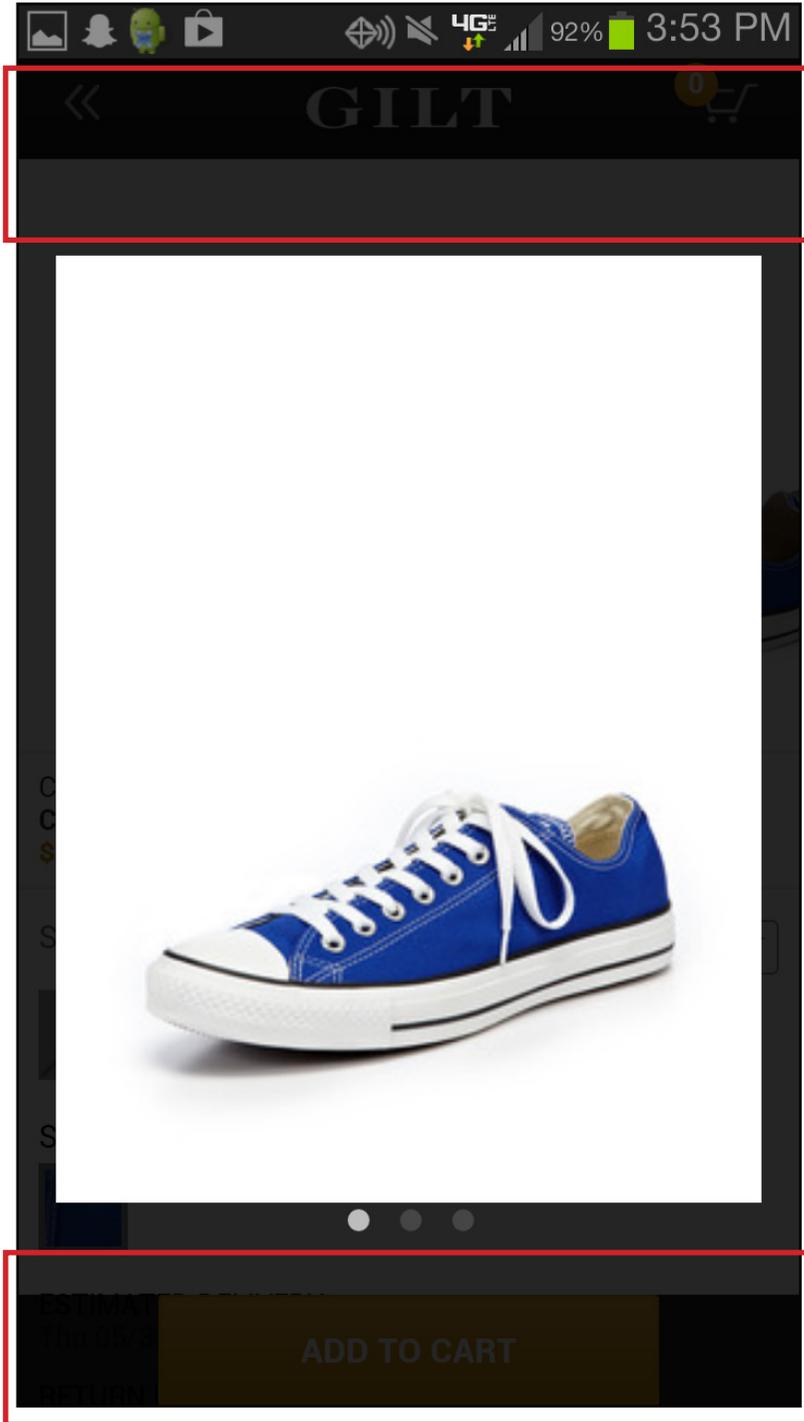
gilt

constant "ADD TO CART" button, always viewable

ALL CAPS for headers, small caps for information about the header



gilt

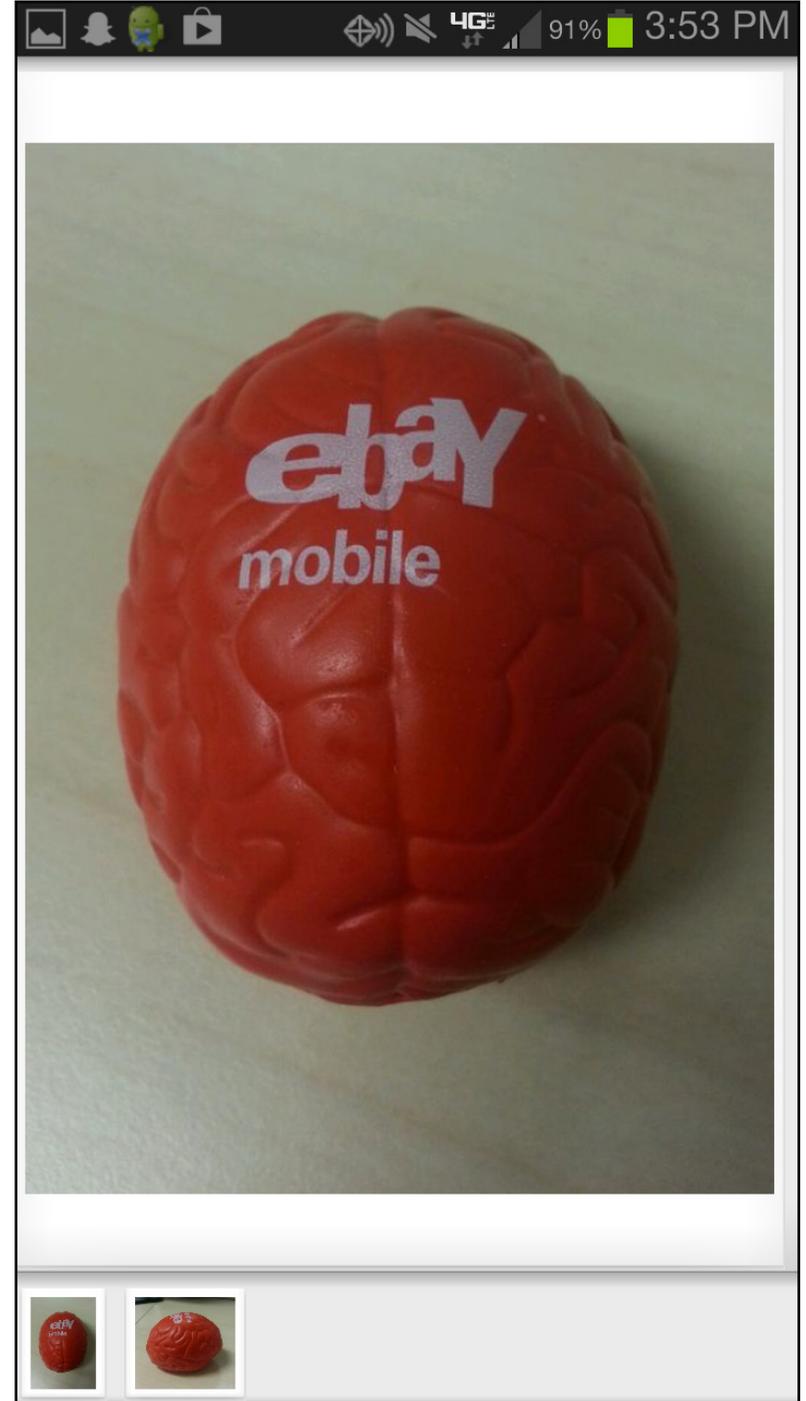


VS

black opacity boarder around the image gallery, can semi see the original page, makes you feel like you have not left the product fully

\*\*can click outside of the image boarder to go back to the main IV page (cool feature)

(no clear back button besides standard that is on the phone)



## additional comments

- most applications had a suggestions item view slider at the bottom of each IV page
- eBay's IV is very long compared to some of the competitors
- eBay IV images are within a distinct color box along with a small white border (seems like 3 layers)
- eBay's IV is very boxy and contains a lot of thin lines that make a distinct grid
- Text is basically all black, with some grey
- Colors and CAPS can go a long way to create a grid without distinct lines

## quick document overview

- big exit buttons
- larger fonts vs small fonts
- color heading vs same color headings
- suggested products thumbnail scroll feature, bottom of IV
- screen transition, seems like you are being taken away from the page (current design)
- inside the IV box scroll feature (zappos)
- above the fold ONLY experience (zappos)
- ONE page scrolling experience (etsy)
- quick and strait forward buttons for contacting the seller
- shipping prices and information display
- color of sections that display information vs. a simple thin line
- access to the previous page