



kickoff



eBay is where the world goes to shop, sell, and give. Whether you are buying new or used, plain or luxurious, commonplace or rare, trendy or one-of-a-kind – if it exists in the world, it probably is for sale on eBay.

project brief.

Ebay has been falling behind in the new age of Online shopping.

- Ebay has their unique feature to buy, sell, auction, and bid. When bidding/auctioning it can be a dull experience along with having a lack luster design. There is no communication happening between the sellers or buyers.

- To keep up with the competition, Ebay needs to find a way to make bidding easier for their users and keep them engaged to come back and use them.

research.

competitor analysis.



Amazon

A vast Internet-based enterprise that sells books, music, movies, housewares, and many other goods, either directly or as the middleman between other retailers affiliated with Amazon.

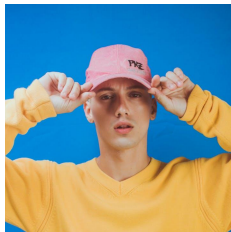


Facebook Marketplace

Facebook Marketplace

An easy, convenient way to buy and sell in your area. You can look through listings or search for items near you to find great things to buy.

personas.



Felix Kent

Undergraduate, Communications

As a Undergraduate Student, Felix wants an easy way to buy and bid money on things that he enjoys.

Goals

- Wants to spend little money
- Graduate and be successful

Needs

- Values quality
- A second revenue to compensate his minimum wage

Motivations

Likes old school fashion/collectables



Carol Jones

Student, Marketing Associate

As a Graduate Student, **Carol** wants to be able to afford trendy clothes and sell her old ones.

Goals

- Wants to make extra money
- Be the head of her own marketing firm

Needs

- Values communication
- More time to balance her hobbies and job

Motivations

Staying on trend and dressing to impress especially at her job

brand archetypes.

Explorer/ Everyman

Innovative and ambitious with a sense of belonging with a high degree of practicality functionality, and low to mid degree of complexity.

target segmentation.

Demographics

Innovative and ambitious with a sense of belonging with a high degree of practicality functionality, and low to mid degree of complexity.

Behavioral

Innovative and ambitious with a sense of belonging with a high degree of practicality functionality, and low to mid degree of complexity.

Psychographics

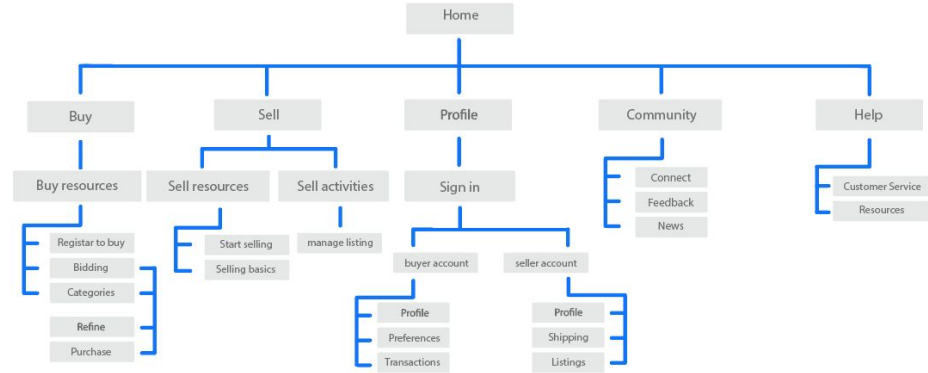
Lower/working/middle/upper class,
resigned/mainstreamer/succeeder/explorer

insight statements.

Buyer- I want to buy old school clothes and collectibles (situation), but I don't want to spend a lot of money or go out to thrift shops (emotion). The listings online are sometimes deceptive and scam people (enemy). I wish there was a way for me to shop online and bid on items without the worries of being scammed. (desire)

Seller- I want to sell my items (situation) and be able to communicate with the potential buyers (emotions). There are a lot of bidders and it gets very overwhelming when they ask questions about the items/offer different prices (enemy). I wish there was a way for me to reach out to these buyers and understand what they want/need. (desire)

sitemap.



branding.

brand history.

Ebay's after 17 years re-branded and made a fresh new logo that is rooted in there proud history. They retained core elements of their logo, including there iconic color palette. The vibrant eBay colors and touching letters represent the connected and diverse eBay community.

The basic colors of the eBay logo signify entertainment, enthusiasm and candid energy.



1995



2012



Old Color Scheme

the new ebay.

Our new Ebay is more streamlined and clear as well as modern. We created a new logo which is a little more youthful and uses brighter colors to more accurately represent the brand.



branding.

The first step to re-designing Ebay was to pick a typeface that reflected the streamlined and playful vibe that we were going for. Aqua Grotesque was the best option to move forward with the logo design.

color scheme.

Some small tweaks to the colors allowed us to more accurately represent the brand while giving us a color scheme to work with for the rest of the assets.

- ① The linking between letters here represents the connection that Ebay provides between users.
- ② The overlapping colors here is a callback to the very first Ebay logo to provide a new take on that idea.





Cara Cannone | Lauren Padula - Spring 2019