A Step By Step Guide to Use eBay
# Table of Contents

**Introduction** .......................................................................................................................... 3

**What is eBay?** ......................................................................................................................... 4

**Getting Started** ..................................................................................................................... 5

Register your online account ....................................................................................................... 5
Take photos of your items being listed ......................................................................................... 5

**Sell your item form** ................................................................................................................. 7

Touch up your photos: .................................................................................................................. 9
Select payment methods: .............................................................................................................. 9
Provide shipping costs: ................................................................................................................ 9
Return policy: ................................................................................................................................ 10
Payment instructions: .................................................................................................................. 10
Monitor your listings .................................................................................................................... 11
Payments and Shipping: .............................................................................................................. 11
Safe Trade ................................................................................................................................... 11
Feedback: ..................................................................................................................................... 11
PayPal Payments: ....................................................................................................................... 12
Ensure that buyers successfully pay the sellers: ......................................................................... 12
Resolve Disputes: ....................................................................................................................... 12
Account Protection: .................................................................................................................... 12

**Basic Features** ....................................................................................................................... 14

Auction style listings ..................................................................................................................... 14
Seller ratings ............................................................................................................................... 14
Charity auctions .......................................................................................................................... 15
Shipping...................................................................................................................................... 15

**New Additions** ..................................................................................................................... 16

**How the website has been designed?** ................................................................................ 17

**Saving Web Content with eBay** ............................................................................................ 20

**eBay Mobile Application** ...................................................................................................... 21

The search function .................................................................................................................... 21
Barcoding Scanning..................................................................................................................... 22
Search filters ............................................................................................................................... 22
Ample information on products .................................................................................................. 23
PayPal.......................................................................................................................................... 23
Items can be tracked on the go ................................................................................................... 23
Making calls-to-action obvious .................................................................................................... 23
eBay’s mobile application can be used on all platforms............................................................ 24
Range of products on offer .......................................................................................................... 24
Selling items using mobile app ................................................................................................... 24
Use eBay with other Applications ............................................................................................. 26

**Criticisms of eBay** ................................................................................................................ 27
Introduction

Do you ever feel like you need to buy an item and it is not available anywhere in the physical marketplace? Or you want to sell products, but you cannot easily find any buyers? Do not worry, eBay will help you solve these problems and help you find the relevant marketplace to buy and sell your products in the most efficient and convenient manner. This guide will give you a brief outline of what eBay actually is, describe its features, discuss how it can be used along with other applications, talk about eBay’s mobile app and cover some of the concerns about the website.
What is eBay?

eBay is an international company that carries out most of its operations over the internet. It is an American company with its headquarters in San Jose, California. eBay was founded in 1995 by Pierre Omidyar and by 2015 it had successful operations in over 30 countries. Apparently, Omidyar started eBay as a hobby but the company got extremely popular over a short period of time and he realized that he would need to start charging the users of the website if he wanted to sustain the expenses of running eBay. It was initially called AuctionWeb, but in 1997, the official company name was changed to eBay. The company was founded during the dotcom bubble but unlike many other companies it managed to survive during that period.

eBay is the name of the actual company, which is in charge of eBay.com. This online company handles online auctions and acts as a shopping website. People have the opportunity to buy and sell their products in an open market with buyers and sellers all over the world. eBay is a completely free website to use, however, sellers are required to pay a fee when they sell any items that they have listed.

eBay’s original logo was this from 1995 to 2012:

![eBay Logo 1995-2012](image)

However, in 2012, they changed their logo; and currently their logo is:

![eBay Logo 2012-Current](image)
Getting Started

There are six steps to successfully setting up an eBay account and begin the selling of products. These are:

I. Register your online account
II. Take photos of your items being listed
III. Sell your item form
IV. Monitor your listings
V. Payments and shipping
VI. Safe trade

Register your online account

Registration for an account on eBay will only take a few minutes. You will need to create a seller’s account with your registration. This will require you to give your credit or debit card information and your checking account details. If you do not wish to reveal this information, you also have the option of becoming ID Verified. Finally, you click the ‘sell’ tab on the top of your eBay page and then click on the option to ‘Sell your item’. When registering as a seller, there are three kinds of fee options you can choose between. The first is Insertion Fee. This is an automatic fee debited from your account when you list an item online and you may get the chance to re-use this fee if your item does not sell.

The second kind of fee is an Additional Option Fee and this is only charged if you choose to partake in extra selling features such as Buy it Now. The last fee option is the Final Value Fee. This depends on the cost of the item you sell and is a small percentage of that value. This is only charged if the auction closes successfully and there is a winning bidder.

Take photos of your items being listed

Before buyers purchase a product, they want to see a picture of the item no matter how well it has been described. So eBay recommends its sellers to take photos of all the items they are going to list online and upload them onto the website using eBay’s Picture Services. Sellers can use a digital camera or a regular camera with a scanner to take and upload these photos. If you use a digital camera to take the photo, you can connect it to your computer and save the file in a .gif or .jpg format on your computer. These photos can then be uploaded on eBay’s website directly from your computer. Alternatively, if you do not own a digital camera you have the option of taking the photo from your regular camera and getting it developed. You can then use a scanner to upload it to the computer and save the file in either a .gif or a .jpg format. This can then also be uploaded on eBay.
When taking a photo of an object for listing it on eBay, ensure you have plenty of light to be able to clearly see the photograph and that the object has been placed on a plain background. It might be a good idea to take more than one photo from multiple angles of the object, as well as a close up and a distant view so the buyer can view all sides and get an accurate representation of the item before making the purchase. The following are some examples of good versus bad photos on eBay.

A: Good photo

B: Bad photo

Once you have uploaded the photo, you can use eBay Picture Services for basic editing of the image. Some tips for this basic editing include cropping your photo to ensure any unnecessary background information is removed, resizing the image to fit the eBay guidelines, balancing the contrast and brightness of the image, rotating it to the correct side up and saving it either as a .gif or a .jpg format (these are eBay friendly formats).
‘Sell your Item’ form is a service offered by eBay, which guides you through the process of successfully listing and selling your items online. You enter all the relevant details about your item, such as price, up to date photo, the payment methods, shipping costs and the return policy. The following are some important tips for listing your items online:

Select a Category:

You need to ensure that your item has been listed under the most relevant category so that it is easy for prospective buyers to access it when they search for items. Some categories are very closely linked so you need to research which category your item is most well suited to. This is important because your item should be placed with other similar items, as this increases its chances of selling. Some ways of researching categories is to look up items that could be similar to yours and note what category they have been placed in. If you categories are extremely similar and your item can go into either of them, look up both of them and try and check which one is more active. Place your item in the search category, which is more active to provide more exposure to buyers. It might also be useful to check the number of bids in each category and place your item in the category, which has the most successful listings. eBay does not restrict its sellers to only choose one category for their items so it might be useful to place your item in two or more categories if that is applicable. This will reach more buyers. Pay attention to keywords in each categories as well. Place yourself into the shoes of the buyer and type in keywords that they are likely to use to decide which category placement would be the most beneficial for your product.

Pre-filled Item Information:

For some items, eBay might have pre-filled item information available. This may be in the case of books, CD’s, DVD’s or videogames. You will be asked to enter limited information such as the title, author, artist and ISBN number etc. and the rest of the information on the product will be automatically entered such as specific details and a photo of the item. However, you do have the option of customizing or editing these details and using an alternate photo. It is not necessary to use the pre-filled item information feature but it can be helpful when a seller has to sell many items that fall under this category as it can make uploading information extremely fast and easy.

Write an Effective Title:

Using keywords for an effective title is as important as placing items in a relevant category. Try to use titles that a buyer is likely to relate to the product they are searching for. When a buyer searches for an item, eBay compares the search query with all the item titles in the system. Therefore, an effective title is extremely important for search results.

eBay allows you to use up to 55 characters to describe your items. Ensure that you use relevant descriptive words for the description and do not waste too many characters on
punctuation. However, some categories allow the seller to display more characteristics about the items in a separate box, which are also used to match up buyers search queries with relevant items. Another important tip is to avoid using fancy words that may sound nice but are unlikely to be entered into a search bar by the buyer. It is important to be clear and direct about the product, and repeat the category name if necessary in the description. It could be sensible to look at the title names and descriptions of similar items on the website and check which ones drew the highest search results as well as bids.

**Describe your item:**

Try to use as much detail as you can to accurately describe your item. Include all the current attributes of the items, such as year it was produced, its dimensions, colour, current condition etc. Talk about the positive aspects of your item so the buyer can appreciate those. It would be useful to the buyer if you included your payment information, shipping details and returns policy in a part of the description of the item as well. Along with the content of the description, make sure you use a uniform font and a polite, yet friendly tone, which would appeal to the buyer.

**Determine your price:**

When you list your items on eBay, you will have to decide on an appropriate price. It might be a good idea to compare your item to other similar items and see what price they sold at. This can be done by searching for similar items in your category and then going on to the ‘Advanced Search’ page. Once you have decided on an appropriate price, you can start working on a pricing strategy. In the context of eBay, this pricing strategy will include the starting price you wish to set for your item, the reserve price you choose and also whether or not you wish to include a reserve price, and finally, whether or not you are going to use a fixed price format. You can include four price types in this price selection process.

These are starting price, reserve price; buy it now price (BIN) and fixed price format. The starting price is the price at which the first bid is made during the online auction. The reserve price is the minimum price that the item is allowed to sell at. Your item will not sell at any price lower than this if the highest bid does not meet this price, but it can sell for a price as high as the bidding goes. The reserve price is visible to the buyers and could potentially discourage bidding. The BIN price is the price that buyers can pay to avoid bidding and purchase the item instantaneously. This price is only displayed until the bidding process hasn’t started, but once it begins the BIN price is no longer visible and the auction is carried out as normal. Lastly, to use the fixed price format, you can tell the buyers the ideal price for your item, and they can choose to purchase it from you directly at this price and avoid the auction process.

**Add photos:**

eBay offers its users a photo uploading service called the eBay Picture Services. It adds photos to your listings as long as they are .jpg or .gif format in your computer. In order to add a photo
online, you must click on a box to select a photo and navigate to where the photo lies on your computer. A window will open showing you the various files in your computer and you can navigate to the location where your photo lies and add the one you need by selecting it. eBay offers a Basic Picture Services as well as an Enhanced Picture Services.

The basic services only allow you to upload a photo whereas, the enhanced services allow you to preview, crop and rotate the photos you choose. It also allows faster upload of pictures. To be able to use the enhanced version, you will need to install some software from the eBay website onto your computer. You can upload more than one photo for each item on to your listings by clicking on the same button. It is free to upload the first photo and costs $0.15 for each additional photo. Alternatively, you can also choose to use your own photo hosting service by clicking on the ‘Your Own Web Hosting’ tab. Your photo can be of any size on your computer, but eBay Picture Services will resize larger photos to 300 x 400 pixels (high and wide respectively). This photo size is considered the ideal size for buyers; it is small enough to download quickly and large enough to clearly display the image.

**Touch up your photos:**

Before uploading your photos onto your listings, it is important to edit them to crop out any excess background and sharpen the colours if they look dulled down. You can edit your photos using the software provided with your camera, scanner or generally other computer programs, or you can also use eBay Picture Services for basic editing purposes. This service can crop and rotate photos. Your photo will be deleted from the eBay Picture Services once your listing is completed and you will need to save it on your computer if you wish to save it for the future.

**Select payment methods:**

The popular payment method on eBay is PayPal. This will allow you to accept credit and debit card payments for your purchases. PayPal is safe and convenient for the buyers to use and it will pay you immediately for any sales as soon as the listings close. PayPal also offers its sellers a Seller Protection Policy. This will protect them from fraud by preventing chargebacks. eBay offers an Immediate Payment feature in connection to PayPal for Buy It Now items. The item stays open until a user has completed the payment process if they choose BIN; other buyers have the option of completing the payment process faster and purchasing the items instead. To provide this option, you will have to purchase the PayPal Premier or the eBay Business account, as well as show the shipping costs for that item online.

**Provide shipping costs:**

Sellers can choose whether to provide shipping costs with their listings. If you do decide to provide these costs, there will be less confusion after the sale and payments can be finalized quicker as the buyer will clearly know how much shipping costs they are required to pay. You can either choose to have a flat shipping fee for all deliveries, or include the eBay Shipping
Calculator next to your product so that buyers can determine how much they will be required to pay for shipping depending on their location and the type of delivery they choose. PayPal can be one of the payment options offered for paying for the shipping costs as well and the payments through this will be paid to you as soon as the sale is formalized. You also have the option of using third party services to manage all your payments, including your shipping payments. This information can also be provided to your buyers next to your listings.

**Return policy:**

Sellers can choose to include a return policy next to each item they are selling. Buyers prefer buying from sellers who have included clear return policies with their items. This should be clearly stated with each item so it leaves no confusion. Having a returns policy could potentially increase your chances of selling your item as this would encourage buyers to purchase it, and it will prevent potential issues after the sale.

**Payment instructions:**

Clear payment instructions should also be provided online next to your listings so buyers know what is expected of them; buyers should know when their payment is expected, how to make the payment and how long it will take until the item is shipped. In most cases, when buyers click on the ‘Pay Now’ tab, they are told the final price of the item including shipping, and how to make the payment and send it through the appropriate source. Once this checkout process has been completed, you will be sent an email with the buyer’s relevant information including their shipping address and the payment method they have chosen to use.

You also have the option of turning off the Pay Now option if you do not want to use the checkout tab on your items. This means that the payment information and the shipping costs will no longer be visible when buyers are paying for their purchases and you will have to send them this information once the sale has been finalized.
Monitor your listings

Your listings on eBay can be tracked using your ‘My eBay’ page. All eBay members are assigned an eBay page when they register their account and this keeps track of all their activities on the website. This page shows all the items you have listed for sale and how they are performing as well as any items you might be bidding on and what their current price is. If you are tracking last minute bids from your My eBay page, you will need to ensure that you refresh regularly using the refresh button to see all up to date activity.

Payments and Shipping

After you have listed your items on eBay and they have been auctioned and bought by a buyer, both you and the buyer will receive a notification. Your notification email will contain the buyer’s address to ship the items and their email will contain the payment method. You will receive another notification once the payment has been cleared, through either PayPal or one of the other options, and you are then required to ship the items to the buyer. You have the option of emailing your buyers an official invoice after the sale and answering any questions they might have about the payment methods, the products or the shipping process. Once the buyer has paid the full amount, you may send an acknowledgement receipt and ship them the item. You can also leave the buyer a review at this point on their promptness in payment for other sellers to be able to view. Feedback is permanent and very important for the credibility for buyers and sellers so this is an important part in the buying and selling process. The next step before shipping would be packaging the items in an eBay approved way to ensure items are not damaged in any manner. This means using appropriate packing, bubble wrap if needed and double boxing items, which may break. Lastly, the seller must ensure that the buyer receives the package within the time limit stated on the seller’s page. The eBay shipping center helps the sellers with the shipping and packaging process if assistance is needed.

Safe Trade

eBay tries to ensure that all buyers and sellers carry out safe trade on their website. All the tools and services provided by the company have been deemed ‘safe’. The Security Center on their website has ample information to teach users how to safely trade on eBay. You can visit this to learn more information on buying and selling safely. Their system of online trading has been designed so it is easy for people to learn the ‘eBay trading sense’ to ensure convenient and secure trading. The following are some ways in which eBay protects its traders when trading:

Feedback:

Both buyers and sellers get feedbacks from other traders after they carry out transactions with them. This feedback is what will build up your reputation on eBay. Everyone gets a ‘feedback score’ and this helps buyers determine whether to purchase items from a particular
seller. Feedback scores improves with positive reviews, and therefore, it is in the interests of the seller to carry out truthful and efficient trading to encourage their future sales.

**PayPal Payments:**

PayPal is the easiest tool available on eBay to make payments. It allows users to send and receive online payments through credit cards, debit cards or directly from their bank account. The PayPal Seller Protection Policy, as mentioned above, also protects sellers from chargebacks in the case of fraud.

**Ensure that buyers successfully pay the sellers:**

Most sales on eBay are hassle free; buyers pay sellers the amount in full on time, and sellers ship the items to the buyers in a timely manner. However, items can go unpaid on some occasions and you (as a seller) can try and take some steps to ensure this does not happen. One of the ways to reduce unpaid items is by using Checkout. Most eBay users are accustomed to the way checkout works and they are aware of the ‘sequence of events’. This is a consistent way of payment across eBay and you could benefit from using this. Another way to make the process of payment easier is by offering PayPal to your buyers. It is the fastest and easiest way to collect payments on eBay. When you have the BIN facility available, you might want to use the Immediate Payment option so buyers can pay instantaneously with PayPal. Until the buyer has made the payment, that item is open for purchase to everyone else bidding. Including shipping information with the item listing online cuts down on disagreements after the sale and gives buyers a more consistent picture of how much buying an item and getting it delivered will cost. If a buyer does not pay you on time, eBay offers you the option to take advantage of the ‘2nd Chance Offer’. This allows you to offer your item for sale to the second highest bidder at the price of their bid.

**Resolve Disputes:**

There are few issues that arise during the online auction, but if any issues do arise the buyer or the seller should contact each other and try to resolve them. Another option is to contact and online dispute resolution service to help with the issue. The service most often employed by eBay customers is Square Trade and this helps resolve people’s trade issues online.

**Account Protection:**

Fraudulent poser websites might send users an email claiming to be from eBay or PayPal. Recipients of the email might be tricked into clicking a link which will ask for their personal information as well as information about their credit cards, debit cards or bank accounts. These emails are referred to as ‘Spoof Emails’. eBay advises its users to not respond to any emails that require personal information, as the company does not send any such emails. All personal and financial information that needs updating can be done so on the website once you have signed in on your My eBay page.
Basic Features

eBay’s essential features involve sellers put up objects for sale and buyers bidding on these objects, with the highest buy purchasing the item. Therefore, the website’s classic features can be divided up into four options including auction listings, seller ratings, and occasional charity auctions and shipping services:

Auction style listings

Buying items on eBay is done in an auction style and is known as *proxy bidding*. It is essentially a sealed bid, but the highest bidder does not pay the bid amount, but the second highest bidding amount plus a small excess amount over the second highest amount. If you are the highest bidder, the amount you are paying for the amount will be hidden, as in the case of a sealed bid. However, the actual amount you end up paying, which is a little bit higher than the second highest bid will be openly revealed on the website to enable price discovery.

Customers have the option to bid on the objects until the end of auction; therefore, bidding early on in the auction does not have any particular advantages. It might even increase the final bid price by driving up competition. eBay also have a ‘Buy it Now’ facility on its website. The BIN price is a predetermined price set by the seller. As a buyer, you can click on this option and pay that price to end the bidding process before the end of the auction. If this price is reached during the normal bidding process, the BIN option disappears and the auction then continues as per normal until the end of the auction.

Seller ratings

Since 2008, eBay has introduced a new service on its website, which is known as seller ratings. Buyers are invited to rate the sellers from whom they have purchased their products. The buyers also have the option of leaving behind written feedback. The written feedback as well as the ratings are anonymous and the sellers or other buyers will not be able to see who rated what. Practically, ratings affect how high sellers appear on search results. Sellers with higher ratings appear higher up when a buyer searches for an item and those with lower ratings appear lower down. To appear under the top sellers category, sellers will have ratings of 4.5 and above.
Charity auctions

If you wish to use eBay to donate any of the proceeds from your sales to charity, that option is also provided on the website. eBay uses Mission Fish as their arbiter and sellers can choose a charity of their choice. This facility offered by eBay is known as ‘Giving Works’ in the US and as ‘eBay for Charity’ in the UK. Although all sellers have to pay a fee for the items which they sell, eBay offers a refund for some of the fee costs for the items donated to charity. Through this, the customers using eBay and the company together have been able to raise millions of dollars for various charities. eBay also advertises its charity auction items which sold at high bids on its website for other customers to view.

Shipping

eBay offers three main shipping options for most sales; these are regular mail, express mail, courier service or the Global Shipping Program (for sellers from the US). Before listing the items, it allows it sellers to choose what shipping offers to option to they buyers. After the buyers have purchased the products, they can also choose how to receive their products from the shipping options on offer. The Global Shipping Program has been on offer for US sellers since 2012 and sellers can decide whether they want to be included in the program. If the sellers are a part of the program, non-US buyers have the option of receiving their products by choosing this service online and paying an additional fee. The sellers send the products to the Pitney Bowes facility instead of sending it to the buyer directly. Pitney Bowes then send the products on to the buyer. This offers buyers the chance to use this facility if they desire but it increases their expenses on shipping.
New Additions

eBay has always maintained an online portal to buy and sell things online, but since its start in 1995 it has since introduced a ‘Buy it Now’ facility. It has also added shopping by UPC, ISBN and SKU. Online advertisements are now a big part of the online portal at eBay. Online event ticket trading and online money transfers have also since been introduced to add variety to the classic buying and selling of products online.
How the website has been designed?

eBay started off as a non-profit making website, as mentioned above, but it now generates revenue with every sale. It charges services fee for listing their products on the website, for selling any of those items and for a ‘Final Value Fee’ on the cost of sales by the sellers. eBay changed some of its costing policies in November 2012 and since then they charge a service fee of $0.10 to $2.00 for listing and selling products using their website. The Final Value Fee refers to the money eBay gains from the sale of the item; this is 10% of the amount of the sale plus the shipping costs. These are the costs for the original American based eBay website. Costs are different for the UK based website, which is ebay.co.uk

eBay online infrastructure has grown rapidly over the years. This is a screenshot of its initial website in 1997:

With improvements in technology, eBay online resources and the design for its portal also increased.
The website does not allow sellers to list certain prohibited items on the website currently. When it started, it did not have many regulations regarding which items could be listed. However, as the company gained popularity, they began to restrict items which could go up on the website. Restrictions on eBay.com (for the US) and for eBay.co.uk are different according to the different regional laws. These laws apply to both sellers and buyers. A seller may be allowed to sell an item but it may not be sold to a buyer depending on their location. Some of the items banned by eBay are tobacco, drugs and products related to drug use, items promoting violence, sexism or racism for example Nazi paraphernalia, firearms and ammunition, emergency vehicle lights, human organs, live animals, gambling items such as lottery tickets, ivory products, fortune telling services, fissile material, and lastly forged or illegal documents such as passports, driving licenses, birth certificates, university degrees and the like. Services offering amendments to official documents are also banned.

The above items were those that have been completely banned by eBay. However, there are some other items, which are not banned, but restricted according to where they are being sold and to whom. These include alcohol, certain kinds of knives, some copyright or trademarked products, multiplayer online videogames (depending on the country) and sexual material (some items such as child pornography are completely banned, whereas, other times need to be listed in the ‘Adult Only’ category). eBay tries to offer buyers and sellers from most
countries the option to sell their products but all items of Cuban, Iranian or North Korean origin are completely banned on the website.
Saving Web Content with eBay

Your My eBay page helps you set reminders for your current buying and selling activities. This includes your current bidding as well as listings, which other people are bidding on. You can also set up reminders for eBay announcements to keep you up to date. Your page also displays all the items you are currently bidding on, or did bid on in the past. Information is displayed in two colors on this page. Items in *green* mean you are the current highest bidder for an item. It may also be green if you have already purchased it using the Buy it Now option. However, items in *red* means you have been outbid by someone else on an item. There is also a *Watching Section* in place, which allows you to keep an eye on any items of interest so you can watch the changes in price and are ready to bid at the last minute if you need to.

Similarly, you can also keep track of all the items you have listed for sale on your eBay page. This part of the web page displays two colors as well. If your items are displayed in green that means there is a winning bidder. However, if they are in red that means there is no winning bidder as of then. This is the page you use to send payment invoices to your buyers and leave some feedback for them. You can also utilise this page to watch how many people are ‘watching’ your sales items. If some of your listed items have not been sold in the time allocated to the auction, you can relist these items as well. Lastly, the sales page also helps you go back and view your entire sales history as well as keep track of your recent sales and check where you are in the transaction process at the moment.

Other ways eBay lets you save your web content is by allowing you to place bookmarks on your top sellers and favourite categories so it is convenient to come back to them. It also saves all your previous searches so you can access them again when you wish. You My eBay page saves your contact and payment information as well. You can link your account directly to your PayPal account to make payment processes easier, and payments can be made just with one click. Your personal and financial information can also be updated via this page, and you can customise it to suit your preferences. Lastly, you can change settings to allow others to leave you feedback on your sales and purchases and you to do the same for your buyers and sellers.
eBay Mobile Application

In July 2012, eBay first created its mobile phone application for Androids and iPhones. Over the last three years, this app has quickly gained in popularity. In October 2015, it released its latest up to date version of its mobile app. This version is also compatible with smart watches, which is the latest up and coming trend in technology. 43% of Android smartphone users use eBay’s app so far and currently it is one of the most popular shopping app on the online stores. There are a number of reason why eBay’s mobile apps have gained so much popularity including:

The search function

Successful mobile apps need to be extremely user friendly, and this includes having an easy to use and accurate search function. eBay’s mobile app provides useful suggestions for categories for items and also have a function which you can enable for predictive texts. The following screenshots are an example of how this works:
When you search for an item, the predictive text gives all the possible options for that item. Along with this, you also have the option of using voice search to look for items.

**Barcoding Scanning**

Barcoding scanning is an extremely useful feature when looking for a specific product as it means that it saves you from the effort of having to search for it on the app. You can instantly find out if the item you require is being sold, and you do not have to look at items irrelevant to your query. This makes shopping on eBay much more appealing to a lot of people who do not enjoy looking through the website and bidding on a number of items.

**Search filters**

Along with its search bar, eBay’s mobile app also has a number of filters that you can use to narrow down your query. Some of these filter options include price, condition, location, postage price and options, current bid price and total time left for the auction to close. Saving one or multiple filter options is a quick process and it saves you time on going through the irrelevant search results. The following two screenshots illustrate the filter options offered by eBay’s app:
Ample information on products

Buyers like to see as much information as they can as this gives them a better idea of the items and they are more likely to make a purchase. eBay generally allows its sellers to display a lot of information about the items. This works well on a computer screen, but could be problematic on a mobile phone, as it could cause clutter. However, the eBay app goes around this issue by allowing separate tabs for each item, which hides the extra information but can be accessed if a user wishes. The three pieces of information, which are made clearly visible, are the pictures of the items, the price they are being sold at and the date and time at which the auction closes. Further details about each product are stored on a different tab, which can be easily accessed.

PayPal

As mentioned above, PayPal is the most convenient and fastest way to make a payment on eBay through the website. Similarly, it is the easiest method to pay for a product on eBay’s mobile app. PayPal offers a one click payment method to users on the app, and does not require excessive form filling and credit or debit card detail entering. All users have to do is enter a password, and PayPal accesses their stored information to make the purchase. This is also referred to as a ‘mobile express checkout’.

Items can be tracked on the go

When purchasing items from the eBay website, you need to be close to the computer to keep an eye on when the auction is about to close in case you needed to make a last minute bid. This problem has been resolved by installing the mobile app as you can view the auction from any location and place bids on the go. The eBay mobile app also send your alerts about your items so you do not forget about any auctions you are currently a part of.

Making calls-to-action obvious

The mobile app has been designed to be as simple as possible and the calls-to-action have been made extremely hard to miss. You only need to do a single click to bid on an item or just purchase an item. This feature in the app encourages purchase impulses by users which is beneficial for the company. The following screenshots show how obvious the calls-to-action are:
eBay’s mobile application can be used on all platforms

eBay has launched its app for not just Android or iPhone users, but for customers who have both types of phones. Within Android phones, it has launched its app to be compatible with most of the various headsets.

Range of products on offer

eBay prides itself on the range of products it has on offer. This success rate of rarely disappointing customers looking for specific items has instilled a sense of customer loyalty in most eBay customers.

Selling items using mobile app

eBay users can easily upload items to put up for auction using the mobile app. They can use the barcode scanner, suggested item categories, predictive search and further suggestions to look for similar items and automatically fill in details about their products. Pictures of the items can also be directly uploaded from the phone, using the phone camera. The item listing process on the mobile app is as convenient as it is on the website. The screenshots below show how users can upload items for sale using the eBay mobile app:
Suggested categories for "Bike"

Sporting Goods
- Cycling > Bikes
- Cycling > Cycling Accessories > Lights

Vehicle Parts & Accessories
- Motorcycle Parts & Accessories > Accessories > Luggage & Covers

Browse categories
- See all...

eBay Listing

Photos

Add/Remove

Title

Bike

Subtitle (optional)

Category

Sporting Goods > Cycling > Bikes

Edit
Use eBay with other Applications

eBay has partnered up with other companies and applications a number of times for different causes. Some of these ventures have been successful and others not so much. In 2007, eBay aligned itself with CloudRaker, which is a Canadian digital branding agency to raise money for Saint-Justine children’s hospital in Montreal. They created an eBay auction and raised £15,000 in only six weeks for the hospital.

In February 2002, eBay purchased a company called iBazar, which was a European based auction site and increased their operations in Europe. Then in October 2002, the company purchased PayPal. However, in 2014, as PayPal itself grew in size, eBay decided to turn it into a separate public company. PayPal made almost half of the revenue for eBay, and changing it into its own company cut down eBay in half. This process was completed in 2015.

Another service called ItsDeductible was launched in 2006 by Intuit is a free app which tracks web based donations. It uses the data of the users to help them decide on the correct value in the market for the items they donate. Along with PayPal, eBay also uses a few more payment systems such as Escrow.com. This website processes transactions for eBay for most products, but mostly for items in the eBay Motors category.

Another program run by eBay is an affiliate program called eBay Partner Network. These marketers were paid a commission which consisted of a percentage of the transaction fees of the seller’s using eBay. In 2009, eBay started using another system called Quality Click Pricing, and this program earns an amount which is known as Earnings Per Click. All of these applications, among others, are used by users when they use eBay’s services.
Criticisms of eBay

In 2010, Auctionbytes.com started an open survey, which gave sellers the option of rating eBay and other competing online market sites on five categories. These were:

- Profitability
- Customer Service
- Communication
- Ease of Use
- Recommendation

Once Auctionbytes.com calculated and released the results, eBay had finished 13th out of 15 overall. In the categories Customer Service and Communication, eBay came in 15th (last place). They also got an ‘average’ rating on Ease of Use. Since then eBay has been attempting to improve its relevant services.