

trademe

Scaling measurement is hard: Trade
Me, Agile and the Happy Accident

SLIDE RULES

Children must be supervised in this area.

1 person at a time – make sure no others are on the slide.
Feet first!!

No food, drink or glassware on the slide.

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Keep your hands in until you pass the join marked "X" – this join point is being changed shortly, but please take care in the meantime.

WARNING!!!!

Some fabrics make for faster sliding - if you're wearing silk, wool or onesies – you might end up like this:



This is not a pansy slide. If you haven't used it before proceed with caution!

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Ruth Brown

Head of User Experience





2014/01/23



Site stats

People online right now (live)	131,003
No. of active members (live)	3,253,380
No. of current listings (live)	2,426,154
Average time spent on the site*	10 minutes
Average number of people who visit each day**	718,692
Busiest day of the week*	Monday

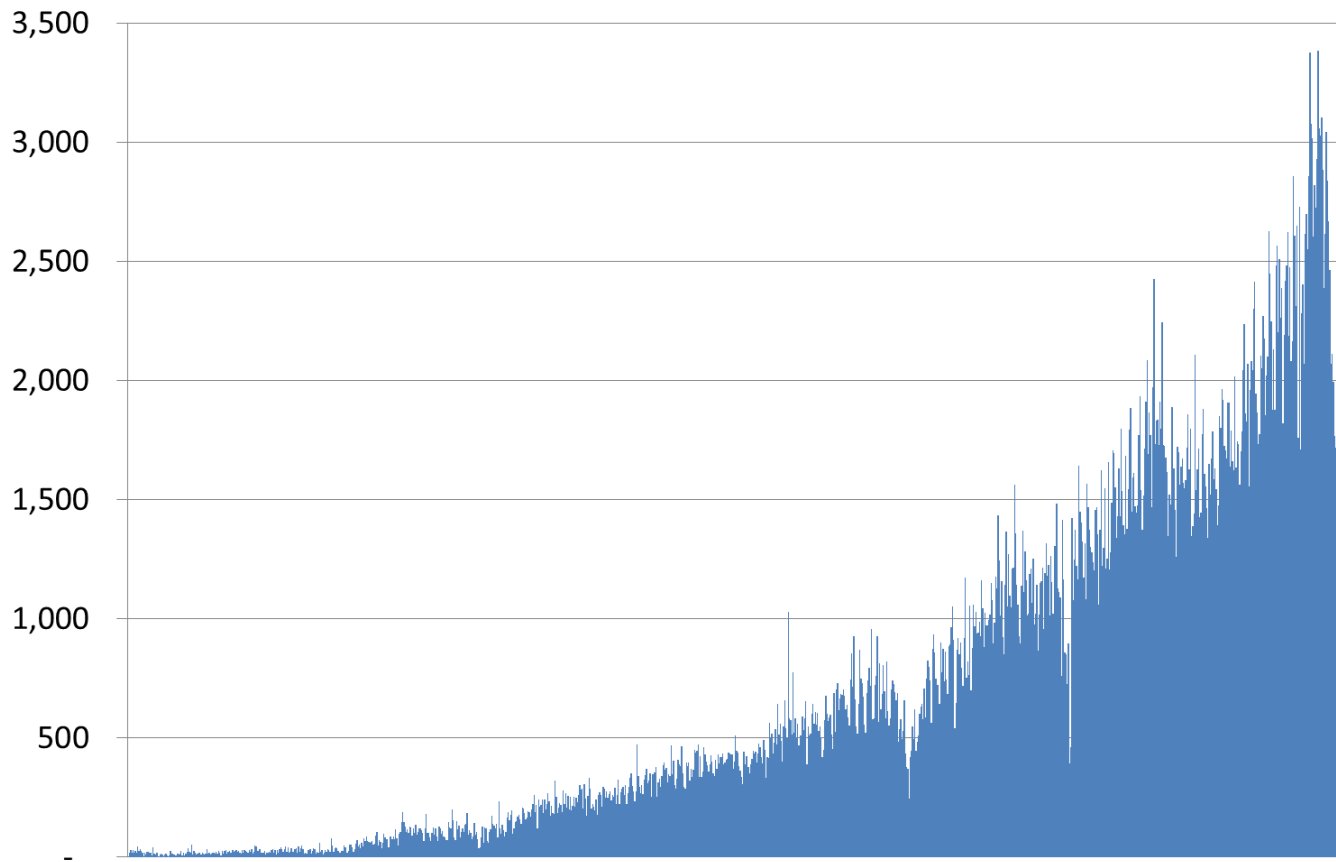
* Stats for August 2013, Nielsen Online

** Unique browsers, August 2013, Nielsen Online

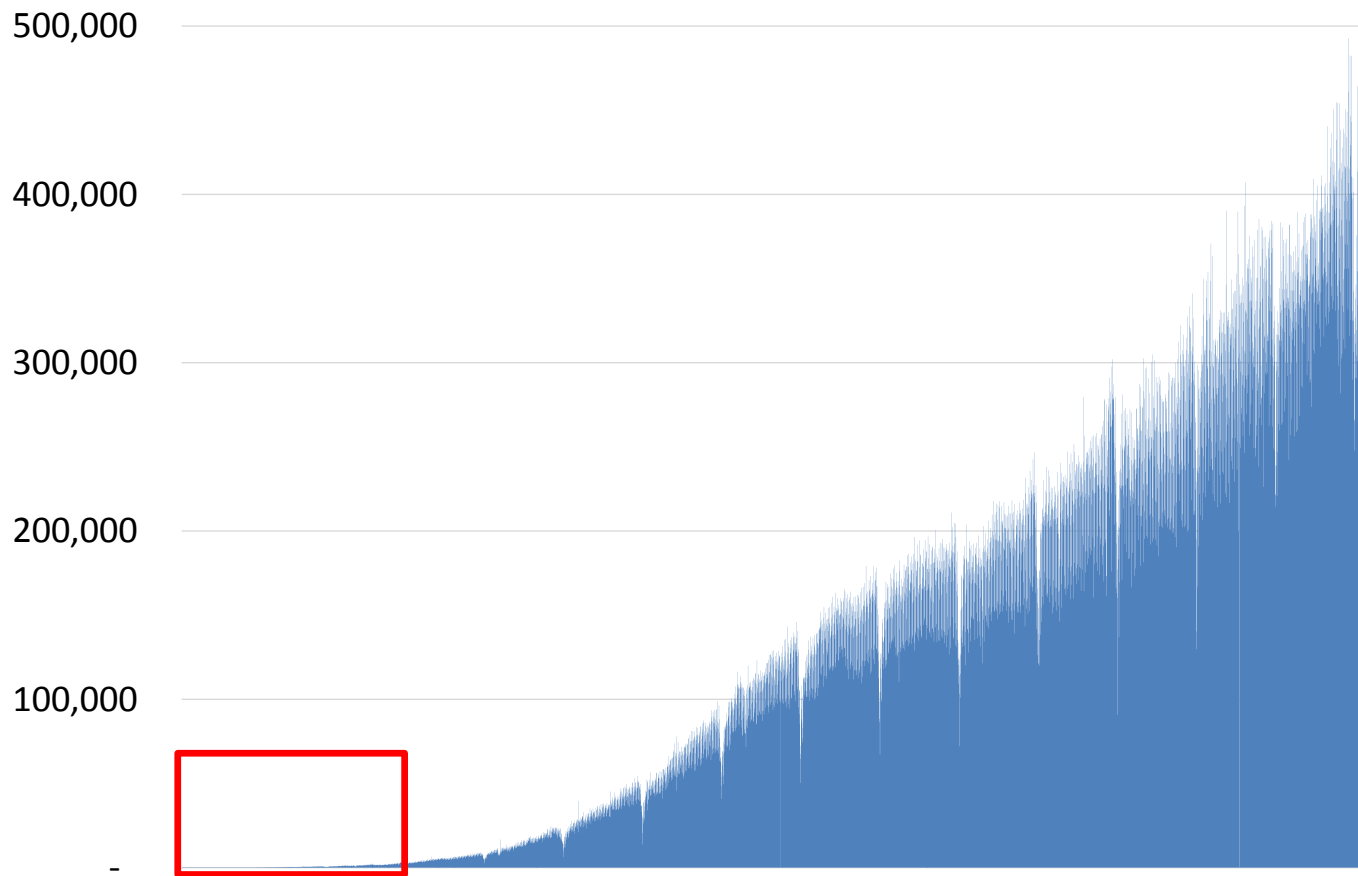
13.6 years

trademe.co.nz/about-trade-me/site-stats

Listings per day 1999-2001



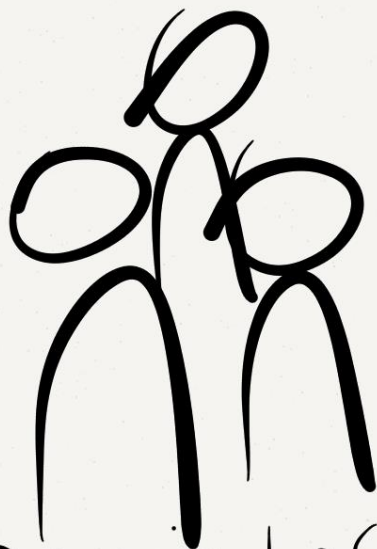
Listings per day 1999-2014



- Antiquated systems
- Data was hard to extract and SLOW
- No trust in the data
- Wrong debates were happening

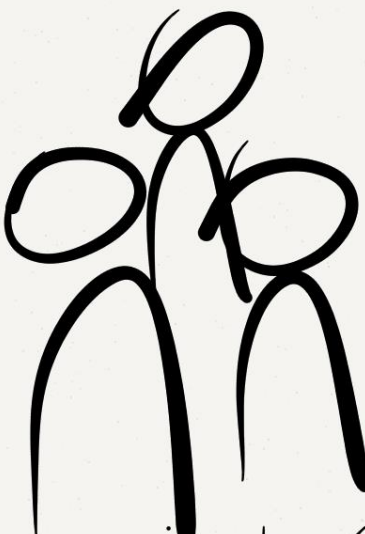


Biz owner



Dev & test


Biz owner


Dev & test



Biz owner



Analytics

Dev & test


Biz owner




Analytics



Simon Young

Head of Development

@tarkwyn



Dragging improv comedy kicking and screaming into the 21st Century.



Mike Wozniak

Chris Harvey

Jarrod Christmas

Simon Young

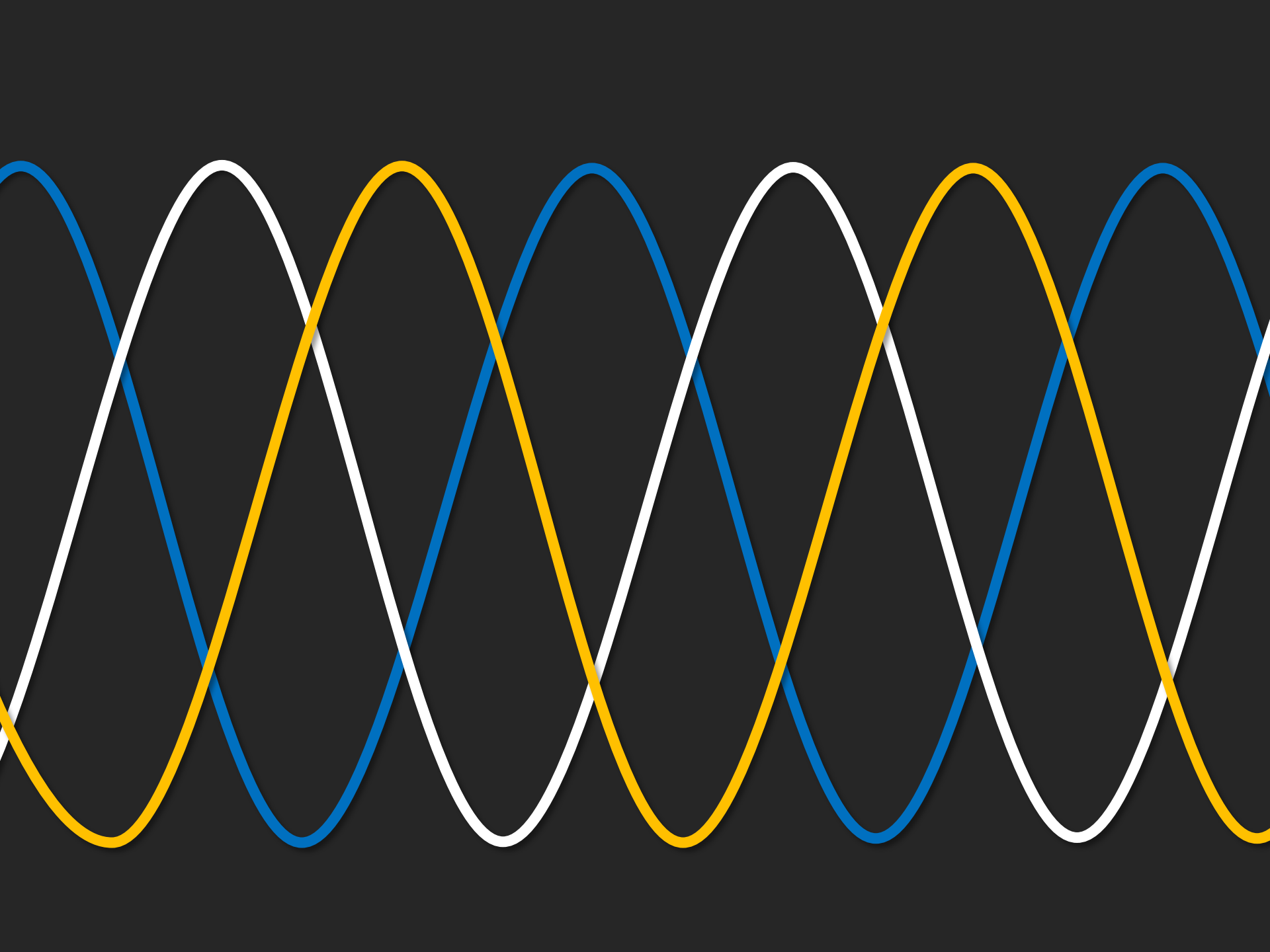
THE BRUCE COLLECTIVE

Present an improvised Sci Fi Film

FEATURING Green Screen technology and LAPTOPS!









[non-ironic scrum image]



Happy accident?





Now playing

Wakin on a Pretty Day

Kurt Vile

Wakin On A Pretty Daze

Queued by Autoplay

[Play in Spotify](#)

02:07

09:31

Like 0

Veto 0

Playing Soon

Recently Played



Danger Zone (03:36)

Kenny Loggins

Top Gun - Motion Picture Soundtrack (Special Expanded Edition)

Queued by Autoplay, played at 17:08 on 17 jun 2014

Likes/Veto: 0 / 0



Queue



Hurt (03:38)

Johnny Cash

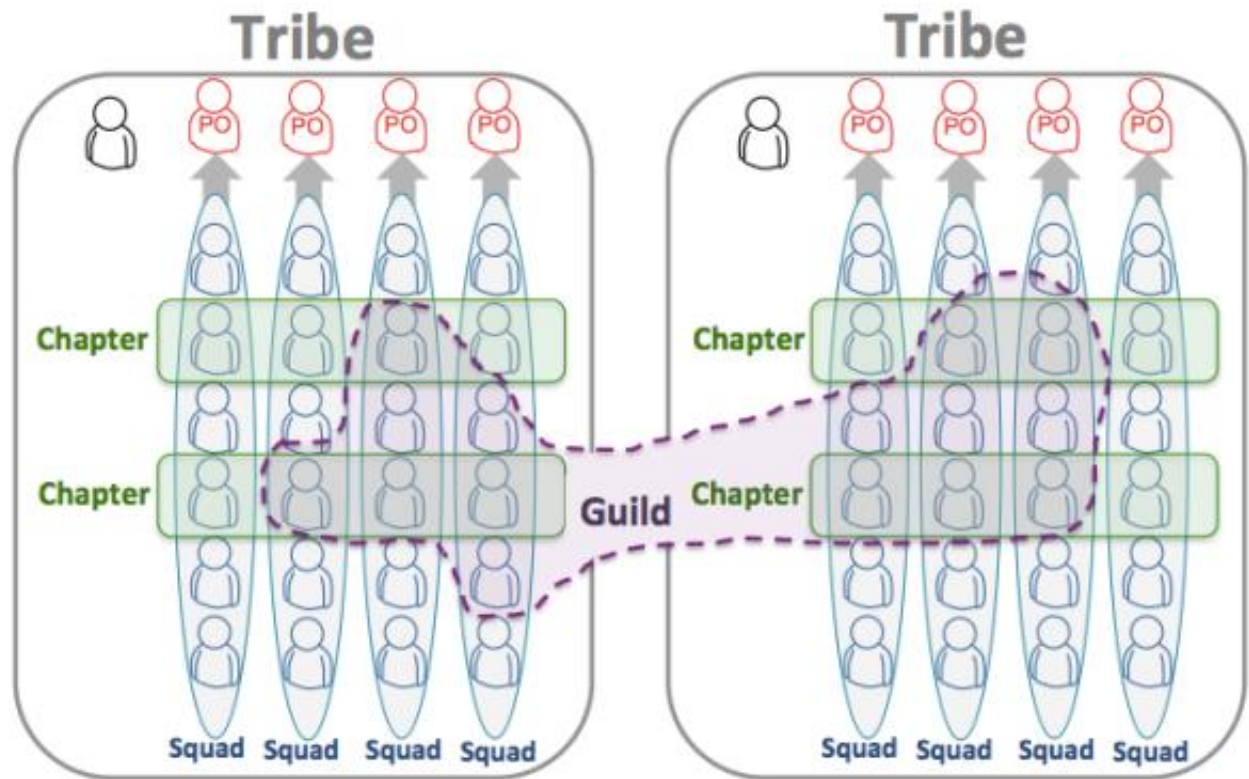
American IV: The Man Comes Around



Queue



Spotify®







Search: [Go](#) [reset](#)

Quick search

[Social](#)[Fun](#)[Sport](#)[Gaming](#)[Work](#)

Sort by: [Go](#)

[New Group](#)

Ladies

[+ Join group](#)

NextGen

[- Leave group](#)

Te Papa Parking

[+ Join group](#)

Netflix

[+ Join group](#)

Fans of Omni

[- Leave group](#)

Africa

[+ Join group](#)

Tech Ping Pong

[- Leave group](#)

Squadification



Indabil

A full

- capable of
- 3-7 people - the
- co-located









Product Owner	Squad Master	Development	Test	BA	Design/UX	DB
✓	✓	✓	✓	✓	(X)	✓

User's voice will be more impactful

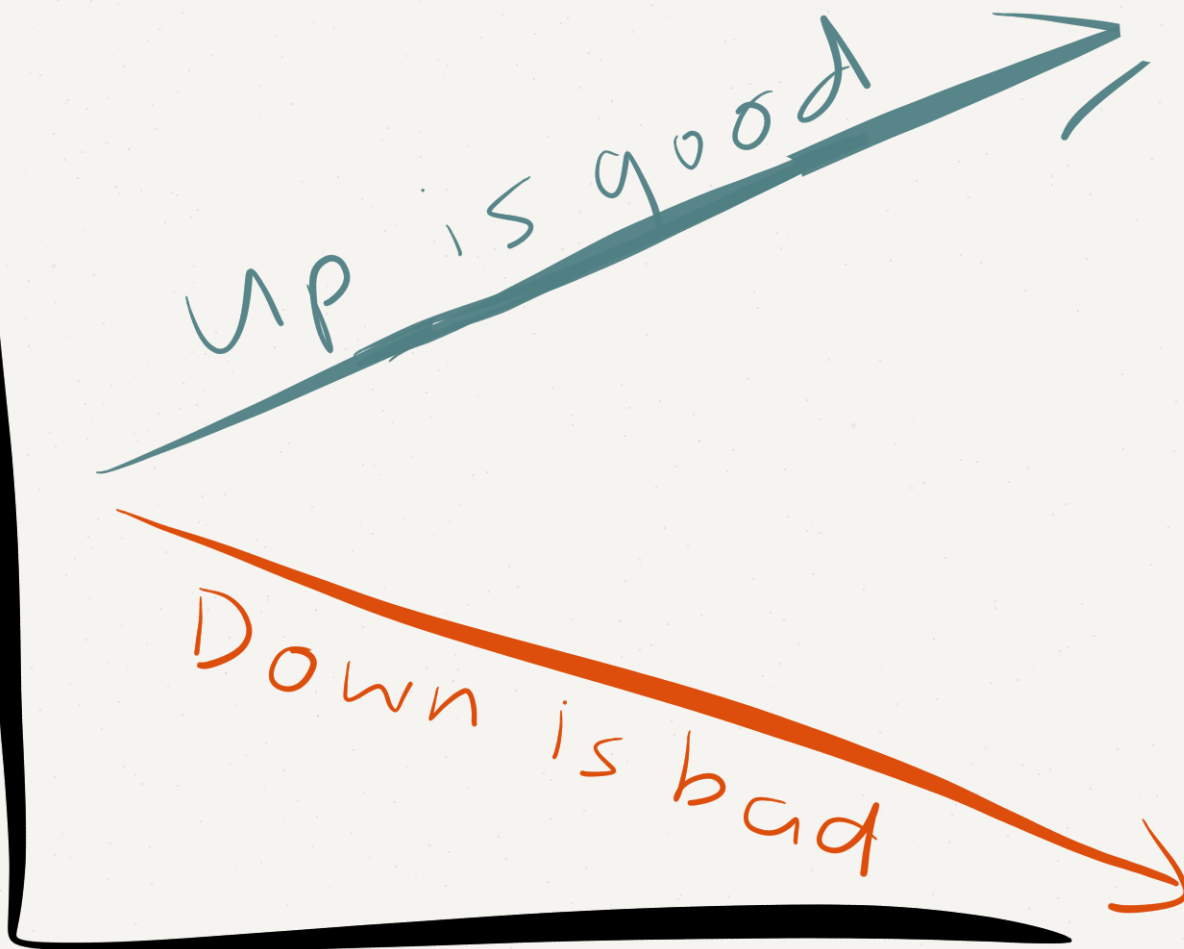
The way data moves around an organisation will become more meaningful

Goodness for
user

Up is good

Down is bad

time



Trade Me
Where Kiwis Buy & Sell

FindSomeone
Dating & personals

Holiday Houses
Browse & book baches

Travelbug
Hotels & motels

LifeDirect
Compare insurance

MotorWeb
Vehicle reports

Stuff.co.nz
News & entertainment

9:29 pm, 17 Mar



Browse ▾

Sell ▾

My Trade Me ▾

Community ▾

Hi Ruth! Log out

Search



Watchlist ▾



Favourites ▾

Categories

Jobs

Motors

Property

Services

Travel

New or Used?

Antiques & Collectables

Art

Baby Gear

Books

Building & Renovation

Business & Industry

Cars, Bikes & Boats

Clothing

Computers

Crafts

Electronics & Photography

Farming

Flatmates Wanted

Gaming

Health & Beauty

Home & Living

Jewellery & Watches

Jobs

Mobile Phones

Movies & TV

Music & Instruments

Pets & Animals

Pottery & Glass

Real Estate

Services

Shops

Toys & Models

Travel Events & Activities

Travellers

Travellers

Travellers

Travellers

Travellers

Cool Auctions



Lego cathedral

\$300.00

Huge 9000-piece model of a Christchurch icon

Advertisement

4.2%

New on Trade Me



GLASSONS

FREE SHIPPING
THIS WEEK ONLY!

100% MERINO FROM \$29.99

Shop now

*Offer ends 23 March

Featured Listings

Compare life insurance on LifeDirect

Gender...

Male

Female

Smoked in last 12 months...

Yes

No

Age...

Cover amount...

Trade Me
Where Kiwis Buy & Sell

FindSomeone
Dating & personals

Holiday Houses
Browse & book baches

Travelbug
Hotels & motels

LifeDirect
Compare insurance

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Vehicle reports

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Electronics & Photography

Farming

Flatmates Wanted

Gaming

Health & Beauty

Home & Living

Jewellery & Watches

Jobs

Mobile Phones

Movies & TV

Music & Instruments

Pets & Animals

Pottery & Glass

Real Estate

Services

Travel & Motor

Travel Events & Activities

Tools

Video

\$1 Reserve

Closing Soon

Hot Listings

93%

Cool Auctions



Lego cathedral

\$300.00

Huge 9000-piece model of a Christchurch icon

Advertisement

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Where Kiwis Buy & Sell

FindSomeone
Online Dating

Holiday Houses
Browse & Book Baches

Travelbug
Hotels & Motels

Treat Me
Local Deals



Buying Selling Community

gazza1234

All Categories

Search



iPads are here!

List an Item

Lots to sell? Try My Products



Buying Selling Community

gazza1234

Search

in all categories



Advanced



Trade Me Motors
Trade Me Property
Trade Me Jobs
Antiques & Collectables
Art
Baby gear
Books
Building & Renovation

Find Dad a gift
he'll love
Check out our Father's
Day Gift Finder



Salary guide
enjoy your golden
years in style
Search retirement villages

Trade Me
Where Kiwis Buy & Sell

FindSomeone
Dating & personals

Holiday Houses
Browse & book baches

Travelbug
Hotels & motels

Treat Me
Local deals

OldFriends
Get back in touch



Where Kiwis Buy and Sell

Browse

Sell My Trade Me

Community

Hi, Jont! Log out

Search

in all categories



Watchlist



Favourites

Categories Jobs Motors Property Services Travel

Antiques & collectables
Art
Baby gear
Books
Building & renovation
Business & industry
Cars, bikes & boats
Clothing
Computers
Crafts
Electronics & photography

Farming
Flatmates wanted
Gaming
Health & beauty
Home & living
Jewellery & watches
Jobs
Mobile phones
Movies & TV
Music & instruments
Pets & animals

Pottery & glass
Real estate
Sports
Toys & models
Trades & services
Travel, events & activities
Stores
\$1 reserve
Closing soon
Latest listings

Cool Auctions



Jamie Oliver Cutlery Set
\$14.99
So very cool! We're wrapping this
to two lines

Advertisement



Featured listings



World famous swimming
goggles!
\$285.00 \$285.00
2m 45s | No bids



Liverpool shirt signed by
Jamie Carragher for Chch
\$775.00
55 min | 23 bids



Log Splitter Horizontal
25T 6-way
\$1,530.00
3h 33m | 232 bids



Daily deals



Quality Swimming Goggles
\$14.99
Today only!



Jamie Oliver Cutlery Set
\$14.99
Today only!



Bucket Buddy Tool
Organiser
\$14.99
Today only!

Subscribe to email updates

Map data ©2014 Google 200 m Terms of Use Report a map error

UX guiding principles

1. Upfront research still happens

UX guiding principles

1. Upfront research still happens
2. Squads' momentum is our priority

File

Message

Adobe PDF



Ignore Junk Delete	Reply Reply All Forward More	Meeting IM More	Archived Team E-mail Reply & Delete	To Manager Done Create New	Move Rules Actions	Mark Unread Categorize Follow Up	Translate Find Related Select	Zoom Zoom					
Delete		Respond		Quick Steps		Move		Tags		Editing		Zoom	

You forwarded this message on 5/06/2014 10:29 p.m..

From: Ruth Brown
 To: SquadProperty
 Cc:
 Subject: Summary of the map versions feedback

Sent: Wed 28/05/2014 6:04 a.m.



Hey guys,

Here is the full summary of the results. We ended up with 19 votes to clusters and 5 to not. *Interestingly* lots of people who voted for clusters noted things that were confusing to them about the clusters, even though they liked them for the clarity and aesthetics.

Anyway, lots to read below.

Let's talk at 09.37.30

Ruth

TEST1D (Clusters) Why like test1d?

Easier aesthetics/less cluttered

- It doesn't seem as messy as having all the little red arrow eyes piled up.
- 1d because it makes it clear straight away how many listings I am playing with as I zoom in. I like them a lot.
- It was the aesthetics mainly and no overcrowding
- it has those green circles with aggregate numbers, it gave the illusion of a quicker response, was less noisy when zoomed partly out and created a slightly better navigation experience because they were clickable (click to zoom in).
- Really good at zoomed out levels. Less of an information overload
- I preferred that one because I think most people would get confused about how many listings are actually there with the other option, most other sites implement clustering and to me it makes it way clearer where you have to zoom in to see lots of results.
- test2c was too cluttered on the map but at a certain zoom level it was better than test1d – both are still leaps and bounds ahead of the infuriating "Zoom in or refine" black dot!
- It is annoying to see plenty of pins cluttered in an area as it was in test2c.
- standard (Test2c) view gets cluttered and becomes less useful on zoomed out views.
- the red markers looked too busy
- I liked grouping of the pins in an area, helps to focus.

UX guiding principles

1. Upfront research still happens
2. Squads' momentum is our priority
3. UX team doesn't *own* UX

iPhone UT

Interaction Issues

- Worked
- Travels to slider
- Dragged both to end and got emp.
- Tapped to change
- Send two bars
- While jobs/cw

Sliders

- Vertical requests
- applied request to search
- Vertical or keyword
- Tapped tab to swap between verticals & cat.

Settings

- less empty rows
- Drop down cat in listings
- Tapped accidentally
- Category browser results it gets
- Browser on home had to find
- Confused by 'browse' search not being a keyword
- Done over view listings
- Relia within too small

Refine Success

- keyword success
- location success
- rearranged Motors search field confusion
- Sort success
- Condition - didn't mean new success
- Listing type - confused
- New search - back to home

View listings easily

Favs

- Got it
- Got it just
- Shopping cart
- Watch list (listing specific)
- Dunno
- List of things (key like)
- Health (..)
- Linking
- FB

Back later, then reGe

- vertical
- GE

Once 'back' from results, it's destructive.

Issue with hierarchy vs action

Icon is working (for an icon) for those that don't understand

Scope of bar

Browse (on cat search)

Category

confusion over what category is - which is really hard to

size clothing category.

- Antiquated systems
- Data was hard to extract and SLOW
- No trust in the data
- Wrong debates were happening





He Kararehe Animals



Māori

Nga Tae Colours





All categories



Search



Trade Me Motors >

Trade Me Property >

Trade Me Jobs >



Antiques & collectables >

Art >

Baby gear >

Books >

Building & renovation >

Business, farming & industry >

Clothing & Fashion >

Computers >

Crafts >

Electronics & photography >

Flatmates wanted >

Gaming >

Unsold
No itemsWatchlist
11 itemsItems I won
1 itemItems I lost
82 items

What we
think will
affect the
data

Changes made to the Product

What actually affects the data

Changes made to the Product

Market conditions

Newsletter sends

Public holidays

Our marketing spend

Other's marketing spend

Seasonal trends

Natural migration to mobile

Updates to the touch site

Data storage issues

Technical issues on the site

Things happening last year

Rainfall and temperature

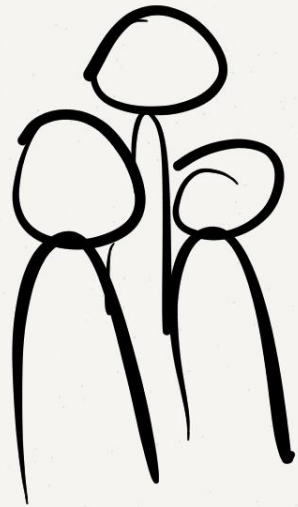


Biz owner

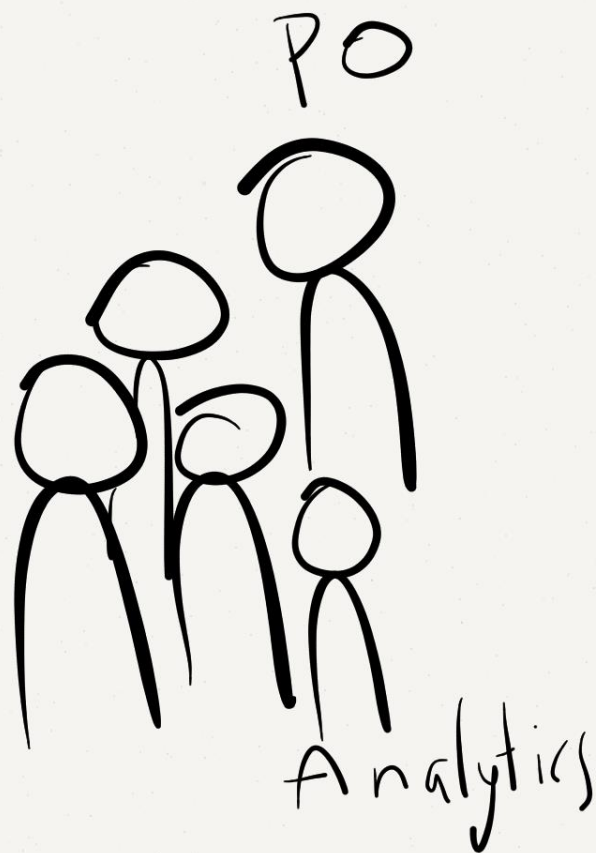


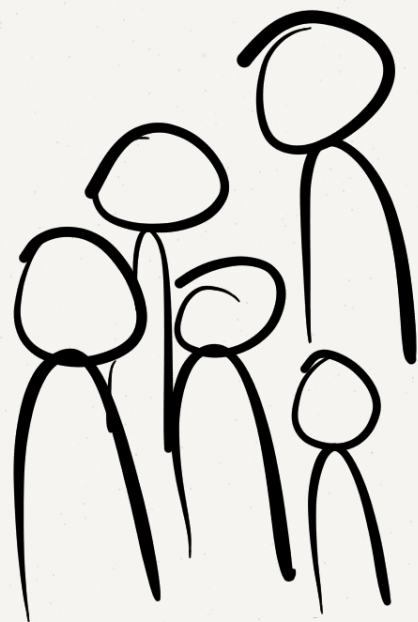
Analytics

Dev & test

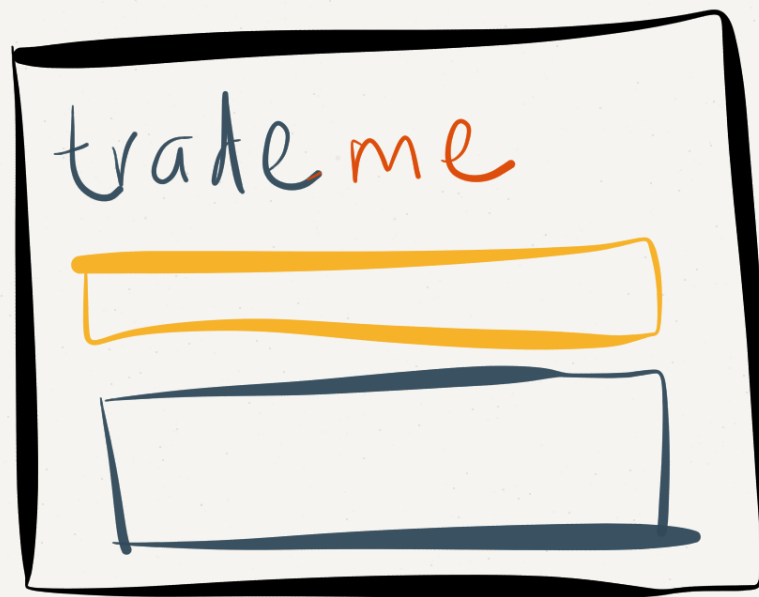


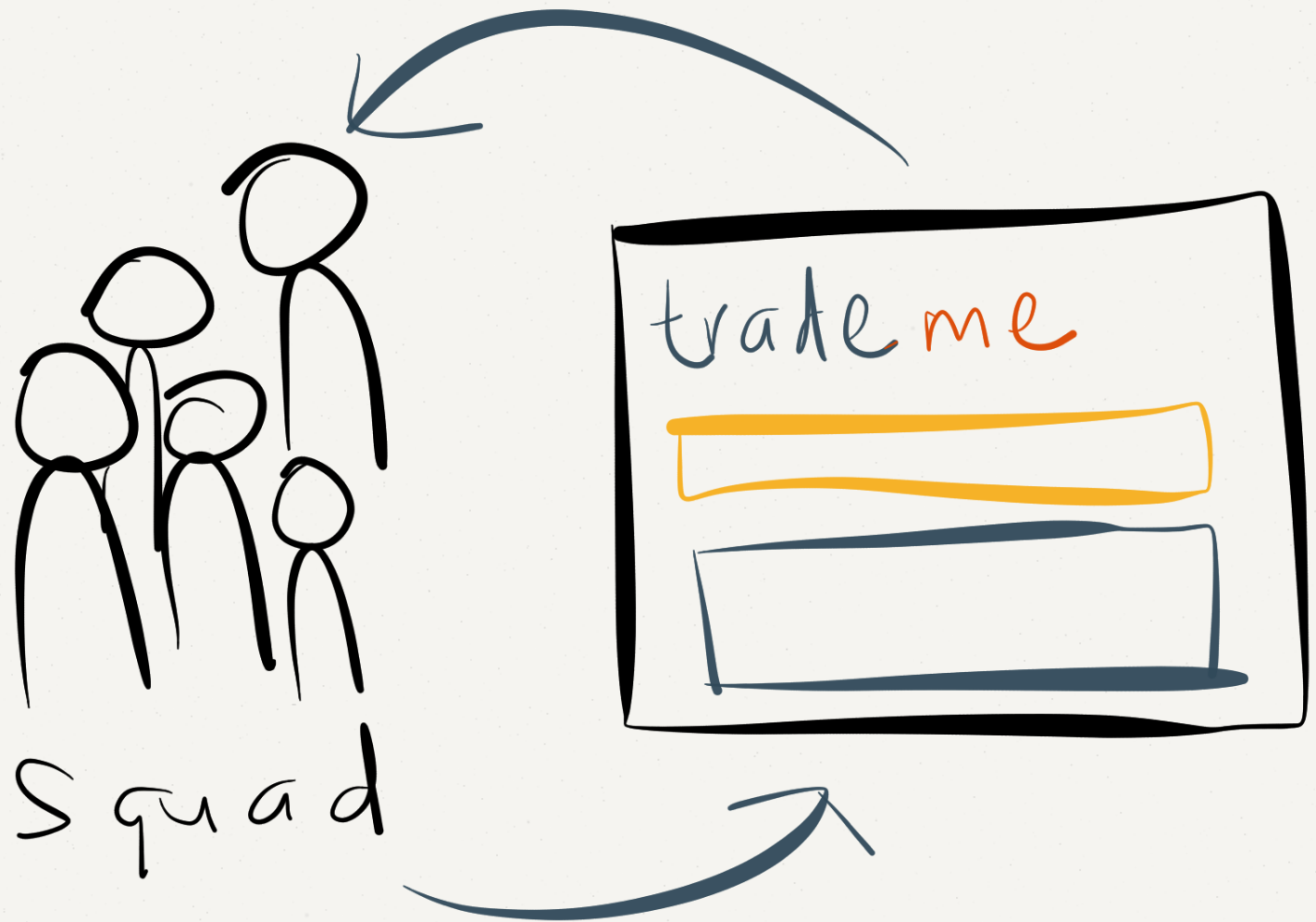
Dav & test





Squad







**KEEP
CALM
AND
SHIP
IT**



Top secret Trade Me deploy schedule

Monday	Tuesday	Wednesday	Thursday	Friday
A	A	A	A	A
P	P	P	P	?







Features



Log Enabled Save

View test results

Feature has inactive variants

Reset feature ? ☐

Sample rate (%) ? 25 ▾

Variant duration ? 28 days ▾

AppearanceControl (remove)

Filters >

AppearanceVariantA

Enabled Filters >

Prototype

Log Enabled Save

View test results

Reset feature ? ☐

Sample rate (%) ? 1 ▾

Variant duration ? 28 days ▾

PrototypeControl

Filters >

PrototypeVariantA

Enabled Filters >

Filters

Important

Multiple filters are NOT combined via "AND". If you select multiple, the first filter that produces a match will result in the user seeing the variant.

☐ Winning variant

?

☐ Admins only

?

☐ Corporate network only

?

☐ Even Member IDs Only

?

☐ Logged-in users only

?

☐ Non-logged-in users only

?

☐ Enable via URL parameter

Config data

?

☐ Percentage ramp-up (random)

Config data

?

☐ Percentage ramp-up by member ID

Config data

?

☐ Specific category and descendants only

Config data

?

☐ Specific category ID(s) only

Config data

?

☒ Specific member(s) only

?

☐ Specific seller's or sellers' listings

Config data

?

☐ User percentage group

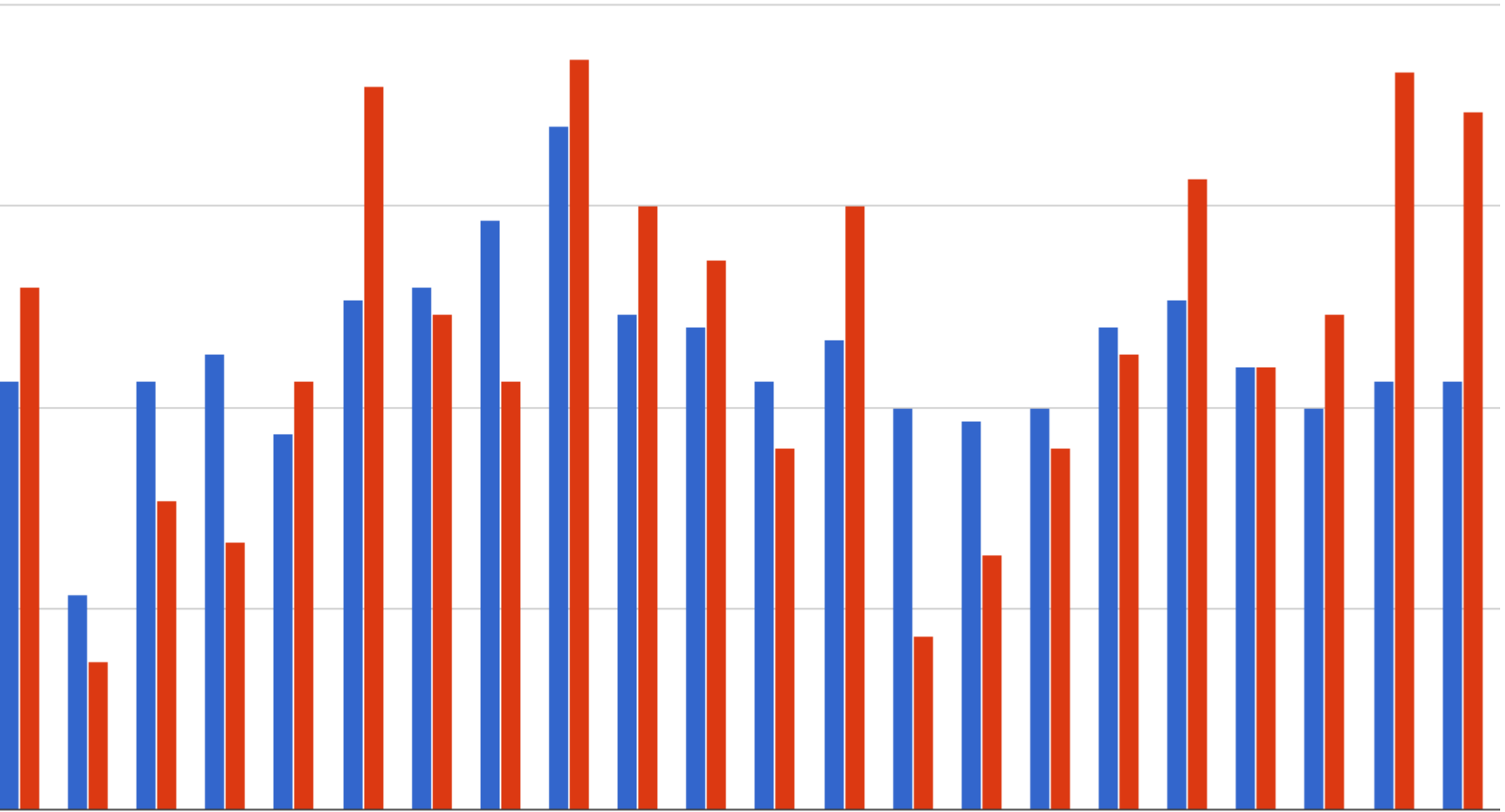
Config data

?

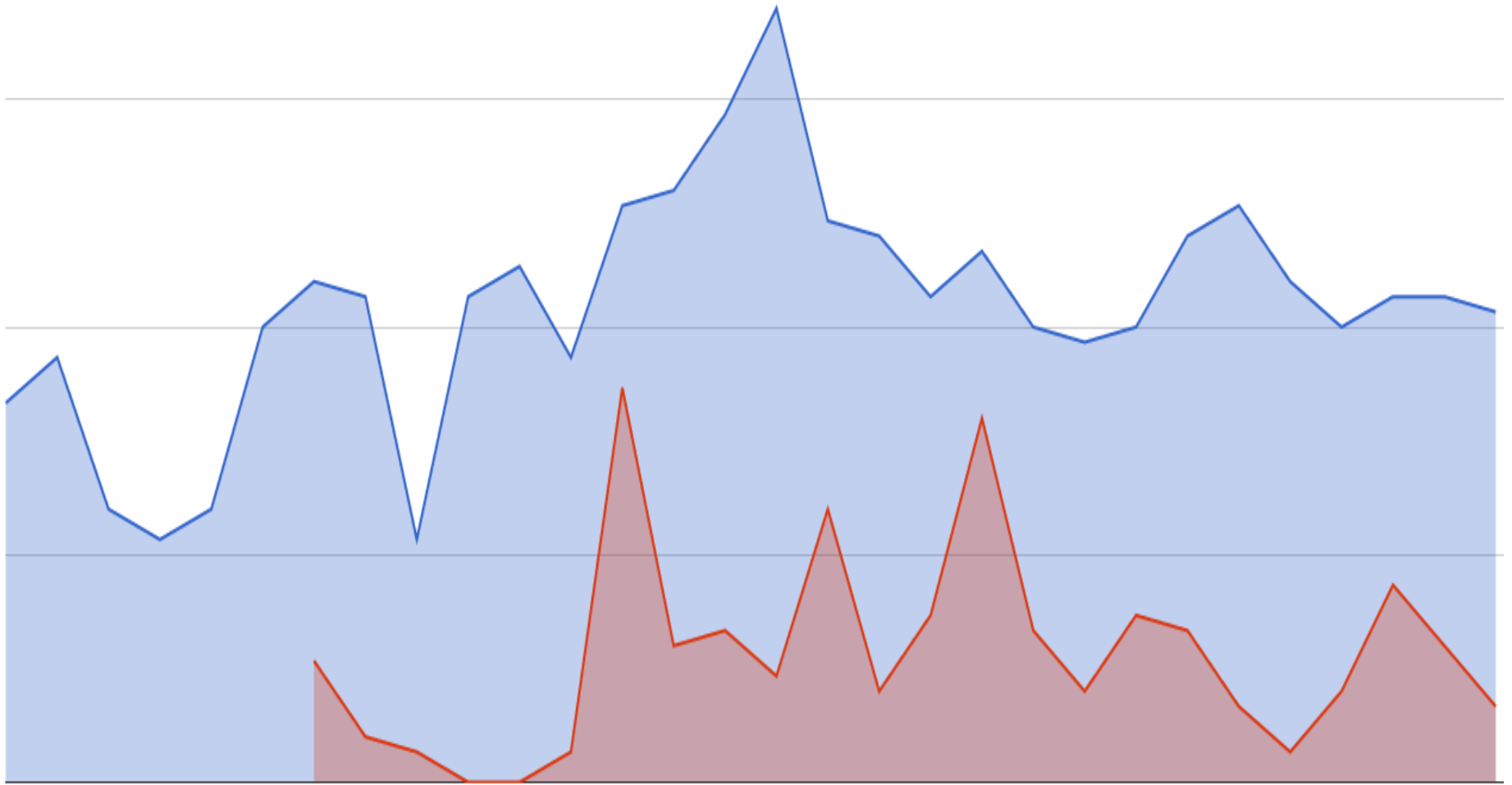
Cancel Set filters

Note: you must save the feature to apply filter changes

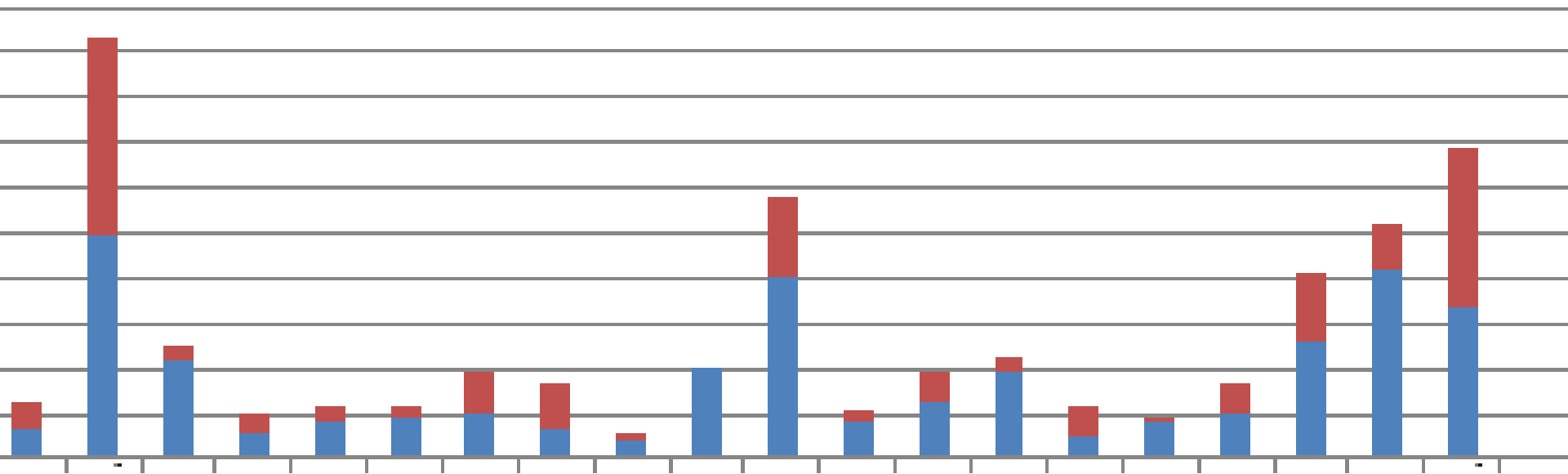
Measurements 1: Velocity



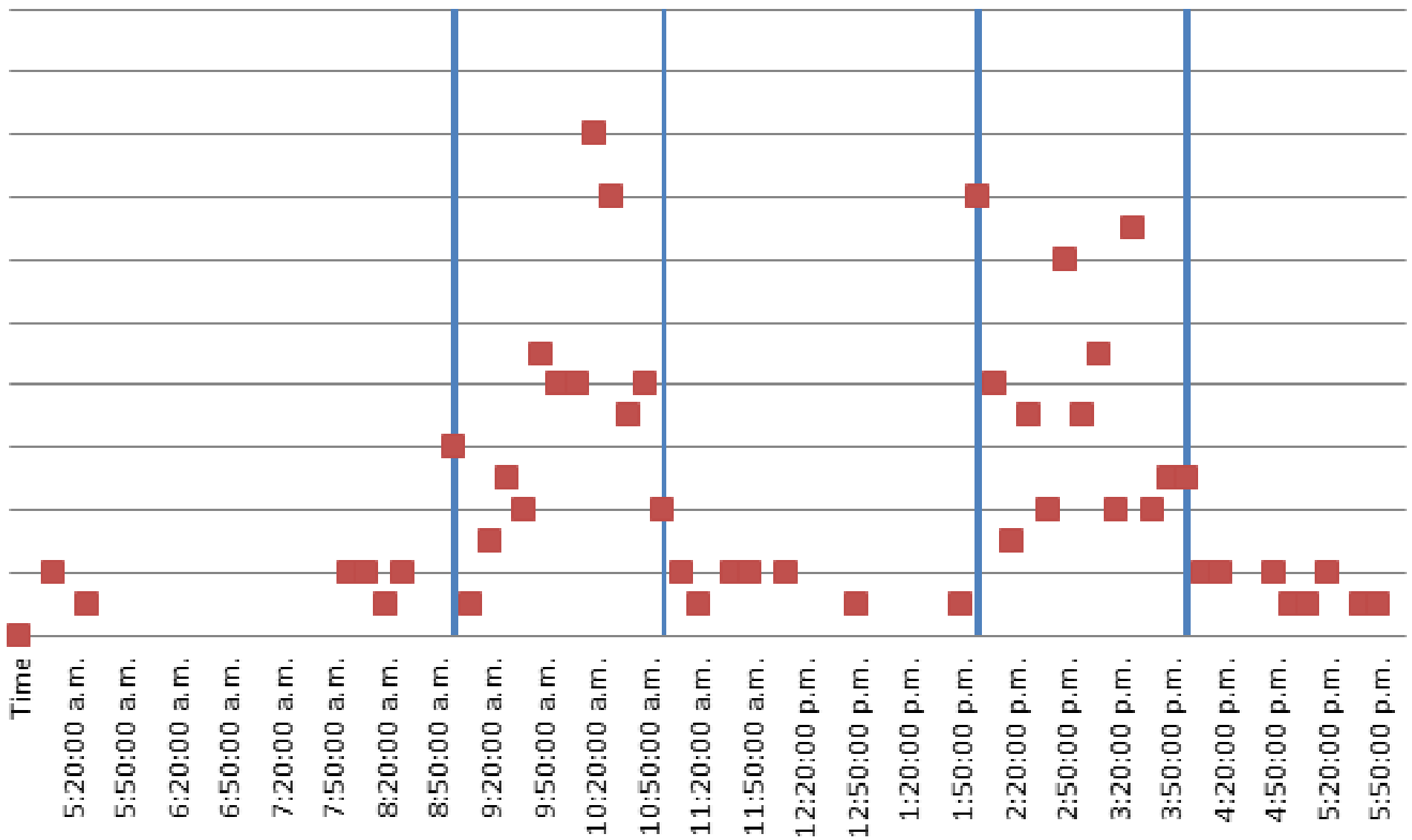
Measurements 1: Velocity



Measurements 2: Quality



Measurements 2: Quality





TRADE ME CRANE RIDES

FOR HEALTH AND SAFETY INDUCTION

ANY:

INDUCTION NUMBER.....

SITE SAFE CARD NO.....





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Questions?

Simon Young

simon.young@trademe.co.nz
@tarkwyn

Ruth Brown

ruth.brown@trademe.co.nz
#notOnTwitter

Thank you

(P.S. we are hiring)

Simon Young

simon.young@trademe.co.nz

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Ruth Brown

ruth.brown@trademe.co.nz

[#notOnTwitter](#)