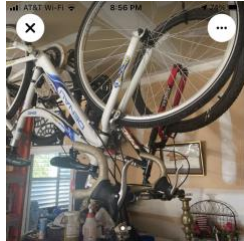


9.2 Usability Testing

Use a classified service and find a bike priced \$200 or less locally.



Facebook Marketplace

15.2 seconds to search and reset my filter to local only.

I can have 2 for the budget, it looks like.



Dallas Area Craigslist

21.55 seconds to change my search area within 15 miles of my zip code.

Much smaller bike, not in good condition



Offer-Up

59.94 seconds to change my filters to local pickup only.

No adult sized bikes within 30 miles of my zip code.

I did 3 services/website – Facebook Marketplace, Offer-Up, and Dallas area Craigslist.

Facebook Marketplace won hands down on time and product selection at only 15.2 seconds.

Craigslist came in second at 21.55 seconds. That is over 41% longer. Offer-Up came in last with 59.94 seconds and had the least selection.

Facebook Marketplace is faster because of the algorithms that Facebook uses to seed their results. It knows where I am located. If I had already set my preferences to local pick-up only before starting this experiment, I would have found that in less than 6 seconds.

Craigslist has a wide area search, but its algorithms don't play in their favor when I am not a regular user. Offer-Up does keep my location in place, but it always defaults to local and shipping for their searches. Unfortunately, they just don't have the selection that the other two have. That is probably due to a smaller user base.

I use Facebook Marketplace all the time. I rarely use Craigslist because it is easier to find higher quality items on Facebook Marketplace. I rarely use Offer-Up because it has a smaller selection. I used it primarily to find used sewing machines. It saves the searches and alerts me to any new items that are found with those criteria or if there are any changes to items I am choosing to watch or like.