

Catawiki

Individual Assignment

Tutor:
Alicia Poels

Student:
George Condos, 1531409

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Introduction

As part of the Artifice squad in TU/e with a group of three other students, we collaborated with the company Catawiki to redesign or enhance the user experience of their website. In this report, the business side of that project is explored. Particular emphasis is given to proposing an innovative strategy for re-designing the service Catawiki is offering.

About Catawiki





Catawiki is the most popular curated marketplace for antiques, collectables, art, jewellery, watches, classic vehicles, and other items in Europe. Catawiki has more than 240 specialists who decide what items are the most unique to put up for sale each day. Catawiki was founded in 2008 in the Netherlands and has become a global marketplace that offers 65,000 unique items every week in more than 80 categories. Almost 10 million users visit the website per month. (Catawiki, 2022)

Target users/personas

Catawiki's target users are collectors and enthusiasts interested in rare items. The platform is designed for individuals who are looking to buy or sell these kinds of items (Catawiki, 2022). They are often willing to pay a premium for these items. This target group also appears to appreciate the expertise of the auctioneers and curators, that are working for Catawiki, in selecting and authenticating the items that are listed for auction. (Accel Partners investeert 10 miljoen in Catawiki, 2014)

As can be seen in Appendix 2 provided by the company and in the figure below, Catawiki's target audience is diverse, and the platform attracts collectors and enthusiasts from all over the world. Some users are collectors with a lot of knowledge of the items they are buying or selling, and others are just casual collectors who are just starting to explore these categories.

Based on this information two personas were created (see Appendix 3). One is based on a professional trader who handles and sells multiple items every week. The other is a casual user with a busy life and little experience in putting things for auction who needs to sell their emotionally valuable items to someone who would appreciate them.

	 A: Convenience sellers	 B: Professional traders & Artists	 C: Passionate sellers	 D: Safe and patient sellers
Age	40+	18-39	All	50+
Gender	More women	More men	More men	Equal division
Price of items	Lowest	Highest	Average	Low
Sell frequency	Least often	Most frequent	Fairly frequent	Occasional
Barriers	Finding buyers, appraising products	Appraising products, Shipping and handling	Finding buyers, choosing the right platform	Finding buyers, appraising products
Need for help	Least need for help	Most need for help	Average need for help	Little need for help
Platform usage	Marktplaats & Leboncoin	Big variety: Marktplaats, Leboncoin, Ebay, Catawiki	Catawiki, Marktplaats, Ebay	Marktplaats & Leboncoin
Decision type	Competitive (quick facts)	Competitive (quick facts)	Methodical (slow facts)	Methodical (slow facts) & Humanistic (slow feelings)

Value proposition canvas

Catawiki as a service offers various features to their users. These include, as mentioned before, a big collection of unique items that are selected and verified by experts. Catawiki's online auction platform provides customers with an easy bidding process. Users can also keep track of their bids and receive notifications when they are outbid or when an item that they are interested in is available. The platform offers also secure payment options and efficient shipping methods. (Catawiki, 2022)

Catawiki attracts customers who are interested in the rare and unique items and are looking for a reliable platform to buy and sell these items. These customers value authenticity, quality, and transparency in the auction process (Emerce, 2018). They may experience frustration with unreliable and unverified auction sites, and value a platform that takes measures to ensure authenticity and safety.

Gain creators for Catawiki include providing customers with access to those rare and valuable items that may be difficult to find elsewhere. Additionally, Catawiki offers opportunities for customers to discover new items and learn more about them through descriptions and historical information written by the experts. (Emerce, 2018)

Catawiki also provides pain relievers by ensuring a safe and trustworthy platform for buyers and sellers. The authenticity of the items that are being sold is ensured by the verification process, giving buyers peace of mind. Catawiki's customer service team is available to address any concerns or issues that may arise during the auction process. (Catawiki, 2022)

Most importantly though, after setting aside all the positive aspects of the value proposition canvas and after analysing it, we start to see a gap between customer pains and pain relievers. One significant problem is that managing the submission of online auctions is too long, complicated, and frustrating. However, we don't see any reliever addressing this issue, and there is still no solution implemented to solve it. This gap indicates that there is room for improvement in the object submission user flow, something that if solved could decrease the complexity of the flow and provide a better user experience for their customers.

Competitor analysis

One of Catawiki's major differences from its competitors, such as eBay and Marktplaats, lies in the fact that they rely on real experts to help users. See competitor analysis in Appendix 5 and in the figure below. Catawiki's experts provide personalised customer support throughout the entire buying and selling process, something that their Catawiki's competitors don't do. This approach ensures that users can trust the authenticity and value of the items they purchase. It is one of the main benefits that the company provides as a service to address the needs of their customers seen both in the Value Proposition Canvas and the Competitor Analysis.

However, while relying on real experts for help is a good way to build trust and authenticity in the marketplace, the submission process on Catawiki can be quite time-consuming. Therefore, it can become frustrating for users who are looking for a quick and easy way to sell their items to use Catawiki. This provides additional evidence that supports the aforementioned claim that there is potential for improvement of the lengthy object submission user flow.

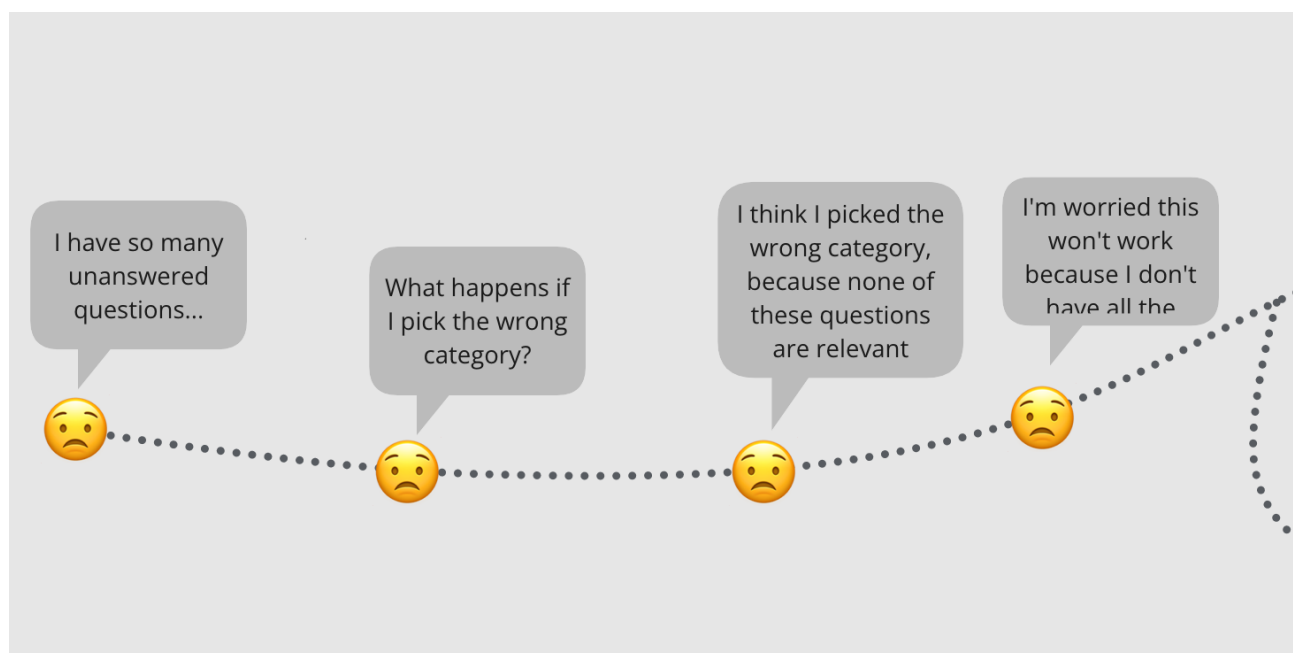
Competitor Analysis

	Catawiki	Ebay	Marktplaats	Sotheby's
Steps to submit a lot	Long process	Long process	Not very long, you don't have to fill in a lot of details, you can choose yourself which details you fill in.	Quite long, a lot of questions and things you probably have to search for

Help with submitting a lot	Some help where you can click on an info-button, also an expert is going to look at the lot	You enter some features and Ebay 'guesses' what you want to sell. You can click on an info-button.	Marktplaats helps you to find the right category based on the picture you submit. Further no help, autofilling or buttons with more explanation.	When choosing the category you can click a help button to see what the category is about, but there is not a lot of info there. When choosing pictures you get some tips. Further no help, no autofilling, no explanation.
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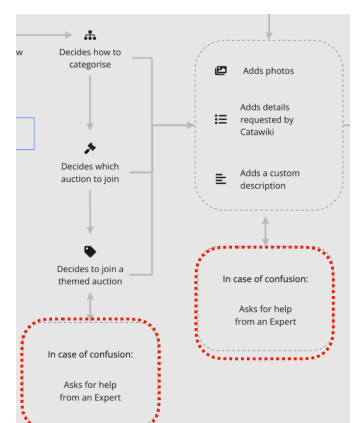
User Experience Journey Map

After analysing Catawiki, a proposal for the development of a better submission process is formed. As seen in the two personas, the average user of Catawiki is very busy. Users are either busy with different aspects of their lives or with selling large amounts of items every day. Therefore, time efficiency is important when using a service such as Catawiki to submit items for auction. However, when using the service, it appears there is a significant number of specific moments in the submission process where the user is getting confused. Questions arise such as «what happens if I pick the wrong category?». See Appendix 6 and the figure below.



Service blueprint

Looking at the current service blueprint, there are a few moments where the user needs to decide and add the correct information that is asked of them. These moments correspond to the sections where the confusion is observed in the user experience journey map. The only solution in the current service blueprint is to refer to an expert. As discussed previously, this is the cause of frustration as contacting these experts takes a long time (see Appendix 7).



New service blueprint

We present in this section a new service blueprint. Our solution, integrated into the new blueprint, uses the power of AI to enhance the experience of submitting an auction in Catawiki by assisting the user.

An AI created by or for Catawiki will be connected to a database with images of previous lots and product information. The submission process will be adapted to include the AI, meaning the first step for the user will be to upload images. The AI will then analyse these images, by attempting to recognise the item and comparing the images with existing images in the database. This will be used to predict the product information, which will be auto-filled for the user if it is above a specific percentage of certainty. The user will be tasked with verifying the auto-filled information and filling in the remaining information. Any input from the user will be stored in a database, which can be used by the AI to improve its accuracy over time. See Appendix 8 for the new service blueprint.

Additionally, an interactive prototype was created to showcase and test the integration of AI in the submission process. The AI in the prototype is not real but gives the impression that it is and it is functional. To evaluate this new solution an MVP experiment canvas was used. See Appendix 10 for the prototype. Unfortunately, the MVP could not be tested with real expert sellers but it was tested by fellow students. However, they still represent part of the target users, that is the inexperienced sellers.

MVP experiment canvas

Based on the MVP experiment canvas, it can be concluded that the use of AI image recognition can enhance the user experience of the existing object submission flow of the online marketplace Catawiki. The experiment was conducted using an interactive prototype and observed users' actions while taking notes and recording the time for completion. The riskiest assumption was that users would be willing to trust the AI and its accuracy in assisting them.

The metrics used to measure the effectiveness of the new process included the difference in time until the process is completed between the two processes, the difference in the number of successful completions, and the difference in the number of miss-clicks. The results indicated that the new process was completed more frequently, it generates less confusion, and all participants completed the new process faster than the current one.

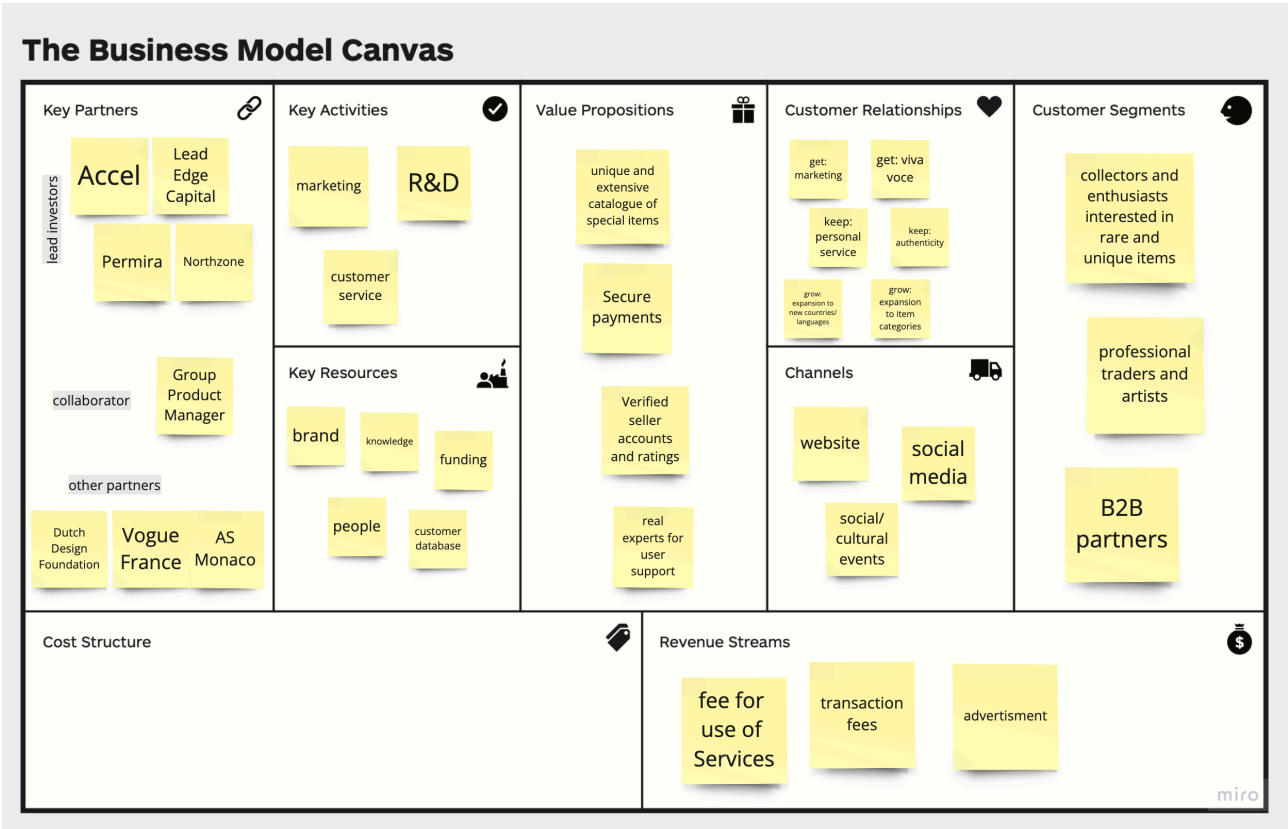
This experiment provided several learnings and insights. It revealed that the new design may be contrary to real users' established habits when uploading through Catawiki's website, but the advantages of the new features may outweigh any minor inconvenience of getting used to it. Furthermore, it would be useful to conduct a usability test to grasp the missing pieces in the proposed design.

In conclusion, the experiment showed that the use of AI image recognition can enhance the user experience of Catawiki's online marketplace. The next step would be to see if the AI will still be able to recognise the object accurately. Overall, the experiment provided valuable insights and learnings that can be used to improve Catawiki's object submission flow.

References





- Catawiki continues growth trajectory and reports first profits - Catawiki.* (2022). Catawiki. <https://www.catawiki.com/en/press/1327-catawiki-continues-growth-trajectory-and-reports-first-profits>
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- Emerce. (2018, August 25). *Ilse Kamps (Catawiki): 'Globalisering biedt kansen voor niches'* - Emerce. <https://www.emerce.nl/interviews/ilse-kamps-catawiki-globalisering-biedt-kansen-niches>

Appendix 1: Business Model Canvas



Appendix 2: Target Audience

Our Target Audience

	 A: Convenience sellers	 B: Professional traders & Artists	 C: Passionate sellers	 D: Safe and patient sellers
Age	40+	18-39	All	50+
Gender	More women	More men	More men	Equal division
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Appendix 3: Personas



It is the little things in life.


Name: Hanna Brioshi
Age: 28
Gender: Female
Nationality: Finnish
Occupation: Child care worker

Personal Profile:



A day in Hanna's life:

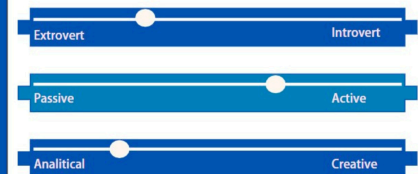
Hanna starts her day with a warm refreshing cup of coffee and a modest view out the window. She recently found a wooden collection of figurines inherited from her grandfather and decided to release them for auction. Going to work by bus, she checks her social networks in line with this new online bid she published. The tiring day full of activities with children has begun. Hanna loves to expend her energy making the little ones happy and being helpful in their growth. In the evening, her husband waits for her with a freshly prepared dinner and a glass of wine, in the interest of listening to the other person's day.



Sell yourself first, if you want to sell anything!

Name: Aiden Mackenzie
Age: 34
Gender: Male
Nationality: Scottish
Occupation: IT

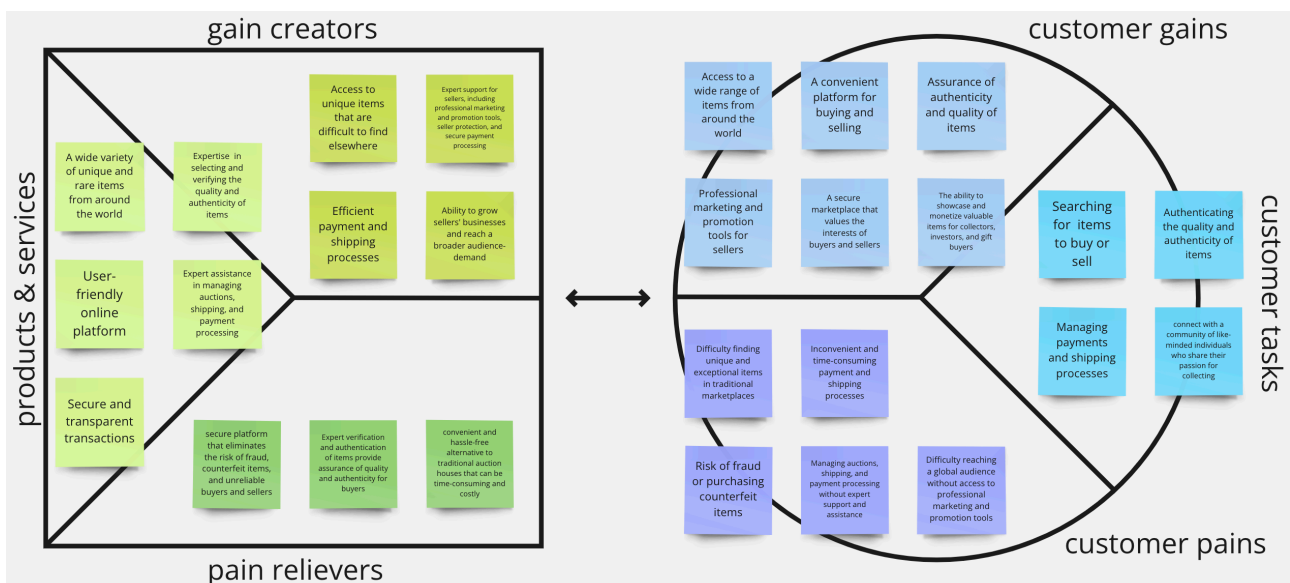
Personal Profile:



A day in Aiden's life:

When Aiden wakes up, he takes a shower and has breakfast. During breakfast, he checks if there are any bids on the expensive whiskey he put up for auction yesterday. After checking the Catawiki site he brushes his teeth and gets ready to go to work. When at work he has some difficult assignments to do for some clients. During lunchtime, he checks if there are some nice whiskeys on the internet that he could buy and sell. Lunchtime is over and Aiden gets back to work. After work, he is going to do some groceries and when home, he starts cooking. Today he is going to make a nice pasta. After dinner he goes to the gym, does his workout and showers. He gets home, time to relax. He watches his favorite show with a glass of his favorite whiskey. When the show is finished, he gets ready to go to bed.

Appendix 4: Value Proposition Canvas

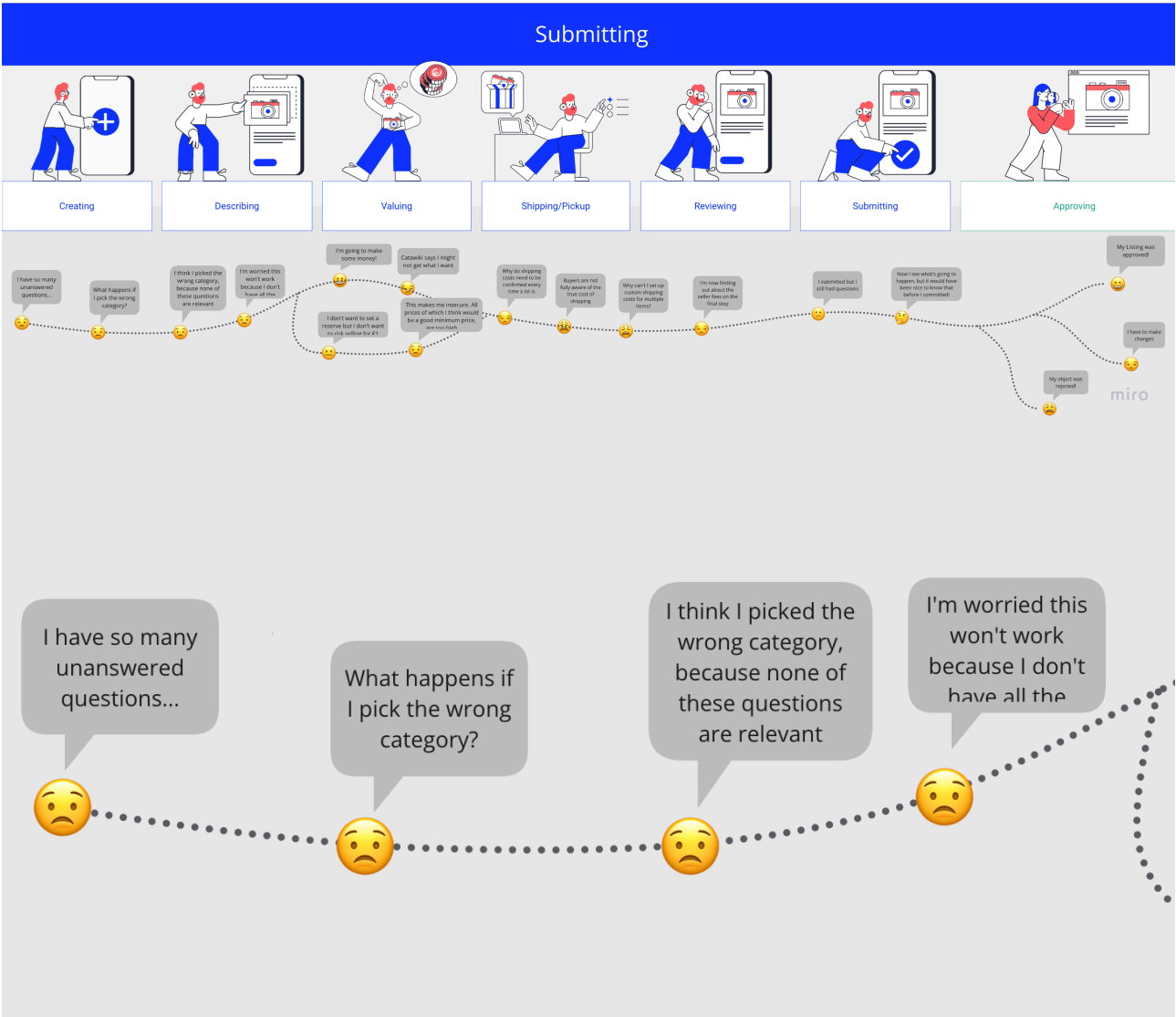


Appendix 5: Competitor Analysis

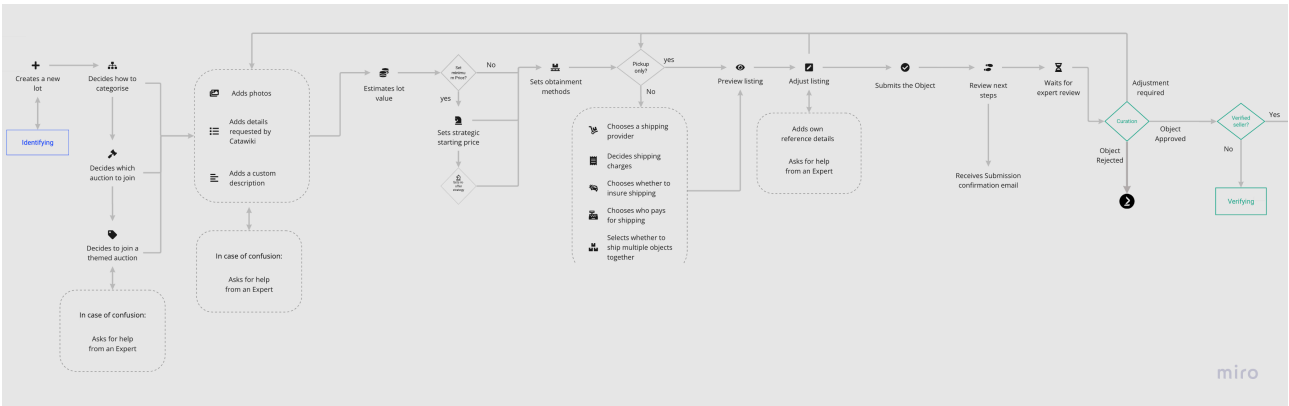
Competitor Analysis

	Catawiki	Ebay	Marktplaats	Sotheby's
Users	Mostly men between 18-39, Professional traders & artists	All	All	People interested in art and luxury
Product Categories	16 categories, with subcategories.	9 categories, with subcategories Very broad	36 categories, very broad	6 categories, with subcategories, mostly luxury
Steps to submit a lot	Long process	Long process	Not very long, you don't have to fill in a lot of details, you can choose yourself which details you fill in.	Quite long, a lot of questions and things you probably have to search for
Help with submitting a lot	Some help where you can click on an info-button, also an expert is going to look at the lot	You enter some features and Ebay 'guesses' what you want to sell. You can click on an info-button.	Marktplaats helps you to find the right category based on the picture you submit. Further no help, autofilling or buttons with more explanation.	When choosing the category you can click a help button to see what the category is about, but there is not a lot of info there. When choosing pictures you get some tips. Further no help, no autofilling, no explanation.
Auction Feeling	You can bid, includes clock. No live auctions.(not in a hurry to buy the object)	On some items you can bid, including a clock. You can also just buy items with a set price.	Little bit, you can bid, but there is no clock	There are live auctions, you can also bid on other items, without a clock. You can also buy items with a set price.
How does the website look	Nice and clean	Doesn't look appealing to me, looks cheap	Clean and clear	Clean, not too clear.

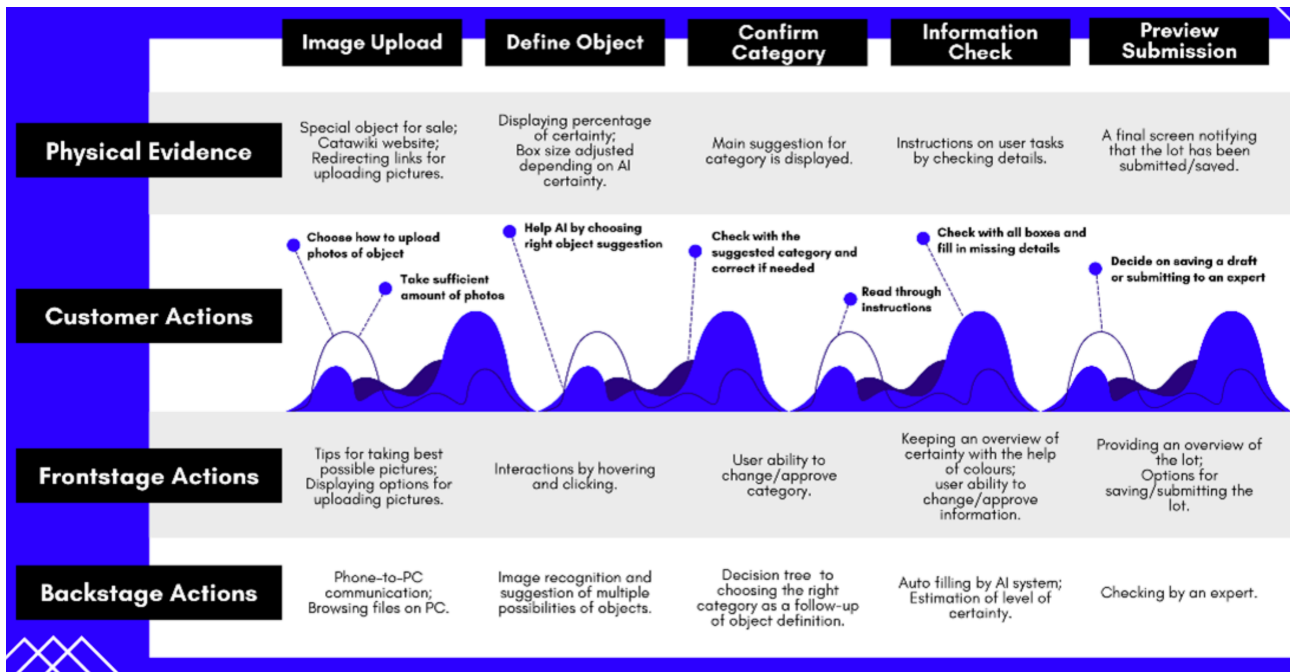
Appendix 6: User Experience Journey Map



Appendix 7: Service Blueprint



Appendix 8: New Service Blueprint



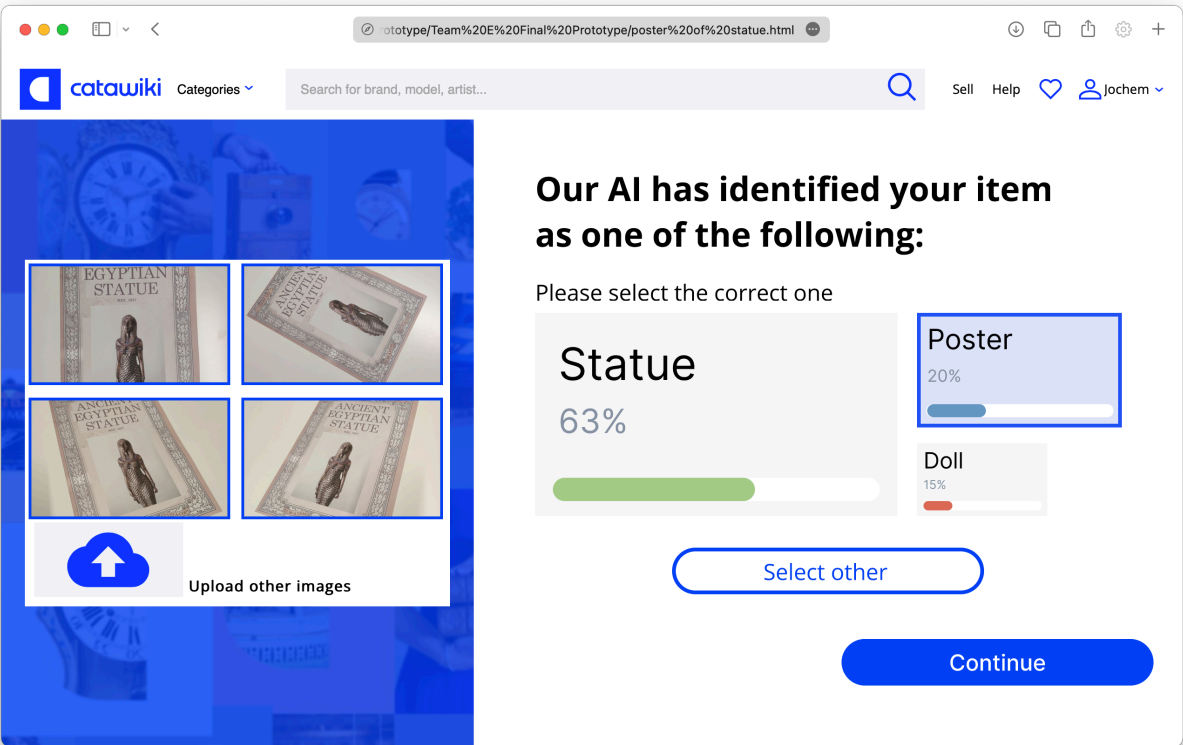
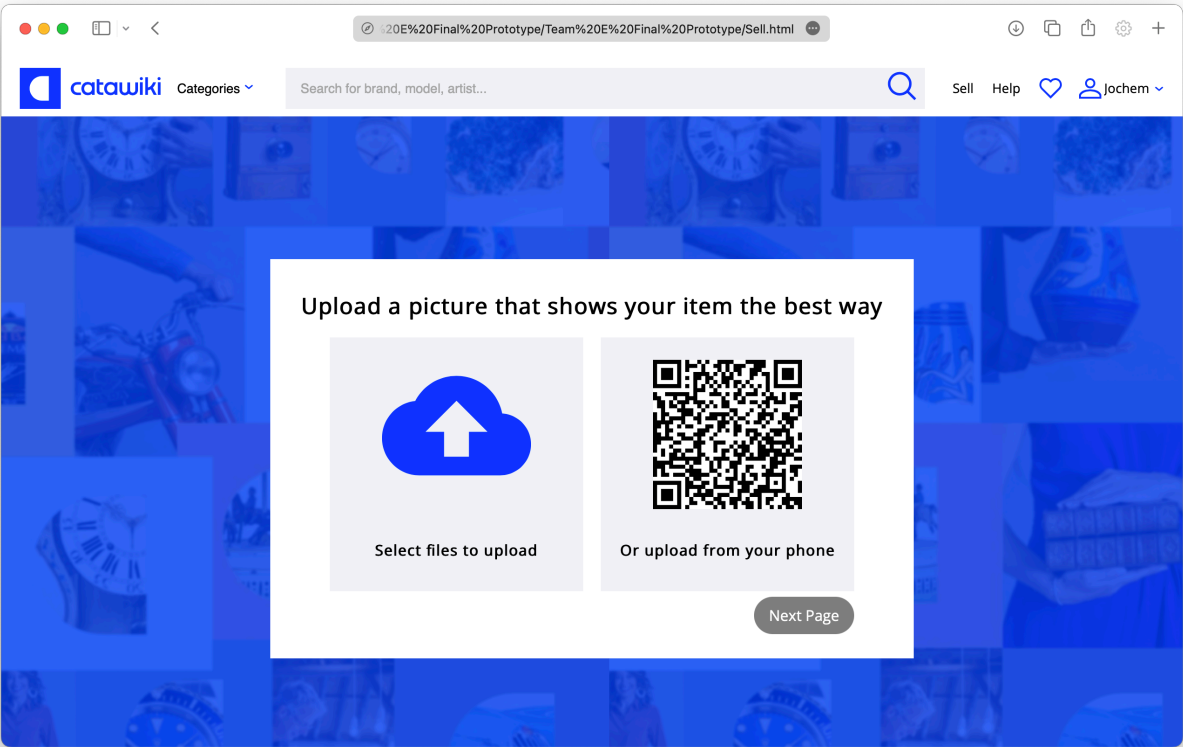
Appendix 9: MVP Experiment Canvas

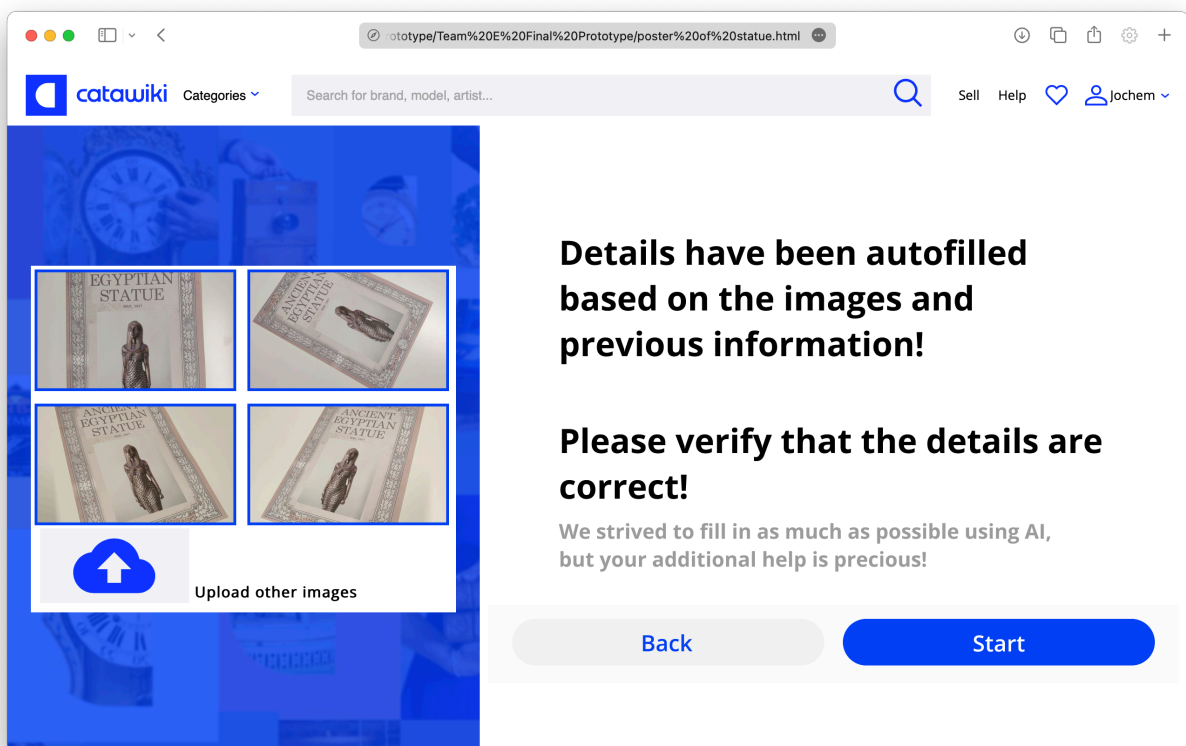
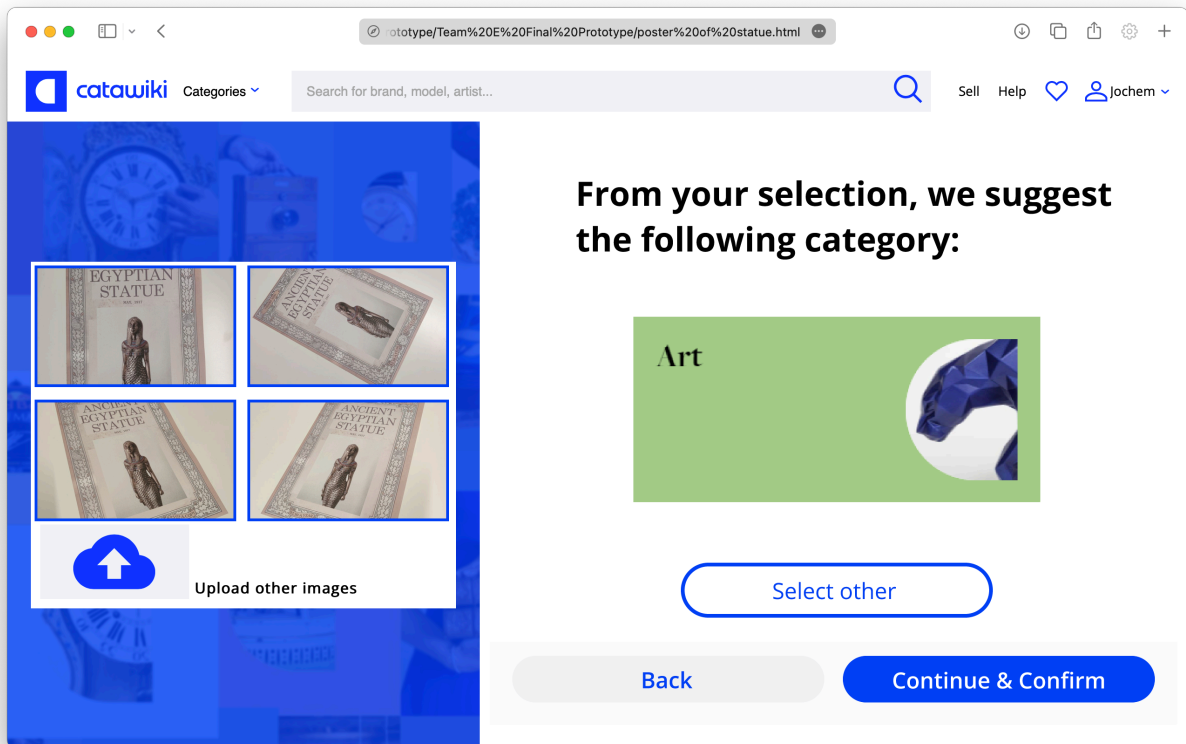
MVP Experiment Canvas

4. Customer Engagement ❤️ How are you going to engage the customers who used your MVP, to ensure they are happy and gather feedback to improve your Value Proposition? Follow-up conversation		7. Scenario / Workflow 🔄 HOW does that work? Describe the steps from beginning to end. - user gets access to the prototype on a computer - they are observed of their actions - notes are taken - time for completion is recorded - follow-up questions - same process followed for current submission process	10. Results 📊 What are the results of your experiment? - more completions of new process - less confusion in new process - all participants completed new process faster than the current - less miss clicks in the current process
1. Your Customer Segment 👤 Which segment of your target customers will experience the most value from your MVP, and can you reach them? Individuals passionate about special objects looking to sell these kinds of items	2. Value Proposition 💎 My company... (insert of company) ... is doing (a will) ... An enhanced user experience of the existing object submission flow of the online marketplace Catawiki using AI image recognition.	8. Metrics 📏 What will you measure? (Can be multiple metrics) - difference in time until completion of the process between the two processes - difference in number of successful completions of the two processes - difference in amount of miss clicks between the two processes	11. Learnings & Insights 💡 What are your key learnings? The new design may be contrary to real users' established habits when uploading through Catawiki's website, but the advantages of the new features may outweigh any minor inconvenience of getting used to it
3. Channel(s) 📶 How are you going to reach your Customer Segment and "deliver" your Value Proposition to them? Face to face interaction with friends and family	5. Riskiest Assumption(s) 🍌 What are you setting out to test with your MVP? Are the Solutions... Users are willing to trust the AI and its accuracy in assisting them		6. Experiment Format 🎭 WHAT type of experiment are you going to run? wizard of oz - interactive prototype
		12. Next steps 🚶 What are the next steps? - It would be interesting to see if the AI will still be able to recognise the object fairly accurately and if one screen for defining the object with the client's help will be sufficient for the AI to be certain - a usability test might be considered as a future step to grasp the missing piece in the proposed design	

Source: themvpcanvas.com - made by Bram Kanstein (@bramk)

Appendix 10: Prototype










catawikiCategories ▾

Search for brand, model, artist...

🔍

SellHelp🤍👤Jochem ▾



Upload other images

Check autofilled details

An AI's predictions are not always accurate! Please make sure to enter any missing details and check the uncertain ones.

0%40%80%100%

low accuracyhigh accuracy

Culture

! Ancient egyptian

MesopotamianNubian

Material

! Bronze

GoldSilver

Century/ Timeframe

! Old Kingdom (ca. 2675 - 2130 B.C.E)





BackContinue


catawikiCategories ▾

Search for brand, model, artist...

🔍


SellHelp🤍👤Jochem ▾



Upload other images

Preview

BackSave draftConfirm & Submit



Ancient Egyptian statue

👁️ Preview

Summary

Check that the details below are correct.

Auction costs

We charge a commission fee of 12.5% (may vary) of the final bid, excluding VAT/sales tax (15.1% incl. VAT/sales tax). We use these to extensively promote our auctions to make sure your object gets the