
Handout 3

Etsy



Etsy

A major client came to us and asked for two separate specialty calculators. One is to help compare item statistics to item purchases; the other will help calculate the differences between owner cost, purchase price, and shipment price. The calculators are not really that important for the workshop, so let's just read the case study.

Conversation with a user of our one of our client's websites:

Role: Etsy Seller

As a seller on Etsy, I am able to have a virtual storefront that allows me to list and sell handmade, vintage, or antique items as well as arts and crafts supplies. I must register and become a member to do this. Membership is free.

When listing an item for sale, I am able to categorize it up to three levels; post up to five photos; give a descriptive title above the photo; give a detailed description below the photo; list the selling and shipping price; choose up to 13 tags to identify the item to buyers searching the site; and let potential customers know what forms of payment I accept.

There are a number of things I can do to personalize my Etsy store, including: give my store a name; design and post a logo at the top of the page; design and post an avatar with my name and location if I wish to share that information; arrange all the items I am selling; choose categories for my items; pick up to four items to feature at the top of my store, and change these at any time. There is also an announcement section under the logo where I can post a welcome message, say something about my store, or alert shoppers to specials or discounts.



Etsy (continued)

I can also enter any information I wish to share about myself on my profile page, which is accessible to others by clicking on my name or avatar.

Etsy also provides its members with a message box where buyers can ask questions about any item for sale. As a member, I also have access to my Etsy account, where I can see and edit listings, check invoices of sold items, change personal information, and choose and promote items for a fee. I am also able to look at statistics for individual items as well as for my entire store.

These stats tell me the number of times an item has been viewed, selected as a favorite, or added to a person's treasury. The stats also list my revenue for a given time period.

I can add items from other stores to my own favorites list, which is saved for viewing at a later time, and I can create my own treasury of items with a similar theme for others to view. Etsy posts certain member treasuries on its home page.

There are a number of useful help sources within Etsy, including a list of policies to follow, blogs on various topics, and frequently asked questions and answers. Etsy has recently added a credit card merchant service for sellers to be able to accept credit cards directly through Etsy.



Role: Etsy Buyer

Anyone can access Etsy's home page at www.etsy.com and shop by category, free of charge, without having to register. Shoppers can search by category or keyword for an item and browse through hundreds of pages of listings. However to become a buyer, one has to register and become a member. This is a free service.

Members are given a profile page where they can post an avatar and information about themselves if they so desire. However, this is not mandatory. Members can browse all stores and items available on Etsy and save items to a personal favorites page for later viewing. This is accessible by clicking the heart icon at the top of their page.

If a member has a question about an item, they can click a link under it to contact the seller through Etsy's member message box.

Once a member decides to buy an item, they can add it to their cart, where they will be shown the total cost and allowed to choose payment options. Once payment is submitted, Etsy will contact the seller, giving them the buyer's information, including shipping address and any information added by the buyer. Both buyer and seller are provided an invoice for all transactions. The seller will notify the buyer when the purchased item ships.



Etsy (continued)

Instructions:

This is an optional handout. The previous three pages are an actual conversation with a user of the Etsy website. This site allows people to establish a storefront where they can sell products. Think of it as a cross between eBay and your grandmother's attic. The site specializes in antique products, supplies, and handmade crafts. The case study can be used to develop stories and follow the stories through a single pass of the Sprint Planning activity.

