

## Increasing the Usability of Open Market Seller Webpages

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### 1. Introduction

An open market is a form of online shopping malls, an online virtual market, where the seller and the buyer freely register products and sell them on the shopping mall made by the open market [1]. Therefore, the manager page on the open market can be said to be a type of comprehensive control center where individuals manage and monitor virtual markets. In addition, in an open market, both the buyer and the seller are customers. However, while there are many diverse studies about usability for buyers in an open market, there is little research on usability for sellers in an open market. Sellers in an open market use the site more frequently than the buyer and are thus much more sensitive to usability. In addition, the open market seller page has many complex menus, such as registering a product, managing your stock, managing payment, and customer management, which are so difficult to navigate that users can only use a seller page after looking at a guide book or learning about management solutions in a specialized course, which means that research on usability is sorely needed.

According to the definition of the International Organization for Standardization(ISO), usability is a concept that expresses how effective, efficient, and satisfied a user is when they use a product to achieve a goal.

### 2. Research Goals and Contents

This research aims to study ways to increase the usability and aesthetics of the open market seller page layout.

Jacob Neilson and others have categorized website design components based on diverse standards, but the typical five core components are as follows: structure, contents, navigation, text, and visual layout and elements [2]. This study will pay special attention to the layout.

The layout is the general arrangement of visual components on the screen, which ensures that the visual components are evenly arranged on the page [3]. Users often look at things from left to right and top to the bottom, and as people look at the top for a comparatively longer time [4], the top middle part of a web page receives the most attention. The layout of the seller page can be divided into the two following categories: advertisement-focused layout, where the banner advertisements or main images are located in the top middle of the screen; or the dashboard layout, where the focus is on the state of sales and information on the products so that sales information can be seen at a glance. The 11st seller page is a typical example of the advertisement-focused layout and the Auction and Gmarket seller pages are typical examples of the dashboard layout.

### 3. Research Methods

Auction and 11st were chosen for this study since they have different seller page layouts, and their open market management page layout were compared and evaluated in regards to their usability. Research was carried out based on the experience of eight professional sellers who have used both 11st and Auction for more than 6 months.

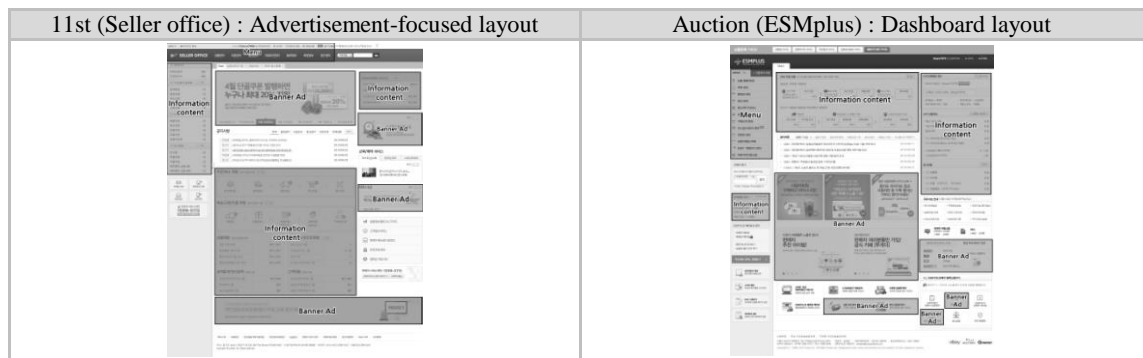


Figure 1. Composition of the 11st and Auction Management webpage Layout

The questions in the survey were taken from Gwak Ho Wan(2000) and Im Hye Won(2005)'s survey questions but some were modified or eliminated after taking into account the characteristics of the open market management page and usability, and restructured into categories of efficiency and aesthetics.

[Table 1] Composition of the Survey

Usability	Aesthetics
<ul style="list-style-type: none"> <li>- Important questions about sales and products can be easily spotted</li> <li>- The order status and other frequently used content are well arranged</li> <li>- It takes a short time to register a product and manage orders</li> <li>- The search function is useful</li> <li>- It is easy to use shortcuts to access frequently used information</li> <li>- The composition and words used on the menu are simple and it is easy to find needed information</li> </ul>	<ul style="list-style-type: none"> <li>- The graphic (icons, images) are easy on the eyes</li> <li>- The ads match the sites and look appealing</li> <li>- The matching colors on the site are appropriate and appealing</li> <li>- The colors used are consistent and unified</li> <li>- Margins are appropriately used as to not distract one's concentration</li> <li>- The banners and buttons have matching images</li> <li>- The ratio of the content as they are divided on the page is appealing</li> </ul>

#### 4. Results

[Table 2] Descriptive Statistics

	Details	11st	Auction
Usability	Layout	2.31	3.06
	Adept time	1.88	1.50
	Search	2.50	2.00
	<b>Total</b>	<b>2.40</b>	<b>2.33</b>
Aesthetics	Image	2.81	2.56
	Color	3.38	2.63
	Margin	2.75	2.50
	Proportion	2.38	2.63
	<b>Total</b>	<b>2.86</b>	<b>2.64</b>

The results of the study showed that there was a slightly lower level of satisfaction in usability and aesthetics for the dashboard layout of Auction than the advertisement-focused layout of 11st. However, under the category of layout, the dashboard layout of Auction did exhibit a higher level of satisfaction in the subcategory of usability over the advertisement layout of 11st. Of the subcategories, the time to achieve proficiency showed the lowest level of usability; it can be deduced that this was due to the high amount of content and unfamiliar wording which caused users to experience difficulties in the use and maintenance of their open market seller pages. The results indicate the need for both 11st and Auction to improve usability of seller pages in order to increase user satisfaction.

#### 5. References

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