Appendix H – The Yahoo!Auction Hong Kong home page

Figure H.1 The Yahoo!Auction Hong Kong home page

It shows that the did not have the “Wanted” category, and it did not show the value proposition of finding buyers quickly.
Figure H.2 Price Schedule of Yahoo!Auction Hong Kong

*It shows that Yahoo only has a simple fee schedule, which may not be attractive to heavy users. (Captured on 8th Feb. 2013)*

Figure H.3 Price Schedule of eBay

*It shows that eBay has a sophisticated fee schedule, which caters for the needs of different types of users. (Captured on 28th Jan. 2013)*