

## Sara Hicks on product

**Maria Thomas:** Sara Hicks leads our product team at Etsy and when we say product, we're talking about the website itself but also all of the different features and functionalities that are a part of it. Sara's going to tell you a little bit more about what's happening with the product team at Etsy. Sara?

**Sara Hicks:** I wanted to take a couple of minutes to talk a little bit about some of the seller tool requests that were included in the comments from Maria's article. The first thing I want to address is around the feature rearranging items in your shop, which was far and away, I think, the number one requested feature in the comments. So I'm excited to be able to say that we've been beta testing the ability for you to rearrange items in your shop. You will start to see this roll out and we'll make announcements in both The Storque, our blog, as well as in the forums.

What's cool about this feature -- at least what I think is cool about this feature -- is that this is the first time that you're going to have the ability to edit the items inline while you're looking at your shop.

So you'll be able to go to your shop when you're logged in. You'll see a special link that only you will see. You'll click on that link and you'll be able to do some drag and drop editing of the items in your shop, including moving items in a page but also moving items to any other page within your shop.

So again, that's coming soon. We're excited. I know it's a long time coming and we appreciate your patience and look forward to your feedback as it rolls out over the coming weeks.

So that's the update on rearrange your shop. I also noticed in the comments that there were numerous other requests for additional seller tools and I recognize that these things like book listings, listing scheduler, lists similar and other listing tools are super important to conducting business on Etsy. While they're not currently on our road map, I do want to convey that we are committed to addressing these features.

I do know that some of you have been waiting a long time for these tools and I want to say that these have been on my radar as well since my arrival here at Etsy. We will get to new seller features one by one just like we've been doing since the start of the year with the launch of things like seller stats provided via Google Analytics, the launch of seller fees via PayPal, and just like I was mentioning, the soon-to-be launched rearrange your shop functionality.

I want to take a minute to explain some of the things that we are actively working on and also explain a little bit about how we're prioritizing for the year.

Our main priority is to improve the buying experience on Etsy. We really think that the most important thing for sellers is to bring you more buyers. So with that in mind, my

team's been focused on things like search, check-out, improving the category pages including the category taxonomy and other merchandising efforts.

Some of the things that you'll be seeing in the coming months related to these initiatives are things like, for search, related searches and spellchecking. Now I'm sure most of you are familiar with this type of functionality because it exists on most of the major e-commerce sites. But you can imagine as a buyer conducting a search, we'll provide them with guidance in terms of related searches to their query. If they happen to misspell their search, we'll provide spellchecking suggestions.

Another feature that we're also mentioned in past articles is what we're referring to as inline checkout. Currently, when a buyer shops at Etsy they are forced to register before they checkout. They're also forced to confirm their registration. One of the things that we think will improve the buying experience is to offer the ability to checkout and register but not force the confirmation of the registration.

We're also doing a great deal of work around favorites including the ability to organize your favorites into lists. I do know that this has been one of the top requested features for quite a while so we're very excited to be able to bring this to you.

Those are just a couple of the features that are in the works. Stay tuned to my next talking product blog post that will come out in the next couple of weeks for more details on these features and some of the other features that we're actively working on.

This regular blog series of mine is probably the best source of information for details on our product priorities and really our product road map for each quarter.

So to close, I do just want to just reiterate that seller tools are super-important to us and we're committed to making them happen one by one. We're really focused right now on attracting more shoppers to Etsy, helping them find what they're looking for and keeping them coming back.

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