



TASTE.

Design
Culture
Quarterly
Magazine

Taste.

Quarterly Magazine

We are **Global Design**. Our mission is to create an unforgettable user experience for customers all over the world, starting from a simple idea:

Empathy.

When customers open our app for the first time, search for a new unique item, compare it to other similar items, then take the plunge and purchase it, getting the user from point A to B requires empathy - making the experience simple, easy to use, and most importantly, smooth enough to return to.

Join us as we bring you into our world. We hope you see something that wows you, inspires you, connects with you, or helps you think with empathy.

Global Design
mercari

Contents

| Mindset.

| UXR.

| Design.

| Culture.

| Thanks.

Vision

Drive empathetic experiences that elevate Mercari as a leader in innovation and design excellence.

Pillars

Users

- Customer satisfaction
- Emotional connection

Design

- Scalable & adaptable
- Innovative & aspirational

Business

- Lifetime value
 - Growth & retention
-

Prompts

Why shop on Mercari?



Why return to Mercari?



Mindset.

OKRs

O1:
Support Launches

Deliver polished, user-ready experiences through strong cross-functional collaboration.

O2:
Uphold Design Excellence

Set high standards, driving quality across projects, and evolving our design system.

O3:
More Opportunities for AI

Experiment with emerging tools that will accelerate value and generate insight.

O4:
Raise the Bar on Quality

Design with taste, empathy, and curiosity to deliver stand out global experiences.

Principles

Inspire global customers to discover unique favorites they'll love so Mercari is top of mind.



Easy to use



Trusted & Safe



Engaging



Evolving

Mindset.



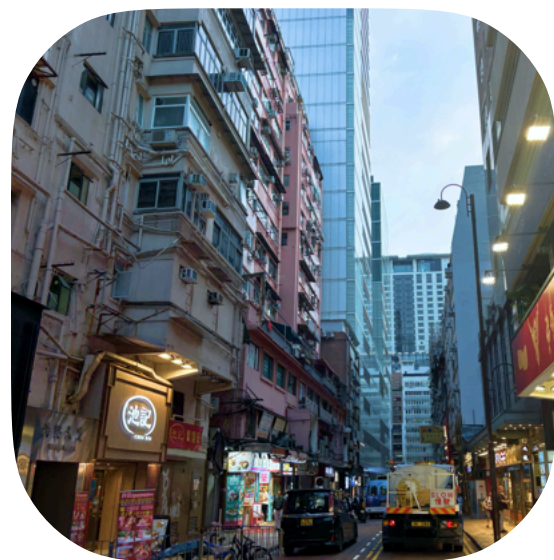
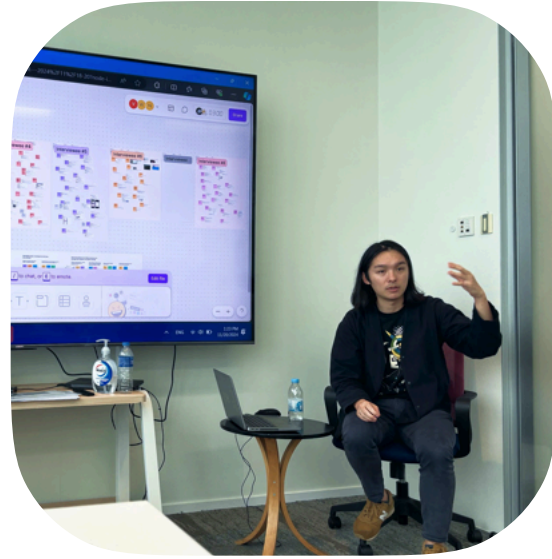
User Research is where we understand what matters: people. By learning directly from users, how they think, feel, and behave, we can design experiences that not only work, but connect.

Now led by **Jamie Barnes**, we have invested in conducting UXR across a number of countries, going beyond screens to understand diverse customer needs, motivations, hopes, and moments of excitement & friction.

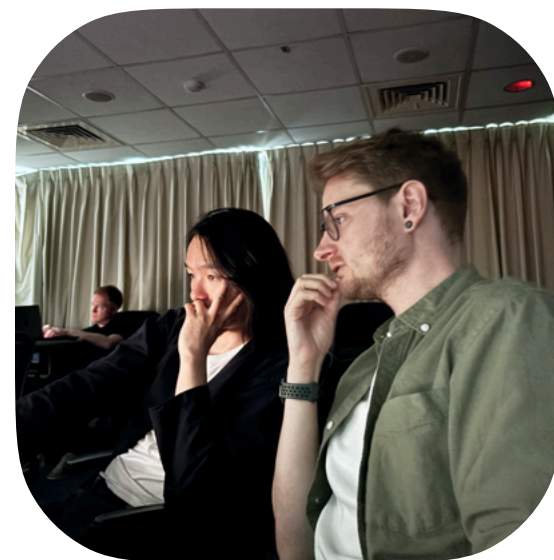
Great design doesn't start with features, it starts with empathy. By stepping into their worlds, we discover how to shape what feels intuitive, thoughtful, and delightful. As we continue expanding globally, this commitment to learning with our users will remain core to how we design.

UXR.

Hong Kong



Taiwan



Los Angeles





To better understand customer behavior, Global Design visited **Suruga-ya**, observing how shoppers discover, compare, purchase and sell items in a physical setting.

We studied shelf layouts, signage, behaviors at the register, and even sold some things ourselves. It wasn't just research; it was a reminder that real world commerce is messy, emotional, and deeply human.



It was a small, valuable step in grounding our design decisions in real life behavior, not just screens.

Experiences like this sharpen our instincts. They help us design with more empathy, not assumptions. By stepping into the user's world, literally, we can uncover insights that can't be found in data alone.

These learnings will directly inform how we design flows, build trust signals, and improve product discovery for Global.

Field.

Focus areas



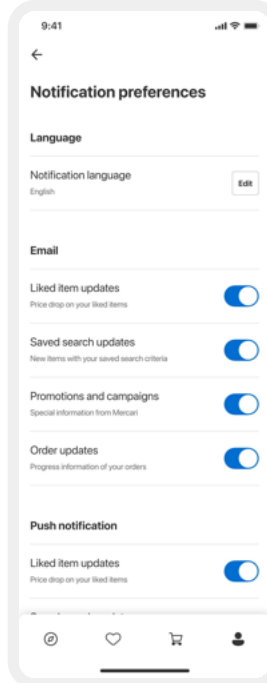
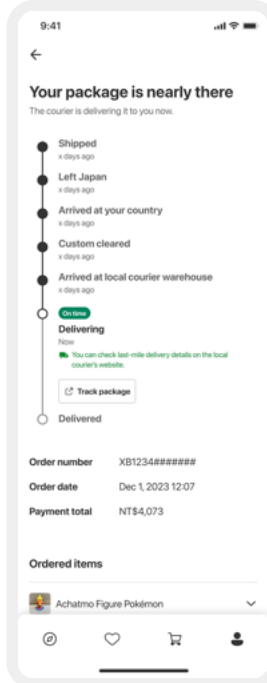
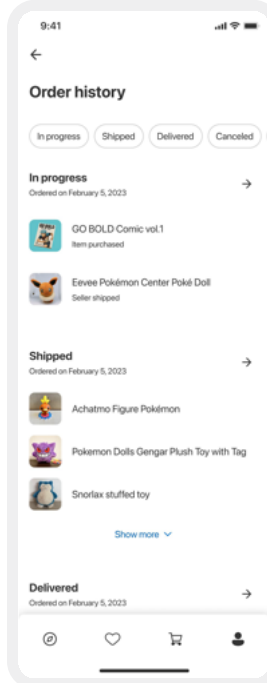
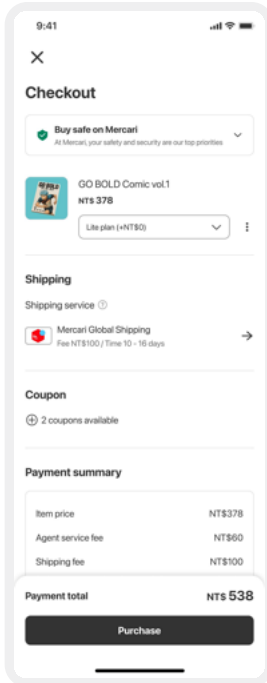
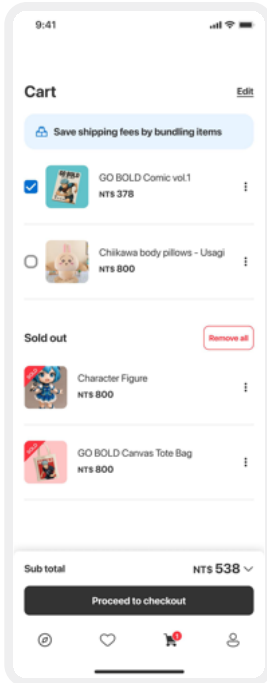
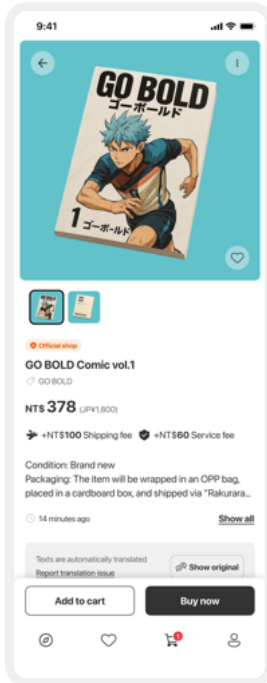
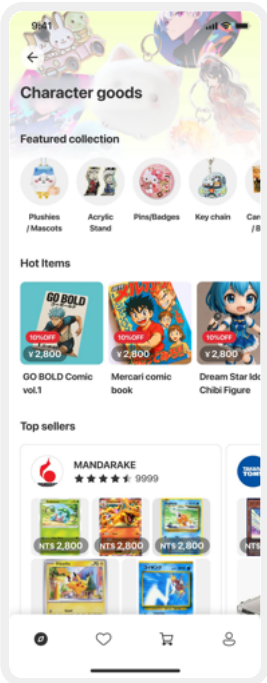
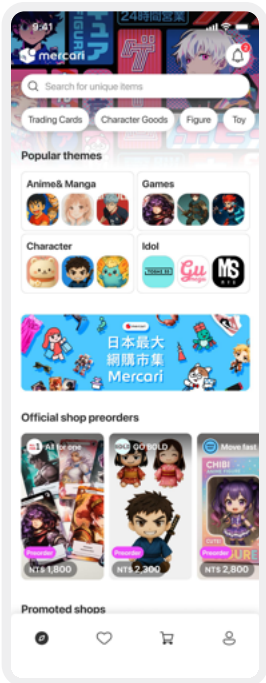
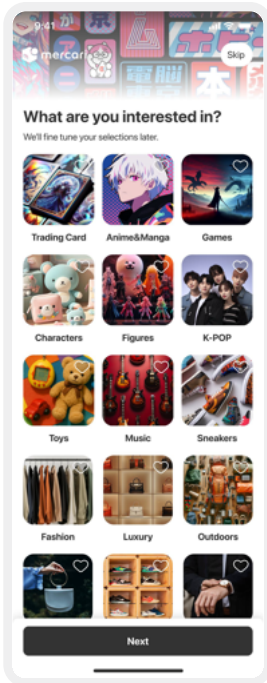
Discover & Explore



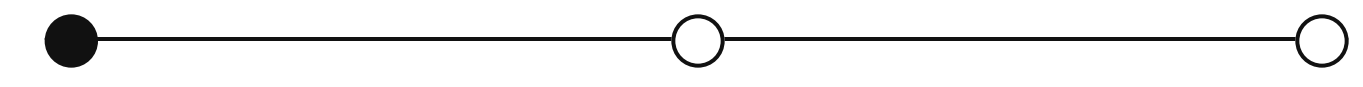
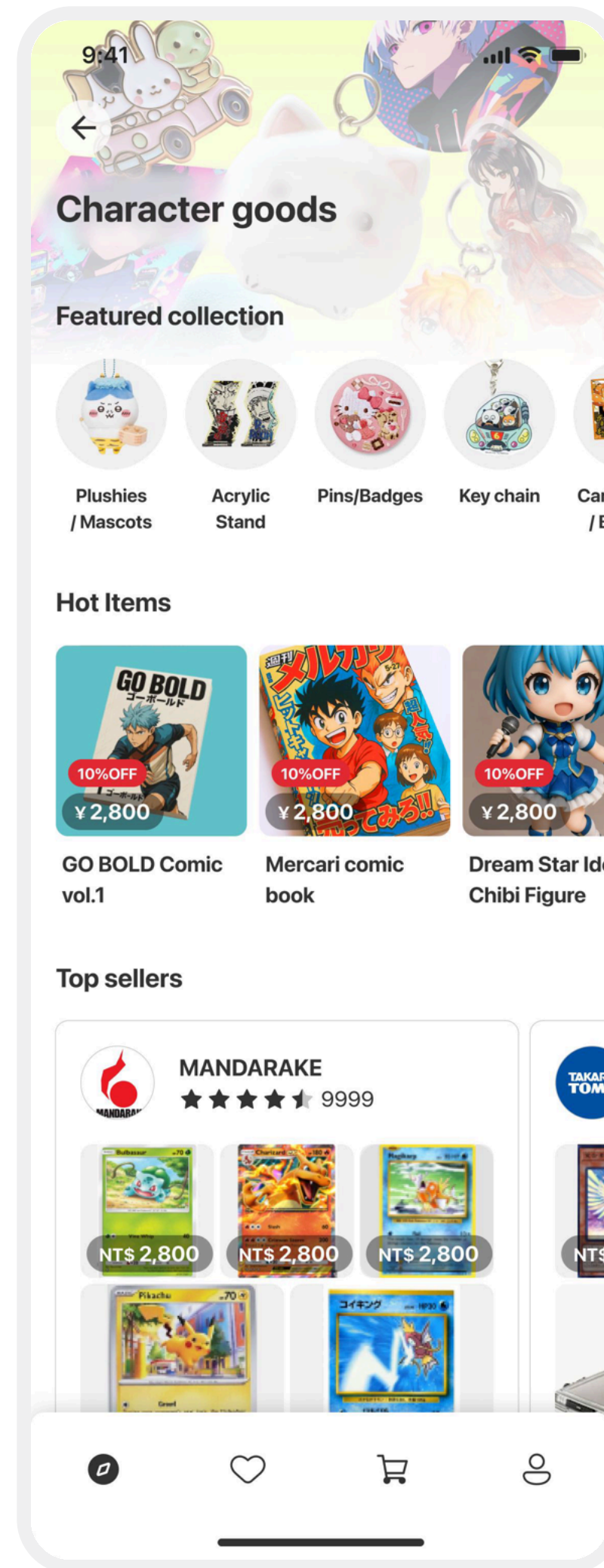
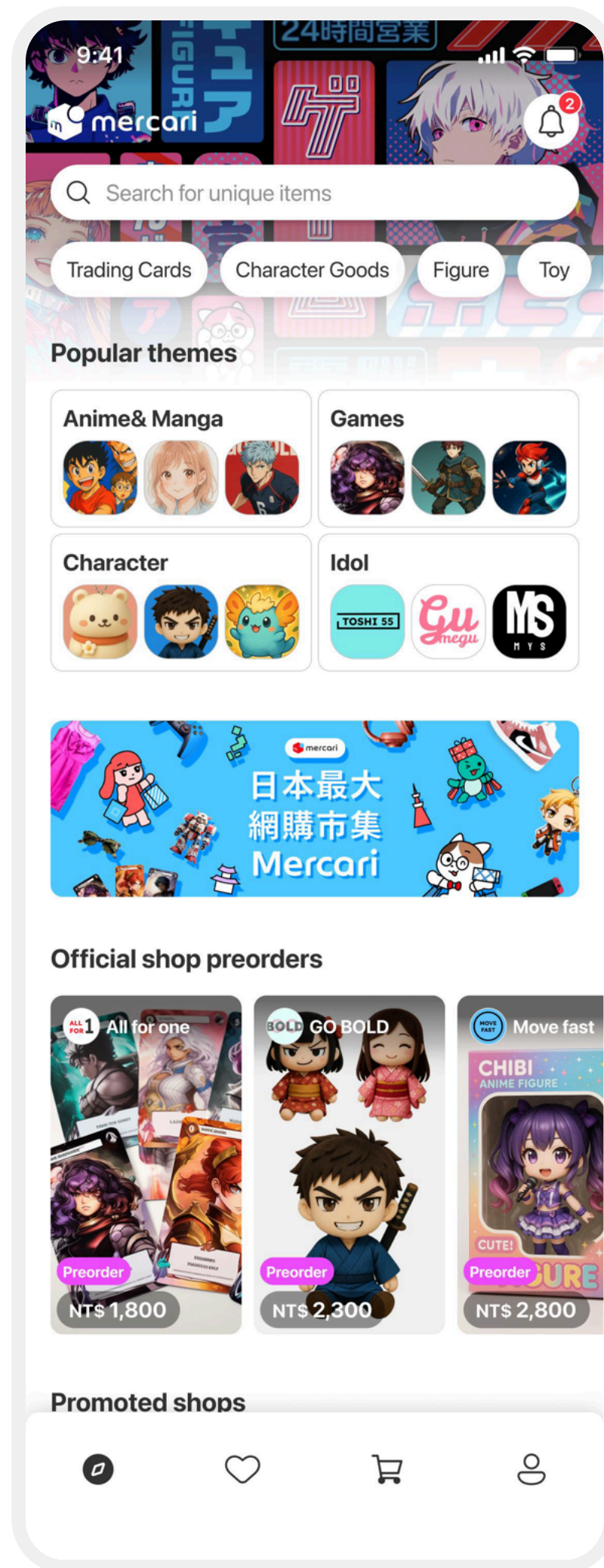
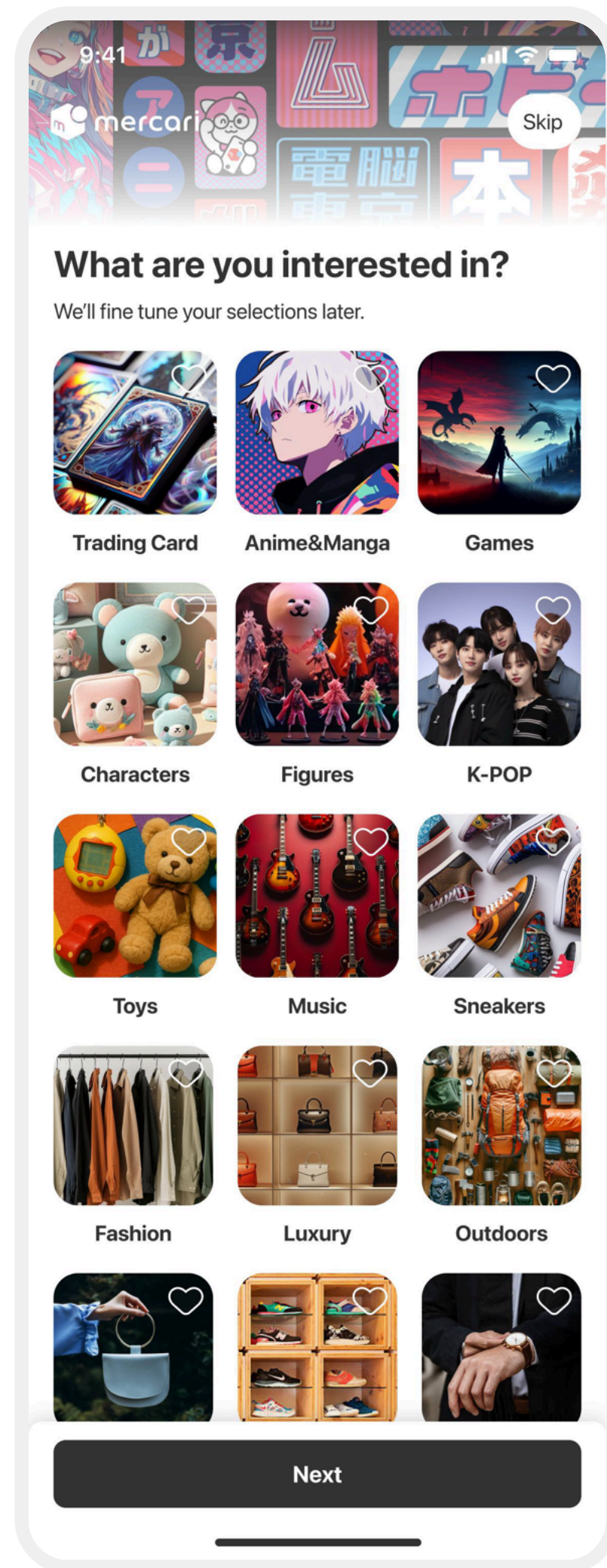
Consider & Buy



Accounts & Orders



Design.



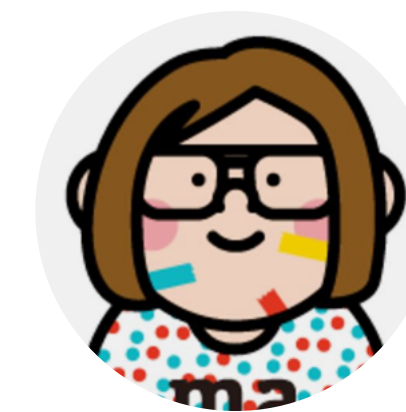
Discover & Explore

Onboarding

Helps new users get relevant recommendations from the start, creating a faster path to discovery and a more personalized first-time experience.

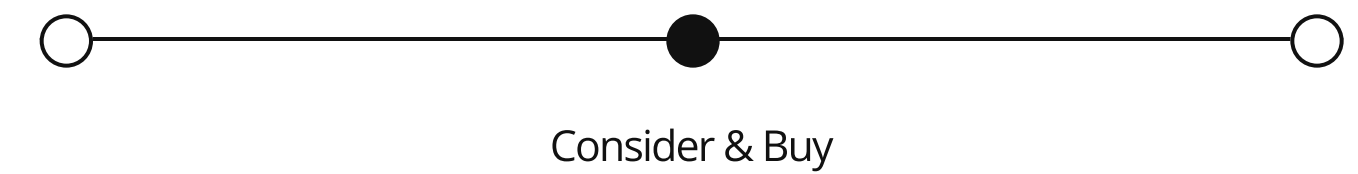
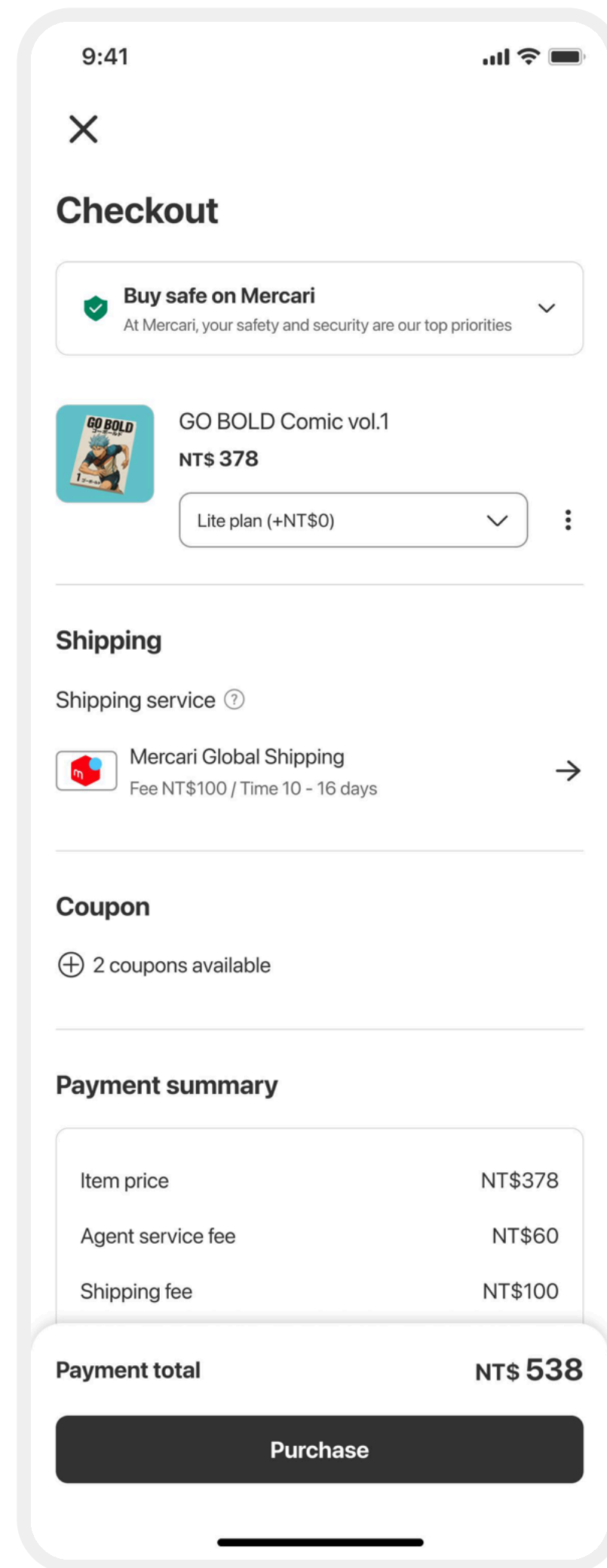
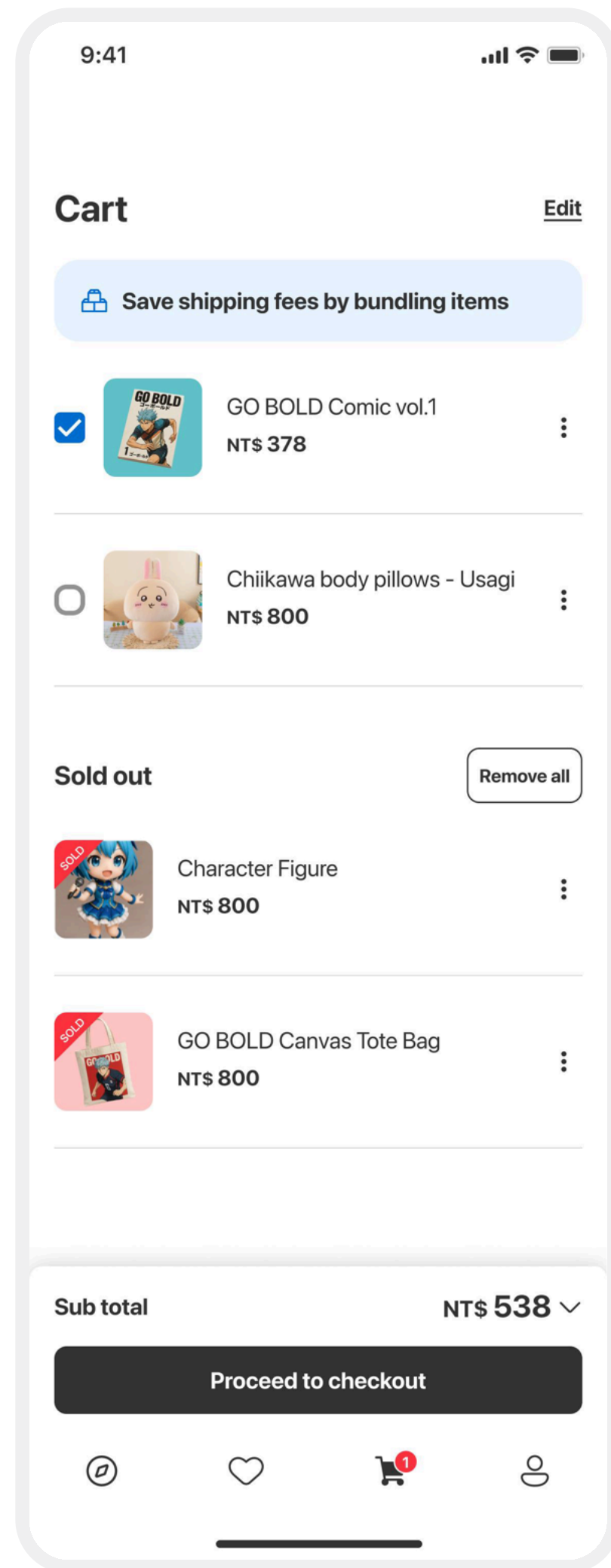
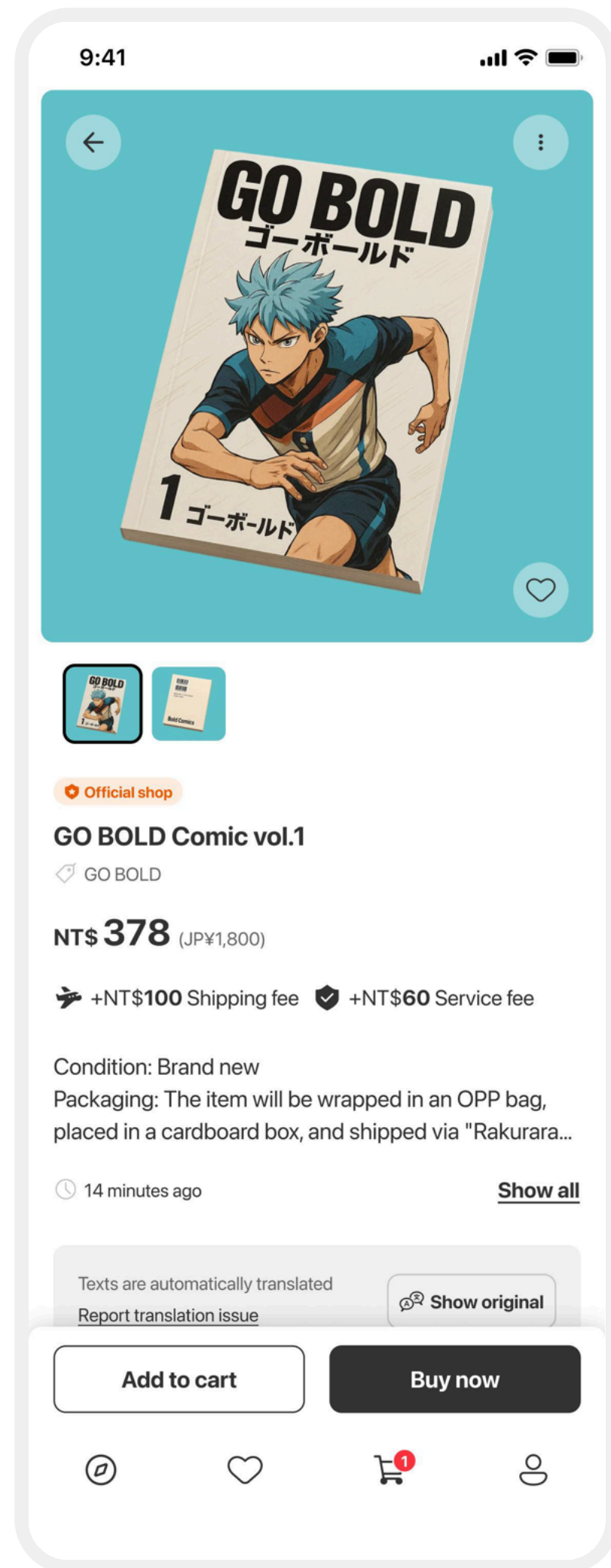
Discover Tab

Inspires discovery through curation and exploration, helping users uncover items they didn't know they wanted and come back for more.



Yushan Ma dedicates her efforts to helping users find what they love, faster and with more delight.

Design.



Item Detail

Supports confident decisions with clear information, strong visuals, and trust-building details that help users know exactly what they're getting.

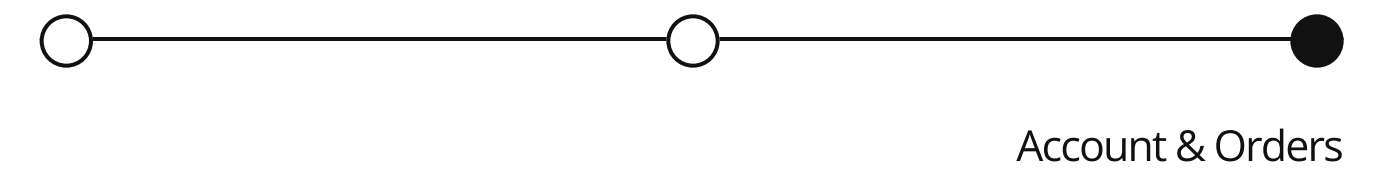
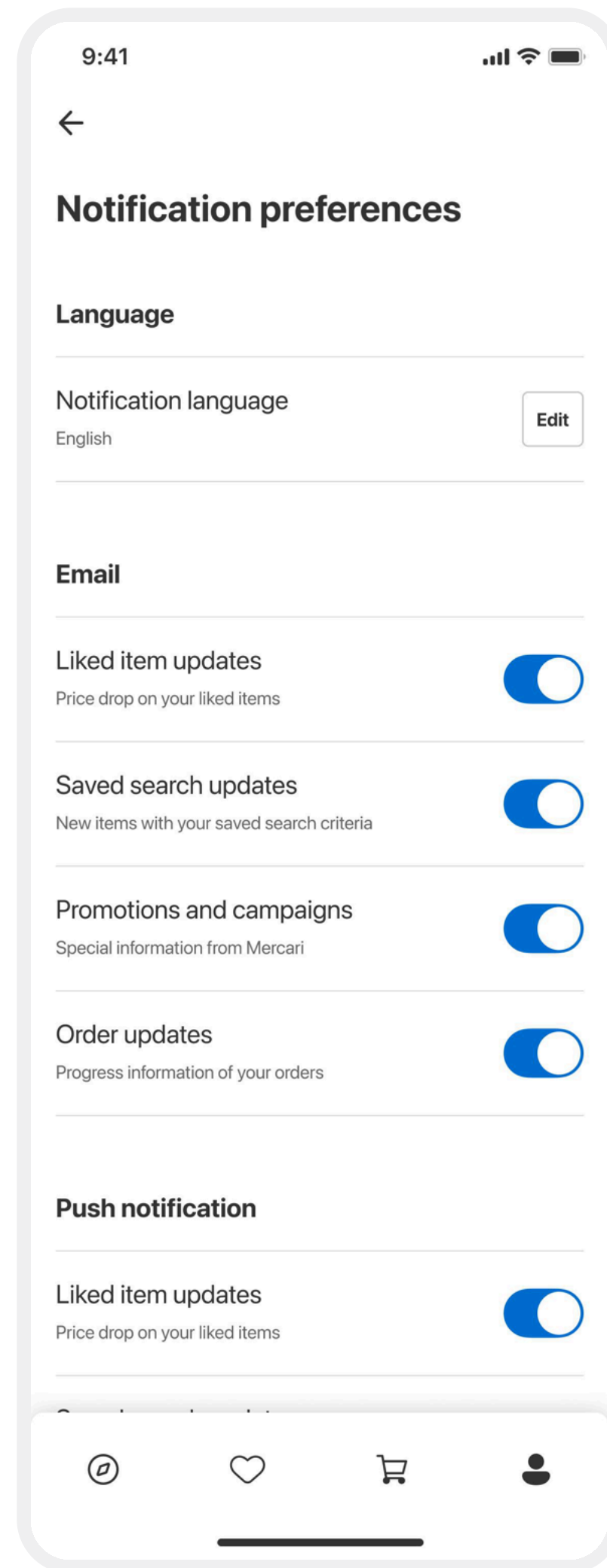
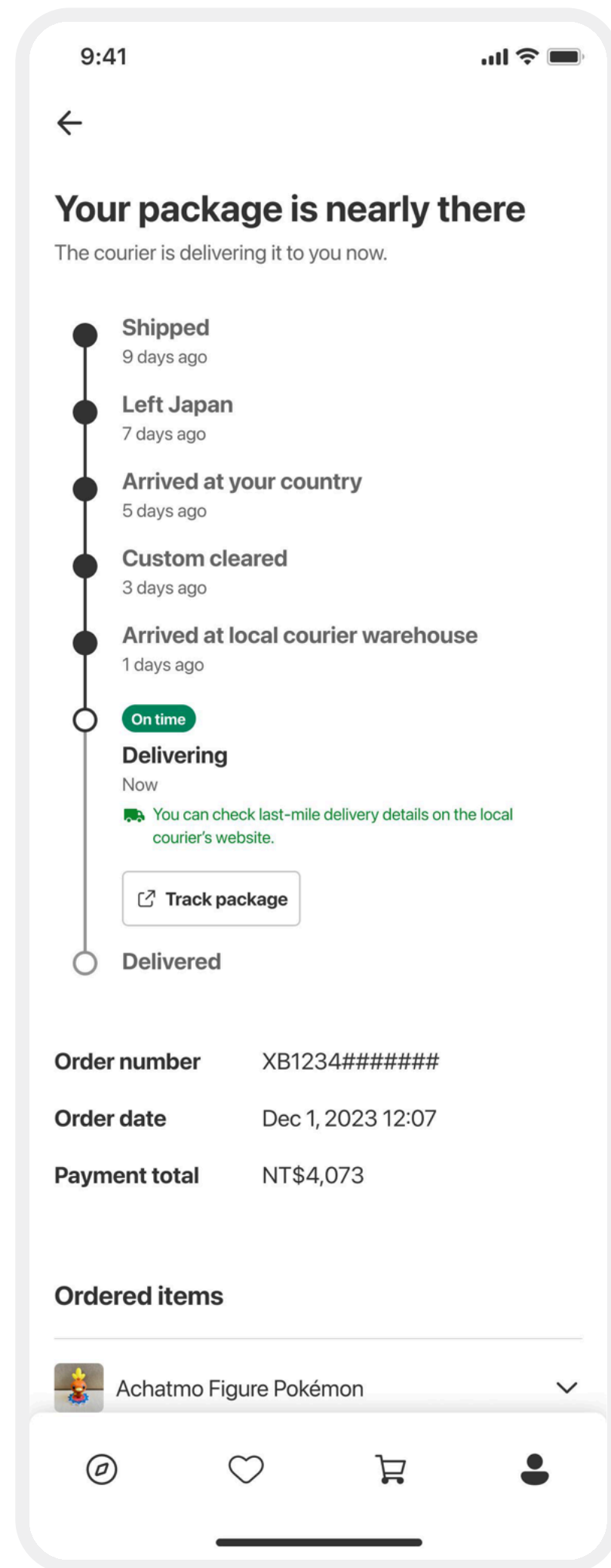
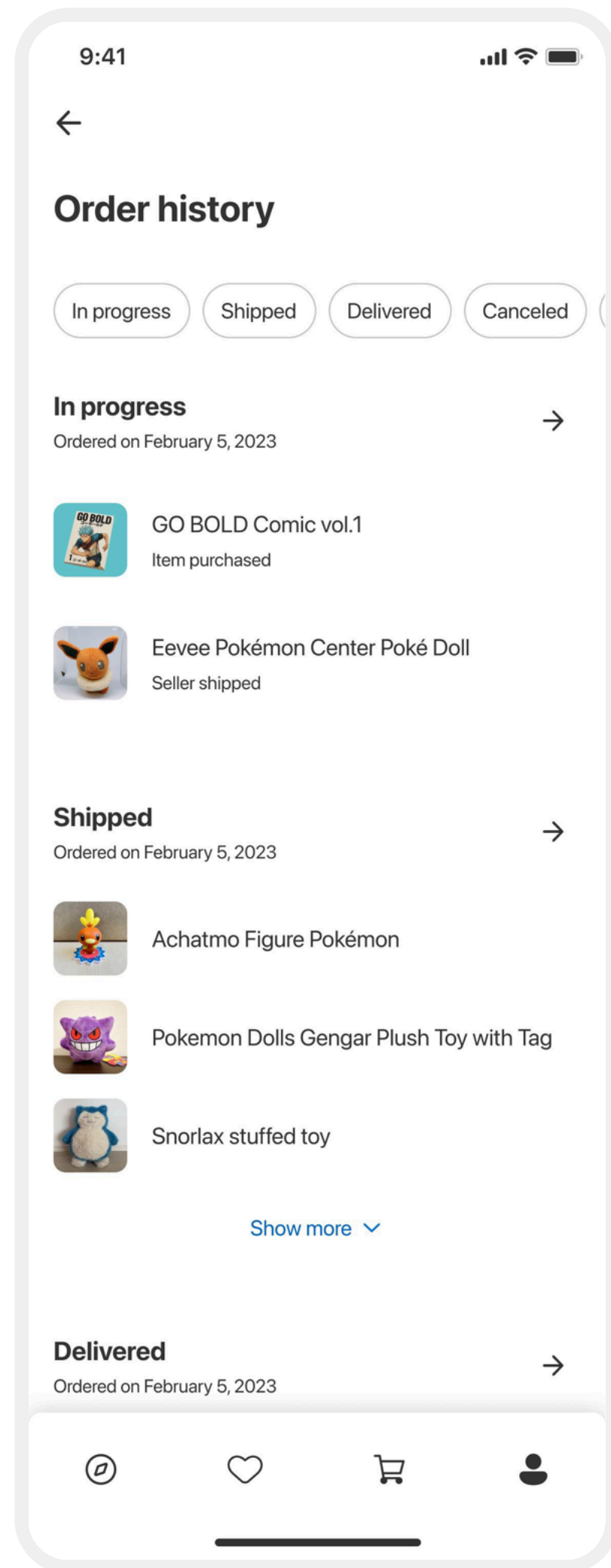
Cart & Checkout

Streamlines the path to purchase with trust and reassurance, minimizing friction while helping users feel confident every step of the way.



Toshi Matsui focuses on making it effortless for users to consider, trust, and confidently complete their purchases with ease.

Design.



Orders

Stay updated on where your order is, what's next, and what to expect, with clear status updates, tracking info, and easy access to past purchases.

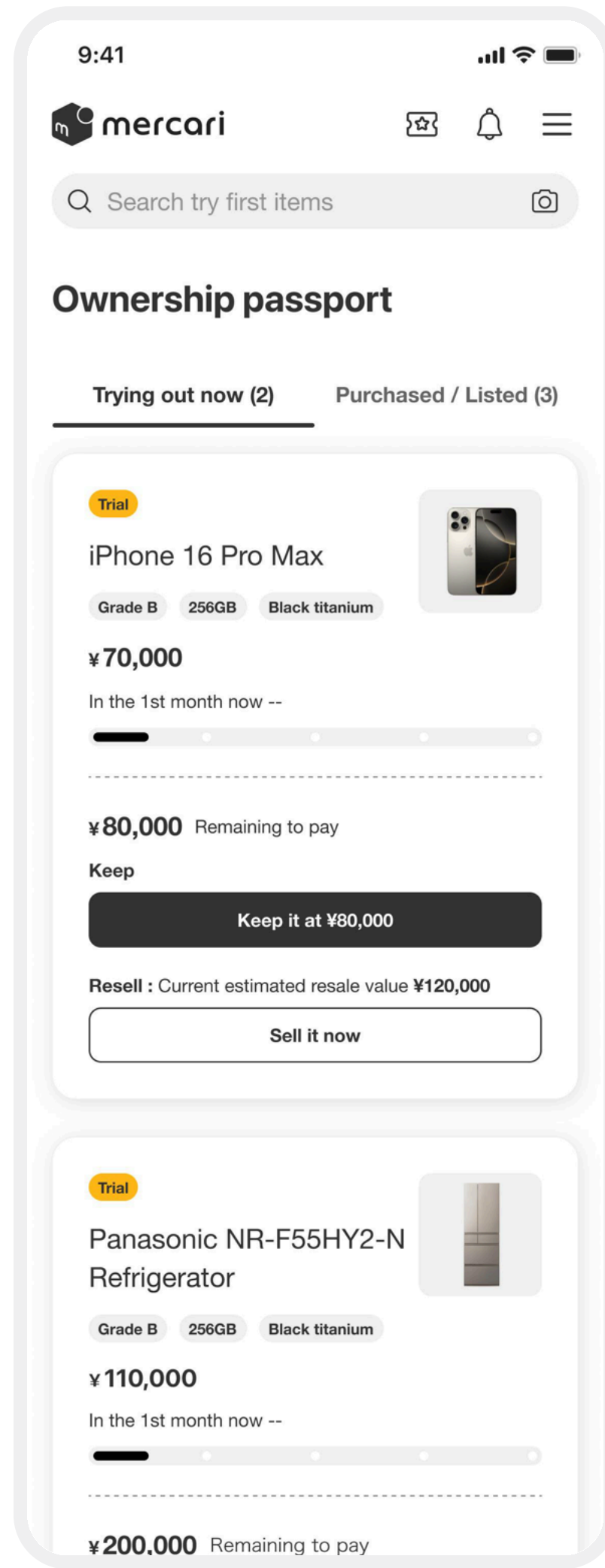
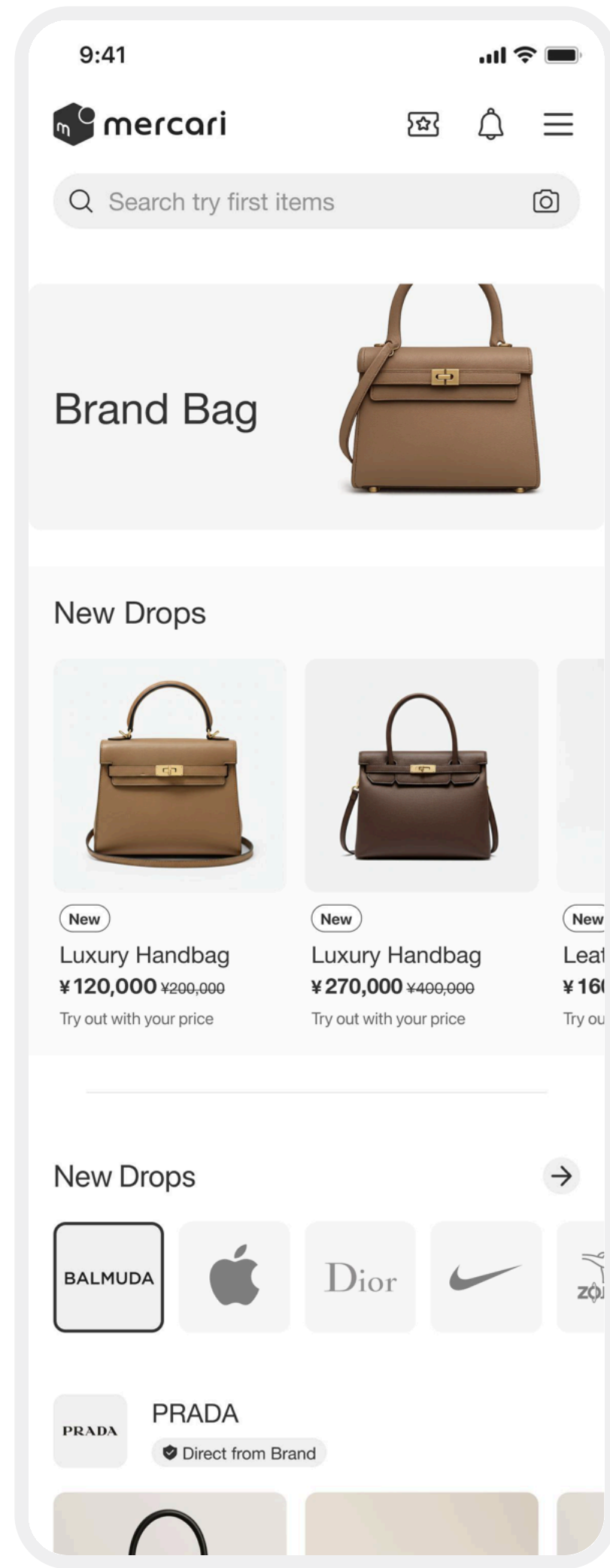
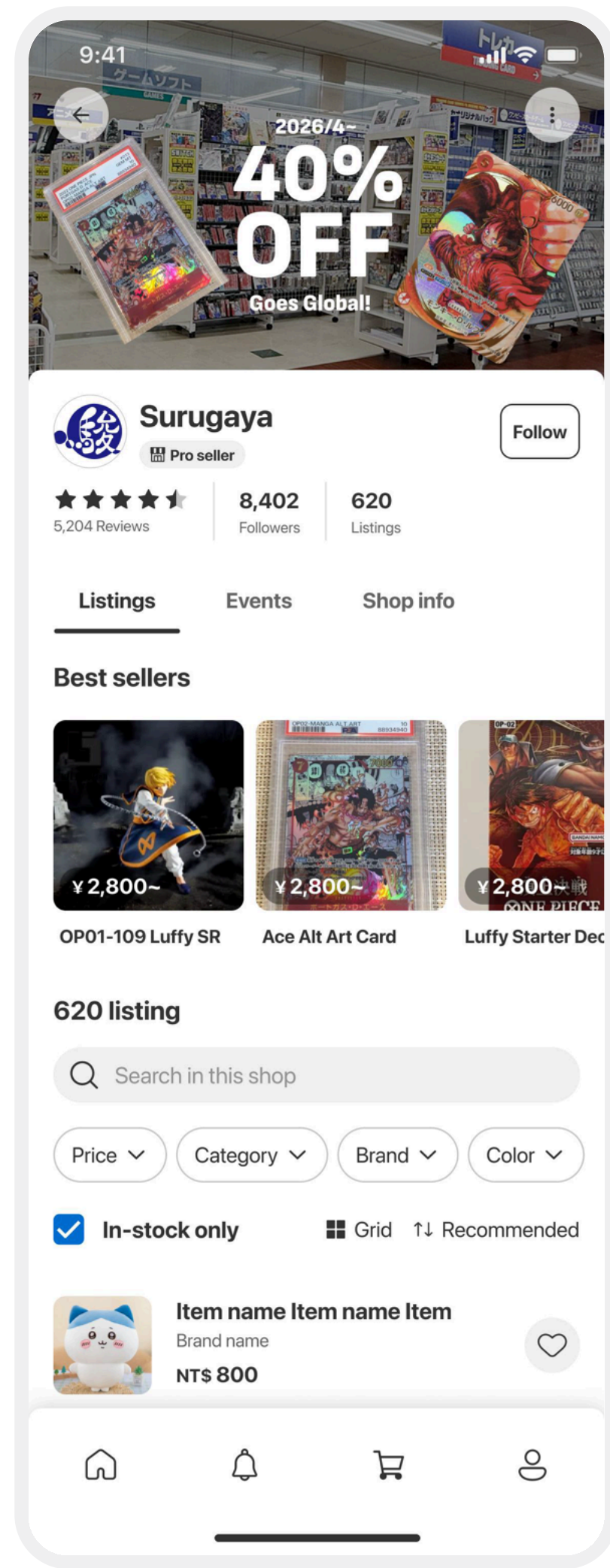
Settings

Manage your personal info, preferences, and account details, from updating profiles to adjusting notifications and settings, all in one place.



Masa Iwabu brings streamlined & unified clarity and control to order status, tracking shipments, and account management settings.

Design.



Concepts

Explore new possibilities, align teams early, and guide product direction with thoughtful, visual thinking that brings ideas to life.



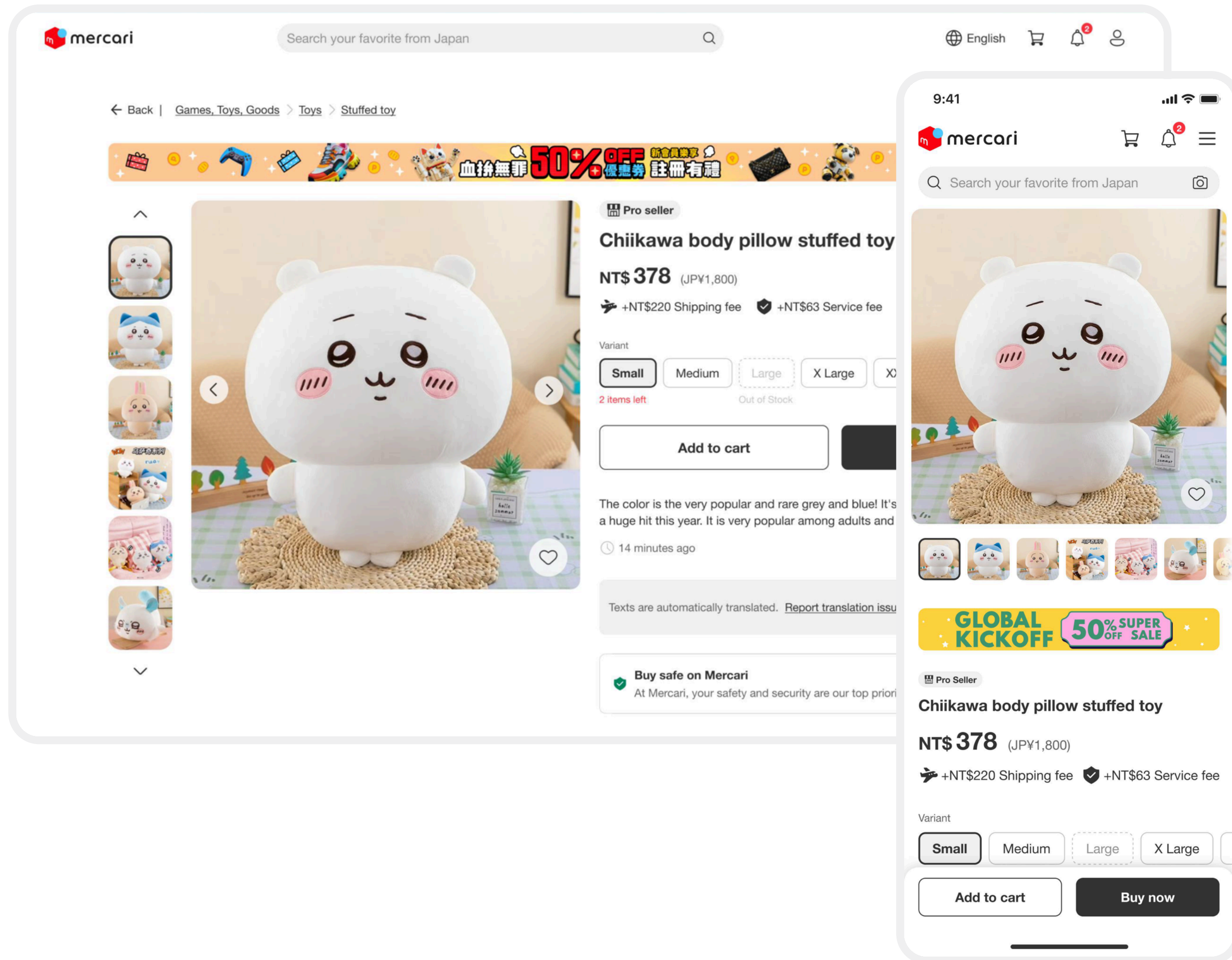
Tee Yamada supports the team with fresh concepts and healthy collaboration.



Mashan and Toshi consistently deliver smart, high-quality concepts that move ideas and objectives forward.

Design.

Design.



Web

Seamless, responsive, and built for parity and accessibility across devices.

Designed to adapt to any screen or context, our web experiences brings more users, making it easy to access for anyone, anywhere, anytime.



Neem Sutantio drives consistency, usability, and polish at every step.



Nike Women's Air Force 1 Low "Mushroom"

¥24,499

Classic meets calm in the Air Force 1 Low "Mushroom." This women's edition brings a soft, earthy palette to the iconic silhouette, blending clean white leather with subtle mushroom-toned accents for a look that's effortlessly versatile.

Air cushioning. Durable build.
Unmistakable AF1 energy.

Model: **Yushan Ma** @mashan

Style.



We're a team of makers, thinkers, and explorers, united by a passion for people and a belief that great design can shape culture, build connection, and drive meaningful change.

Be curious. Go bolder. Shape culture by Design.



Team.

Thanks to everyone for making our journey possible
and for contributing to great experiences for our users.

Taste.

@xb-design-uxr-extended