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| [**Some Problems**](#id.avmr6upl865s) |  | [**User Expectations**](#id.118od6c94gkb) | [**Long Term Strategy**](#id.cboem7stll33) |
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| [**Target Audience**](#id.bvinp813sqd) | **Unsure**   1. **2. 3. 4.** |  |  |

Comment: RED

**Problems:**

1. Things
   1. fake things (quality)
   2. Non-sense (list crap items)
   3. images not clear
   4. clutter/mess
   5. not worth buying
2. Fake accounts/ unreliable vendors
3. Trust
4. Technical difficulties
5. Time constraints
6. Unable to reach a people who want to buy their things
7. difficulty in selling anything without funds to support
8. need money to open a physical store and problems that arise from having a store
9. difficulty in selling occasionally for just one item

**User Expectations**

1. personalization
2. clean/ artistic feel
3. Customizable search = search anything
4. make collections & view them offline
5. see only what they want to see
6. sell with ease
7. sign up fast
8. link to social media accounts
9. camera function to take condition of item must be as good as instagram = no filters ( keep authenticity )
10. Get notified as soon as someone is interested
11. Fuss free shipping
12. Return option
13. Rent option
14. Know as much info as possible if the item is used
    1. not too many textboxes when filling in details
15. Get support fast + good customer service
16. videos about product description if it’s unique or if user has never bought before

**App Aspects:**

**UI**

1. Refer to instagram as example
   1. should be gender orientated

**UX**

1. Emphasis on functionality
2. make shortcuts

Web

1. Drap and drop onto cart
2. Side bar to display e.g.
   1. cart
   2. collections

Mobile

1. Mobile multi touch function
   1. double tap to place into wish list
   2. tap once to like
   3. flick to dislike
   4. arrange icon orders (bottom bar)

**Features:**

**Free**

1. physical store location
2. make reviews
3. some sort of rating system
4. show average price among users who posted the item
5. chat
6. social media orientated
   1. follow (stores + individuals + someone’s topic/board) = newsfeed
   2. tinder’s method on learning user preferences e.g. on what users likes/dislikes
   3. weheartit - inspirations/save search topics
   4. pins/boards/topics = pinterest
      1. types of boards
         1. likes(pins)
            1. categorised
         2. wish list
         3. items bought
            1. have a list of items bought from the app (option to have it as private)

**Medium**

1. advertisement based on user preferences
2. storefront
3. suggested to new users
4. marketing aspect - photos of the products?

**Highest**

1. advertisement based on user preferences but more frequent
2. analytics???
3. larger storage - sell more
4. approval stamp - check more than once a year

**other**

1. what about meeting a safe place to trade?
2. Stock photos
   1. to display searched item then click on subcategory for used or new with the corresponding condition pictures
   2. if the item is not among the default stock photos
      1. have one of the item shipped to us and then we photograph it
      2. if ONLY just one item (unique)
         1. should we handle the shipping? Then we need warehouse?? Do we ship it back so that the user deal with sending to buyer?
3. Search E Opt
   1. tags #
   2. item name
   3. topic category (boards)
      1. fixed (default)
      2. user input
   4. store names
   5. users
   6. brands
   7. occasion
   8. new/used
   9. purpose
4. $$$ buttons
   1. buy now
   2. negotiate
   3. offer
5. Making posts?
   1. E.g. Buyer looking for #pens will make a post, then sellers who wants to sell pens just need to look for the tag!
   2. Buyers posts on what to buy
   3. Sellers can find these posts
   4. Sellers send offer to chat box
   5. Tags link to the search results
6. Physical store
   1. location - google maps
   2. actual store reviews
   3. - this encourages people to open an online store

**Target Audience**

1. VN SMEs
2. anyone who want to sell
3. youth
4. Mainly girls!

**Long Term Strategy**

1. Follow trends
2. user feedback
3. some form of user usage analytics

**Monetization**

1. 4 type of accounts
   1. FREE
   2. SILVER
   3. GOLD
   4. PLATINUM
2. transaction commission
3. free users > paid accounts
4. user made events that link/advertise their storefronts - e.g. sale/reductions
5. if expansion -