SepTech
Centauri
COS 420/520 Spring 2021 Focus Group

By signing below, I consent to:

- Disclose my name and feedback on the Centauri application.
- Allow the Centauri development team to use any feedback given in future development.
- Allow the Centauri development team to include this completed form in a class assignment submission to be graded in full.

Printed Name: Bonnie Green

Signature:

Date: 04/11/21

Questions:

What about Centauri stands out to you from other ECommerce applications?

- Visuals are cleaner and simple.
- Navigating is intuitive.

What are your thoughts on the features that are currently in development?

- Switching between User and Seller is quick and easy to do.
- Putting in a product seems easy although I do not understand all the category boxes.
- Maybe there could be choices instead of putting in my own.

What additional features would you like to see included?

- PayPal
- Have box to check to show that billing address is the same as the shipping address
- different options for shipping i.e. 2 day, 5 day, etc
- check mark to compare multiple items

Is the User Interface intuitive and legible? What changes, if any, would you make?

- Boxes on home page are too large and there isn't enough separation between them.
- Print is tough for me to see.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

- Chat with a live person regarding a product that was purchased.

Additional Thoughts?

- Auto fill feature is very helpful with speeding up the use of the app.

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Printed Name:

Larry Hui

_____

Signature:

Larry Hui

_____

Date:

3/10/2021

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Questions:

What about Centauri stands out to you from other ECommerce applications?

The design.

What are your thoughts on the features that are currently in development?

- It sounds like an eBay/Amazon app.
- Login could be simpler. Most phone apps these days can sign in with a phone number/Google/Facebook.

What additional features would you like to see included?

- Ability to register automatically with phone number/Facebook/Google account etc.
- Phone number could be automatically fetched to the textbox in registration.

Is the User Interface intuitive and legible? What changes, if any, would you make?

- The font is too small
- Grey on white is bad
- Too many textboxes in the add listing page. Use spanners instead.
- Too many category textboxes. Use one textbox for adding categories as tags.
- Drawer for settings page is unnecessary. There's no need to keep settings exposed in the back.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

If there was free shipping, then yes. It's not worth it for filters.

Additional Thoughts?

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Printed Name:
Jacob Ackroyd

Signature:

Date:
4/11/2021

Questions:

What about Centauri stands out to you from other ECommerce applications?

Centauri has a good balance of consumer and supplier focus and can act as a platform for both individual sellers and corporations. There's continued options of auctions or direct selling as well which allows for Centauri to be more of a multi-toll for purchases.

What are your thoughts on the features that are currently in development?

The features are all-encompassing for transactions and processing. There's good foundation with many of the should-haves present in the current model. There could be more nice-to-haves present potentially featuring amenities to further set itself apart from other purchasing apps. Potential built-in incentives or a certain way of going about purchases such as a point system could be a starting point for improvements.

What additional features would you like to see included?

Amenities and built-in incentives to build upon the strong foundation may help attracting consumers.

Is the User Interface intuitive and legible? What changes, if any, would you make?

The user face is very intuitive and easy to grasp. There could be less pages to jump to for orders and processing to keep it to as few as possible and retain consumer focus.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

Proxima does offer tangible benefit for buyers but not any incentive for sellers. Proxima doesn't need to be the same benefits for buys and sellers and could offer packages for sellers including specific ones more attainable to corporate sellers and ones better suited for individual or smaller scale sellers.

Additional Thoughts?

Printed Name:
Elizabeth A. Dalton

Signature:

Date:
April 11, 2021

Questions:

What about Centauri stands out to you from other ECommerce applications?

The feature that stands out to me the most is the review setup. I think it is a truly revolutionary idea to make it required for people to have to purchase from a vendor in order to give a review on the vendor. I think it is a good idea because it would definitely cut down on the all of the bot reviewers or venders reviewing their own business and products.

What are your thoughts on the features that are currently in development?

Most of the features feel very normal, I sadly do not have too much to say about the general features in development.

What additional features would you like to see included?

Perhaps, it would be interesting to explore what Proxima could do for venders in addition to serving buyers.

Is the User Interface intuitive and legible? What changes, if any, would you make?

I think that the user interface is pretty standard which is a good thing. It would be very easy for people to use.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

Like I said, you should definitely explore what Proxima could do for sellers and I definitely believe you should figure out if it can do something more for buyers. Otherwise it is like a slightly underwhelming version of Amazon Prime. I think for venders, signing up for Proxima it could offer product promotional perks. It could push their products up further as "featured items" that pop up on the first page of a product search.

Additional Thoughts?

I dislike the color. I think color psychology is a real and important thing. There is a reason why most social and selling apps use cool toned colors. If you want to be different a cool toned green is always an option, but of course blue is the most welcoming color in our color spectrum. Red is very off putting as a potential user. It simply does not really make me want to use the app that much. I can't explain it but it legitimately feels less inviting.

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Printed Name:

Danielle Lynch

Signature:

Danielle Lynch

Date:

4/11/2021

Questions:

What about Centauri stands out to you from other ECommerce applications?

The chat system stands out to me because it allows a buyer & seller to communicate in an effective way. I also like how simple and easy to navigate the site is.

What are your thoughts on the features that are currently in development?

The filter feature that is in development will be great for users who are looking for any specific item. The review system is also a good idea as it allows customers to build trust with a seller.

What additional features would you like to see included?

An additional feature that I would like to see included is an order tracking feature. This would be beneficial as it allows customers to track their package when it is out for delivery.

Is the User Interface intuitive and legible? What changes, if any, would you make?

Yes, the interface is simple and easy to navigate. Anyone could easily access and use the application.

Does Centauri Proxima provide enough perks to warrant upgrading? If not, what would you like to see included?

Yes, this application has great potential. Although it is still in the development phase, it has potential to become very useful & successful.

Additional Thoughts?

Great App!

Focus Group Summary Result

How Centauri stands out from other eCommerce apps:
- Visuals are simple and clean
- Navigation of the app is intuitive
- A good focus on both consumers and sellers
- auction/sell now options makes Centauri versatile
- The review system is unique and forward-thinking
- The chat system is a great feature that not a lot of other eCommerce apps have.

Thoughts on current features:
- Switching between consumer and seller accounts is quick and easy
- Adding an item listing is simple and intuitive
- Category boxes while adding an item listing is confusing
- Similar features to eBay and other eCommerce apps
- Login could be simpler and easier
- The filter system in place is a good feature
- Review system in place is a good feature

Additional features to consider:
- Adding Paypal compatibility
- Billing address same as the shipping address during checkout
- Shipping speed options (2-day shipping etc)
- Item comparisons for price
- Register phone/social media for easier login
- Incentives, point system
- Order tracking

Thoughts on the UI:
- The home page layout icons are too large and are too close together
- Print hard to see, too small, color hard to read
- Too many text boxes in the item listing
- Using a drawer in the settings menu is too complex
- Too many pages to jump through
- Very standard

Thoughts on Proxima Perks / additional perks:
- Ability to Chat with a live person in regards to product purchases
- Free shipping
- Filters as a perk are not worth it
- Need Perks for seller accounts

Additional thoughts:
- Bad color scheme, red does not promote commerce