

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:

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?