

Team members: Derek Gorthy, Jack Dinkel, Michael Swisher

Title: BuyBack Revolution Website and Tools Development

Description: BBR is a website that will give customers pricing information on used and damaged phones. It will ask users information about their phone and, using our personal database and information from competitors, give the customer an estimate including our own purchase price.

Vision statement: To develop an industry-changing price calculator tool for customers looking to get the highest price for their used personal device.

Motivation: Buyback Revolution wants to end the underpricing of used mobile devices by providing customers with the most comprehensive buyback pricing tool.

Risks: Only Michael has much experience with web design. Derek and Jack are completely new and will need to learn everything. Also, the team members are very busy and may have trouble finding time to work.

Risk mitigation: We are willing to work hard and do research in order to learn HTML, JavaScript, PHP, and other skills we will need. To counteract our busy schedules, we will use Trello and Github to keep organized and will keep everyone responsible.

Version control system: Github (<https://github.com/JackDinkel/SoftwareDevProject>)



User Requirements:

Req ID	Description	Sizing	Priority	User Type
ux001	As a service provider, I need the website to have a back-end manipulatable price store database so that I can give the service my product promises.	13	High	Employee
ux002	As a customer, I need to be able to easily navigate the website so that I can use the product.	13	Critical	Customer
ux003	As a customer who doesn't know how to use the product, I need the website to have a clear and concise "Help" menu so that I can learn how to use it.	5	Low	Customer

Functional Requirements

Req ID	Description	Sizing	Priority	User Type
fx001	As an admin, I must be prompted for a username and password before gaining access to pricing databases in order to maintain security	5	High	Admin
fx002	As a customer, I need the website to stay up to date with competitive prices, updating every hour, so that I have accurate information	8	High	Customer
fx003	As a customer, I need the website to collect information about my phone and give me a sell-back price estimate so that I can make an informed decision	13	High	Customer

Non-functional Requirements

Req ID	Description	Sizing	Priority	User Type
nx001	As a user of many different devices, I need the product to work on desktop, laptop, and mobile devices so that I can use its services wherever I am.	13	High	All
nx002	As a user who is busy, I need the Final Offer page to load within 5 seconds of my request so that I can get my information quickly.	8	Medium	Customer

****More requirements will be added as we develop a more comprehensive idea of what the website will require and what additional features will be useful to our customers****

Methodology: We will use the Agile development style.

Project tracking software: Trello (<https://trello.com/csci3308softwaredevproject>)

Project Plan:

The screenshot shows a Trello project board with the following structure:

- Project Development** (CSCI 3308 Software Dev Project, Team Visible)
- Learn some website basics**
 - Learn HTML
 - Research Server options
 - Add a card...
- Design Overall Website Layout**
 - Add a card...
- Implement Website Functionality**
 - Basic estimate tool asking for user input
 - Pricing from competitors
 - Add a card...
- Use PHP and JavaScript to make the website look awesome**
 - Add a card...

Market Analysis (Our website is free, market analysis based on our buyback pricing)

Target market:

Size of each market segment:

- 2,000,000 individuals in local market (Colorado) that use a smartphone
- 500 businesses in local market that provide employees smartphones (bulk)

Segment growing or declining:

- Individual market growing at 8%-12% per year
- Bulk market growing at 4%-6% per year

Potential customer characteristics in each segment:

- Individual Market:
 - Customers seeking higher resale value for their smartphone
 - Customers that frequent search results for buyback businesses
- Bulk Market:
 - Companies that provide employees with smartphone
 - Profitable companies looking for highest resale value

Profile of competitors:

Competing products and services:

- Buyback websites (Gazelle.com, Usell.com, etc)
- Individual resale websites (eBay.com, Swappa.com)
- Carrier buybacks

Key player profiles (market shares):

- Gazelle.com - (50%-60%)
- Usell.com - (15%-20%)
- eBay.com - (65%-75%)
- Swappa.com - (3%)
- Carrier buybacks - (70%)

Pros/Cons of competitor offerings:

- Gazelle.com
 - Pros:
 - Free shipping
 - A+ BBB rating
 - Large customer base
 - Large advertising budget
 - Cons:
 - Low relative buyback price
- Usell.com
 - Pros:
 - Free shipping
 - 30+ buyers listed
 - Cons:
 - Lower relative price
- eBay.com
 - Pros:
 - Higher resale value
 - Buyer protection of sales
 - Easy listing platform

- Cons:
 - Buyer must have an eBay account
 - Resale frustration
 - Weeks until money is available
 - Time consuming to list
- Swappa.com
 - Pros:
 - Less fees than eBay
 - Large customer base
 - Cons:
 - Must have Swappa account
 - Competitive pricing
 - No support for damaged devices
- Carrier buybacks
 - Pros:
 - Easy and convenient for customer
 - Some carrier require it for upgrade
 - Cons:
 - Lower resale value
 - No support for damaged phones
 - Resale up to 50% less than ours

Competitive advantage (self assignment):

Unique features:

- Higher pricing than any direct mail-in competitor
- Transparent buyback pricing tool presented to customer
- Unmatched customer service

Price:

- Higher pricing (buyback) than direct competitor
- Competitive bulk pricing

New technologies:

- Competitor price display tool
- Web skimming tool (back-end)

ROI (return on investment):

- Profit on every item, ROI grows with scale
- Currently ROI is approximately 30% for used phones, 40%-60% on damaged phones (varies on model) accounting for overhead and other expenses

Greater compatibility with existing systems:

- Compatible with any web-capable device

Independent validation/case studies:

- No case studies on website available besides current competitors
- Business performed locally was used to calculate profit percentages