**Name:** C-Swap (College Swap)

**Team Members:** Cedric Fahey, Anthony Caccese, Landon Thibodeau, Michael Massari, Alex Bourgoin

**App Name and Category:** C-Swap; E-Commerce (Shopping Application)

# **App Description:**

Our application College Swap or C-Swap will be an online marketplace for students on college campuses. When a student goes onto the website they will be asked to put in their university name. After that the student will be able to enter into the app and will have four distinct market categories. These categories will be textbooks, apartment rentals, electronics, and furniture / appliances. The reason that we have divided everything into four categories is that our market is college students and these are the items that we know college students want to get rid of every year and want to buy every year. These items displayed will have a cover photo, price, title, and preferred method of transaction. On the side will be a category filter and search bar where users can find what they need based on the aforementioned categories. They will also have the ability to sell a product into one of these four categories. Once a seller determines what category the item belongs in they can put tags on what they are selling. These tags can be used to further describe the item. For example if it is a book you can add them to the category of books with tags describing further subset of categories such as for what class. If somebody wants to have their product shipped they will need to pay a 15% fee for the shipping. The primary way that we will be making money is by contacting local businesses around the area of the university so that they can have advertisements on our website. We will also use Google advertising to generate money.

The first category will be text books. Every semester students pay hundreds of dollars for textbooks. After the class is over these textbooks often become expensive TV stands or table levels. Meanwhile the next semester more students are paying hundreds of dollars for these books. Our app will allow students to post what books they are willing to part with so that incoming students can buy them for a lower rate offered by the UMaine bookstore while giving the selling student more money than they would if they were on most online marketplaces. The students selling the books will put down a tag on the book that they are selling such as #COS420. That way students that are going into the course will be able to filter books by their classes and quickly see what books they need are for sale. A student new to the app looking for the textbooks for their classes would only need to do three things. Put in the university name, click on textbooks, and then put in their course numbers. This is simple and intuitive.

The second category will be apartment rentals. Landlords and students will be able post available listings for apartments/rooms. This will allow landlords a place to advertise their available apartments/rooms to students. Additionally it will provide a space for students looking to give their rooms to someone else. Landlords will be able to upload an application for students to fill out in the app and then submit when finished. The landlords will be able to view the applications and accept or deny students.

The third category is electronics. This section will give students the ability to sell new or used electronics to other students. Typically items here will be more affordable for students looking for electronics for their schooling purposes. Any sort of electronics is allowed from laptops to calculators.

The fourth category is furniture and appliances. This will give students a place to be able to sell their furniture and appliances that they no longer need. At the end of every Spring semester thousands of graduates need to leave campus. Many of them are going out of state and not able to take all of their furniture and appliances with them. It will also give students a place to purchase furniture and appliances at a more affordable price.

**General Overview of Similar Apps:**

We will be like eBay in that most transactions will be local. This will allow our service to work much more efficiently since we won’t have to deal with distance shipping. Also it will make the items much more relevant to the students as the previous owner would have had them for the same class/conditions. Unlike Ebay we won’t need to have recommendations for products since we are serving only a select few categories. We also won’t be taking .05% to 15% since we are dealing locally. There won’t be any bidding on our application unlike eBay where you can auction items off. eBay asks users for zip codes to narrow down to the local area whereas we will be splitting up our locations based on the college. eBay has refurbished products which is not something we will be doing. eBay has a deals section where users can see products that have had their prices cut. We will not have this as we have no need for it in our product however you will be able to negotiate prices with the buyer (at the end of the day the price is up to the buyer). Our app will have a section for recently viewed items which eBay also has. This will assist buyers in quickly accessing items they have recently clicked on.

C-Swap will be similar to Facebook Marketplace in that people in the same social environment will be able to make transactions with one another. For Facebook marketplace a user has the option of buying items locally or online through a shipping option. Facebook prompts the user for their zip code to determine where their local area is, for C-Swap the user will enter their college so that they will only see listings posted within the colleges database. When a user sells an item through the local option on Facebook marketplace, the buyer and the seller communicate through messenger to negotiate the details of the sale such as final price and location of transaction. For C-Swap the users will negotiate in a similar manner through the C-Swap website chat feature. Facebook Marketplace allows for users to sell items from a range of different categories from cars to washing machines while C-Swap will be collomeration of College specific items making it easier for students to buy and sell school life related items. In addition, while Facebook marketplace allows for users to list apartment ads, the buyer has to negotiate individually with the seller and the seller has to send them the application. But, as a C-Swap user the landlord will be able to add their apartment application to the listing where the user can fill it out beforehand.

We will be like Amazon in that we will focus on a niche market. Amazon started out as an online book store, focusing on that small market, and we will focus on students selling and buying college specific items. Amazon has many categories of items with many subcategories in each where customers can find the specific type of item that they’re looking for. Our app won’t be as broad as we will only have four categories to choose from, textbooks, rentals, electronics, and lastly appliances and furniture. Unlike Amazon, where the majority of their sales are sent out of central warehouses, our sales are going to be local and typically face to face between individual sellers. Amazon offers users a front page full of recommended products and categories while our marketplace will not have recommendations due to the small and niche market that we are dealing with. Amazon doesn’t list apartments for renting and this is where our application steps ahead and allows landlords to list their properties and allows renters to sell their leases.

**Unique Features:**

C-Swap’s market will be college students. This is a niche market. We are focusing on the items that all college students will need to buy. Our advantage is that we only want to carve out a small piece of the world wide marketplace sectioning off things students need making it more attractive for students to use. Students will need to input their university to keep shipping down, making it so that all of the listings they see are nearby. None of these apps focus on selling to college students. We will also not have an engine to help us sell more items, instead we will have intuitive categories. This will be more attractive from a user standpoint making it easier to traverse the webapp. Another unique feature to our app is that landlords will be able to add their applications for their apartments. This will make it easier for applicants to apply for an apartment without having to leave the website and in addition will make it easier for landlords to read and to accept/deny applicants.