

White Paper

1. Trade-O-Rama
2. We sell used or new phones for a better price
3. iPhone and Samsung smartphones
4. People who want newer model phones that can not afford it
5. We bring newer model phones that are new or have been slightly used at half the price
6. Any specific information of the product would be found the brand's website (only the category is listed in ours)
7. Customers are familiar with our products
8. Customers are not looking for time sensitive information
9. If they compare to the brand's company they will see that with our prices they will be saving hundreds of dollars
10. Our contact information is listed on our website if there are any questions
11. We sell top brand products
12. Our products are the best known smartphones
13. If you are not satisfied with our products get your money back guaranteed
14. Our prices are lower than any second hand websites out there
15. What if we are not satisfied with the product or received a wrong descriptive product?
We offer returns for up to 30 days with 100% money back guaranteed

Visual insight on our site

Our site lists on top our best deals and sales to get customers' interest. There is a search bar placed on top so our users can find their desired phone. Below the sales, we imputed a subscription offer to become members of our company. Underneath the subscription, is a contact option if our users have any questions or concerns. We then listed an about section, which lists any problems the user might have. On the bottom, we put a newsletter input if the customer wants to hear about deals and offers.

Visual insight on swappa.com

On top there is a search bar and a menu that opens up when you click on it. There is a list of electronic item categories with a drop down list so it is easier for the user to find. Underneath It, there are 3 options to choose from labeled: iphones, phones. and macbooks/laptops which contain lists of different products to choose from. Next, there are options for different carriers for the user to choose from. Finally, there is a list of deals for each category to get the users attention.