Team 6: Big Hero 6

In order to get a better understanding of how our product stands, we were asked to interview a possible stakeholder. We reached out to people we knew, our friends, who would be our target audience because they are students who are always needing to buy supplies for their classes.

After explaining about our product, we asked interviewees about their initial thoughts and impressions on how they would like for it to work. A lot of the responses we collected talked about how they wanted to work similarly to the other applications that are out there, such as Facebook Marketplace, Etsy, Amazon, and Ebay. They like the functionality and features current applications have to offer, but are excited about how it can greatly benefit the college community. An interviewee stated that they would like the posts to be manually regulated, the posts to be filterable, posts for looking for and getting rid of, posts for services, and a transaction system to accommodate different payment methods, delivery options. They also enjoy how accessible it will be, as members will not have to worry greatly about distance and for those who may not be able to pick it up themselves. An interviewee stated that "I would definitely use this product to buy things at discount prices and feel safe being on the campus, instead of going to online websites or Walgreens for standard prices. Without this product, it will be a big missed opportunity for students to have the ability to do that."

While we did not have the same main themes, all of our interviews stated important themes that are connected together. The themes of our interviews were about safety, accessibility, convenience, pricing, and trust. For safety, convenience, and accessibility, our interviewees brought up how they enjoy how close their transactions will be and not have to stress about distance and being concerned about safety. In addition to the themes that focus on themselves as a possible buyer or seller, an interviewee brought up how important it is for your items to also arrive safely, which is a benefit of being able to meet in person and can build trust. And of course, for pricing, the interviewees were happy about being able to save money over buying brand new items. An important topic an interviewee also brought up was the ease of use when using the application.

While listening to the responses from our interviewees, we received a variety of challenges, current problems, and possible frustrations. One interviewee stated that she is deaf and finds that talking to a buyer is a bit difficult. She and the buyer tried to talk about the item and ended up unsuccessful, and that's because she only signs and the buyer only speaks with their voice, which results in both having difficulty trying to understand each other. Along with concerns on accessibility, interviewees were concerned with safety and trust. They were curious as to how companies regulate the application, like the content of user posts as well as how safe and secure the apps might be, and if there were regulations for scamming prevention and what measures will be implemented if something bad were to happen (such as the buyer or seller being harmed or if the item they received is not as described on the listing). On top of safety concerns for the individual, one interviewee brought up not knowing about the quality and safety of our products or services because they would not know and has yet to try to sell stuff. Another frustration that was brought up was how current applications out there have a lot of spam/ads that can be annoying and disruptive to the user experience.

When evaluating the hopes and desires of ways to improve our product based on our interviewees' responses, the main theme was about being able to filter and sort listings to make the user's search experience more efficient. Building on top of the filter and sort feature, it would be nice if users can know what condition the item is in beforehand. An interesting suggestion was to add a function that would allow transactions to not only be exchanged for money, but to allow transactions to also allow for trades/other items. An interviewee also suggested that our application would offer listings not just for items, but also for services like tutoring or bike repair - whether it is by a faculty member or a student who wants to help others.

Focusing on the level of interest the interviewees have in a new app/web/technology, they all have a high interest. A lot of the interviewees stated how they would utilize our product when applicable over the others that are available. That includes if what the buyer is searching for is relevant to their classes or housing essentials. One interviewee stated how they prefer using this application over Facebook Marketplace since they are highly interested in selling directly to students/faculty who need more than non-students to support their education and living expenses. While all interviewees stated having a high interest, they also brought up how they are

comfortable with the applications that are similar to ours since they have been using them for a long time. They are hoping that our product will be as thought out as our competitors and will be an application that they will return to. An interviewee stated that "It is very useful if I want to make extra money by selling junk stuff."