

SPEC-001—Cash For Phones Today (MVP)

Background

What we're building

A strict MVP web platform to buy used iPhones in Sydney with instant web quotes, same-day pickup scheduling, and on-site cash/PayID payout. The experience must feel fast and trustworthy.

Who it's for

Private sellers in Sydney who value speed/certainty over maximising resale price (e.g., Gumtree/Marketplace alternatives).

Why now

Supply of recent iPhones is steady post-launch cycles; sellers dislike marketplace haggling/no-shows. A tightly scoped, local, logistics-light MVP can validate demand before scaling.

North Star / KPI

Paid Devices per Day (PDD). Secondary: quote→schedule conversion, schedule→paid conversion, median time from quote to payout.

Business model (MVP)

Wholesale arbitrage: pay seller immediate cash/PayID at a discount to downstream recycler/wholesaler price. Protect margin via:

- Damage deductions
- Pickup fee for longer distances (capped)
- Quote floor and cash rounding to \$5 increments

User journeys (MVP)

- 1) Seller gets instant quote → books a pickup slot → on-site inspection → pays out → admin finalises payout record.
- 2) Admin views leads, assigns/edits slots, finalises payouts.
- 3) Driver views today's jobs, marks Arrived → Inspected → Paid.

Key constraints pulled from PRD/QA

- Region/timezone: Sydney (AU/Sydney).
- Devices: iPhones only (initially).
- Hosting: Vercel; DB: Neon Postgres; Email: Resend.
- Cron jobs: quote expiry, slot unlocks, analytics rollups.
- Performance: P95 \leq 300ms for quote API.
- Policy: enforce \$50 payout floor; cap pickup fee at \$50; round payouts down to nearest \$5.
- Payments: cash or PayID on-site.
- Edge handling: unknown models, out-of-radius pickups, ETA > 60 min denial, fallback to manual review.