



TRAVELING MERCHANT

Team 10

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Problem Statement

The current market for game assets is dispersed and web platforms do not offer an intuitive user experience. We want to provide a service that is legitimate, easy to use for buyers, and that provides feedback to sellers and rewards seller activity.

Background Information

Existing marketplace platforms, such as eBay, don't offer an intuitive user experience or order management for virtual items. Buyers and sellers of virtual goods (i.e. in-game items, accounts, services, and license keys) are often shut down through existing marketplaces inability to verify virtual transactions. Gaming oriented transactions are often left limited to in-game marketplaces, allowing for only account credits or item trading; leaving no intrinsic benefit beyond the scope of games. Targeting gamers for the development of a marketplace for virtual goods and services enables an adapted user experience to compensate for this new generation of ecommerce, while also making 3rd party sales of digital goods more accessible for gamers looking to both buy and sell.

Platforms such as g2g.com, playeractions.com, and gameflip.com offer a marketplace system similar to that with which we've planned.

G2G.com: The platform suffers from faulty implementation of 3rd party systems, including authentication and direct messaging, leading towards painful response times. Its UI/UX is not intuitive, and holds an inconsistent experience throughout the platform for the buyer. Lack an outside buyer experience, a feature that could permit non-user's to buy inventory without platform experience through custom order links/checkouts. Incorporating an intuitive, transparent, first-party user experience could abuse the limitations of G2G, while incorporating custom orders and outside discovery could leverage a much wider market for sellers than G2G and its existing counterparts.

Playerauctions.com: While better designed than G2G, there are still improvements on game pages that could make purchasing items and accessing markets more straight-forward. While they include first-party systems, lack an outside buyer experience, a feature that could permit non-user's to buy inventory without platform experience through custom order links/checkouts. Making a front-end discovery page, similar to that of game streaming platforms (i.e. Twitch.tv) could allow for a more gamified and engaging item search. Designing the product page to be more visual, with purchase options more directly accessible could also simplify the checkout experience for buyers. And given the similar lacking to G2G, including custom orders and outside discovery for leveraging a wider market for sellers could abuse the limitation for outside discoverability and seller activity.

Gameflip.com: Suffers from a sketchy user experience and marketplace, including discounted gift cards and an overflowing/botted marketplace given their open developer api (enabling programmatic listing management). Lacks scalability in game categories, including Steam inventory-based sales. Does not include an outside buyer experience, a feature that could permit non-user's to buy inventory without platform experience through custom order links/checkouts. Considering less sketchy business practices (i.e. bot-enabled, and giftcarded sales), and incorporating a more scalable database schema could not only make our site more legitimate for the end-user, but allow for later expansion of game categories and a generally

larger target market; while also including custom orders and outside discovery for leveraging a wider market for sellers, given its current absence on the platform.

Backlog

Functional

- As a user, I would like to access a website to trade my game items and advance my gaming experience.
- As a user I would like a platform that is stable without glitches or bugs.
- As a user, I would like for background operations to not limit my experience and slow down my transactions and game asset browsing.
- As a buyer, I would like to be protected from fraudulent transactions when buying services or in-game items.
- As a user, I would like to modify my account information to easily add game credentials, and payment information.
- As a user, I would like to access the platform on all devices and to browse a responsive website.
- As a user, I would like my username to be remembered when accessing the site from the same device and browser.
- As a user, I would like an intuitive interface that makes it easy to search and find services and items.
- As a user, I would like to easily be able to create an account, provide my information and have it be secure.
- As a user, I would like the option to follow a seller to be notified of their new postings
- As a seller, I would like to receive notifications when customers message me about a product so that I can proceed with transactions as quickly and effectively as possible.
- As a seller, I would like to be rewarded for my continuous use of the platform through having my products be showcased more often than the ones of new sellers.
- As an administrator, I would like to be able to access the list of accounts.
- As an administrator, I would like to be able to ban accounts.
- As an administrator, I would like to be able to view transactions and nullify scams.
- As a user, I would like to be able to browse through games.
- As a user, I would like to be able to find services for games easily.
- As a user, I would like to see previous transactions
- As a user, I would like to favorite items to come back to later
- As a user, I would like recommendations based on viewed history and transactions
- As a user, I would like to see my viewed history
- As a user, I would like to see what others are selling/buying
- As a user, I would like to customize my website appearance
- As a user, I would like to see similar items to what I'm viewing
- As a user, I would like to see a progress graph over time of a particular item/service's price
- As a user, I would like to be able to see and leave reviews
- As an administrator, I would like to be able to remove reviews
- As an administrator, I would like a language filter
- As an administrator, I would like to be able to verify reviews
- As a seller, I would like to be able to have a bid or static price (if time allows)
- As a user, I would like to be able to change my cookie settings (if time allows)

Non-functional

- As a developer, I would like to be able to handle 10,000 requests simultaneously to access the site.
- As a developer, I would like third-party access times to be less than 500 milliseconds.
- As a user, I would like site load time to be less than 1000 milliseconds.
- As a developer, I would like to be able to store 50,000 user accounts.
- As a user, I would like the site to be running 24 hours a day.
- As a developer, I would like database access to be less than 500ms.