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1. 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.

2. Project Objectives

- Develop an intuitive buyer-seller experience in an online marketplace
- Create a scalable database schema for users, products, orders, messages, and generalized analytics
- Design a transparent and safe methodology of transferring funds, credit, and purchasing virtual items using Stripe
- Fabricate a gamified user experience to promote seller activity, allowing for achievements, lower commission rates, and verification for an improved customer perspective.
- Promote a communicative buyer-seller experience with direct messaging and a refined notification system/email backend to ensure timeliness.
- Incorporate outside sales through custom orders, discounts, and a more personalized experience through tokenized links and message embeds

3. Stakeholders

- Victoire Beaufiles - Team Lead & UI/UX developer
- Drew Sittley - Backend development
- Nicholas Dullam - Gaming consultant, backend, & UI/UX developer
- Sabrina Eichenberger - Software development (both backend & frontend) and communication/marketing expert
- Buyers and sellers of in-game items from a variety of platforms and games.

4. Deliverables

- A user-friendly game asset trading platform
 - We will provide a web-based e-commerce platform tailored to gamers. Thanks to our service, users will easily access game assets to improve their gaming experience and do so with confidence, reliability and a customer experience will be at the forefront of our product. To facilitate such monetary game asset exchanges, we will use a tool called Stripe. Using Stripe we will create destination charges, taking a commission of payments through our platform. Stripe acts as a product that facilitates

payments on a global scale and provides payment compliance and security.

- UI/UX impactful delivery
 - We plan on focusing on the creation of an intuitive UI/UX system that conforms to industry standards and follows existing UI systems (Airbnb, Material Design, Apple Human Interface Guidelines, etc.). With this initiative, we hope users will enjoy their experience on our website, and that it will drive new and returning customer growth.
 - To facilitate cross-browser compatibility, we plan on using Bootstrap as the backbone of our UI, to create a simple responsive layout, as well as to shorten the process of creating collapsible components. We will use Figma to create our mock-ups and Sass to define variables that relate to typography, colors, and overall styling.
- A messaging system to facilitate buyer-seller relationships
 - The messaging system will provide our users with a means to communicate regarding purchases, and private listings for items, alongside any additional information regarding online delivery and fulfillment.
- A gamified seller and buyer feedback and reward system to drive users to our platform.
 - The system will give insights to sellers and buyers about reputation, asset pricing, and exclusivity, as well as providing discounts for custom orders (via email or via our messaging platform).
- An intuitive notification system
 - To ensure smooth buyer-seller relations, we will be refining a notification system, including active status, read and unread messaging, and an email backend through Mailchimp to ensure communication outside of our platform.
- Generate custom orders for our platform through outside links that use our payment platform but can send custom orders.
 - For e-commerce marketplaces, buyer-seller communication often reaches outside of the platform itself. This can promote sales through individual payment providers (i.e. Paypal). To limit this issue with ease of use, we will be implementing custom order links and embeds offering the benefit of our site's product management and deliverables alongside buyer protection.
- A customized product checkout for less back-and-forth
 - Sellers can include checkout requirements regarding the game, platform, or additional information about the buyer's game account (i.e. In-game name) for a smoother experience with less required back-and-forth direct messaging.