Philip Cohen 3/20/2018

Teammates: Moises, Benny, Micheal MMP 200 - 0900

**TextBook World**

**The selling of used textbooks**

**Group:** Spring Semester 2018

Moises, Benny, MMP 200 - 0900

Michael, Philip. 02/26/2018

NYC Local Textbook Market Application (NYCLTM)

• **Client:**

1. Philip

• **Purpose of site:**

1. To have an affordable option to buy or sell textbooks.

• **Measurable Goals:**

1. Provide membership to keep track of the seller (for security and safety of the buyer).
2. Have a link to the seller’s member profile information when selecting the book (such as an email).
3. A list of textbooks that are on sale (how many are there or out of stock).
4. History of sales (credibility to the seller either negative or positive).
5. Compare prices with other sites (can help narrow down what you are looking for).

• **Target Audience (s):**

1. For students of all ages (ranging from 17 and up) in the New York City area.

2. All gender (male, female, or other).

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3. All race or ethnic background are welcome to use this app.

4. Single, married or widow we don’t mind.

5. High School Diploma, G.E.D., or any other type of certifications it not needed.

6. Income (not necessary). Hobbies and interests (if you want).

• **Content:**

1. Biography text of what we are about.
2. Testimonial of how useful the app is.
3. Pictures of the textbooks both new and use conditions.

• **Functionalities:**

1. Contact forms to keep records of those who used the app.
2. Membership profile for safety and security purposes.
3. Payment methods when you want to purchase a textbook.

• **Supported platforms:**

1. For all devices (for easy and simple used).

2. IPhone, IPad, Androids, and Tablets.

• **Style:**

1. Clean and neat where everything feels aligned.
2. Not too bright but, a balance mixture of color(s).
3. A working website, links, and images of the product(s).

Persona’s

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| **More About Kevin Mark** | **Engagement & Activities** |
| **Motivators**  To save money on expensive textbooks without paying shipping.  **Goals**  Getting a job in game design  Work for a huge company like Nintendo  **Needs**  Saving money on textbooks | **Personal Computer:** Carries his computer with him for his work and gaming.  **Internet Usage:** Lots of time on internet  **Mobile:** Texts a lot and plays games  **Social Networking:** On Facebook, and twitter  **Television Shows:** Pokemon, NBA, Dragon ball Z  **Magazines:** Game Informer |

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| **Kevin Mark– 21, Student at BMCC, New York** | |
| College-Student  *“I go to school to achieve my dream”* | **Personal Background**  My name Kevin Mark and I go to BMCC. I am major in Multimedia. I also have many friends in BMCC who are also students at BMCC. This app is to help me save money and buy inexpensive used textbooks that do not require shipping costs. I do not have enough money to obtain new textbooks at stores. My family doesn’t have the currency to pay their rent, which is why they cut back on my spending budget. |



**Sketchs of my original designs**







Prototype

My version was to create an app that allowed people to find a textbook that was near their area. The way they search could be different by price, condition, and distance. Below is the link to how it works.

<https://projects.invisionapp.com/d/main#/projects/prototypes/13667025>

Test results:

I test the search engine and it worked well. After typing on what text book you wanted, I clicked the search button to gain access of 3 area near me that had this certain textbook. All settings with the app worked well. The map still needs work but overall it showed good progress. Even the choices to find the textbook worked well.

I learned how to make the settings change if one of them is pressed, if I press condition, then the condition would rate from newest to oldest. The same thing would happen to the other settings. If there is one thing I would change its to improve the function of the map and email box. After all I need to make the email box work to make the app look like its sending an email to someone who has the textbook that the user wants. I would also need to improve the search engine because I want the app to be more specific on what the client wants, does he/she want a textbook with a better condition, or lower price? I would need to work on that function.

Improvements:

I had my father test out the app. He said it was good though I should work on the search system a bit better, I would need to add more details besides condition, prices, and distance. Though true those are the only three I have I wouldn’t mind adding one more detail that would make this app feel detailed. Overall though it’s a mere success and I will add more details soon.