TEAM PPG

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Overview

      Thrift store owners face significant challenges in today's digital age who lack an online platform presence. These business owners find it difficult to connect with more people and take advantage of the large online consumer base in the absence of a dedicated online presence. Relying solely on platforms like Facebook Marketplace or other social media channels simply reduces their visibility and makes it more difficult for them to successfully highlight their distinctive offers. Their total profitability and growth potential are impacted by this lack of accessibility, which limits their reach and impedes the ease and comfort that a specialized online platform can offer to both vendors and customers.

Solving the Problem

      By developing a user-friendly application, thrift owners can enhance the accessibility and comfort of their services, attracting a broader audience and increasing sales. Customers' purchasing experience can be greatly enhanced with an exclusive online platform that provides features like search filters, tailored suggestions, safe payment choices, and categorization. Adopting a specialized online platform helps thrift store owners reach a wider audience, build a more recognizable brand, gain the trust of their customers, and eventually increase revenue by offering a simple, convenient shopping experience that meets the needs of contemporary consumers.

The Application: **Thriftee**

      Thriftee is a user-friendly application that aims to transform the thrift store experience by providing thrift store owners with a seamless platform to display their unique items and reach a larger customer base.

Features:

- Categorization - Organizing products into discrete categories to make it easier for people to navigate and locate particular items according to their preferences.
- Search Filter - improve buying experience by giving clients the option to filter search results based on particular criteria, guaranteeing that they locate goods that suit their needs and interests.

- Secure Payment Options - Provide a safe and trustworthy transaction environment, instilling confidence in customers to complete their purchases securely.
- Personalized recommendations - Employ user data to make personalized product recommendations that will match each user's interests and preferences. This will improve engagement and raise the chance of sales.

Questions about the Application:

Who are the potential users?

- The potential users of Thriftee, a user-friendly application for thrift store owners, are primarily people who frequently enjoy thrifting and purchasing secondhand items.

What tasks do they seek to perform?

- Browsing a wide variety of distinctive thrift products, refining their search by area, price range, and category, and securely checking out the items they like.

Functionality

- The system's capability revolves around facilitating seamless buying and selling experiences for users. It streamlines the application process, enabling users to swiftly start selling their products or services.

Constraints

- The technical constraints for the Thriftee application involve ensuring compatibility across various devices and platforms, scalability to accommodate growing users and inventory, seamless integration with payment gateways for secure transactions, and optimizing performance for a smooth user experience.

Criteria

- User adoption, positive user feedback, effective marketing and promotion, and seamless integration with third-party services indicate the application is meeting user needs, providing value, and enabling growth for thrift store. Considering these criteria ensures the Thriftee application offers a positive user experience tailored to its target audience while contributing to the success of thrift businesses.

Approach:

CONCEPTUALIZATION

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DESIGN AND DEVELOPMENT

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TESTING

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LAUNCH

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MARKETING