

AUCTION SITE REQUIREMENTS AND SPECIFICATIONS

Problem statement

If I want to bid for and suggest an experience or item, I want to buy that is not typical, there is no set place or way to do this that has enough attention to make it a reality and be noticed. Equally, brands, personalities and items leave a lot of value on the table that can easily be captured by either their creativity or their fans/followers creativity.

General summary and purpose of marketplace

A user can sign up to the platform and then enter their personal, social and payment details.

A user can then browse and bid on other auctions made by others.

Or create their own auction they would like to try and win and pay for (like creating a job post on fiverr), an auction is live for either 1 week, 2 weeks or 3 weeks.

This auction can be as specific as possible and name 1 person or business's social media handle so only they can claim the auction through social media verification.

Or it can be open-ended and the highest bidder who is willing to pay can receive multiple offer messages from users who can supply a less specific experience or offer etc. the bidder can then choose.

The auction when complete is still unpublished and can be edited and changed until the user wants to publish it to the site instantly or at a later time when they want.

When the auction is no longer live after 1,2,3 weeks, it can then be claimed by someone who can supply the experience and they get paid.

This involves a 1-1 socket.io chat box for both parties to settle on the specific details, both parties need to then hit an agree button before the auction can be claimed. the bidder's card details on record then get charged. The auction is then removed from circulation.

Key business rules

- Must have supplied all profile details before being able to bid or create an auction.

- An auction – when creating an auction the typical required fields from the user are

title,

description,

location of where its based or should take place (can be global/anywhere),

starting bid price you are willing to pay,

a selection for if the auction is specific or open-ended (if specific then the social media account of who can claim it needs to be supplied),

video if provided,

images,

categories selected (has to be at least 1 of 10 and no more than 3 selected from: item, experience, food, influencer focused, location based, brand or business, celebrity, random, riskayy, luxury),

auction timeline (dropdown for 1, 2 or 3 weeks).

*other fields should be applied programmatically by us such as time created and time remaining on the auction when it goes live and the current updated price with every higher bid.

- Liabilities - When they sign-up they click a tick box that is agreeing to terms of service and removing all liability and understanding they're over 18 and auctions are hypothetical and any auction in no way shows affiliation or a partnership with any third party (this should all be at the footer of the website as well).
- The platform takes 15% of all auctions, however if the person who created the auction did not win (was not the highest bidder), they should receive 0.2% of the final price from the platforms end as a payout to reward them for their creativity.
- Social media updates – when an auction is created about a specific person or business and with a social media supplied, we should send them a social media message on the twitter or insta handle from our own social media account as an automated process – potentially use zapier.
- Messages - When an auction they created or are interested in is won, the winner should be updated, and also updated if the claimant has started to engage in 1-1 messages or agreed to the terms. – I would like this to all be potentially done through automated whatsapp messages with their supplied user phone numbers.
- 1-1 chat between top bidder and claimant(supplier) – in this chat it should be private between them, and security must be great, I do not want the bidder to be able to supply their name, phone number or email address etc until after it has been claimed – then their user card should show up for the claimant. This way the transactions stay on the platform as best as possible (think fiverr but better).

Examples and scenario flows

Example 1: very specific auction - weekend experience with a famous navy seal

- The user who thinks of this and would like it, signs up, enters their details, creates the auction which involves the a number of fields including the navy seal's social media handles.
- The navy seal is informed of the auction through our social media automated message
- The auction was set for 2 weeks and it then ends, with the highest bidder winning for \$2500 (this can be the person who created it or not).
- The auction is then deactivated with the top bidder decided, but it still stays visible on the site and can be searched for and ready to claim for another 30 days.
- Lets say on day 10 the famous navy seal is looking at the auction and asks a question about it in the 1-1 chat with the bidder.
- The bidder gets a notification that they got a message and they then confirm the details in the chat box. Both parties then hit agree to terms, which allows the claim auction button to be active.
- The navy seal can now claim it and get paid, the top bidder is charged with the card details we have on file. The platform gets 15% and the auction creator gets 0.2% if they were not the winner.
- The auction is then removed from circulation on the site but is available in the database and on both parties 'my previous auctions' tab/list for record.

Example 2: open-ended auction – for tickets to an exclusive event

(something like the met gala or backstage to something, obviously this is less specific than 1 person's social media handles as more than 1 person could potentially supply the item/experience so it is open-ended)

- The user who thinks of this and would like it, signs up, enters their details, creates the auction which involves the a number of fields, and they select the option to make it open-ended instead of specific 1-person/business, so the winner can receive multiple requests from potential claimants (very similar to the functionality of fiverr when you post a job and many people offer to provide a service)
- In this case there is no-one specifically to send an automatic message to
- The auction was set for 3 weeks and it then ends, with the highest bidder winning for \$5000 (this can be the person who created it or not).
- The auction is on the site and can potentially be claimed by anyone who can provide the service
- Once it ends, the top bidder starts to receive multiple 1-1 chat messages from people who can prove they have the item or can supply the service; this might be screenshots of the tickets or them having already authenticated themselves on the platform by linking their social media so it seems legitimate and they are who they say they are.
- Once the bidder is happy with one of the offers he can hit accept terms button and so does the claimant/supplier; only when both parties have agreed on the terms can the claimant hit the claim auction button and be paid.

- The claimant is paid the amount from the top bidder's account (we have the card details on record).
- The claimant then supplies the tickets either through the chat box on the auction, or since the auction has been claimed the top bidder's user profile with their details appears so they could email or call them etc and see their social media verified account.
- The auction is then removed from circulation on the site but is available in the database and on both parties 'my previous auctions' tab/list for record.
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Design and UX

For the general look and feel of the platform I would like it to resemble opensea.io, white and sleek and rounded corners, very responsive etc. As well as pearpop.com which does a good job of the profile page and sign up etc.

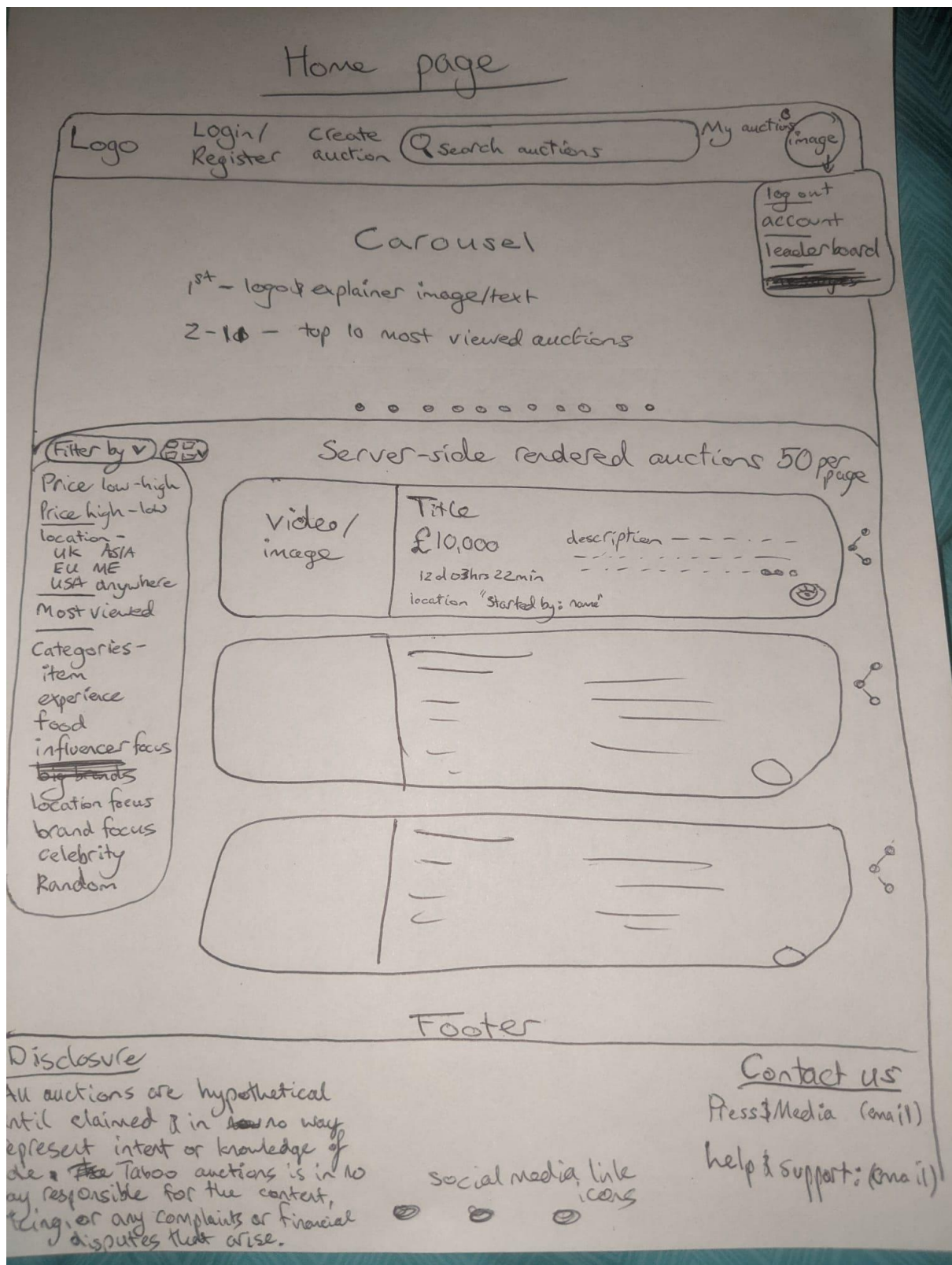
The page specific designs I have created for the platform are below so you can follow these loosely:

Home page – nav bar with search, a carousel of the top 10 most viewed auctions on the site right now,

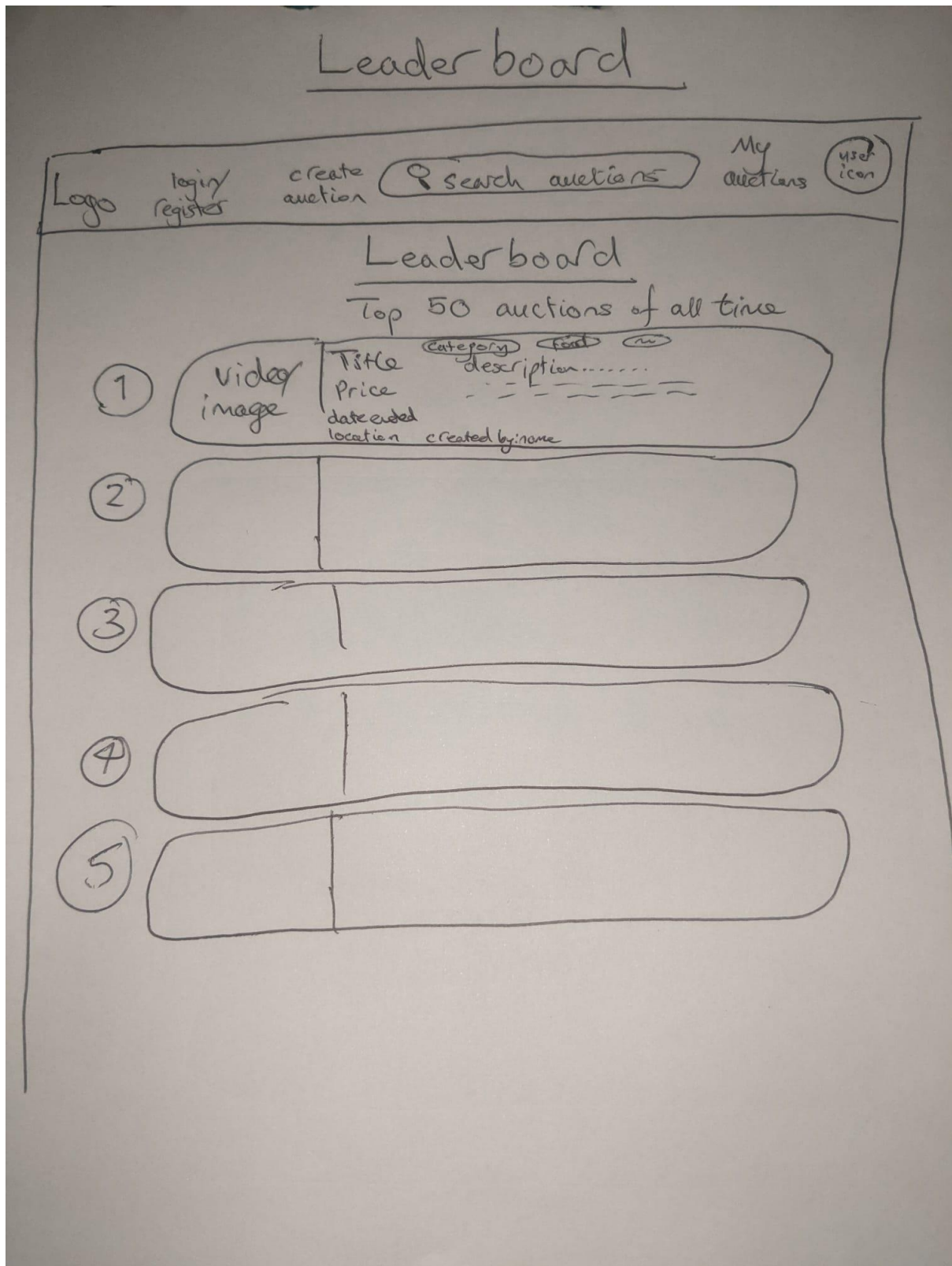
Directly below are the auctions which can be filtered by price, location, views, categories (enums set when making the auction), these should be server side rendered for SEO. At the very bottom should be the footer with the disclaimer for the site, as well as the contact emails, the about link, the FAQ page link and links to our social media accounts. You can see each auction is in a card and has the share button on the right so it can directly be shared or DM'd to someone. Again the most important thing is that the whole platform is mobile-first/responsive so this works seamlessly.

*the filter by and other boxes are obviously drop downs as you can see to search easier.

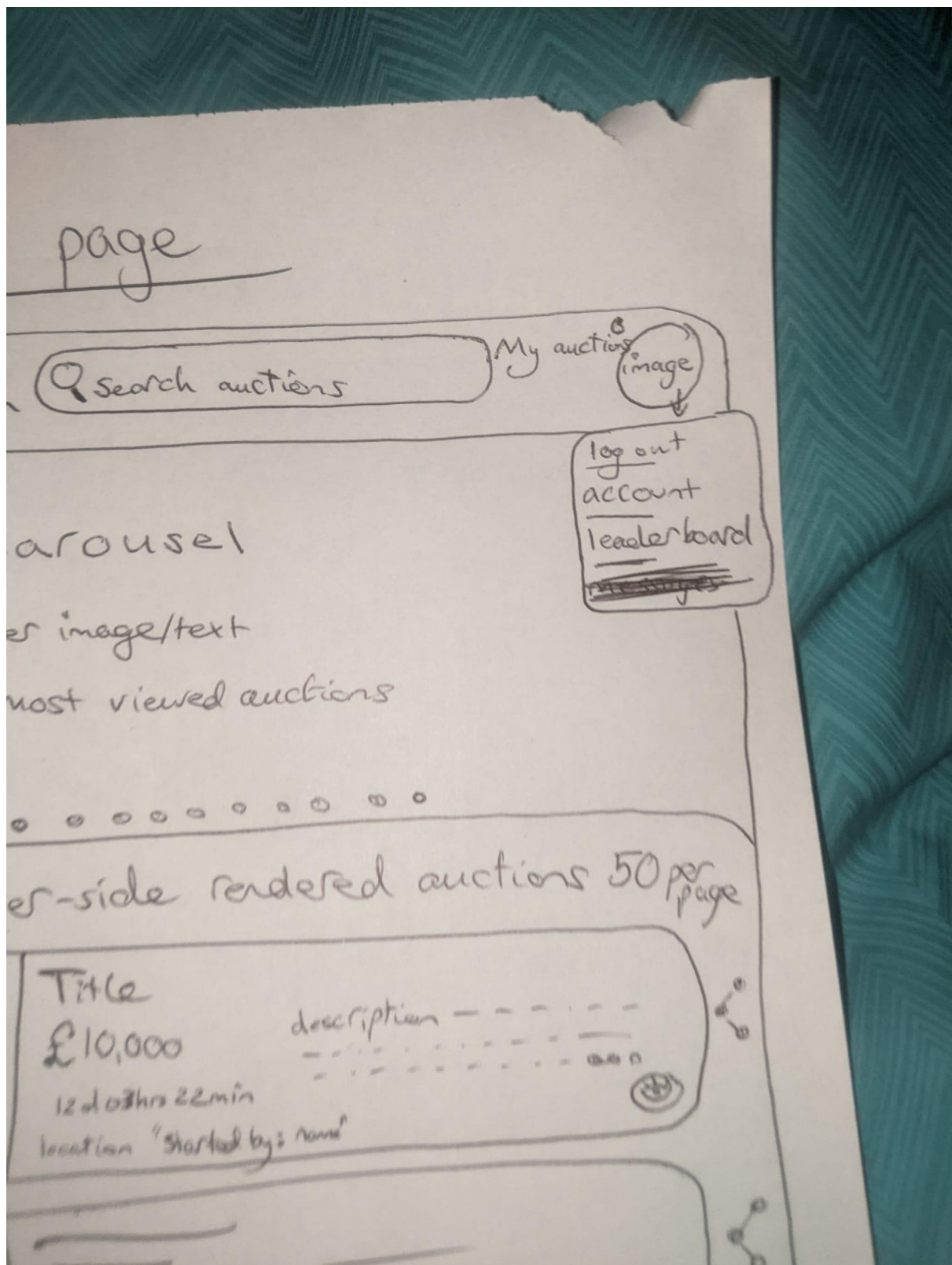
* An auction should also be able to be added to a person's watchlist if they hit the eye icon on the bottom right of it, or if they bid on it it's automatically added to their active auctions.



Leaderboard page – simple, a page showing the top priced most successful auctions on the platform, this is just static information they obviously cannot bid or share or anything here.



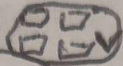
Dropdown example from hitting the user icon – similar to opensea



The filter dropdown on homepage and its proposed items, if you have more that should be here feel free to add them

2-10 - top 10 most

Filter by v



Price low-high

Price high-low

location -

UK ASIA

EU ME

USA anywhere

Most viewed

Categories -

item

experience

food

influencer focus

~~big brands~~

location focus

brand focus

celebrity

Random

Server-s

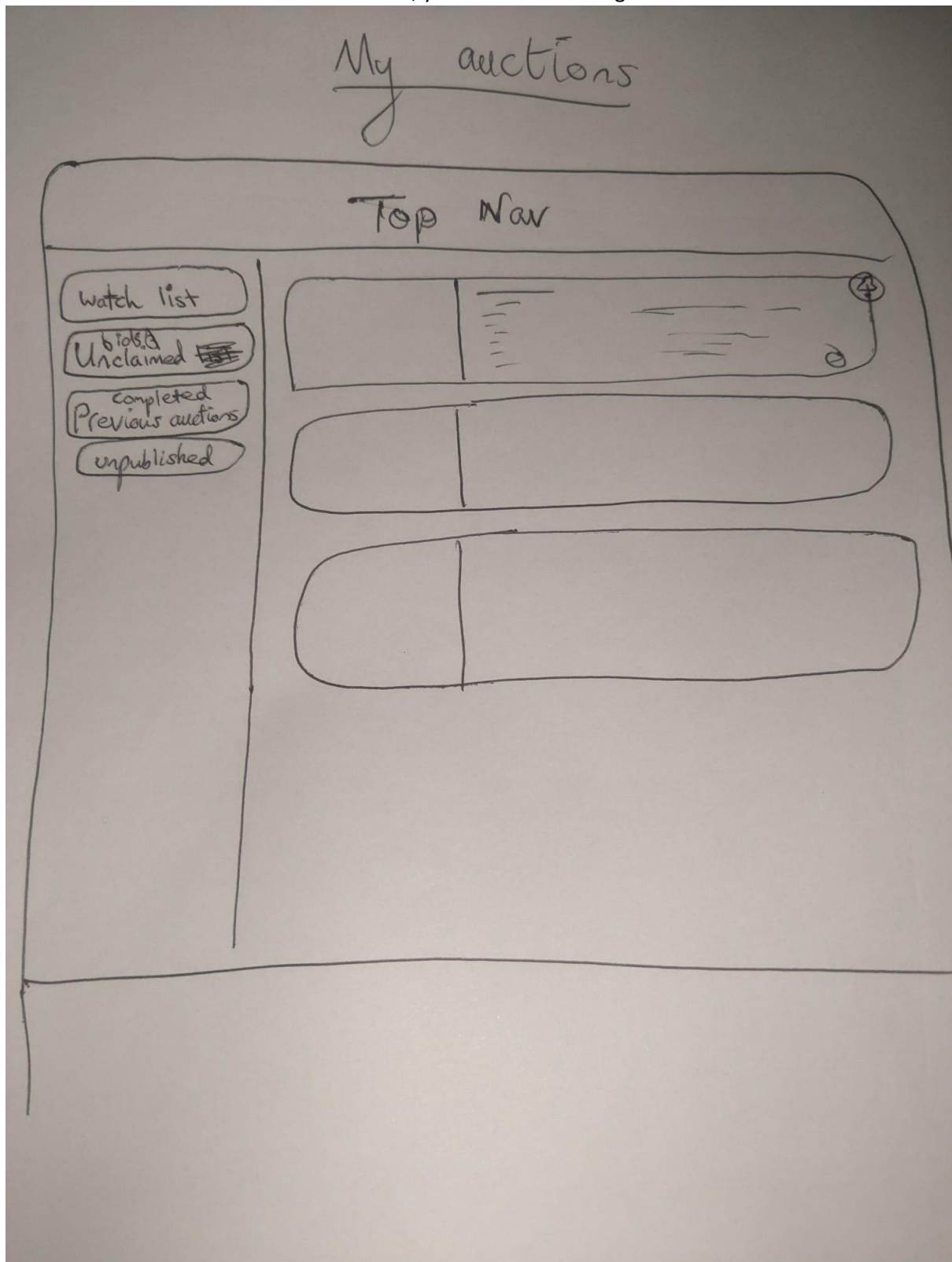
Video/
image

Tit
£1

120

locat

My auctions page – here the user should be able to see their different types of active auctions they have or their old successful ones as records, you can see the categories on the left



Live auction page when you click on an auction – something like this but im expecting something better with better UX so get creative on this one

An active auction page

Top Nav

< video / photo reel >

...

Title Price Timer 00:00:00 Location

description

created by: name

Interested? place a bid!

£ bid

----- Claim auction page –

When an auction ends the 2 parties have then been decided (the person who paid the most and the account associated with the person/business/brand/item). This page should only be accessible by the 2 parties, so the top bidder should find and access the auction as normal. The buyer must enter the card details to be charged if the auction is accepted/claimed by the other party.

The collector of the money needs to log-in and verify their identity to prove they can offer the item/experience etc, this can be done by matching their personal details and social media handles of twitter and Instagram etc that the auction creator entered in the first place. Or else, a verification process needs to be added as well if this fails for some reason.

Once both parties can access the page, they should be able to chat one on one via socket.io etc, to confirm the details before they agree and claim the money. Like how fiverr does it before we agree. Then the recipient who verified their identity agrees they can claim their money and go through payment to their own bank account process minus the platform's 15% fee.

*payments should be done via stripe APIs and automatically takes our fee and pays out to the correct bank accounts etc.

*Also, is there a way to offer pay by crypto functionality via MetaMask wallet connections to an account? This is important.

After successful completion of an auction both parties should be notified on the platform/social media/emails, paid and received and then rerouted to their 'my auctions page'.

There should then be a historical record of auctions an individual has bought saved on their 'my auctions' page as a record if needed.

- Contact us page

Usual kind of page for info, press, inquiries, or a disputes process they can start to log a complaint etc (the complaints should link to the admin panel and via emails)

- FAQ page of general questions and answers about the site

- Admin panel for me –

I need to see the google analytics of the site on this panel, like total users on site currently, this month, this year.

Number of successful auctions that were claimed this month, this year.

Total amount of money of all successful auction's selling price this month, this year. Total profit after we take our commission and payout to creators etc for the month and year.

And the ability to search and remove and auction that breaks the terms, and to remove and delete certain user profiles as well. This needs to be as easily as possible.

*then of course we need pages and changes for when the auction is no longer live – claim/authenticate, the chat messages, agree terms buttons and the payments pages and updates etc. I'll leave those up to you to design as you know best here.