

## **BCEO User Stories**

### **Team name**

BOO (Business in Online and Offline)

### **Android App Title**

BCEO (be a CEO of your own trustworthy second-hand market)

### **Team Member**

Hsiang Lin – hsiangl

WooJoo Shim – woojoos

Taejin Chun – taejinc

### **User Story**

**Taejin** is a CMU Silicon Valley student who just started his master of science study. He just moved from Korea, only two bags on his hands. Since he graduated from Korea University, he does not know anyone here. He has no relatives or friends. He first books hotel to rest for the day. He googles apartments for rent, but he is not sure it is in the safe neighborhood and the landlord can be trusted. He wants to be sure he doesn't get stand up by the landlord who just takes his money. He also doesn't want to be allured by the good review by the landlord. Also, he has to buy furnitures to live through his school year. However, he doesn't have a lot of money: afterall, he is a student here in expensive living area.

He then hears about BCEO, signs up with facebook account, logs in. He goes to Carnegie Mellon University Silicon Valley Campus, so he has CMU SV andrew email. He joins CMU-SV group by clicking CMU-SV group. That sends email verification to his CMU-SV email address. He gets verified and joins the group. There, he looks through the items uploaded. He first sees second-hand bed and buys it. After that, he scrolls down the items, sees rice-cooker so he buys it as well. As he scrolls down more, he realizes it is never stopping scroll due to the popularity of the app: there are just simply too many items. He then browses apartment rental by searching the keyword "apartment". He knows he can trust the sellers because they are in a same community as he is, so he signs a lease of an apartment that one of CMU-SV student uploaded few weeks ago. He also buys a used car from another CMU-SV student. He even finds a roommate through the app. Knowing no one and not much cash in hands, Taejin solves housing issue, finds roommate, furnishes his home by second hand

product and gets car: best part is he doesn't have to worry about any devious sellers. He is now ready to study for a full year!

**Chloe** is a CMU Silicon Valley campus student who loves baking. She enjoys baking whenever she has time, but accumulated baking ingredients are costly. Busy CMU life keeps her from having a committed part-time job. She doesn't want to give up her hobby which lowers her stress level, so she looks into Farmers Market. However, selling products from Farmers Market is impossible since there is no opening space for a new vendor yet. She then wants to open up her own artisan bread shopping mall. However, she doesn't want to sell her bread to strangers: They can place order and not pay for it, or cancel it at the last minute when she is already done baking. Moreover, she doesn't want to set up a delivery, which costs money. She wants to deliver her bread when she goes to school for classes.

She decides to earn some pocket money for buying ingredients by selling her bread to CMU-SV students. She logs into BCEO with her account, sees her CMU-pittsburgh group and CMU-SV group since she attended both of them. She clicks CMU-SV group because she live here now and wants to sell bread in SV campus. She presses "sell" button, uploads her sample picture of wine-cheese bread. She then places keyword "bread" and sets the price. She goes to her "my-page" and checks the items she uploaded so far. She looks at the notifications she got, let the customers know the orders have been placed. Then she starts baking.

After finish baking, she reaches out to the customers, sets up the meeting to deliver her freshly baked healthy bread and earn extra cash in her hands. She can now bake more by buying ingredients, lowers her stress level, sell her bread to fellow students, earn some money without worrying delivery issues or mean buyers who place order but now pay for the bread: she also doesn't have to go through the pain of setting up the offline bread stand to sell her products. She now has a balanced life of studying and baking!

**Sean** is a CMU Silicon Valley campus student who is about to graduate. He gets a full-time job offer from renowned company in Seattle: Amazon! He has to clean out his apartment. He payed a lot of money for the furnitures for settling into Silicon Valley in the first place. He wants to sell them back not only to get rid of the furnitures he used but to get extra money to help him buy furnitures in Seattle. He doesn't want

to arrange the delivery or to deliver those heavy furnitures by himself to buyers. He wants to get rid of his furnitures to people who live close by to not deal with delivery situation. Also, he wants to get some money by selling his used furnitures to others because he payed too much for the furniture when he was furnishing his house. He doesn't want to sell it to sketchy buyers who place orders, blocking others to buy items and cancel it at the last moment. Sean simply doesn't have the time for that. He has to pack and leave in few weeks. Furthermore, he wants to save some money by getting second-hand furnitures when he goes up to Seattle.

He logs into BCEO using his facebook account. Now that he has Amazon employee email address, he has two groups showing: CMU-SV group and Amazon. He clicks CMU-SV group first. He clicks "sell" button and uploads his second-hand furnitures. He puts categories to differentiate his furniture from his bike. He puts down the pricing. He looks at his "my-page" and looks the items he has uploaded to check he has uploaded everything he wants to sell. He then checks the notification page.

He goes through notification one-by-one, sets up the delivery and paying options with the buyer over the phone. He can set up an appointment, deliver second-hand items to get some extra cash, and leave town without worrying about delivering heavy, used furnitures to faraway places and buyers who places order and not pay for the item or cancel at the last minute. He gets some money to buy used furnitures in Seattle and in the process, he also helped penny-less and clueless new incoming student like Taejin!