Auction App Canvas

Concept

People like to buy and sell items as their needs change. Sellers like to earn money from the products they no longer have a use for, while buyers yearn for a good deal. The auction app satifies both ends of the spectrum, allowing auctioning and bidding on items in an integrated and intuitive way.

Problem

There is a need to create a platform that allows user's to sell or buy items in an auction format with real-time bidding, integrated delivery system and a recommendations system.

Team

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MVP

An auction app that is the go to platform for selling or buying items with real-time bidding.

Vision

Thousands of users and successful transactions conducted through the auction app and clear success from the recommendations system.

Success factors

Integrated and intuitive way to buy and sell items
Real-time bidding
User specific recommendations
Way to keep track of all user's auctions and bidded auctions

Characteristics

- The app allows users to easily search and filter through auctions
- Recommendation sistem that is tailored to each user
- A user can add new items to their page, update or even delete them
- Possibility of a user to create an auction given a certain item. He can even update or delete said auction
- Check in real-time the highest bid for each auction
- Visualize the complete list of auctions listed by the user
- Visualize the list of auctions that the user has bids on, and wether he has won them or not
- Allows users to pay anonymously using cryptocurrency
- Integrated system with payment and delivery services

Core functions

Search and filter auctions
Create auctions
Place bids
Keep track of all of the user's listed auctions
Record previous purchases made on the app
Create recommendations tailored to each user

Target group

People that like to sell used items or that want to buy used items.
And a required age of 18+

Discards

Auctions houses can be substituted by the auction and bidding microservices of the app.
eBay will lose user's due to the inexistence of a recommendations microservise.

Competitors

eBay
Auction.com
Silent Auction Pro

Platforms

Web Browser
Smartphone App

Price

Free to use with ads or commission on each sold item.

Languages

English as main language.
In the future, deploy more languages to allow the user to change it to its desired one.