

PopsDex - Cataloging Funko!

I. Executive Overview

Funko Pop! Vinyl toys and other spinoffs have exploded in their popularity as a novelty collector's item steadily since the company's inception in 1998. The company has partnered with many different franchises to produce toys in the image of characters on popular TV shows, movies, musicians, sports, and more! The community surrounding Pop toys today ranges from people who became interested in buying toys from their favorite media, to avid collectors seeking valuable, rare and newly released items. Their popularity has exploded to the point that Funko's web application crashes during a highly anticipated release. While we cannot solve this problem, there is a need for a new web application to catalog the toys, provide news, and allow users to connect, share, and sell them.

Our proposed web-application, "**PopsDex**", solves the problem of cataloging Funko Pop! Vinyl and other related toys for collectors and those with casual interest alike. The web-application will provide information about the toys (Edition/Number produced, Date, Market Price, etc.), a marketplace, latest news (release dates, special promotions, community news), and give users the chance to create a profile where they can catalog their own collections as well as items they want.

Motivation

- There is a growing number of Funko toy products, and the current web-application cataloging them leaves much to be desired.
- The popularity of the toys is on the rise with a growing number of collectors, and high market prices for particularly rare/desired items.

Features

Primary

- Browse price guide/catalog of Funko products with various viewing options
 - View by product line (Pops, Dorbz, Mystery Vinyl) and filter by franchise
 - Sort by price, edition, date, popularity
 - Consider condition in the pricing
- Add toys to their profile to showcase their collections, mark favorites, and mark wanted
 - Many options for viewing collections
 - View all, filter by product line, sort by characteristics same as price guide
- Feed of latest news about Funko products and releases

Nice to Have

- Marketplace for buying/selling as well as trading
 - Users post at their own price and then accept offers
 - Anonymous selling?
- Messaging between users (Comments on profiles, private messages)
- User forum to discuss Funko related topics as well as miscellaneous
- Notifications for products on your wanted list posted on marketplace
- Comment section for new articles

II. Users

A. Avid Collectors

The majority users of PopDex are those apart of a large collector community where they are constantly buying and selling the most coveted toys. They come to the site with specific toys in mind to find out the current market price or so they can manage their own collection. With the market price of many Pop! toys steadily increasing over the last ten years, the community has become large enough for the market price of many Pop! toys to change drastically with the fluctuation in supply and demand.

PopDex will let these power users to sort Pop! toys by price, rarity and edition within the guide, as well as their own personal catalog.

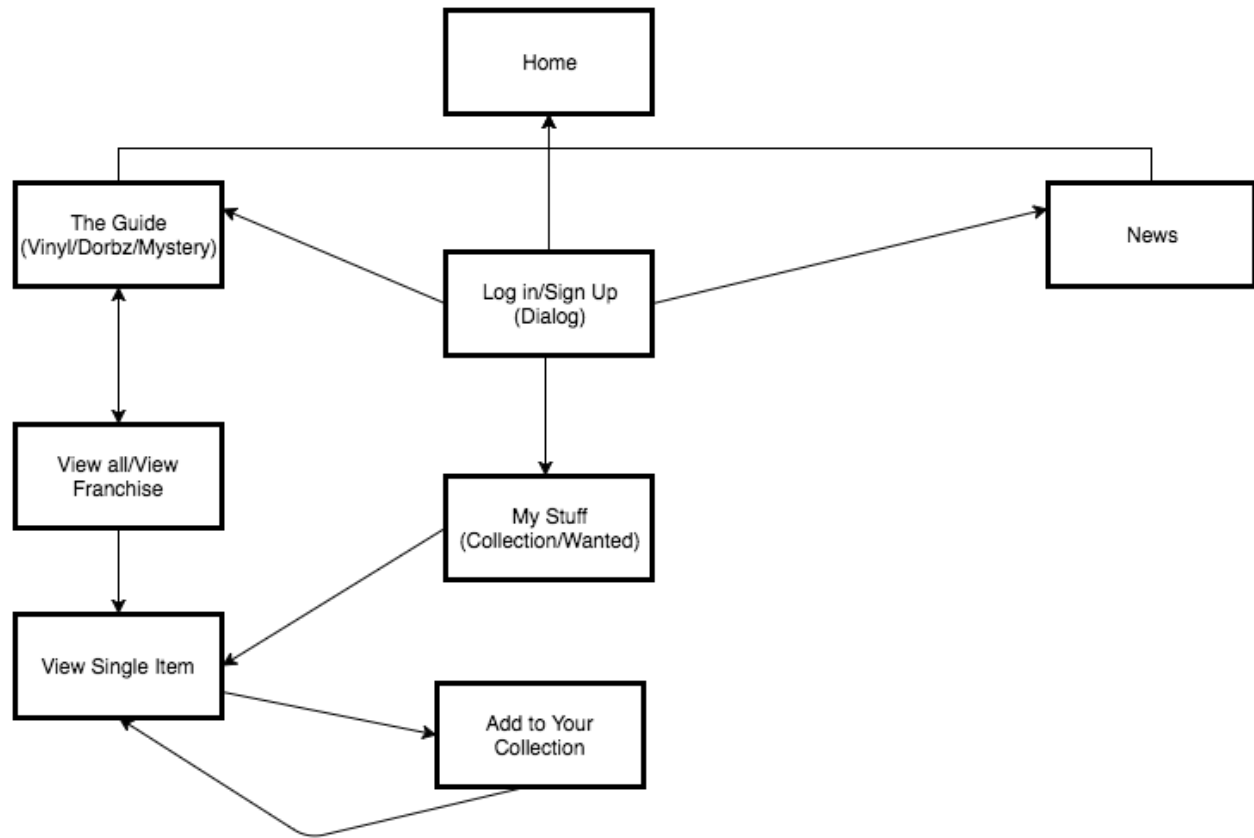
B. Per-Brand Consumers

For some, the option of buying a toy of their favorite character is enough to interest them in buying a Pop toy. These users are in need of a convenient application to allow them to find the brand of toy they are looking for and quickly see the current market price.

C. Piquing Interests

The idea of starting a collection is enough to bring people to Pop toys. These users won't have a specific toy, or brand in mind. Instead, they will be looking to browse among all of the available toys, add their favorites to a wish list and eventually update their profile to reflect their collection. Having a very user friendly, and aesthetically pleasing web application is critical to converting these users to join the community.

III.Flow Diagram

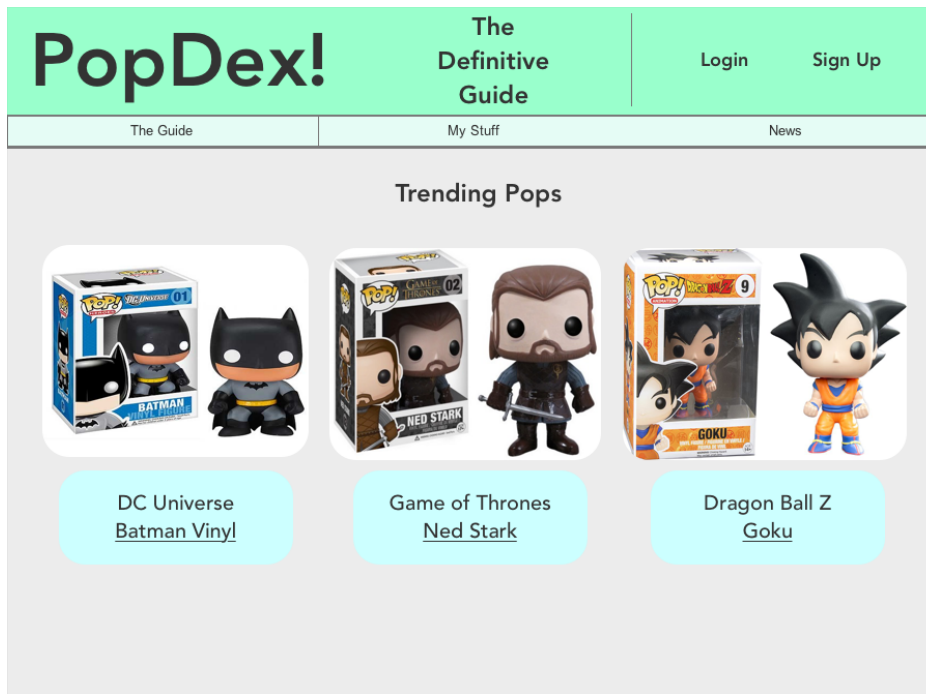


Abbas Dharamsey - A10886858

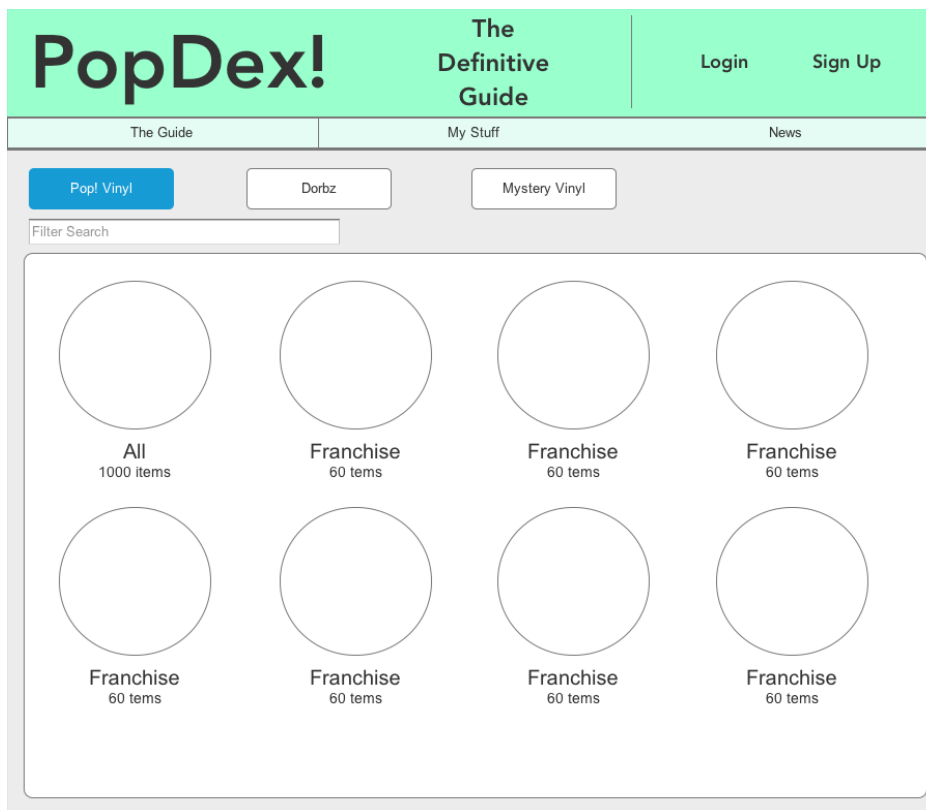
Adam Setters - A10728830

IV.Wireframe

Home Page: A simple landing page with a list of trending Pop toys



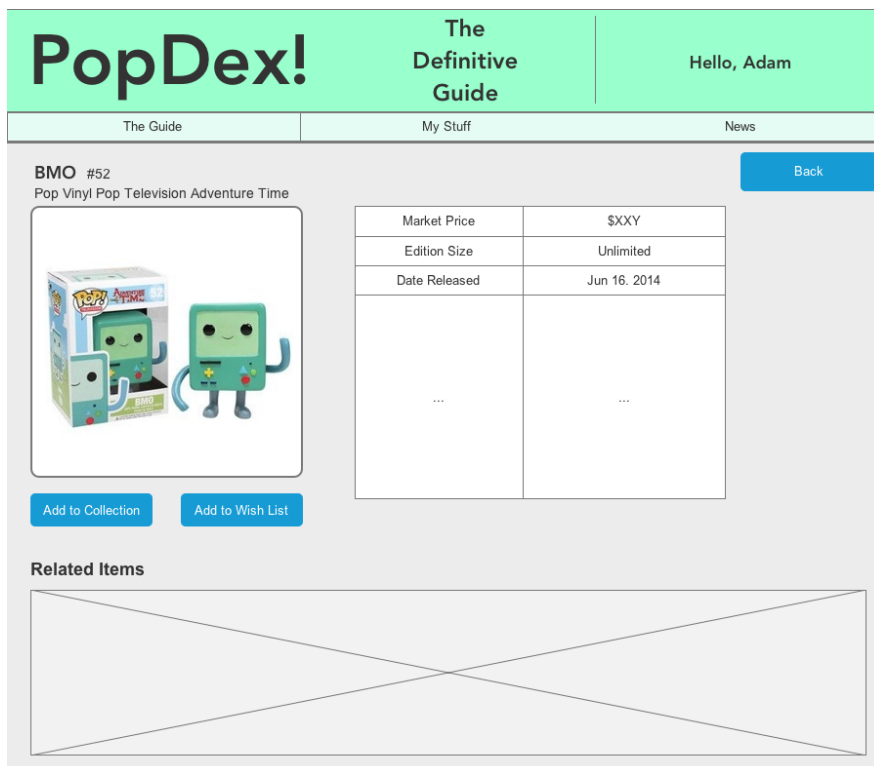
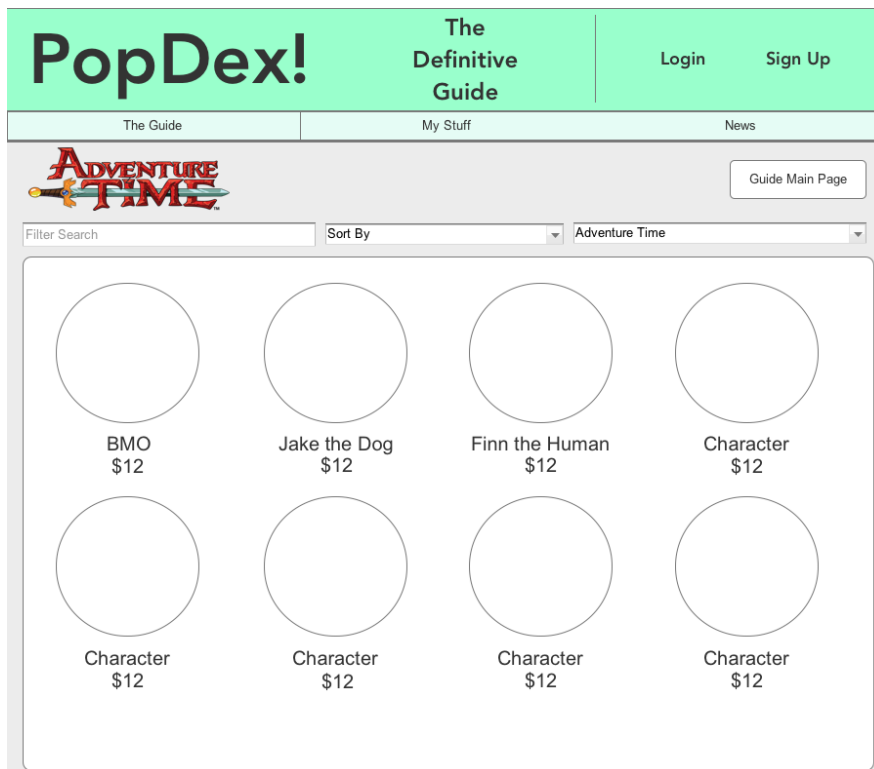
Main Guide page: where users will search or browse for Pops by franchise



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Guide page by franchise: Users land here after selecting a franchise to select individual toys within the franchise



Pop toy profile page - each pop toy has a profile page where the user can add to their collection or wishlist, as well as view the specifications of each toy

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My Stuff landing page - where users will view their collection or watchlist

PopDex!

The Definitive Guide

Hello, Adam

The Guide

My Stuff

News

Adam's Stuff

Collection

Wish List

☐ Pop! Vinyl
☐ Dorbz
☐ Mystery Vinyl

Filter Search

Sort By

Franchises

Name
Edition Size
Market Price

Name
Edition Size
Market Price

Name
Edition Size
Market Price

Name
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Market Price

News landing page - where information about new releases will be posted

PopDex!

The Definitive Guide

LoginSign Up

The Guide

My Stuff

News

New Releases and Announcements

Heading

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Featured Collector!

Advertisements

Abbas Dharamsey - A10886858

Adam Setters - A10728830


Login / Signup modals



Welcome Back to PopDex!

Sign up, it's easy!

“Add to Collection” modal - with this, users will add information to the Pop toy they are putting in their collection

 Add BMO to your collection! Enter what you want to remember and submit!

Date Purchased:


Purchase Price (USD):

Purchased From:

Box Condition:

Near Mint

Other Notes:



V.

VI. Analysis (Risk, Execution, Considerations)

A. Execution:

1. Scrape ebay for pricing data
2. Scrape news sites and Funko website for news

B. Risks:

1. There is already an established web app (www.poppriceguide.com)
 - a) It lacks a marketplace, leaving this functionality to eBay
 - b) The presentation could be better (Better sorting, view options, etc.)
 - c) It is slow
 - d) Prices are skewed because all conditions are grouped together. Could have prices for mint, fair, and poor conditions.
2. eBay already is well known as a marketplace for auctioning of all items. Converting users would prove difficult
 - a) eBay does not allow trading which may be a desirable feature
 - b) A central marketplace only for Funko products is less cluttered than eBay
3. eBay has a proven distributed system that can handle millions of requests with ample concurrency control. Building our own such system would be time intensive and costly
 - a) Building this would bring attract more users
 - b) Present option selling at current market price without hassle of auction

C. Considerations:

1. Understanding the User
 - a) Make posts on community Facebook groups and forums asking them what they would like to see in a new price guide
 - (1) How would you like products to be groups (viewing options) for both the price guide as well as your own collection?
 - (2) Which product lines would you like to see? Just Pop! Vinyl? Dorbz? ...

Notes from interview with my brother who is an avid collector:

- For price guide, viewing should be per product line with default to Pops! Vinyl. Filtering by franchise and also sorting by various parameters should be available.
- Condition should be considered in the price guide. Current website has skewed prices due to damaged Pops prices being sold on eBay and grouped into the pricing.
- Viewing your collections should have more options than the price guide. View all products together, filter by product line, and standard parameter filtering.
- As a seller, he doesn't like auctions because people wait until the last second. He generally uses the buy it now OBO options on eBay.
- Believes eBay auctioning scheme drives up the prices. Good for sellers, bad for buyers.