

What's it Worth?

Pitch: Have you ever wondered what your collectables are worth? What's it Worth has created an online tool for you to be able to check that whenever and wherever. Simply type the name of the collectable and we will run a check of all the current asking prices of items similar to yours!

Assumptions:

- Collectors have a hard time finding a good price for their collectibles when they sell them.
- Most collectors don't know the worth of what they have.
- People who collect certain items don't care about the worth of what they have until they know the actual price.
- Collectors lose track of the items they have.

Problem Statements: Identify whether or not collectors know the worth of the items that they have.

What features (functionality) should your app have?

- Automatically keeps track of what the items in your collection are worth (auto-updates)
- Ability to organize your collectables into collections
- Ability to add and remove items in your collections
- Ability to find items by taking photos of your item
- Ability to buy and sell your items within its marketplace
- ★ What will ensure users continue using your app past their first interaction?
 - Ongoing, auto-updates of the values of their items (individually and collectively)
- ★ Do people actually need this app?
 - Those within the collectors community would value this app.
 - There is no other app on the market like this currently.
- ★ Are there other people that need an app like this that you're not thinking of?
 - People who aspire to collect things and want to keep track of what they want in their collection and how much it would cost to get started
 - People who just want to know the value of one or two items could benefit from this app.

Survey Questions:

- ★ How much money do you spend on collectibles per month?
- ★ Would you benefit from having an app/website that you could visit to buy/sell/trade your collectibles?
- ★ How often do you buy/sell/trade collectibles?
- ★ Would you benefit from a convenient way to keep track of what's in your collection?
- ★ Do you know what your collectables are worth?
- ★ Have you ever wondered what the asking prices are for the collectables you have?

- ★ If you do not know, is it frustrating not knowing the worth of what you have?
- ★ Would you use an app to either look up or scan the items to see the worth?
- ★ If you knew the worth would it make you keep them longer or sell them?
- ★ On a scale of 1 to 10, how much would you recommend other collectors to use an app of this sort?

Results

- ★ Screenshots at bottom of doc

Analysis

- ★ More than half of the people who took the survey would find use in the app in some way
- ★ Despite many people not actively buying or trading collectables, 71.4% found that it would be useful to have a way to keep track of what they have
- ★ Majority of people that would use the app would also recommend that other collectors use it as well.

Surprising Results:

- ★ Half of the people who have collectors items have not wondered what their collectible items are worth

Address Problem Statement?

- ★ We were able to address the problem statement by collecting quantitative/qualitative data from the survey.
- ★ The app is for a pretty niche demographic, so the results of the survey would have been more helpful if we had been able to get it out to a more relevant demographic
- ★ It probably would have been more helpful to add questions that related more directly to the problem statements we proposed

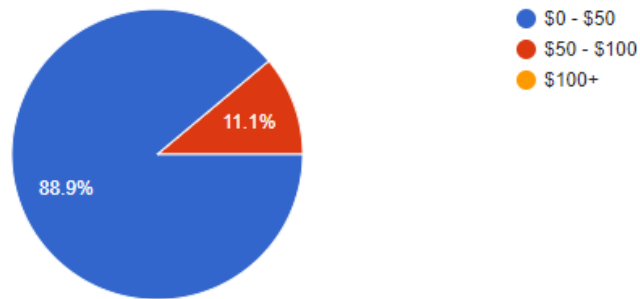
Final Thoughts:

Based on the data we received, it is plausible that this application would be worthwhile, however we would like to gather more data to confirm.

How much money do you spend on collectibles per month?

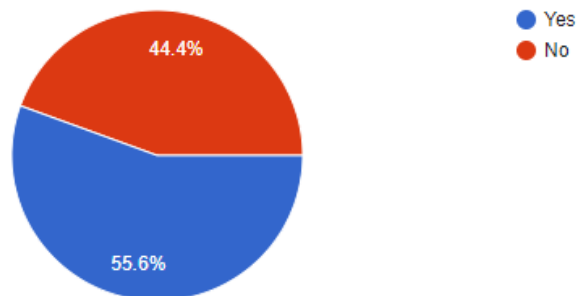


9 responses



Would you benefit from having an app/website that you could visit to buy/sell/trade your collectibles?

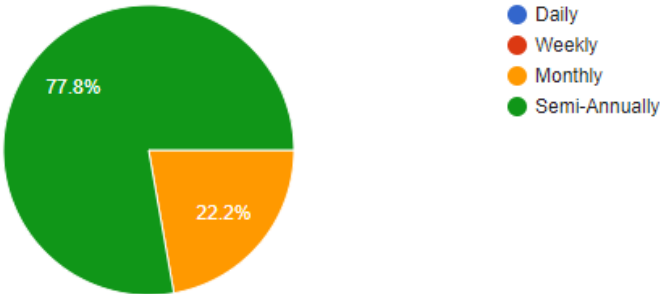
9 responses



How often do you buy/sell/trade collectibles?

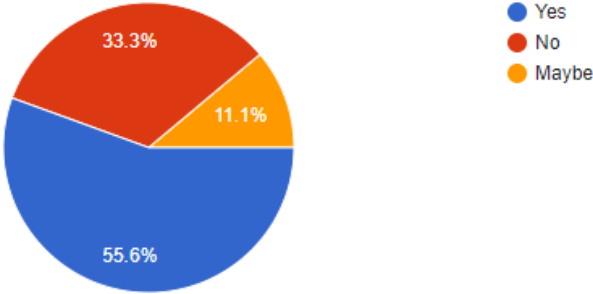


9 responses



Would you benefit from a convenient way to keep track of what's in your collection?

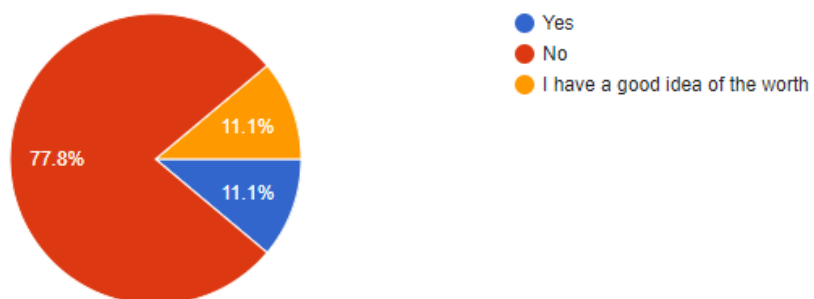
9 responses



Do you know what your collectables are worth?

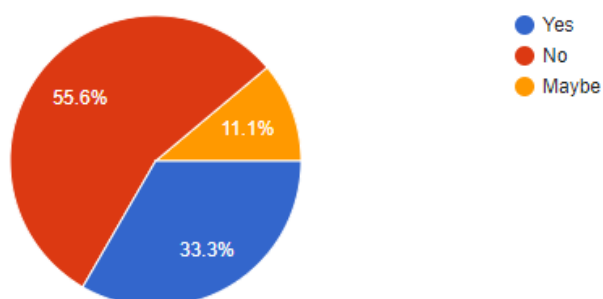


9 responses



Have you ever wondered what the asking prices are for the collectables you have?

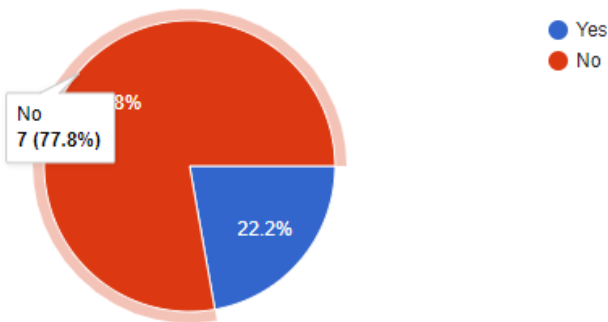
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If you do not know, is it frustrating not knowing the worth of what you have?

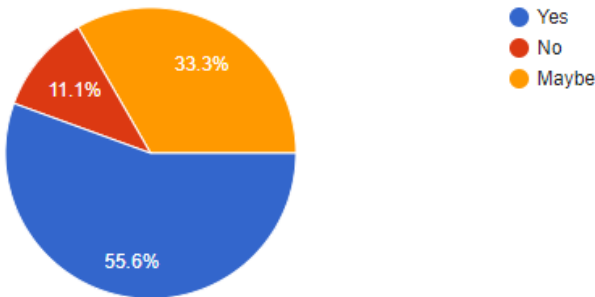


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9 responses



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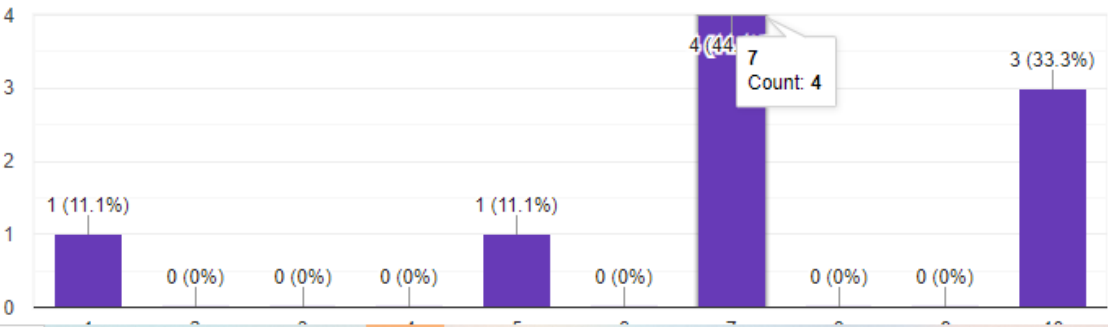


9 responses



On a scale of 1 to 10, how much would you recommend other collectors to use an app of this sort?

9 responses





“ Growing my collection is my favorite thing to do ”

Bio

Ryan is a Web Developer in Little Rock, Arkansas. He loves to watch Netflix, hang out with friends, and of course, grow his collection of Funko Pops!

Ryan Andrews

27 • WebDev • Collector

Motivations

CONVENIENCE	*	*	*	*	
GAIN KNOWLEDGE	*	*	*	*	*
SOCIAL	*	*			

Goals

- To grow his collection, but not spend too much money.
- to connect with other collectors and grow the community

Pain Points

- lack of inventory of items desired.
- on a tight budget

Frequently Used Apps





“

I got a part-time job just to pay for these!

”

Bio

Aiden is a high school student who just got into collecting Dungeon and Dragon miniatures. He wants to become a pharmacist when he graduated high school. He is new to the hobby and is eager to build his collection.

Aiden

Fernando

16 • Student • D&D

Mini Collector

Motivations

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*	*	*	*

Goals

- to grow his collection and impress his friends
- meet other like-minded collectors

Pain Points

- Lack of accessibility for newcomers to the hobby
- very limited budget

Frequently Used Apps





“
Social interaction is hard,
but I want to do my best.”

Bio

Stephen is a visual learner, gamer, and Honda salesman out of Provo, UT. He likes a mix of collectors items and gaming, and wants to move to streaming Assassins Creed full-time on Twitch.

Stephen Christensen

32 • *Car Salesman* • *Video Game Beta Tester*

Motivations

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*			

Goals

- Live and work efficiently
- Start a family

Pain Points

- Slower than 2-day Shipping
- On a tight budget

Frequently Used Apps

