**CAPSTONE PROJECT 1**

**Product Requirement Document (PRD)**



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**BaZZar4U**

“A to Z for sale with ease and efficacy.”

**Introduction & Goal**

BaZZar4U is a product that would provide a network for international users to create or view posts made by other users. BaZZar4U would create an international market. The goal is to enter the market of ecommerce, with a different approach altogether. By powering a specific algorithm that would not only find the products by price, alternative options, local/nationwide/international market, ability to see if shipment cost could be reduced, review sellers, and buyers. The search filters could be utilized through distance/quality/age of product/price/brands/reviews of buyers. The reviews of sellers/buyers to state a quality of accountability and quality of service through the website.

**Who’s it for?**

* **Users (Seller; users who wishes to place physical product or service)** – users can sell used products often found with no more use in the household, or offer a service such as wash a car, cut the grass, there are many scenarios.
* **Users (Buyers; users who wishes to buy second hand products or hire a trades man for service)** – users can buy products such as used furniture, toys or pay someone to clean the eavestrough.

**Why build it?**

There are few reasons why to built it;

* A market connected people through centuries and millennia, an ecommerce will always be in demand, and BaZZar4U will supply it.
* The monetization opportunity in advertising and data.
* Cost of operating an ecommerce website low, risk low.
* High potential opportunities in diversifying further in other ecommerce industry.

**What** **is** **it?**

BaZZar4U is an ecommerce website, connecting local, nationwide and international markets.

**Glossary**

* **Post** - A user can create a post, either selling an item/offer a service or buying a type of item/service.
* **General View** - View recent posts in chronological order by default or through filters. Various tools offered to filter specific items or services.
* **Detailed Post View** - View a specific post in more details. Message Box for sending messages and receiving messages.
* **Profile View** - View posts made by a specific user in chronological order.

**User Types**

* **Non-Registered Users** – are people(users) who are not registered in the database.
* **Registered Users** – people(users) that registered into the database, and are able to post and message other users.
* **Admins** – admins (management or DBMG) can delete posts, apply updates to the systems, make changes to the database, and review.

**General View**

The General View (homepage) displays the main page, with potential items you might be looking to buy, the algorithm will review past IP address/cookies/history of registered user and non-registered user to offer different potential posts that a user might either want to buy or prompt a user to register in the database. Search bar on the top right, filter button next to search, if pressed would drop down, prompting the user to filter.

**Detailed View**

The Detailed View will display more detailed information on a specific post. Pictures in top left, title of the post at the top, description below. ‘Send message’ box on the right of the page.

**Profile View**

The Profile View will display the profile picture of a user, their name, review from buyers, and a list of their posts in chronological order.

**Posts**

Each post contains the following;

* **Name** - Name of the post, we would recommend seller to name what they are selling for algorithm purposes.
* **Pictures** – pictures will depend as per user, which we will recommend to seller to post pictures to maximize selling potential.
* **Description** - Description of the post such as the quality of the item.
* **URL** - Automatically generated when the post is created
* **Submitted By** - Link to the Profile View of the user who made the post, accompanied by a profile picture.

**Notifications through email or text**

All registered users will receive email or text as per user setting preference at the time of the registration.

* **Message Received** - Whenever a user receives a message from an user, as per user notification through email or text or both.
* **Weekly review** – is an email for weekly review of the posts performance, such as views or if the user would want to upgrade top page post for 24hrs/72hrs /weekly or monthly.

**Registration**

Every user must register in order to message and posts but they will require the following to register;

* An email
* User Name
* Should User wish a profile picture
* An Email verification

**Future Ideas**

* Sponsored posts; offer a better way to users to offer top 5 posts.
* Improve current review system.
* Offer trade service with insurance, becoming a broker.
* Offer as a broker between seller and buyer such as shipping and insurance of the product for 30 days.

**Competitors & Product Inspiration**

Few of the following are competitors with BaZZar4U. The market is vast of 7.9 billion people. BaZZar4U connects people through Seller/Buyer relationship.

* [Ebay](https://www.ebay.ca)
* [Groupon](https://www.groupon.ca)
* [Amazon](https://www.amazon.ca)
* [Craigslist](https://www.craigslist.com)
* [Kijiji](https://www.kijiji.ca)
* [Backpage](https://www.backpage.com)
* [Oodle](https://www.oodle.com)

**Tech Notes**

**Models**

* User
  + name
  + username
  + image
  + email
* Post
  + user\_id
  + postName
  + postPhotos[]
  + description
  + clicks
  + url
* ShoppingCart
  + cartId
  + postName
  + quantity
  + dateAdded
  + cost

**Go to Market**

1. **Engage/Recruit Influencers** - make them feel part of the product’s success and design
   1. Ask for direct product feedback
   2. Feedback on blog post/press release
2. **Invite Contributors Before Public Launch** - ensure content is populated
3. **Press Release**
   1. Reach out to press contacts

**Release**

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**Submitting a Post**

Each post contains the following;

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* **Description** - Description of the post such as the quality of the item.
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**Responding to a Post**

Any registered user can respond to a post, inquiring about the post.

**Adding item to Shopping Cart**

After viewing an object, a registered user can add an object to their Shopping Cart.

**Checking out and Shipping**

Once the user is ready, they can check out items in their shopping cart and enter info for shipping. Which the seller receives notification and proceeds to ship the items as per address indicated.

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**Interactions & User Feedback Loops**

BaZZar4U success relies on effective feedback loops and re-engagement with the service.

* Submit Posts
* View/Reply to Posts
* Add items to cart
* Purchase the items
* Receive shipped goods

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