

Ref #	Optional Functional Requirement
<b>O-A</b>	<b>User Accounts and Account Actions</b>
O-A-01	The Application allows Registered Users to create a user profile which, at a minimum, shows: <ol style="list-style-type: none"> <li>1. An optional profile image for the Registered User</li> <li>2. The Registered User's name</li> <li>3. Free text that the Registered User can use to describe themselves; support for rich text will receive additional points.</li> </ol>
O-A-02	Data liberation - The Application allows Registered Users to easily export all their data from the Application by going to the user profile page, clicking on an "Export All Your User Data" button and confirming the action.
O-A-03	The Application has the ability to verify if a Registered User is a current college or university student. The Application allows a Registered User to see whether another Registered User is a verified student.
<b>O-B</b>	<b>Items</b>
O-B-01	Registered Users can mark an Item that has not expired as "active", meaning it is visible to other Registered and Non-Registered Users. They can also mark an Item that has not expired as "inactive", meaning it is not visible to other Registered and Non-Registered Users. "Active" and "inactive" states do not apply to expired Items (see basic requirement B-B-05).
O-B-02	Registered Users can attach a photo to an Item or collection of items.
O-B-03	Registered Users can upload a video to an Item or collection of items.
O-B-04	Description fields support rich formatting (for example, style and links).
O-B-05	The Application implements sandboxed JavaScript in their rich text descriptions.
O-B-06	Search results include a "Contact Seller" button next to each found item that allows a potential Buyer to contact the Seller with the price at the time of contact.
O-B-07	The application supports "private" items and items collections which are only discoverable, and reachable by a subset of users the seller specifies.
<b>O-C</b>	<b>Search and Recommendations</b>
O-C-01	The application supports multi-keyword searches, derivations, and exact phrase matches. For example, a search for the term 'math tutor' will match on 'math tutor' and it will also match on 'math' by itself, 'tutor' by itself, and variations like 'math tutors' or 'tutoring math', etc. The use of quotation marks or double-quotation marks can be used to allow for exact phrase match.
O-C-02	The site supports real time search suggestions based on what the user is typing.
O-C-03	All search queries are returned in a reasonably fast time to the user (say, less than three seconds), and they should never time out.
O-C-04	Search results can be sorted and sub-sorted by any of the searchable fields. Meaning that a user should be able to sort by prize and then by name, or by date posted and location, etc..
O-C-05	Search can be performed on the items descriptions.
O-C-06	The Application makes recommendations to Registered Users on Items they might be interested in based on past user behavior (past searches, Items viewed, past purchases).
O-C-07	For Registered Users, the Application refines the ranking and relevance algorithms of the Item searches, based on past user behavior (past searches, Items viewed, past Purchases).
O-C-08	When viewing Item details, Registered and Non-Registered Users are presented with "Similar Items" to the Item they are viewing. This allows users to compare Items and identify additional Items of interest.
O-C-09	The application supports "sponsored" search results that are labelled as sponsored, and which the site

	administrators can promote on relevant searches.
O-C-10	The Application allows Registered Users to set up “Alerts” that will notify them when Items of interest become available.
O-C-11	The Application allows Registered Users to save searches that can be re-run in the future.
O-C-12	The Application highlights the search terms in the search results description, title or any other fields.
O-C-13	The application performs additional, intelligent search capabilities such as looking up books' ISBN (i.e., the Application can determine the ISBN without it being specified by the Seller).
O-C-14	The application identifies the same Item being sold through other external sites (Amazon, eBay, etc.) and displays the price and website information in the search results so that a Buyer can do a comparison. This will help a Buyer determine if the asking price of an Item listed on the Application is comparable to the same Item listed on other websites.
<b>O-D</b>	<b>Buyer / Seller Communication and Feedback</b>
O-D-01	A Buyer can leave feedback and a rating on an Item. This rating and feedback will be displayed in the Item details page. The Seller cannot remove or modify any ratings (Seller ratings, Item ratings, or Item feedback) given to them by Buyers.
O-D-02	A Buyer can rate a Seller. For example, a Buyer can leave a rating of 3 out of 5 stars for an average experience in working with the Seller or 5 out of 5 stars for a perfect experience, etc. This rating will be displayed wherever the Seller has Items on display to other Registered and Non-Registered Users (for example, on the Item details page or, if the optional Collections feature is implemented, on the Collection of Items page). The Seller cannot remove or modify any ratings (Seller ratings, Item ratings, or Item feedback) given to them by Buyers.
O-D-03	Administrators can remove an individual rating and feedback in case of abuse.
O-D-04	Social Integration - For example, Buyers have the ability to post their Items or Collection of Items on their existing social networking site. For example, post “I am selling my [Item] at [name of Application]!” Buyers also do things like “+1” or “Like” an Item.
O-D-05	<p>The Application supports the ability for Buyers to “bid” on items (offer a higher or lower price than the asking price). The Seller must mark an Item as an “Auction” item to enable bidding. All Registered Users can view the current highest bid for a particular Item and can increase the bid until the Item reaches its expiration date or when the Seller agrees to a particular bid.</p> <p>NOTE: the Application still does NOT provide a payment transaction system. This bidding process is only to establish an agreed upon price and the winner of the bid; Buyers and Sellers must still make their own arrangements for payment and transfer of goods and services.</p>
O-D-06	The Application includes a chat feature that integrates with Google Talk or other Jabber/XMPP IM services.
O-D-07	The Application allows users to interact with the messaging features by sending an email. For example replying to a message notification email will send the contents of the reply to the sender of the message.
<b>O-E</b>	<b>Security &amp; Privacy</b>
O-E-01	Implementation of signal collection that detects strange behavior patterns to detect abnormal user interactions that could be security breaches or users abusing the service.
O-E-02	OAuth/OpenID Integration - If the school uses Google Apps or another identity provider, the Application will be able to integrate with it and let the user login through that identity provider.
O-E-03	A mechanism should be in place to minimize or eliminate the ability of Sellers to “spam” Buyers through the Application’s communication system. For example, Sellers should not be able to identify / enumerate other Registered User accounts and they should not be able to “broadcast” communication to users who have not already contacted them.
O-E-04	The site has a Content Security Policy that prevents vulnerabilities from being exploited on modern browsers.

O-E-05	Additional tools/features that makes it easier to detect and/or respond to abuse.
O-E-06	Technologies aiding to detect the exploitation of security vulnerabilities (no external services allowed).
O-E-07	The application allows for anonymous usage that only registered users can use, but nor the site administrator can figure out who was the user that posted an item, or sent a message by looking at the datastore and logs. The user that posted the item or sent the message should, anyway, be able to retrieve messages and edit items posted by them.
<b>O-F</b>	<b>Collections / Wishlists / Shops</b>
O-F-01	Registered Users can create Collections / Wishlists / Shops and remove the ones they created.
O-F-02	Display collections of Items with relevant item information including: <ul style="list-style-type: none"> <li>1. Title</li> <li>2. Description</li> <li>3. Price</li> <li>4. Photo of Item</li> <li>5. Item Creation Time</li> </ul> Seller Rating / Buyer Feedback
O-F-03	Administrators can remove any Collections / Wishlists / Shops.
O-F-04	A collection / wishlist / shop can be owned by more than one Registered User.
O-F-05	A type of collections / wishlists / shop that is created by specifying search queries rather than listing individual items.
O-F-06	The specific "Virtual Shop" concept is implemented, where a collection of items is branded and allows a seller to display a set of products he is selling.
O-F-07	The specific "Wishlist" concept is implemented, where a collection of items collected by a user allows other people to buy things for them.
<b>O-G</b>	<b>External Integration</b>
O-G-01	The Application integrates with existing third party payment processing services, such as Google Wallet, PayPal.
O-G-02	All Registered User operations that can be done through the Application's web interface are programmatically accessible through APIs in order to support the creation of third party clients.
O-G-03	There's a facility in which a user can install a third-party widget or a gadget into their profile, item, or collection (shop/wishlist) page.
O-G-04	There's a "gallery" or "market place" of widgets or gadgets in which users can find them, and install them.
O-G-05	There's an API for the widgets and gadgets to access user data in a secure way.
O-G-06	A Chrome Extension that integrates into other the browser with sites is implemented (such as recommending books being sold by the application when the user visits a book's author wikipedia article, or such). Scoring of this feature will be done based on the creativity and execution of the features.
O-G-07	A mobile accessible version of the website is available.
O-G-08	An android application is available for the website. Scoring of this feature will be done based on the creativity and execution of the features.
<b>O-H</b>	<b>Geolocation and Maps</b>
O-H-01	The Application supports map / geolocation of items and services so that Registered and Non-Registered Users can view and search Items being sold near them.
O-H-02	The application allows the user to find his way to a seller's meeting point using a 3D map as a demonstration.
O-H-03	The application allows the buyer and seller to track each others real-time location for the day they want to meet

	up in a privacy sensitive way.
<b>O-I</b>	<b>Analytics</b>
O-I-01	The Application allows Sellers to view aggregated and anonymized data of how users buy or navigate to their Items (for example, whether the user viewed the Item on a Collection of Items or referred from a “Similar Item” or found the item through search, etc.) as well as their corresponding revenue data.
O-I-02	The Application supports Google Analytics for Items and Collections of Items (if implemented).
O-I-03	The Application allows Administrators to view aggregated data of the transaction volumes and revenue data per seller for the entire system or by user or shop.
<b>O-J</b>	<b>Miscellaneous</b>
O-J-01	We'll reward some points for ingenious easter eggs.
O-J-02	Implement Localization and Internationalization support for the application.
O-J-03	Completely translate the application into another language.
O-J-04	Accessibility. The application has features that facilitate its use with screen readers and other assistive technologies.