# Executive Summary

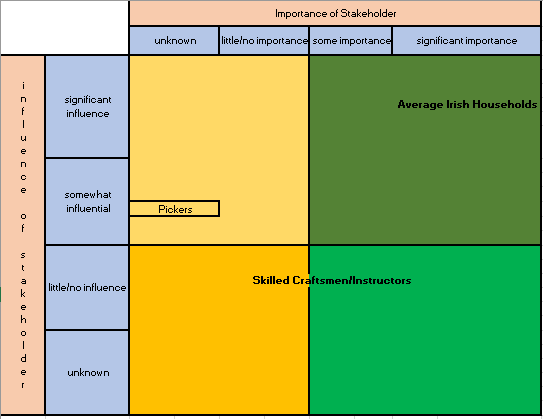
This report details the process our team followed during the gathering of requirements for our website *BargainBin.com*. *BargainBin* is a web application targeted at the niche market of unwanted household goods and clutter, and the micro economy that these items create. The site is intended to act as a portal that allows registered users to create online listings in order to trade unwanted goods in exchange for other goods or services. For example, a user of BargainBin may have just completed a Spring clean and discovered forgotten items such as rollerblades which they can then attempt to barter on the site in exchange for music lessons, fishing equipment or other desired experiences and items.

BargainBin facilitates these exchanges by allowing users to register and create a profile. Once their profile is created they then have the ability to create a listing describing their unwanted item, the approx. value, and the type of items/experiences they would be interested in bartering for.

We have determined the main stakeholders of the BargainBin application fall into one of several categories.

* The average Irish household will be our main stakeholder. The large majority of people that completed our survey stated that they have at some point received an unwanted gift or made an ill-advised spur of the moment purchase that later found its way into a storage space never to be seen again. This demographic also indicated that they would welcome the opportunity to get rid of these unwanted items in exchange for items and services that they currently desired.
* Avid “pickers” (people who trade brick a brack for a living) - these users make up a smaller set of stakeholders, but while their individual user numbers will be smaller, they are much more likely to have a large volume of transactions and be active members of the site. These users will contribute to the micro economy that this barter system will create and enrich the user experience.
* Skilled craftsmen/instructors – These users will likely play a key role in the success of the BargainBin application because they have a readily available supply of skills and experiences which have inherent value that they may wish to barter.

## Stakeholder Matrix



# Data Gathering

Our first data gathering technique used was the form of a questionnaire. We felt that keeping it short and to the point would provide for more useful information. Some of the questions we left a comment box for further feedback. We also have learnt from experience that users do like to give their opinion, and some questions don’t always give a full explanation with the specified answer choices.

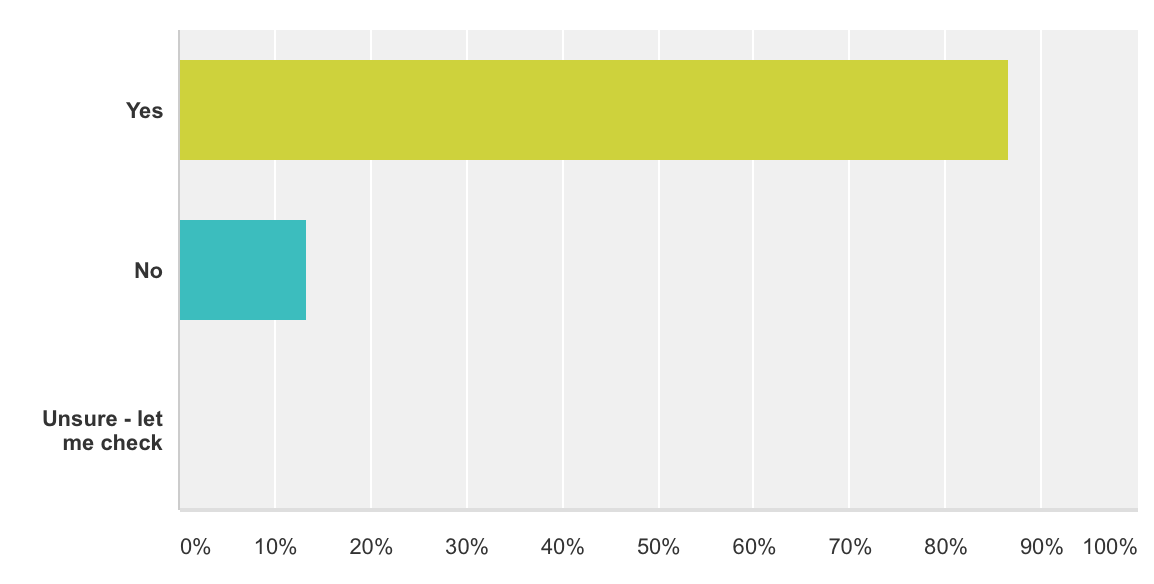
The questions we posed are:

* Do you have unwanted items lying around at home?
* Would you be willing to use an online application in order to trade with others?
* Would you be happy to receive goods instead of a monetary gain for any unwanted items?
* Would you rather use a website or a mobile application for trading unwanted goods?
* How confident do you feel that a trading application is safe, and that you would receive the goods as advertised, when responding to an ad?
* Our application will validate each and every person who wishes to advertise. Would this change your answer from the previous question?
* Would feedback from past users influence whether you use a site or not?
* Have you ever used a similar application in order to trade unwanted items? If yes, please describe any positive and negative aspects you experienced.
* How often do you think you might use a trading application?
* Please provide any features or ideas you would like to see on a trading application.

The responses provided some excellent feedback, and gave us insight in how we should create the application. Not only that, the responses where overwhelmingly in favour of having such an application, and that there is demand for it.

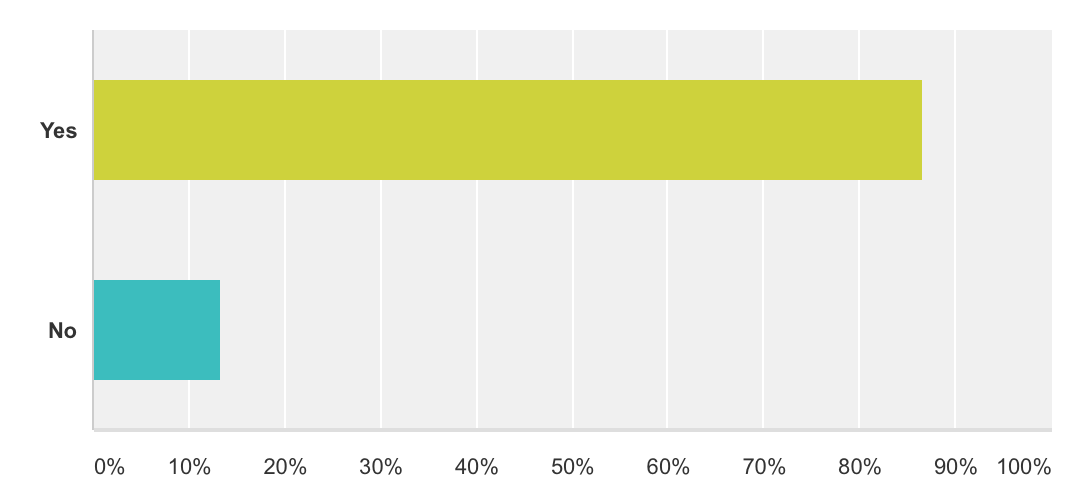
Q1: *Do you have unwanted items lying around at home?*

This question was a resounding ‘yes’ answer, which first and foremost, showed us that this type of application could be a success and used by the public.



Q2: *Would you be willing to use an online application in order to trade with others?*

Another very important question, as not everyone uses online applications. As the site will all be online, another big ‘yes’ answer was very important to this question.



Q3: *Would you be happy to receive goods instead of a monetary gain for any unwanted items?*

We were really hoping for a higher ‘yes’ answer, but at least it’s one a half times higher than the ‘no’ responses. We thought this might question might not give an overwhelming ‘yes’ answer, so we put a comments section on this to see why a specific answer was chosen.

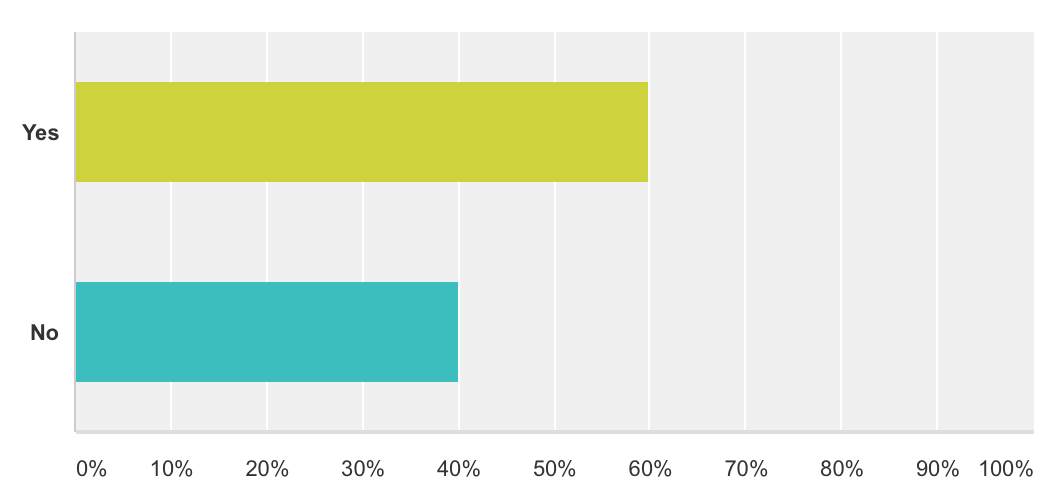
Some of the ‘no’ comments were:

* *“I want to get rid of clutter, not replace it”*
* *“Don’t want more clutter”*

But there were also positive comments, such as:

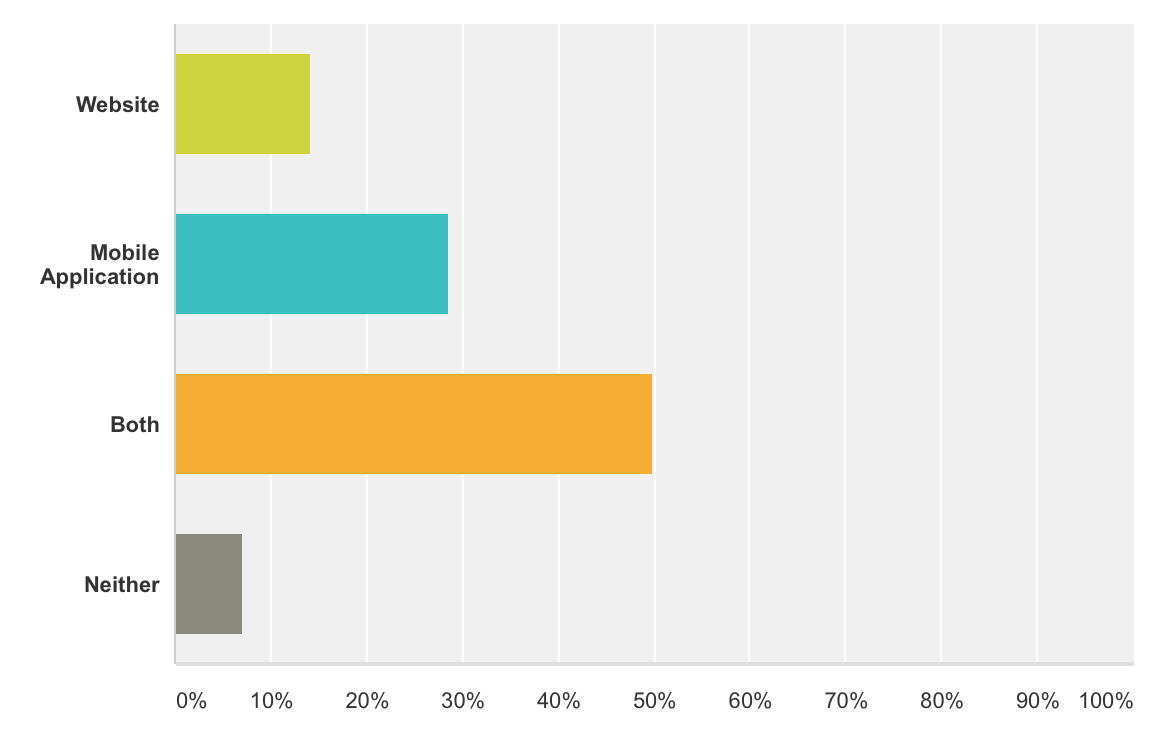
* *“One man’s trash is another man’s treasure”*
* *“Yep – I don’t think I’d get much money if I tried to sell some of my stuff!”*

This gave us an indication that people are afraid that they’ll just end up with more junk, in place of junk they already have. We hope that we can use this to our advantage and ensure that the application is broken down into different sections, to cater for all different user’s needs, and try match what people are looking for. We’re hoping this avoids the main issue that this question has indicated.



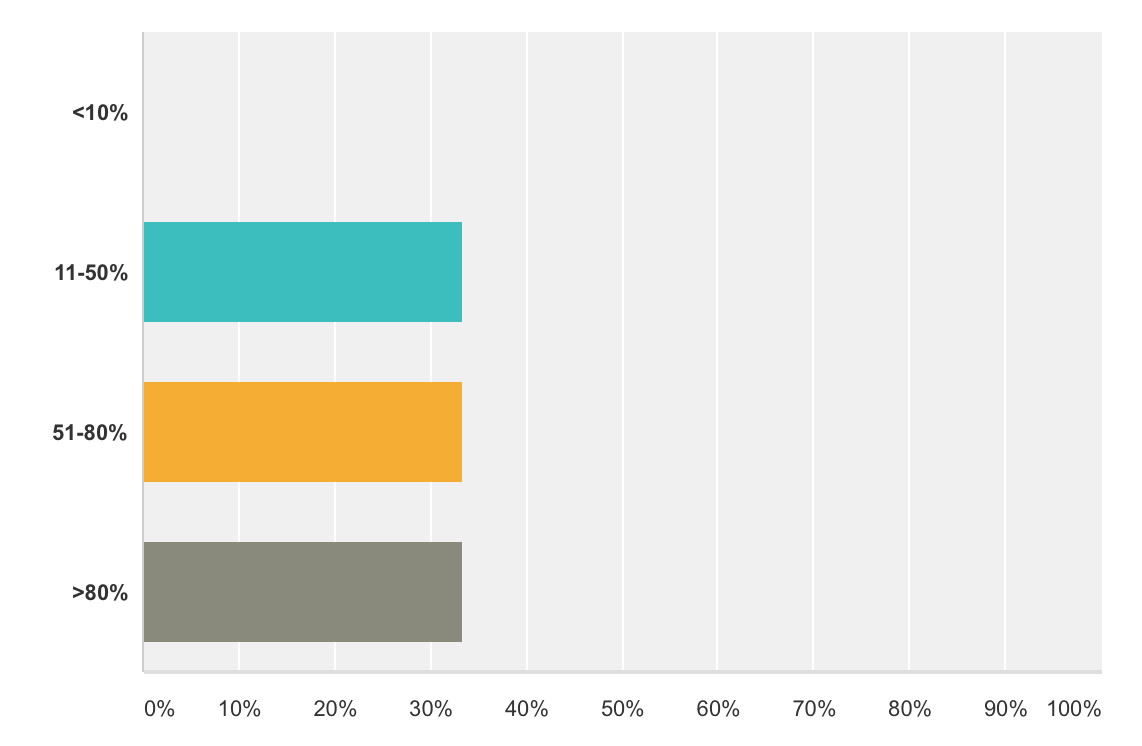
Q4: *Would you rather use a website or a mobile application for trading unwanted goods?*

It seems the majority of people would like both a website, and a mobile application – with mobile application being more popular than a website. I thought this might be the result here as the online market is definitely turning towards mobile applications over using a website on a desktop PC.



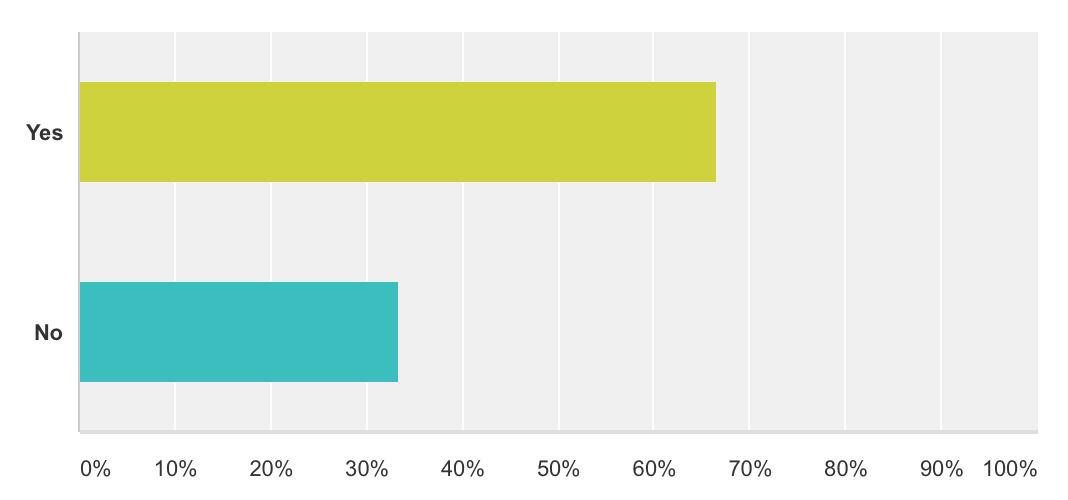
Q5: *How confident do you feel that a trading application is safe, and that you would receive the goods as advertised, when responding to an ad?*

This question we felt was very important, as security is a major issue for anyone who does shopping online. When the questionnaire was issued, we had no idea how people would respond. From 15 responses, 3 of our choices came out even. And the most positive news was, that nobody picked the lowest answer. This deliberately led us to our next question.



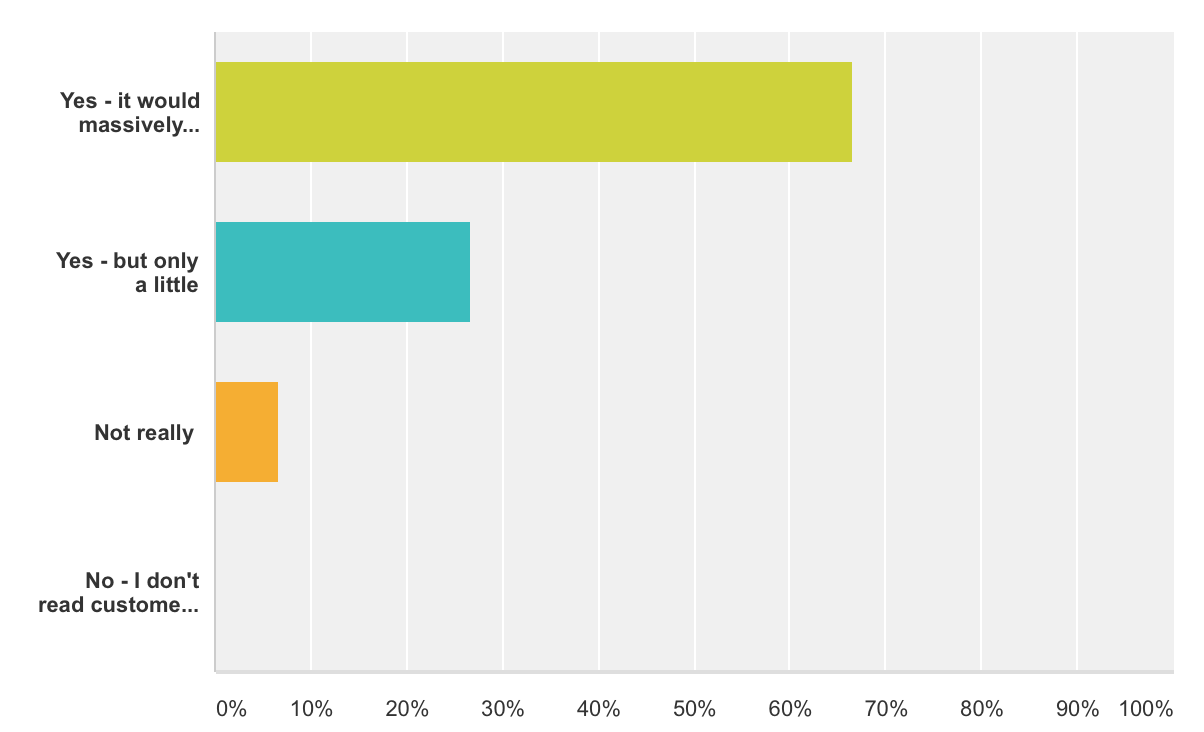
Q6: *Our application will validate each and every person who wishes to advertise. Would this change your answer from the previous question?*

As mentioned previously, security is a very important aspect of any online application. The results below make for good reading, when combined with the results of the previous question. As one third of respondents in question 5 said ‘>80%’, and the same percentage answered ‘no’ to this question, therefore, barring any anomaly, the two-thirds who answered between 11 and 80% would answer higher (not guaranteed, but most likely), and the one third who answered >80% had nowhere higher to change their answer to and would have answered ‘no’. Although the question didn’t specify asking would they answer a higher percentage, it is how it was meant to be interpreted.



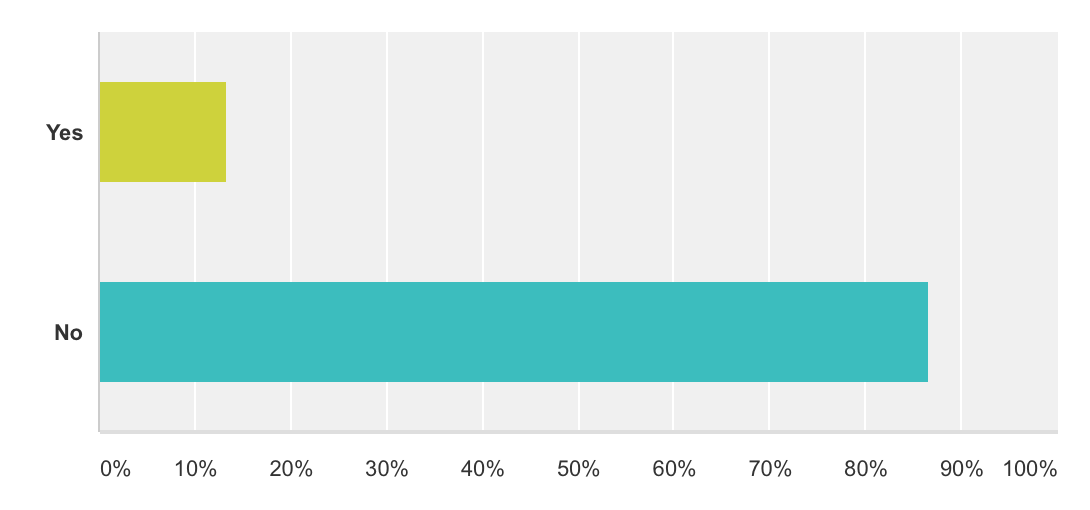
Q7: *Would feedback from past users influence whether you use a site or not?*

Again, the results may not be surprising, but it was important to capture the response, just in case. As we fully expected, the vast majority of the public do believe that customer feedback is important regarding future site usage.



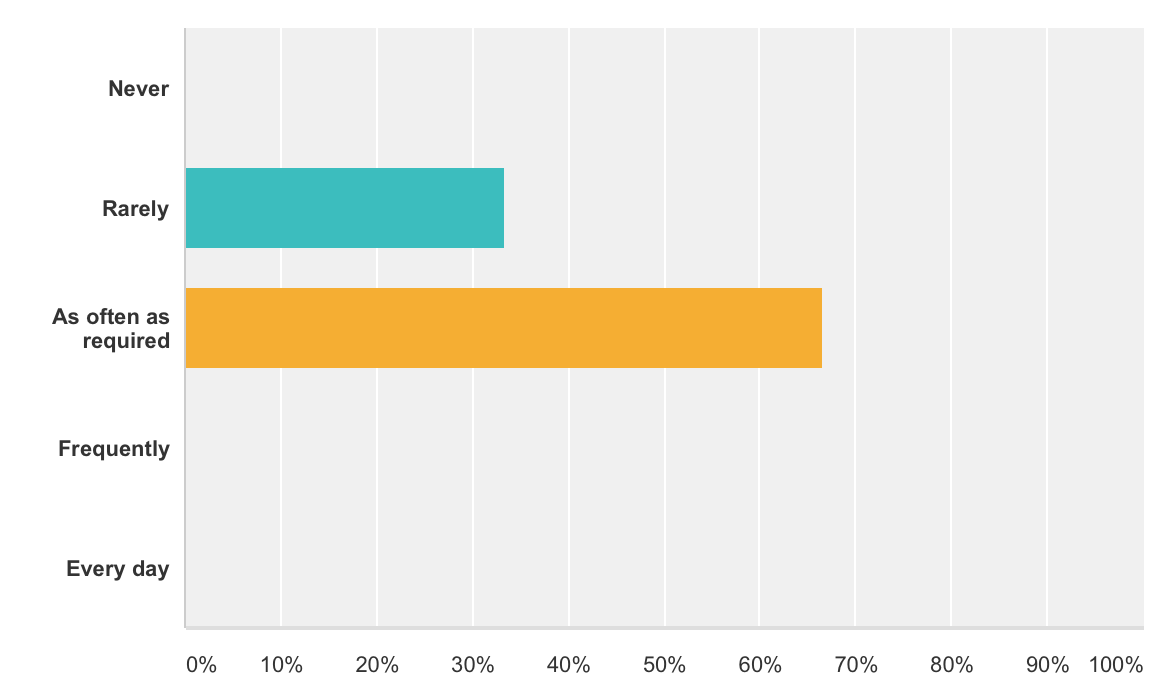
Q8: *Have you ever used a similar application in order to trade unwanted items? If yes, please describe any positive and negative aspects you experienced.*

A whopping 85% of people have never used a trading application in the past! This is great news for us, considering how much of a positive response we got for questions one and two. It does look like we may have found a potential gap in the market.



Q9: *How often do you think you might use a trading application?*

From five options available, only two actually received a response. The leader was ‘as often as required’, with the only other option chosen was ‘rarely’. This makes sense though, as once you get rid of your unwanted items, you wouldn’t revisit the site for probably a while. This is acceptable though, judging by the results received from how many people have unwanted junk lying around, as there would be big numbers visiting the application.



Q10: *Please provide any features or ideas you would like to see on a trading application.*

Some ideas given in the free text box were:

* I would like it to be easy to use - and get responses quickly when sending requests.
* Camera access functionality.
* Bulk items - trade items in groups

Our second technique used for data gathering was the form of focus groups.

Focus groups are small number of people (usually between 4 and 15, but typically 8) brought together with a moderator to focus on a specific product or topic ("Which Of Your Friends Needs To Learn This Term?").

We followed a specific technique for the focus group in order to gain some meaningful results. The steps we used were:

-Introduction

-Set expectations

-Initial interactive exercise

-All other questions

-Closing

Each step has its own purpose and helps the members of the focus groups to relax and understand what is going on.

## Introduction

We got 9 participants for the focus group; a number we were happy with. We didn’t want a *forced* environment, such as a school type setting, but rather somewhere where people would feel relaxed. We chose a lobby of a popular hotel chain, which we felt was public enough that people could relax and enjoy the setting, and therefore give us more realistic results.

We introduced ourselves, and explained why we were doing this. We also had to explain that, as everyone is in the same room with each other, that there is not a 100% guarantee of confidentiality.

## Set expectations

The next step was to explain what is going on, and what will be happening. This was a short 5-minute chat just to say what was going to happen next, and in turn over the course of the meeting. Everyone seemed happy to engage, but we didn’t know at this stage how it would turn out.

## Initial Interactive Exercise

The first

The technique we used to gather the information in the focus group was as follows:

Introduction – explain why this is happening + lack of anonymity

Set Expectations – Explain what is going on and will be happening

Initial Qs – Simple, interactive Q just to get people thinking

Interactive Exercise – get everyone involved

Main Qs – All other Qs

Wrap up – Thank them and explain what happens now

Questions:

* Key functionality of bartering application
* What would make you come back to the site
* What would you like to see on the site
* What type of experiences would you like to see
* How would you like to contact sellers
* Brainstorm features – first Q
* Would you be willing to pay for this – how much? – would ads put you off coming back
* Would you like alerts for certain categories
* What kind of goods have you, what kind of categories
* What type of mobile device do you use
* Pros vs cons of a mobile vs desktop version
* How important is a comments section – and would you use it
* Do you recommend apps to friends
* What kind of filters required – location/category/value?

Reference at end of doc: "Which Of Your Friends Needs To Learn This Term?". *BusinessDictionary.com*. N.p., 2017. Web. 7 Mar. 2017.