# Executive Summary

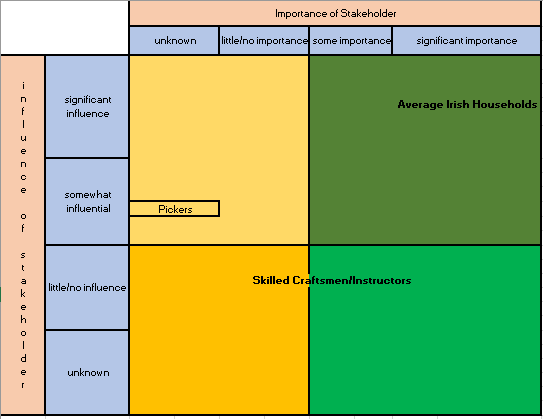
This report details the process our team followed during the gathering of requirements for our website *BargainBin.com*. *BargainBin* is a web application targeted at the niche market of unwanted household goods and clutter, and the micro economy that these items create. The site is intended to act as 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, purposely just to get further feedback. We also have learnt from experience that users do like to give their opinion, and some questions don’t always get the required response with specified answer choices.

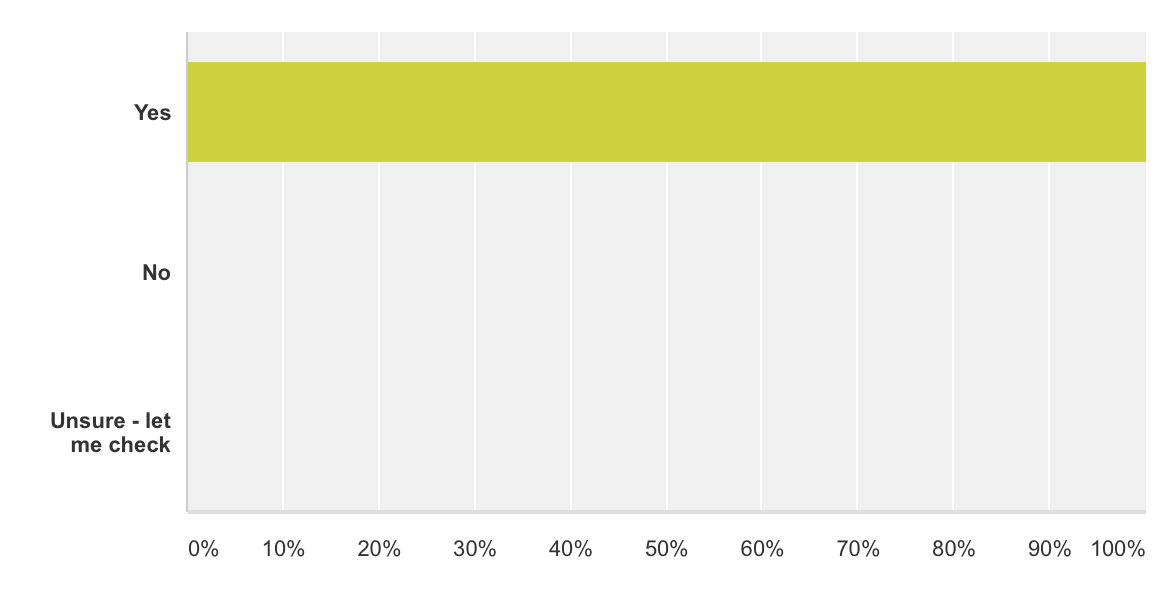
The questions we posed are:

* 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.

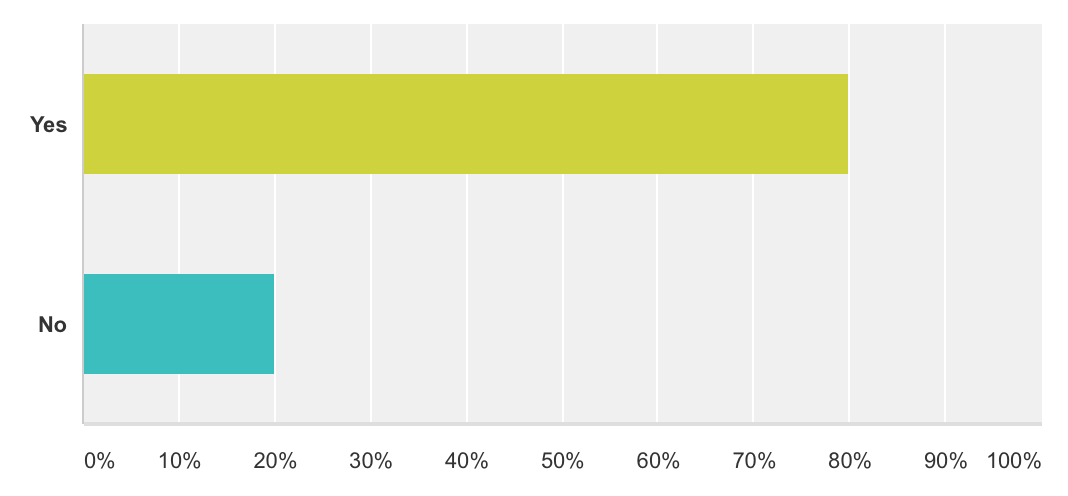
Q1: *Do you have unwanted items lying around at home?*

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?*

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

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?*

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

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

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.*

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

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

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?").

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.