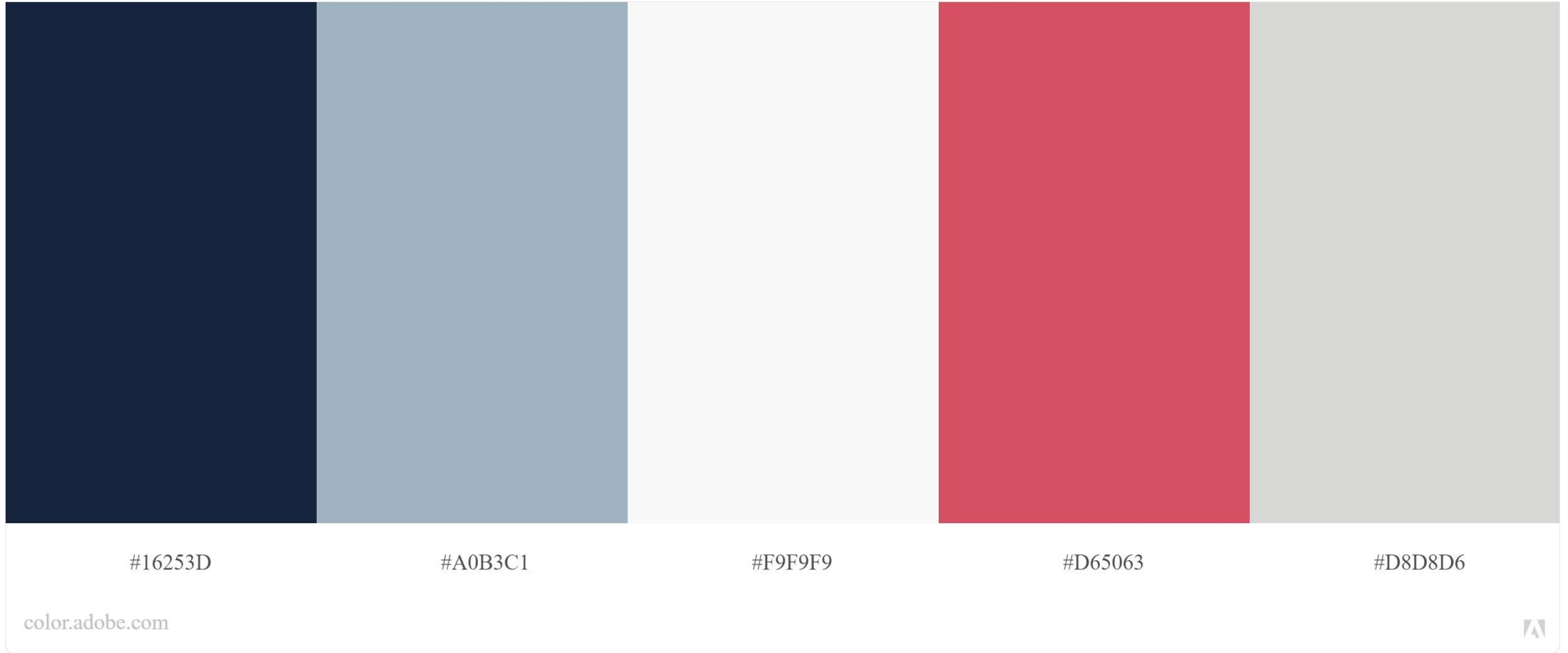


# Color Palette



# Feature List

❖ Login

❖ User Authorization

❖ User Account

❖ GPS capability

❖ Reviews

- Guided reviews
- Rating scale(inclusivity, features, ages served/levels?)
- Detailed filters (age/level/subject/inclusivity...)

❖ Commerce

Sellers

- List items for sale
- Accept payments(portal)
- Provide status updates

Buyers

- Search
- Detailed filters
- Read review
- Order goods
- Pay seller

# Feature List –cont'd

## ❖ Reviews

- Guided reviews
- Rating scale(inclusivity, features, ages served/levels?)
- Detailed filters  
(age/level/subject/inclusivity...)

# Features

# Benefits

User Auth	Safeguard user data and creates a user account in the database
User account	Retain, track, collect user data
GPS	Search for local providers/supplies for pick-up or in person services
Reviews	Allow potential purchasers to sift through thorough reviews about curriculum prior to making purchases.
Sell	Users make money from selling new/used curriculum.
Buy	Users can buy at a discounted price when buying used. Users can get reviews from sellers prior to making purchases. Make payments easily via portal. Track status updates on orders. Able to purchase multiple curriculum selections from one location.
Payment Portal	Users can complete secure transactions on the site without the need to make outside arrangements. Easy to rec'v and send payments for orders.



**Candace Slate 32**

**Occupation:** Forensics lab manager

(wahm, swing shift/nights)

**Family Status:** Divorced, Child(8)

**Location:** Manhattan, New York

#### Brief bio or behavior/personality

This mom has more money than time and no longer socializes often. she believes homeschooling is the best choice for her son but needs to find ways to conserve energy and time. She works from home, is recently divorced and her ex-husband travels for business leaving her with 90/10 primary custody.

#### Goals

Candace would like to research and purchase learning manipulatives and books online while saving herself time. She would like to continue to homeschool her son even though she is now divorced.

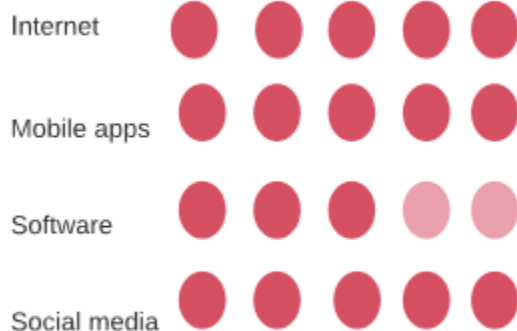
#### Pain Points

She would like to find more curriculum options in a one-stop-shop. Time is a huge factor for her.

Researching the myriad of choices is daunting and time consuming.

Finding choices specifically geared towards Black families makes the task more difficult.

#### Technology expertise level



#### Favorite brands or apps

GUCCI



#### Devices used





**Lisa Pistache 35**

**Occupation:** Stay-at-home-mom

**Family Status:** Married, Children  
(5 & 7)

**Location:** Tracy, California

**Brief bio or behavior/personality**

She is frugal by necessity as her family of 4 is living on one income while she homeschools her young children. She would like to continue to homeschool f/t without the need for a p/t job and because of this she is very thoughtful as to where she spends her money.

**Goals**

She would like to find learning supplies for both children in one place and not have to spend a lot of time surfing the net to do so. Saving money by making wise, well thought out purchases is a necessity.

**Pain Points**

She wants detailed information from users of curriculum.

She would like to save money. Curriculum is costly.

She spends too much time researching options on various websites.

**Technology expertise level**

Internet



Mobile apps



Software



Social media



**Favorite brands or apps**



**Devices used**





**Shirelle Page 42**

**Occupation:** Author

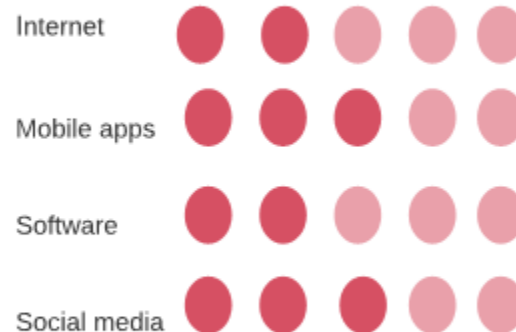
**Family Status:** Married, Child (19)

**Location:** Los Angeles, California

**Brief bio or behavior/personality**

She is frugal by necessity as her family of 4 is living on one income while she homeschools her young children. She would like to continue to homeschool f/t without the need for a p/t job and because of this she is very thoughtful as to where she spends her money.

**Technology expertise level**



**Goals**

Her goal is to have her book purchased by readers in other countries and states. She would like to expand her readership and followers of her book series.

**Pain Points**

Shirelle has a nice local following but would like to have her series of books sold around the world. She is not sure how to market her book.

**Favorite brands or apps**



**Devices used**





**Marcus Jackson 37**

**Occupation:**

**Instructor(self-employed)**

**Family Status: Single, no children**

**Location: Houston, Texas**

#### **Brief bio or behavior/personality**

Marcus teaches math and computer science. He has an active social life and regularly sees his friends and family throughout the week and on weekends. He prefers to work for himself as it allows flexibility.

#### **Goals**

Marcus would like to obtain new clients for his online teaching service.

He will find new ways to advertise and reach potential clients.

He will shift the focus of this business from in person to predominantly online clientele.

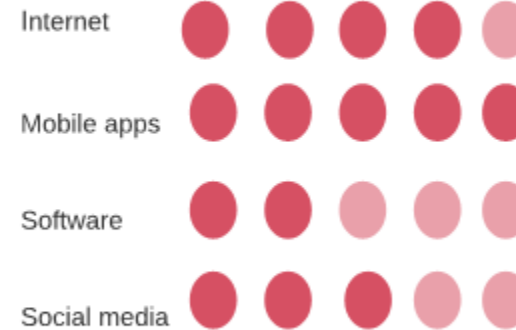
#### **Pain Points**

.The majority of his students meet with him in person, but he would like to teach more online classes instead.

He is having trouble finding new online clients.

He is not sure where to find a pool of potential clients to which to advertise.

#### **Technology expertise level**



#### **Favorite brands or apps**



#### **Devices used**





## Competitors

EBAY

[https://www.ebay.com/b/Homeschool-Curriculum-Books/171223/bn\\_7023398732](https://www.ebay.com/b/Homeschool-Curriculum-Books/171223/bn_7023398732)

CO-OP

<https://www.homeschoolbuyersco-op.org/>

Facebook Groups

[www.facebook.com](https://www.facebook.com)

**Facebook Groups**

Homeschool Curriculum Free for Shipping 501(c)(3) has 20,611 members. This group is set up to allow people to donate their used curriculum (and other things too!) to other homeschooling families...

classifieds

[homeschoolclassifieds.com](https://homeschoolclassifieds.com)

**Used homeschool curriculum, and homeschool groups, events, and activities**

Homeschool used curriculum marketplace and group, event, and activity listings.

website

<https://usedhomeschoolbooks.com/>

Half Priced Books

<https://hpb.com/>

chegg.com

<https://www.chegg.com/sell-textbooks>

now have to sell to sellbaack as chegg no longer purchases books from users!

buy/sell

<https://sellback.textbooks.com/>

website

<https://www.goodandacceptable.com/>

Abe Books website

<https://www.abebooks.com/>

# Account links

- Trello board:

<https://trello.com/invite/b/qvMOqUQA/5a6b11f5d2d70a71e7f1085b9e6b0924/bk>

- Miro board:

[https://miro.com/app/board/o9J\\_kr-YjGk=](https://miro.com/app/board/o9J_kr-YjGk=/)