

Project Objective

UTMarketplace is a reputable platform with a sleek website design, responsive backend system and an ever-growing user base. Our website and services provide a way for UofT students to connect and trade various services such as buying/selling textbooks, used goods such as laptops, tutoring and more. The user base will be exclusive to UofT students which will ensure a convenient solution to UofT students who are looking for our services to connect within the community.

Key Personas

George Harris - Recent High-School Graduate

George Harris, a 18 year old student who just got admitted into UofT, is looking to get the perfect start on his post-secondary education. His goals are to succeed in his first year of university, find all the tools required to aid his success and expand his network and make friends.

Catherine Huang - Cashier at Walmart

Catherine Huang is a 20 year old second year student double majoring in Psychology and Anthropology in UofT and is working at Walmart to pay her student loans. She is always on the lookout trying to find ways to save money and spend frugally, and is always busy with work and school.

Dhruv Choudhury - Software Engineer

Dhruv Choudhury is a 23 year old fourth year student majoring in Computer Science with a new graduate job lined up after graduation. Dhruv is looking for some extra cash to spend on relocating to San Francisco for his new job.

Key Scenarios

George Is Overwhelmed

George had to move from the U.S. to Canada to study at UofT and currently has no friends who are also going to UofT with him. George is overwhelmed with school and is also worried about his financial situation in terms of being able to pay for housing and tuition at

the same time. As George was scrambling upon his bed at 4 A.M. he received a notification on his utoronto email to which information about the UTMarketplace website was linked.

George checks out the website and creates an account with his utoronto email. He finds out which textbooks are required for class and searches the textbook category to hopefully find someone selling their used textbook. To his luck, he finds a seller and now has a textbook at 50% of the original price, and he also became acquainted with the seller who told George what to expect of the university life. George is now reassured in regards to UofT and has saved some money allowing him to focus on his studies to succeed in his first year.

Catherine Spends Too Much Time Browsing Shops

Every weekend, Catherine spends a large amount of time browsing multiple shops looking to buy school supplies. To no avail, she is anxious about the cost of textbooks and supplies and wishes to find cheaper alternatives. As a popular extrovert in the UofT community, some of her friends recommended her to check out the UTMarketplace, to which she opens up.

Catherine is able to connect using her utoronto email and finds out that everything she has been looking for in terms of school supplies is found on UTMarketplace. She makes a post to sell her first year material and is searching for third year material to buy, to which she finds multiple sellers and contacts them. Additionally, her laptop is very old and also found someone selling their 2018 laptop after they graduated. Catherine was immensely happy with the website and the people she contacted to buy her supplies, so she left them a good review through the website's rating and review scale.

Dhruv's Graduation

Dhruv has 4 years worth of textbooks he would like to sell. Furthermore he won't be requiring his laptop anymore as his new job will provide him with one, and that he is looking for some extra cash even after selling all these supplies due to the cost of living being immensely high in San Francisco. He is looking for a part-time job that will allow him to fund his relocation.

Fortunately, Dhruv was the one who pitched the idea of UTMarketplace during his first year of studies to the developers of UTMarketplace, and now he is able to use the website to his

needs. He lists all his textbooks and laptop for sale and is looking to sell his tutoring service to the UofT community. It is important to Dhruv that UTMarketplace's user base consists of UofT students as he knows how rigorous the education is and would like to help the community by tutoring people who require help.

Key Principles

Communication Is Key

From an outside perspective, working with software is commonly seen as a solo task. In reality, working on a project requires working with a team and being able to communicate different approaches to a task. Our team in particular has decided to have frequent meetings to communicate our progress and with our flexibility we can dedicate time to always be helping each other

Minimum Viable Product Over Aesthetics

As a software developer, it is easy to get lost in tasks such as making the prettiest button or optimising runtimes, however we want to prioritise our Minimum Viable Product so we can complete our backlog tasks in time and not get overwhelmed with multiple tasks. With that said, we really do value sleekness in our design philosophy and that we will definitely focus on aesthetics after completing our Minimum Viable Product to make it appeal to the user base.