

Bookmate



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Problem

The process of buying and selling textbooks is **cumbersome** and **inconvenient**.

User Interviews



Develop a deep understanding of how students currently buy and sell textbooks

Key Findings

1

Importance of **convenience**

2

Prioritize options with optimal **price/quality tradeoff**

3

Prioritize reaching a **commitment** before addressing transaction logistics

Amazon: Selling a Book

Create Seller Account



Fill out seller info



Add credit card info



Verify Identity



Post Book



Fill out item info



Choose shipping options



Sell + Ship



Wait for book to sell



Package book



Ship

Facebook Group: Buying a Book

Find the group

Log on to FB

Search for 'UW Textbook Exchange'

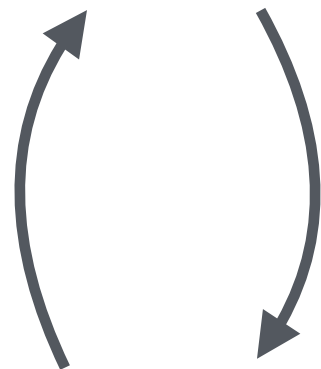


Find + Inquire

Availability?

Condition?

Edition?



Negotiate

Determine price

Determine time and place to meet

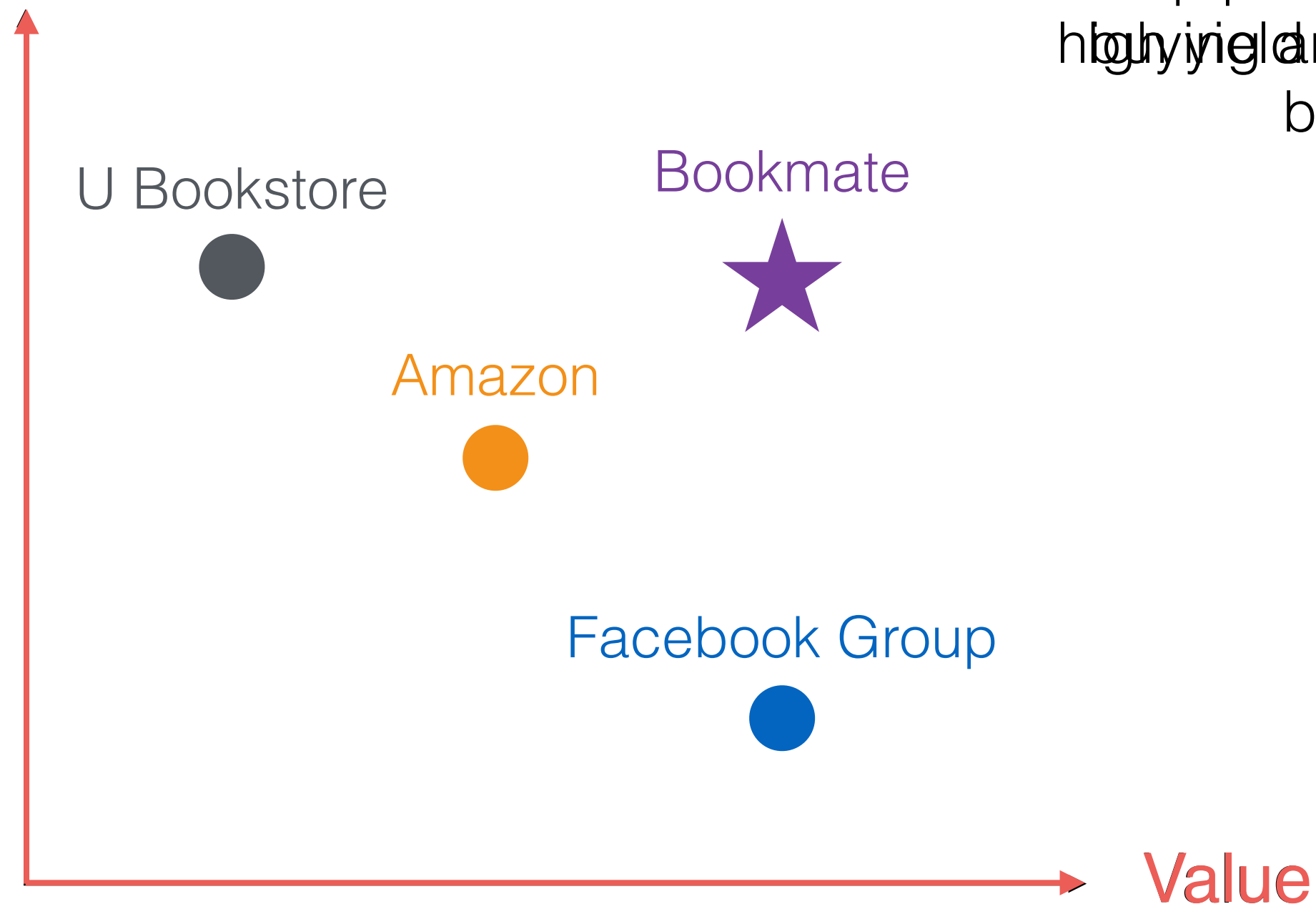
Design Opportunity

Connect buyers and sellers within a platform that optimizes **convenience** and **value**.

Opportunity

Convenience

Perceived ease of
highly regarded by
book



Goals

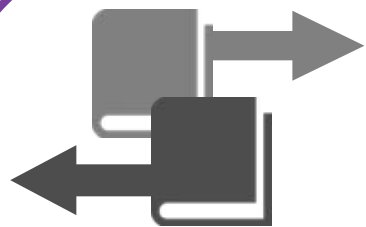


Buy

Minimize the steps needed to find and acquire the right book for a good price.

Streamline the process of selling a textbook, and provide a way to recover a greater portion of the original textbook cost.

\$
Sell



Exchange

Connect students with compatible textbook needs to provide the unique opportunity for exchange rather than purchase.

Demo



Brian Jung

Junior, CSE major
Seller



Sarah Watson

Freshman, CSE major
Buyer



John Bryant

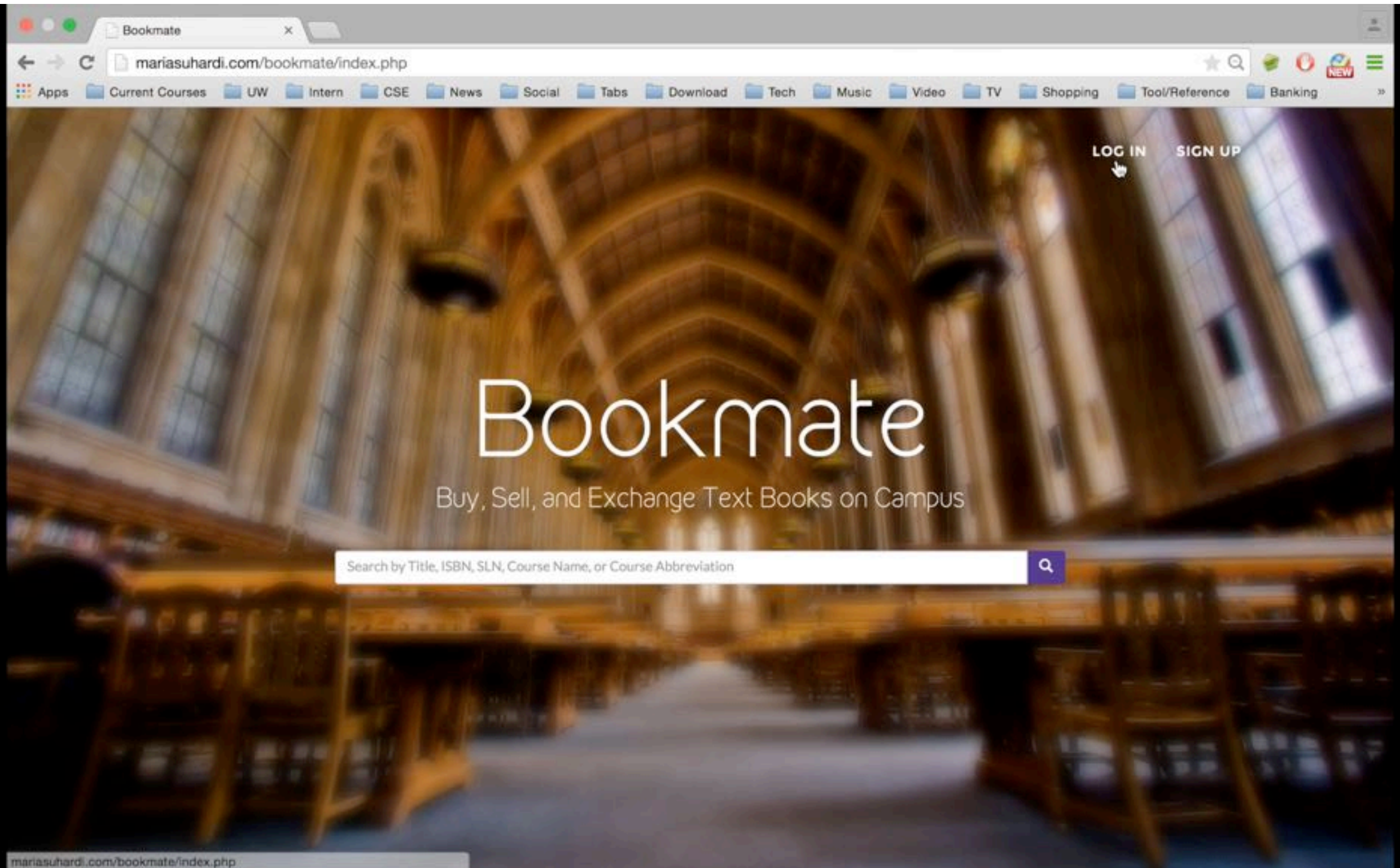
Sophomore, HCDE major
Textbook offer denied

Demo



Scenario 1:
Brian posts a book on Bookmate

Demo



Demo



Scenario 2:

John makes an offer for *Web Programming: Step by Step*

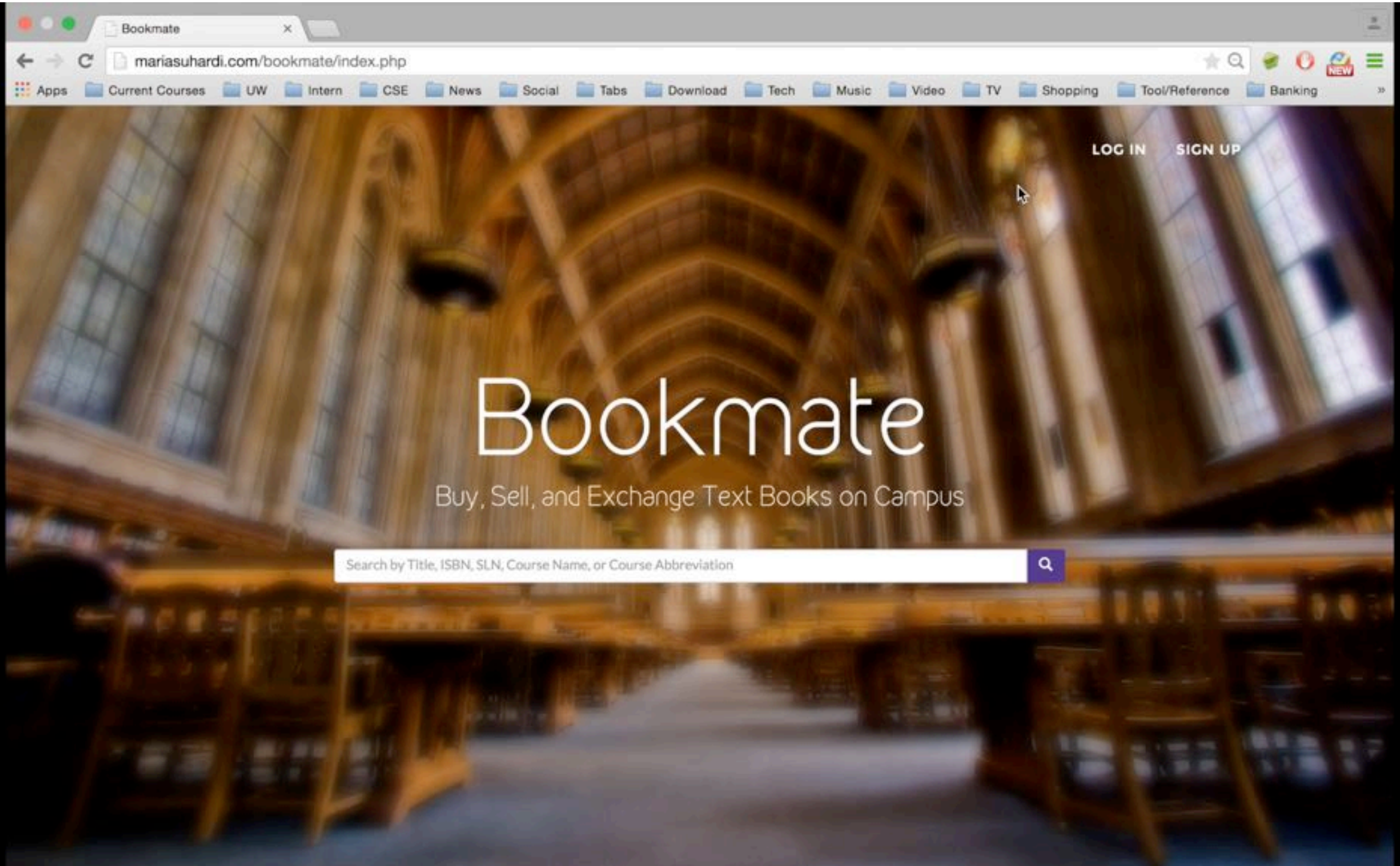
Demo



Scenario 2:

Sarah wants to buy *Web Programming: Step by Step*

Demo

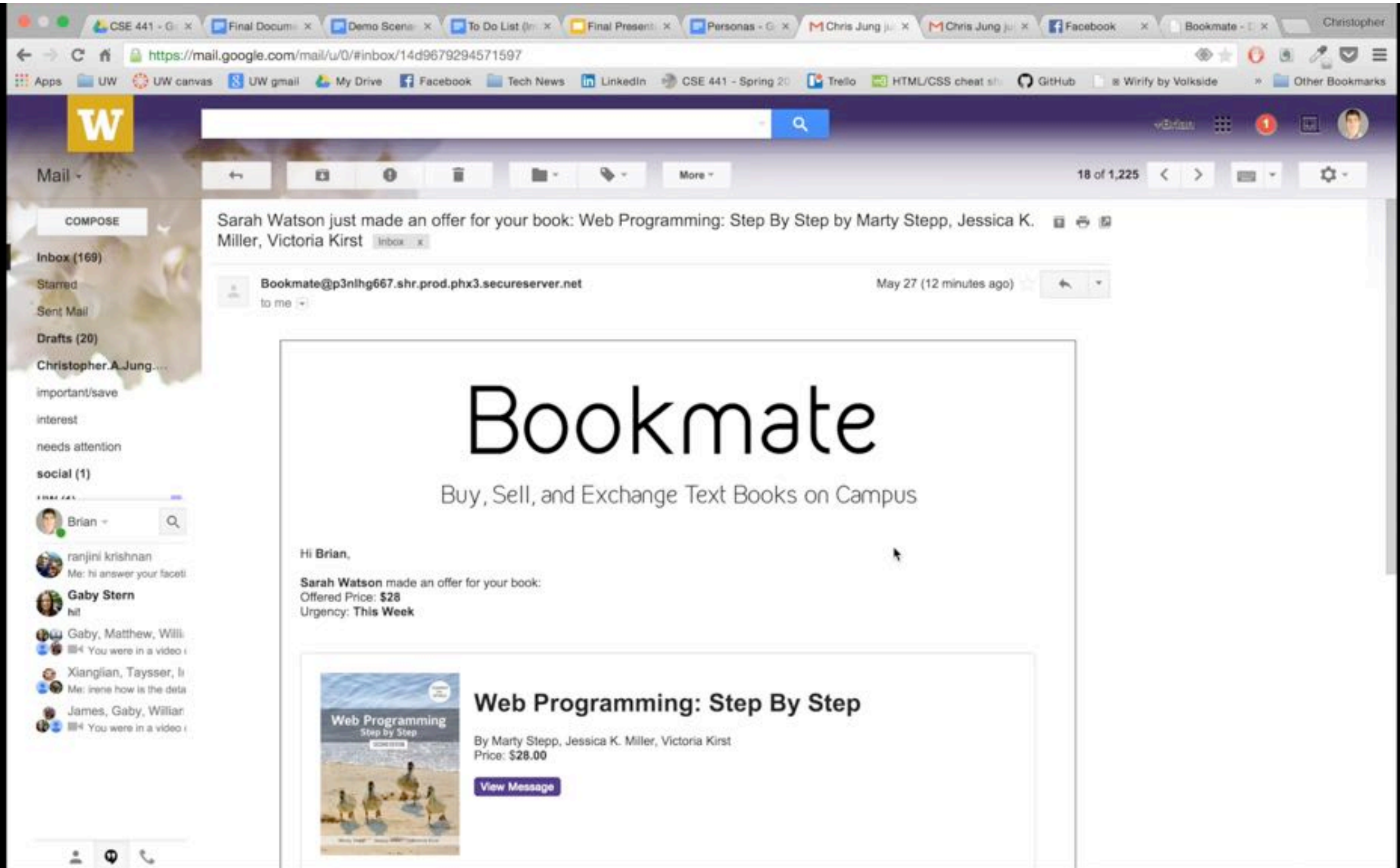


Demo



Scenario 3:
Brian accepts Sarah's offer

Demo



Demo



Scenario 3:
John gets rejection email

Demo

The screenshot shows a Gmail interface in a web browser. The browser's address bar displays the URL `https://mail.google.com/mail/u/0/#inbox/14d9679294571597`. The browser's bookmark bar includes links to 'Apps', 'UW', 'UW canvas', 'UW gmail', 'My Drive', 'Facebook', 'Tech News', 'LinkedIn', 'CSE 441 - Spring 20', 'Trello', 'HTML/CSS cheat sh', 'GitHub', 'Wirify by Volkside', and 'Other Bookmarks'. The Gmail interface features a search bar at the top right, a left sidebar with navigation links (Mail, COMPOSE, Inbox (170), Starred, Sent Mail, Drafts (20), Christopher.A.Jung..., important/save, interest, needs attention, social (1)), and a list of contacts at the bottom left. The main email view shows an email from 'Bookmate@p3nlhg667.shr.prod.phx3.secureserver.net' received on 'May 27 (3 days ago)'. The email content is enclosed in a large white box with a black border and contains the following text:

Bookmate
Buy, Sell, and Exchange Text Books on Campus

Sorry John,

A competing offer for the book **Web Programming: Steb by Step** was chosen.

View similar listings [here](#)

Click on the button to view the offer on the website.

Below the email content, the sender's name and email address are repeated, along with the date and time. The bottom of the screen shows the start of another email from the same sender.

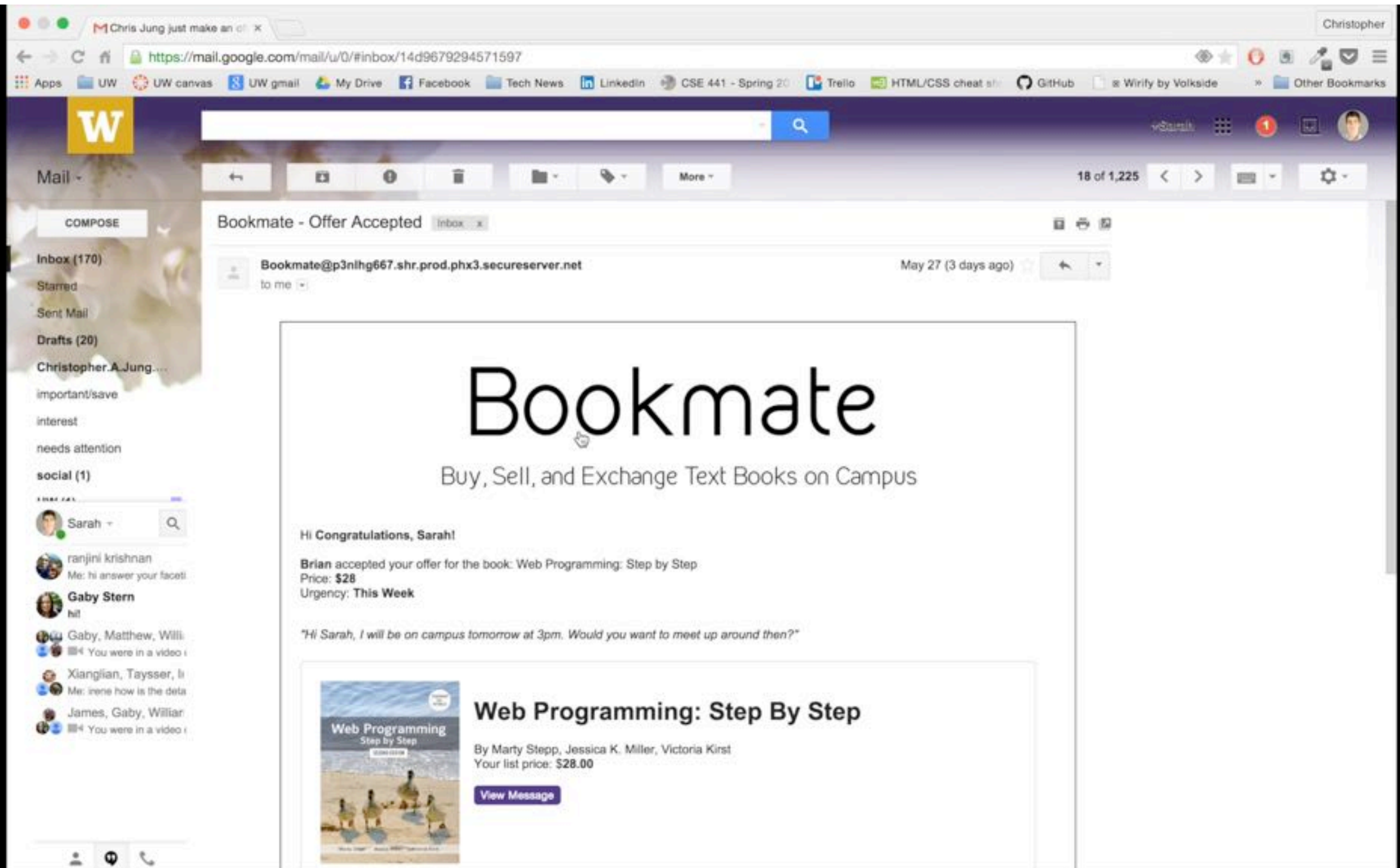
Demo



3rd Scenario cont.

Sarah messages Brian back

Demo



"It is streamlined, I like it"

—Jack (Super Senior)

BOOKMATE

Search by Title, ISBN, SLN, Course Name, or Course Abbreviation

LOG IN SIGN UP

Sort by Price: Low to High

Price

\$ to \$

Condition (physical)

☐ New

☐ Like New

☐ Used

☐ Worn

Highlights / Annotations


☒ Yes

☐ No

Editions

☐ Current

☐ Previous



Web Programming: Step By Step

By Marty Stepp, Jessica K. Miller, Victoria Kirst

Condition: Used


Highlights / Annotations: Yes

Edition: 2

\$32.00

View Details

Make Offer



Web Programming: Step By Step

By Marty Stepp, Jessica K. Miller, Victoria Kirst

Condition: Used


Highlights / Annotations: Yes

Edition: 2

\$34.99

View Details

Make Offer



Web Programming: Step By Step

By Marty Stepp, Jessica K. Miller, Victoria Kirst

Condition: Used

Highlights / Annotations: Yes

Edition: 2

\$49.99

View Details

Make Offer

22

"If I need the book in a short period of time,
I want to ensure that I can get it"

-Julia (Junior)

BOOKMATE

Search by Title, ISBN, SLN, Course Name, or Course Abbreviation

LOG IN SIGN UP

Sort by Price: Low to High

Price

\$ to \$

Condition (physical)

☐ New

☐ Like New

☐ Used

☐ Worn

Highlights / Annotations

☒ Yes

☐ No

Editions

☐ Current

☐ Previous

Make an Offer

Offer Price: \$ 32 (optional)

I would prefer to get this book

☒ Anytime

☐ Today

☐ Tomorrow

☐ This Week

☐ Next 2 Weeks

Message (Optional)

Send

Web Programming: Step by Step

Condition: Used

Highlights / Annotations: Yes

Edition: 2

\$32.00

View Details

Make Offer

\$34.99

View Details

Make Offer

\$49.99

View Details

Make Offer

Testing Results (3 participants)

Confirming



Search primarily by lowest price
(depending on context)



Distance is not important



Highlights and annotations not highly
important, but glad the information is
available

Opportunity



Indicate affiliation with UW



Cash is inconvenient, would be nice to
be able to pay through the website



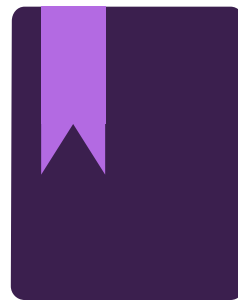
Want to know seller's accepted modes
of payment, related to convenience



Want to see seller rating in search
results, not buried in details

Next Steps

Refine | Implement | Release



Questions?