



Marketplace Application

ID Hack 2013: Project Brief

* Organization Description:

Endless Mobile is developing a platform to give computers to the next billion people in the developing world - not by donating them or lowering costs - but by empowering a device that they already own: their mobile phone. We are bridging the digital divide by unlocking the potential trapped inside of smartphones sitting in pockets around the world.

* Project Description:

In a world without credit cards or addresses, users will buy, sell and trade locally using this web application.

We are creating a new marketplace app for our developing world users. In essence, we want to facilitate an easy, secure way to buy and sell goods. Our application will be kind of like Craigslist, without payment processing, but will also feature the ability to trade goods and services. Our user feedback has shown that trading among friends is quite common, and that our users would really like something that could extend their ability to trade. So, our application will resemble Craigslist in many functional ways, but will be much more user friendly, beautiful, and community based. We will use geolocation to facilitate transactions, since people are more likely to buy and trade from people in their own communities. Creating a trustworthy, easy-to-use marketplace application in the developing world matters. Imagine a young man finally being able to afford a bike he can use to get to his job that is on the other side of town. Or an elderly woman being able to afford a sewing machine to begin making clothes she can then sell on the same marketplace app she purchased her sewing machine. This can make a huge difference.

Most of our users will be new to this kind of technology and need something that is simple and intuitive to use. They need something that earns their trust through friendly, yet professional designs. They want a beautiful experience, something that is cool and delightful. Something they would feel comfortable sharing with their friends, and with their family. We have gained all of these insights, and more, through our user testing that is done in the favelas of Rio de Janeiro, Brazil. What you create today will also be user tested there, honed, and built upon to create something truly special. If you'd like to stay in contact and learn what our users have to say about your project, let us know and we'll keep in touch.

In Summary:

Goals of the marketplace app

- **Functional** - should promote trading of goods and services, facilitate great deals and add people to the economic pie.
- **Trustworthy** - should use Facebook authentication to establish identity, and should have a friendly but professional design and feel.
- **Simple** - should be user-friendly and use our minimalistic designs.
- **Delightful** - should feel cool and should be something that you would want to share with anyone and everyone you know.

Design/Dev Challenges:

- How do you get animations/effects to help us gain people's trust, and delight them at the same time?
- How can you highlight features that are important, and make things intuitive for people who are new to this type of technology?

* Existing Work on Project:

We have deeply researched the user needs associated with this application. Our UX/UI designers, based in Rio de Janeiro,

Brazil, have done extensive user testing to determine the UX and UI of this application. They have completed the design work and basic functional specifications to create a working prototype that we will continue to user test in Brazil.

The ID Hack project team will be provided with creative assets and basic functional specifications. One of Endless Mobile's software developers will attend the hackathon to provide technical guidance.

We will set up source code repositories for the project team, using GitHub.

Technical Skills for Coders:

There will be two main tracks of design and development. The back-end developers should be familiar with web application tools such as Grails, Java, and Spring, as well as database technology such as MySQL. The front-end developers will work with their choice of front-end technology, but we expect to focus on jQuery and CSS/HTML5.

The backend developers will work together to determine a framework for the application's backend, and the frontend developers will be provided with assets for front-end implementation work.

This is an excellent opportunity to develop a web application end to end, that will be put in the hands of users in low income communities throughout the developing world.