**1. Introduction**

Moogle is a startup company that wishes to pursue the exploding opportunities of online business. In an attempt to stand out from the multitude of other online retailers, Moogle hopes to draw from the successes of their competition by combining the unique aspects of these other e-businesses into a single full-fledged site. They have recognized Amazon.com as the primary market leader and have also noticed that [eBay.com](http://ebay.com) has found its own immense success through more of an auction-styled online buying experience. Therefore, Moogle has decided to combine the traditional style that is provided by Amazon with the bidding system of eBay to create a new hybrid that hopes to grab market shares from the current industry giants. Unfortunately, such a site cannot be built over night; it takes careful preparation, planning, and execution and even then uncommon challenges will be faced along the way. However, if the proper precautions are taken, the rewards can be tremendous. Since the owners of Moogle are not technically inclined, they have contracted our group to prototype and validate these business aspirations. Therefore it is our duty to make Moogle a reality.

In the proceeding sections, we discuss the different features that Moogle must have in order to challenge the likes of Amazon. Some of these features include actions (such as searching and bidding) while others detail objects (such as users and sale items). As we explore each of these features, we determine what pieces (or attributes) they are comprised of as well as how how some may be related to others and what these relations could mean for the application. Once the essential features are discussed, we move on to two additional features that we feel are important for the success of Moogle, specifically watch lists and a “Herd Membership” which serves a similar purpose to Amazon’s Prime program. In the final section, we conclude our thoughts and summarize the format and structure of our report.