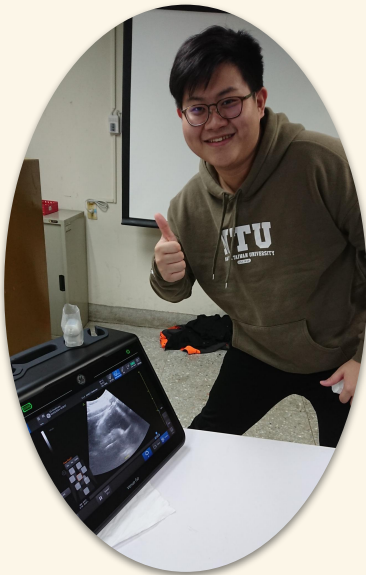


Team Member



Jerry Hsu



Ryan Chen



Wilson Dai



What is your problem domain _

>>>>

TCG Card Collection

Trying to solve the problem of **trading convenience, price traceback integration, and card management.**

Problem Domains:
User experience, Investment

~~~~~  
.....

## .... **Initial POV of this testing**

**We realized that...**

**There would be a search for prices across all platforms.**

**It would be game changing...**

**If people could search for prices across all platforms in one place, they could not only find the best deals more efficiently but also make smarter and more informed purchasing decisions.**

# .... Interviewees - Andy



**WHO?**

**NORMAL PLAYER, 5 YEARS EXPERIENCE, OFFICE-GOER**

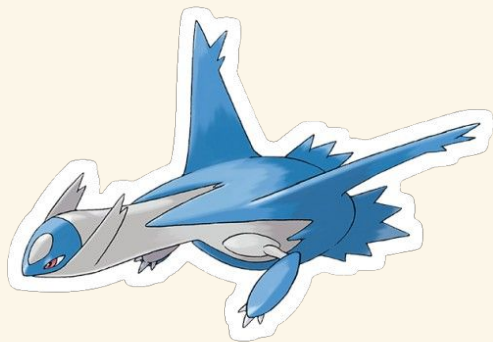
**WHERE?**

**DISCORD INTERVIEW**

**WHAT WE FOUND OUT?**

**BUYERS PREFERRED TO JUDGE THE SELLER'S TRUST  
HISTORY BY THEMSELVES  
POORLY DESIGNED INTERFACE IS THE PAIN POINT**

# .... Interviewees - INJ



**WHO?**

**COMPETITOR, OVER 7 YEARS, DESIGNER**

**WHERE?**

**IN-PERSON INTERVIEW**

**WHAT WE FOUND OUT?**

**SELL EXTREMELY HIGH PRICE CARD BY CONTACT PERSON**

**PERSONALIZING ALGORITHM FOR CARD TRADE**

**DISLIKES SENDING CARD DUE TO CARD CONDITION ISSUE**

## .... Interviewees - **Snivy**



**WHO?**

**PLAYED FOR 5~YEARS, PTCG JUDGE**

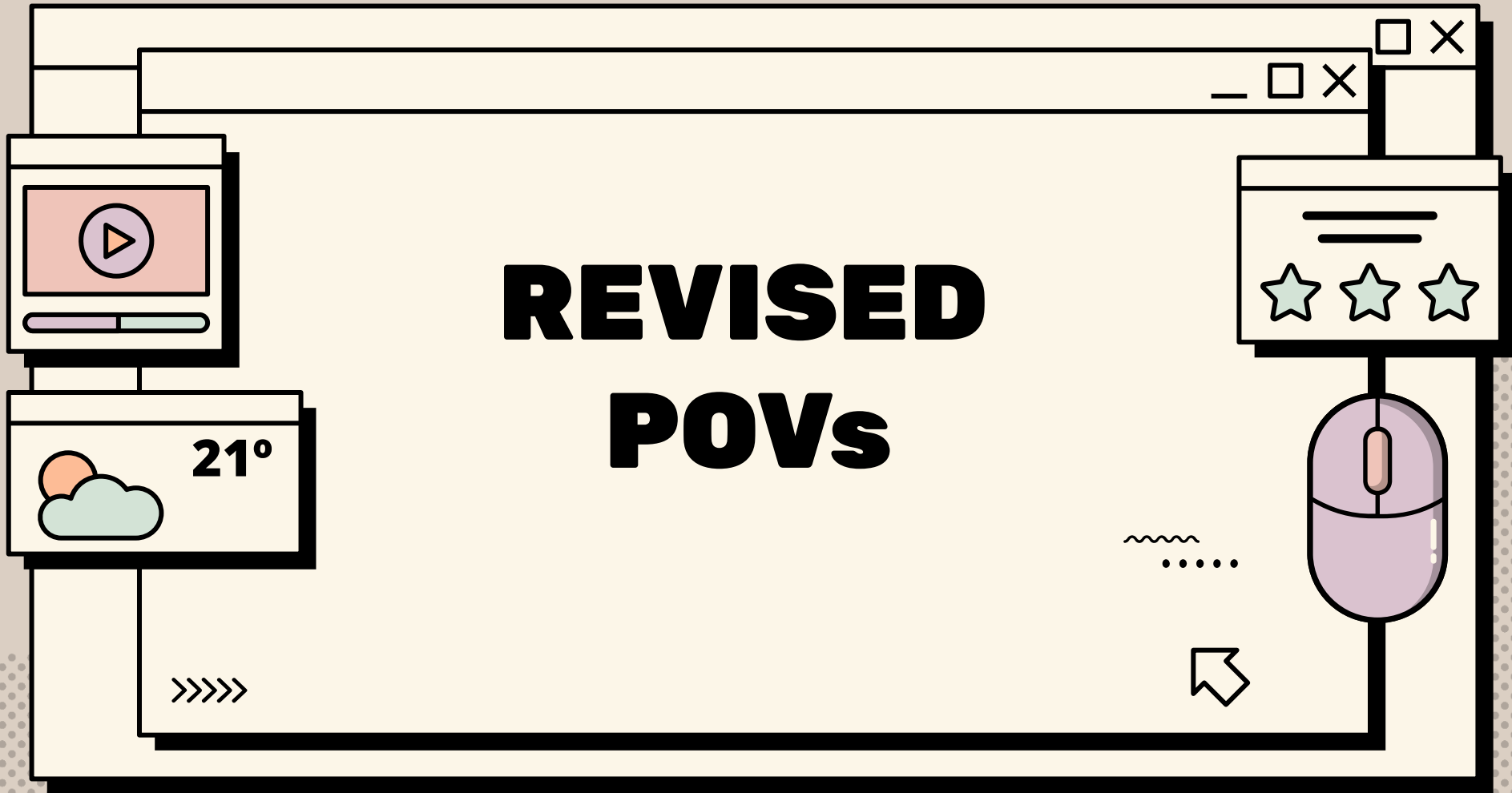
**WHERE?**

**ONLINE ON DISCORD**

**WHAT WE FOUND?**

**RARELY TRADE VIA INTERNET MEDIA WITH  
CONCERN ABOUT FREQUENT FRAUD**

# REVISED POVs



....

## **Revised POV**

### **We met...**

**Andy, who tried TCG Store before but forfeited**

### **We realized that...**

**Buyers struggle to search a certain card's deal in current poorly designed platforms (lack of cross platforms search)**

### **It would be game changing...**

**If people could search for prices across all platforms in one place, they could not only find the best deals more efficiently but also make smarter and more informed purchasing decisions.**





.....

# HMW statements



|                                                             |                                                                       |                                                                                          |
|-------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| reduce the additional costs of international card purchases | look for cards related to one character                               | check the price of a card in other country                                               |
| look for a card from other country collector                | transfer the money and card with other country player                 | buy several cards at once to reduce shipping cost                                        |
| consider a deal good or not                                 | build a searching system integrated each language                     | get a card's history trading prices                                                      |
| display info from different platform into a single form     | cross-reference Pokémon card names in Chinese, English, and Japanese? | use image recognition to help players identify the content of non-Chinese Pokémon cards? |



.....

# Solutions from top HMW



|                                                           |                                                      |                                                                         |
|-----------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------|
| Build a comparison table with names in languages, id, etc | Establish a database for collecting card information | Create a bot for checking the existing card by searching                |
| Find out several platform which exists sufficient data    | Train ChatGPT for finding informations about this    | Using web scawlers to collect data from official or third-party sources |
| Integrate card name data into auction platform            | Ask for card list from different region collector    | Target each language to its frequent platforms                          |
| A filter for users to choose from different region        | Add an image search function                         | More narrow classification for a same card name                         |

....

## **Revised POV**

**We met...**

**INJ, who use Facebook trade groups for buying often**

**We realized that...**

**Collector agree with the idea of personal algorithm best deal recommendation, but thinks it hard to achieve.**

**It would be game changing...**

**If the collection and purchase history could be recorded and used to analyse their preference, and showing them deals that they are willing to purchase**



.....

# HMW statements

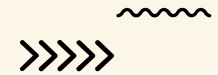


|                                    |                                                                        |                                        |
|------------------------------------|------------------------------------------------------------------------|----------------------------------------|
| Get current and history prices     | Collect trade info from those platforms not providing final price      | Estimate price trend                   |
| Check a transaction is real or not | Help profit-targeting users to evaluate their card's value             | Deal with language problem             |
| Identify cards for a transaction   | Help collecting-oriented users be aware of targeted cards' price trend | Determined a reasonable price interval |



.....

# Solutions from top HMW



|                                                                      |                                                                               |                                                                      |
|----------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------|
| Build filter system to classify cards(language, certification, etc.) | Webscreever to looking for final prices in those platform providing this info | A window for user to manually provide their trading details before.  |
| AI prices analysis system                                            | Users could tag their profitable cards and observe it trend                   | AI checking system for transaction data manually provided by users   |
| Integrate existing prices analysis tools                             | User could mark their loved cards for convenient observation                  | Encourage users to provide transaction detail match via the platform |

....

## **Revised POV**

### **We met...**

**Snivy, who is the only one didn't buy cards online**

### **We realized that...**

**Trading scams do stop some potential users from using online trading platform. Ensuring trustworthy transactions for both buyers and sellers is important.**

### **It would be game changing...**

**We build a secure and fair reputation system for card trader with appropriate punishments and alerts, making them able to trust trading online.**

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# HMW statements

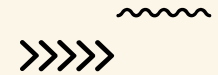
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How might we build trust for new users who are afraid of trading scams?	How might we create transparency in each trader's history without invading their privacy?	How might we build a trading platform that feels fun and secure?
How might we show users which traders are safe to trade with at a glance?	How might we help users resolve conflicts after a trade goes wrong?	How might we use AI to detect unusual trading patterns that may indicate scams?
How might we educate new users about safe online trading practices?	How might we show users like Snivy that most trades are safe and successful?	How might we allow users to verify who they're trading with in creative, low-barrier ways?
How might we design fair and visible penalties for dishonest traders?	How might we create a space where new users can practice trading safely?	How might we change the perception that online trading is inherently risky?



.....

Solutions from top HMW



Reputation system for buyer and seller	Presenting seller's trading history to buyer	Punishing fraud account by banning device
Trading records to ensure not alt account	Looking for third party contact person for trade	Limit some functions for verified traders
Name-based rationing system for users verification	Review highlights when hovering trader's name	Mutual connectiuons indicators of trader history
Differ users with obvious sign (color label)	Verified checkmark for trusted seller	Smart ranking in list to push safe trader higher



Three Top Solutions

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Fetching real-time data from existing platforms in a reasonable method, lowering the difficulties of deal finding and price tracking

Using web scawlers to collect data from official or third-party sources



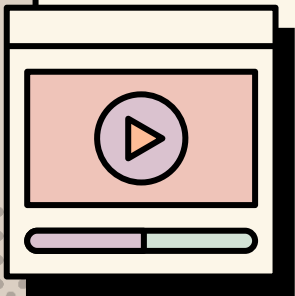
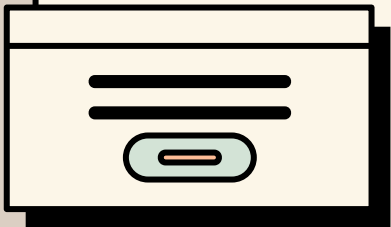
Integrate existing prices trend analysis tools into our platform, and enable user to search and filter data easily with their own target (collect/profit/competition/etc.)

Integrating existing prices analysis tools



A name-based rationing system makes scammer harder to create accounts and ensure buyer able to trace the seller when scam happens, reducing the amount of trash accounts

Name-based rationing system for users verification

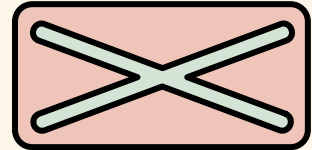
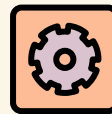
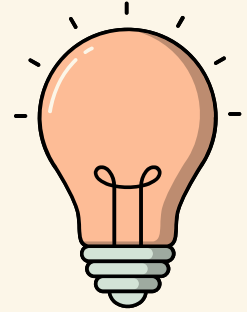
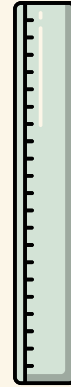
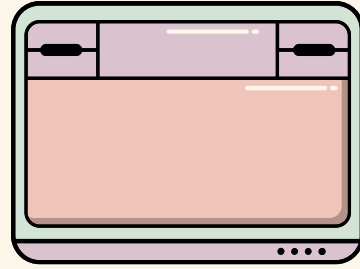


Summary

- Core Pain Points from Users
 - It efforts when looking for price across platforms
 - Hard to find possible trades by their preference
 - Scammers are hard to recognized and punished
- Key POVs (User Insights)
 - Simpler price searching
 - Desire for personalized recommendations.
 - New users fear scams

How AI assists us

- Generate ideas for HMW questions
- Help me gain insights from the POVs
- Via: ChatGPT-4o, ChatGPT-o1





Thanks!