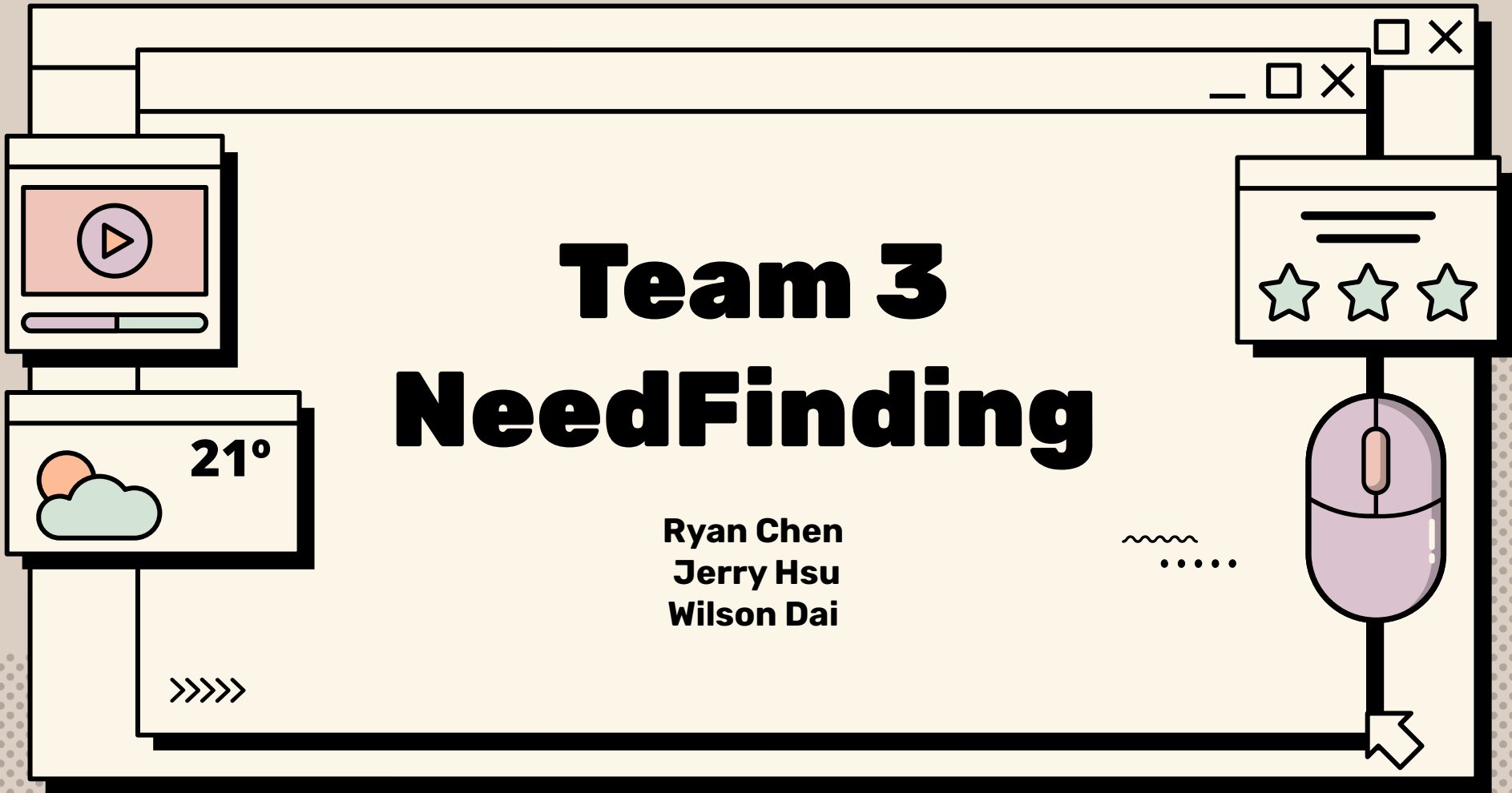


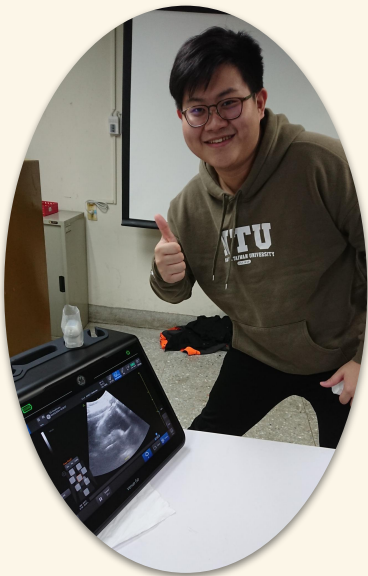
Team 3

NeedFinding

Ryan Chen
Jerry Hsu
Wilson Dai



Team Member



Jerry Hsu



Ryan Chen



Wilson Dai



Domain/Theme



>>>>

TCG Card Collection

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

Problem Domains:
User experience, Investment

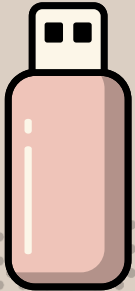


NeedFinding Methodology

4 interviewees

Who?

- > 1 Newbie**
- > 2 Intermediate player**
- > 1 Collection addict**



>>>>

Interviewee 1: Dogdog

~~~~~  
.....



**PTCG  
competitor**

**Phone Interview**

**About 10 years PTCG player**

**PTCG World Championship Day2**

**Favorite Character: N, Eevees**

# Interviewee 2: Eason

~~~~~  
.....

NTU
Student

In-person Interview

Under 2 month experience as PTCG player

Start collecting because of PTCG pocket

Favorite Character: Lillie



Interviewee 3: Louis

~~~~~  
.....

**Card  
collector**

**In-person Interview**

**About 5 years PTCG player**

**PTCG World Championship  
attendee**

**Favorite Character: Charizard**





# Interviewee 4: Nine

~~~~~  
.....

Related personnel



In-person Interview

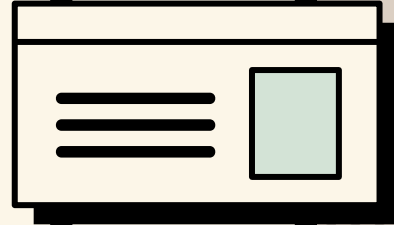
About 9 years PTCG player

**Working in TCG unpacking
company**

Favorite Character: Karen

Interview Question

- Please introduce yourself, **how long** have you been in collecting or playing TCG?
- **How often** do you trade your collections?
How much collection do you own?
- What do you **think** about TCG collections?
Why would you like to collect TCG?



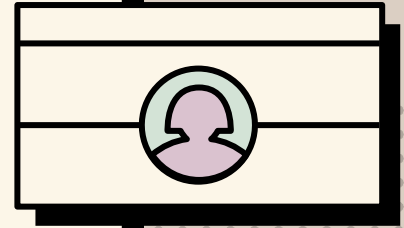
Interview Question

- **What platform** will you use to trade your collections ? **Why** do you use this method for trading cards?
- **Why** wont you use other platform for trading? Can you describe the **difficulties** when using these methods?



Interview Question

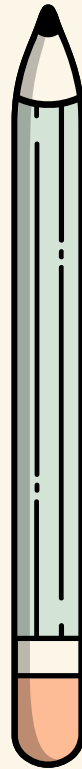
- Have you encountered **memorable experiences** when trying to collect/sell cards? Please talk about that experience.
- What is the **most important information** to you in trading procedure?
- What will **affect your choice** when trading card(time-consuming, status, personal preference)?





Interview Result

Interview Result Quotes



"If there were a platform that could directly **integrate card listings** from international sites like Japanese auctions and eBay, and allow me to **search in Chinese**, that would be incredibly convenient!"

—Dogdog & Louis & Nine

"In Taiwan's trading groups, I often struggle to determine whether a seller's price is reasonable because platforms like Shopee **do not display records of sold prices.**"

-Nine

>>>>



Interview Result Quotes

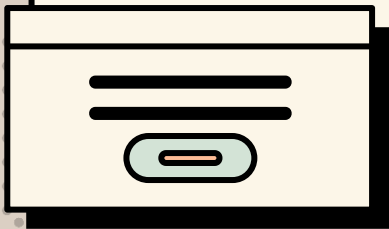
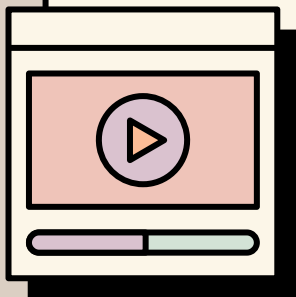
>>>>>

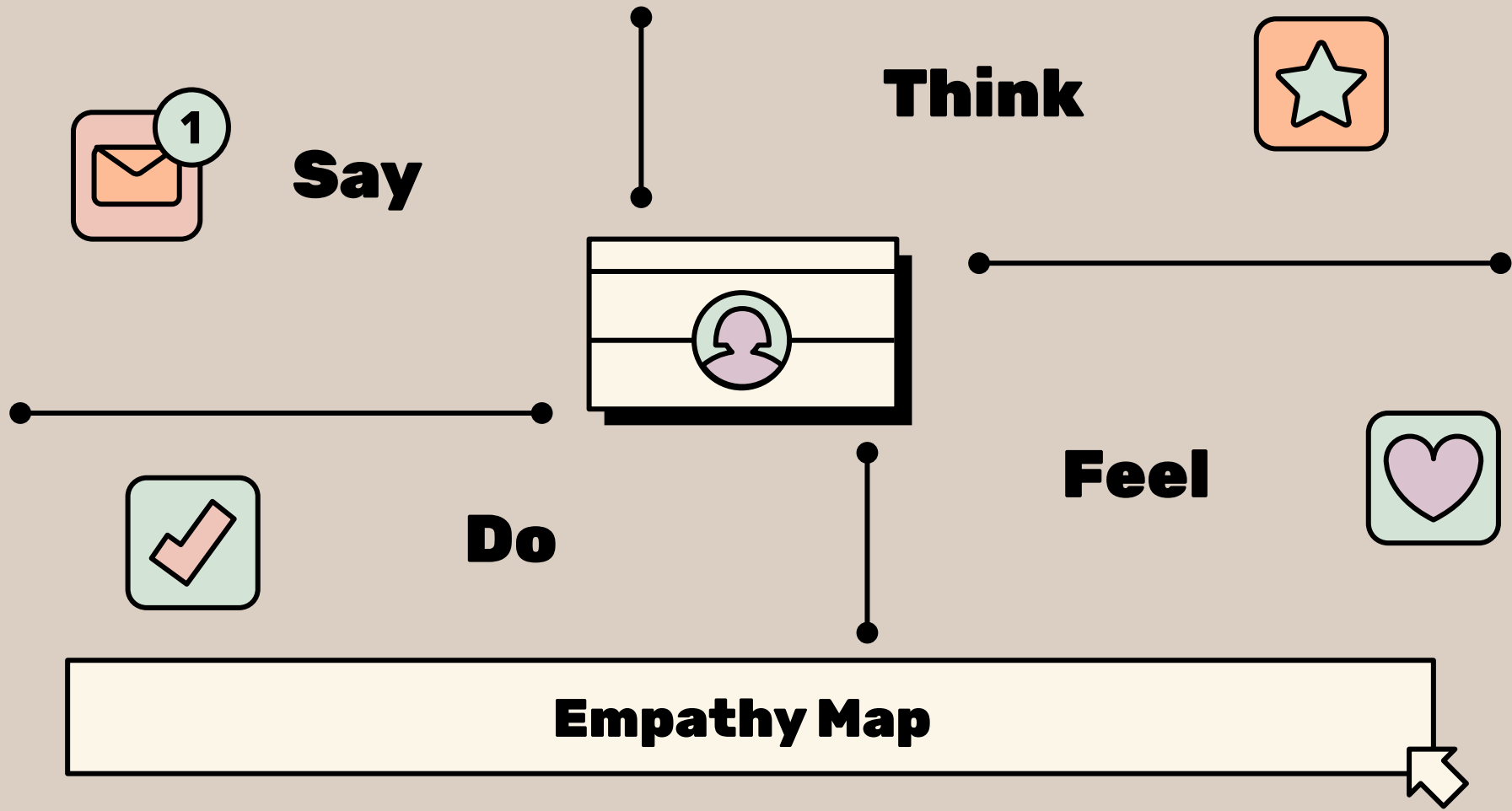
"One of the biggest challenges of purchasing items from overseas is the **complex shipping process**, high shipping costs and expensive single-package fees either".

-Louis & Nine

"Finding cards in Facebook groups sometimes feels like **a matter of luck**, especially for **older cards**. There's no guarantee of finding the desired version or condition."

-Dogdog





“It would be convenient if a platform **integrating cards' trading info** from every platform together.”

“For a buyer, **convenience of searching** is critical. However each platform hold their distinct searching methods.”

Say

“Sellers’ **reviews** for me **lose their significance** recently. As long as the seller hasn’t committed fraud or received considerable negative reviews, that doesn't matter.”

“The **limit of transportation** from China is bothering me, I’ve already used 5 out of 6 chances to import stuff from China this half year”

“I’m tracking the **value** of my collections, if the price goes beyond expectations, I’ll try to sell it for **profiting**”

“I like Cynthia, Iono and Lillie, that’s why I **buy the cards related to them**”

Say

“Market of the Chinese version mainly **references** the earlier-released **Japanese market** with adjustments downwards, but it's **hard to price old or rare cards.**”

“Sometimes, specific cards need **luck** to obtain, it’ll be super convenient to have a platform optimizing this”

The price may not be **reasonable**

Habits greatly influence
platform preference

Trading platform should
record **final prices** for them
to estimate a card's value.

Think

Desiring an **info integrating** platform

Platforms should adopt tough
measures on **punishing unworthy seller**

Sometimes for **collection** ,
sometimes **investment**



Check the seller's **transaction history** and **reviews** when buying cards.

Ask a friend to purchase from abroad to **avoid international shipping fees**.

Do

Checking card prices, **use multiple platforms** for **cross-referencing**: TCGplayer and eBay for the English version, Yuyutei and Mercari for the Japanese version, Facebook groups for the Chinese version, and Chinese apps as a reference.

Use **Facebook** communities and **stores** for transactions; other methods are used less frequently.

Open packs themselves, **prefer convenience store** pickup for transactions to reduce the hassle of in-person meetups.

Do

Use consolidation **warehouse services** to help saving shipping fees, providing **management and status updates**, and allowing to **accumulate a certain quantity** before retrieval.

During the buying process, **constantly check** similar cards and realize having a collecting habit for entire sets.



Excitement and **joy** when pulling the biggest prize

Surprising to be recognized by buyer

Amazed by discovering a "compulsive" tendency in collecting complete card sets.

Feeling **secured** when meeting in person to check card conditions

Brings childhood **memories** and **emotional value**

Feel

Fulfillment from completing specific series collections

Feels a sense of **satisfaction** and cured from decorating collections

Troublesome when trying to **compare price**
due to the platform restrictions

Anxious when unable to
find the price of desired
rare cards

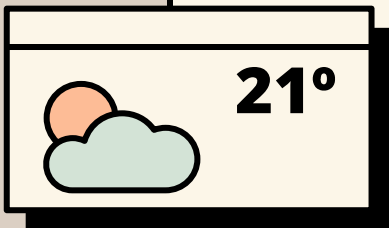
Dissatisfied with in-face
buyers **bargaining** on deals
or **nitpicking** card conditions

Feel

Disappointed when
discovering **low condition**
during in person trading

Frustrated when card **prices**
dropped during the pandemic

Angers when receiving a NTD
8000 "perfect graded" card
which turned out to be a **replica**



Analysis



What we should solve



Analysis >>>>

Quote

“Especially for some old or rare cards, it would be hard to estimate the price without sufficient **price histories**.”

“**Searching function** is critical for traders, but disconnected data among platforms do make **inconvenience**”

Insights

They're having a hard time dealing with **value estimation**

Needs

Statistical data for **current price and price change**

Analysis >>>>

Quote

"I also buy some cards for **investment** ,
expect their value to go up, and **earn from the spread** "
"I'm **tracking the value** of my collections, if the price
goes beyond expectations, I'll try to **sell it for profiting** "

Insights

Some people track the price on **investment purpose**

Needs

Statistical tools for card value's **history tendency**

Analysis >>>>

Quote

"Some cards exist in Japanese or English but not in Chinese. If I come across them at a **reasonable price**, I might **consider collecting them**."

Insights

The thrill of card collecting lies in both **planned buys** and **unexpected finds** that inspire purchases at the right price.

Needs

A personalized system that combines **smart discovery** with the thrill of **unexpected finds at the right price**.

Analysis >>>>

Quote

"**Non-Chinese Pokémon cards** are rarely found in Facebook groups and must be bought through international platforms, despite challenges like **language barriers** and **extra costs**."

Insights

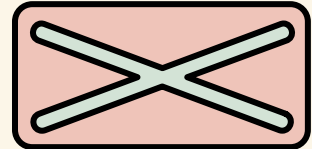
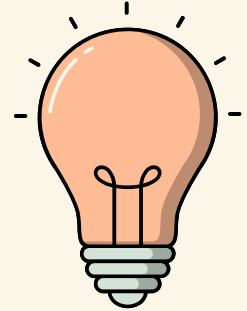
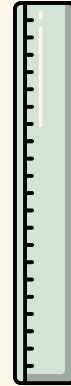
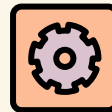
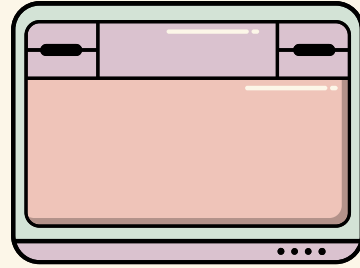
Collecting these cards is troublesome, there isn't a platform for **convenient international purchases experience**.

Needs

Integrate platforms from **different countries**.

Summary

- Causes of Collecting Cards
- Aspects of their Pain Points
 - Price search methods
 - Deals finder for rare cards
 - Cost and returns
 - Safety and trust





Thanks!