

T2A2 - Marketplace Project

StokedSpokes - Two-Sided Used Bicycle Marketplace

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- This marketplace app has been built for the purpose of buying and selling used bicycles.
- It is a two-sided marketplace with a target audience of cyclists and enthusiasts, where the user could be signed up and logged in as either a seller or a buyer.

- When logged in as a seller, the user is given authorisation and access to the app with the ability to view, add, edit, and delete bikes.
- Within the add view, a seller has the ability to add a used bike for sale and is given the opportunity to fill out the given fields to provide as much detail as possible for the buyer to make an informed decision.
- These fields include; Name, Price, Brand, Condition, Bike Type, Size(cm), Material, and Description, with the added benefit of image uploading capabilities, to help display the given bicycle or product.
- The edit view, allows the seller to access and edit the aforementioned description fields to maintain and provide the most up to date information.

- When logged in as a buyer, the user is given the authorisation and access to view all bicycles that are on the platform for sale as well as any related descriptive information and pricing details,
- however, does not have the authorisation to add, edit or delete a bicycle.

- Three key problems have been a main focus and consideration in the development and production of this application.

- To fill a gap in the market as there is no such two-sided marketplace mainly focused on the sale and purchase of bicycles,
- To bring the cycling community together and provide an enjoyable and secure platform for enthusiasts and cyclists of all kinds to sell and purchase their used bicycles, and,
- To assist in solving the issue of landfills and other important environmental factors by upcycling used bicycles and giving them new life.

- The goal here was to assist in solving these problems by developing and implementing a one-stop-shop application that covers everything used bicycles.

- I would consider all of the aforementioned problems, ones that need solving, however, the main goal was to provide an easy and enjoyable to use two-sided marketplace with a simple design and a focus on a strong user experience, where users can sell or purchase their used bicycles while avoiding the saturated market of marketplaces we see every day that allows the users to sell any items without a key focus or product.

- With a key focus on only bicycles as the main product, we can clearly and simply display the range of used bicycles on offer within the StokedSpokes and cycling community while avoiding the distraction and tediousness of filtering or searching through many unrelated sales products as seen in many other marketplace environments.

- This also encourages and assists the cycling community to keep informed on the market value of their bicycles and the general interest there may be for similar products.

- There are some features or functionality that could be added in the future to make this app more efficient,
- However, at this stage of the development process, it is kept simple to cover the functionality specifications outlined while still providing an efficient, easy and enjoyable to use application for the world of two-sided marketplaces and the cycling community.