

Movin' Out is a platform for university students in University City, Pennsylvania to sell and acquire items. At the end of each quarter or semester, most students typically have unwanted furniture that they either throw away or have to store for a large amount of money. We plan on creating a platform to solve this issue and allow students to profit off of their unwanted items while also benefiting someone else. We value quality, efficiency, and reliability, and want to provide our users with an aesthetically pleasing, user friendly intuitive interface that allows for quick and easy listings and peer-to-peer transactions.

A problem we anticipate with this model is the seasonal nature of our platform. The peak period of usage will occur at the beginning and end of each quarter or semester due to the number of students moving in and out of dorms and apartments. We plan on incorporating other quality services to Philadelphia-area university students such as item requests, tutoring, peer academic help, advice forums, and social features to encourage users to come back, meet new people, and start real friendships.

Coming to university, especially in a city like Philadelphia, can be overwhelming and confusing, even for upperclassmen. Certain aspects of our product can let those with experience help the inexperienced. There will be a platform for students to ask questions, where those answered will be displayed for everyone. There will also be a method for students to request personal help with homework, projects, and research they are conducting.

The largest tasks our project will endure are getting users to use our service and developing a good website that is functional but also looks good. We plan to make our product stand out and show that this is clearly the best option to sell your items if you are a University student. We will also work tirelessly to bring our users the best looking web design that we can make. Another challenge we will face is setting up a website that is able to handle all of our users, being a small start up, we don't have the funding to access large server arrays.

Another aspect of this product is that it should only be available to university students in the Philadelphia area. To ensure this we will have verification methods such as location checking, and a way to verify through either email or user ID that a user is, in fact a university student when they sign up for their account.

Our product is going to rely on revenue from advertisements, so our main goal is to create an experience users deem worthy of spending their time and attention on. We plan on achieving this by making a useful, intuitive product that users continue to use. In addition to this, we will dedicate much time towards making the look of the app/website pleasing. A combination of passion and respect for our users will drive the product and help us create a great user experience worthy of our user's time.