DEVELOP THE IDEA FOR YOUR PROJECT

SET OF EXPECTED FEATURES

SURVEY MARKET TO SEEK SIMILAR IDEAS 2 DIFFERENTIATE UR PROJECT FROM OTHERS; LEARNING FROM THEM STILL

A FORMAL IDEATION REPORT

SUMMARY:

* Clearly express the central idea of your project, and identify the problem being addressed
  + An ecommerce site, for dog breeders, to help break the barrier of communication between buyers and sellers, through a safe market platform.
* Delineate a set of features that you expect your website and app should support
  + A safe market place
  + Convenient Installment payment plan
  + Professional services for Pet health care.
  + Buyers also pay a percentage when use our escrow for transaction
  + For installment payment, we get a percentage of the cost of dog.
* Identify other projects that might have similar features and would act as exemplars for your project.
  + Fiverr.com, upwork.com, razorpay.com, jiji.com, jumia.com

**Project Title**

**1. Introduction**

* A brief introduction to your website idea. State the goals of the project.
* The values / benefits (tangible and intangible) this application can bring to a company/organization/end-user.

**2. Expected List of Features**

* A brief list of features that you expect your website to support.
* Brief justifications for including these features.

**3. Market Survey**

* Do a survey of the Web to find about five web sites that might have similar ideas as yours.
* Briefly compare the features of these applications with your application idea.

**4. References**

* Give references to any material / websites / books etc. relevant to your application idea
* Give the links to the websites relevant to your idea, that you listed in the section above.  
  [www.fiverr.com](http://www.fiverr.com),

**PROJECT TITLE: DOG MARKETPLACE**

**Odeyemi Oluwasanmi Babatunde.**

**INTRODUCTION**

My website idea is the creation of a market place for dogs. Where dog lovers, breeders and veterinary doctors will find the perfect breed for of their choice. Whatsoever your financial constraints might be, an easy convenient payment plan can be worked out.

**VALUES AND BENEFITS**

Sellers and buyers meet and communicate with ease.

List of professional breeders to access

Professional services for Pet health care.

Convenient Installment payment plan for buyers who can’t pay at once.

A safe market place

**EXPECTED LIST OF FEATURES**

Signup and registration for sellers to have a spot in the marketplace

Sellers would have account and pay for a monthly subscription.

A safe payment gateway, in which money is kept with us and released based on completion of transactions.

Convenient Installment payment plan

Professional services for Pet health care.

Ads for easy marketing

A reward system for referrals

24/7 customer support.

The above features, helps in solving customer needs and as well secure the market place against all forms of aberrations or scam.

**MARKET SURVEY**

The following web sites have similar ideas:

Fiverr.com, upwork.com, razorpay.com, jiji.com, jumia.com

The above listed sites are all marketplaces for various goods, products and services. Not all have a referral system or sell ads for marketing. They are all safe and have convenient payment plans for varying customers.

Rather than a monthly subscription, most generate funds as transactions go on. Upwork as a screening process before you are included in their market place, and once you are inactive over a short period, your account is made private from public; encouraging users to be productive.

**REFERENCES**

* FiverR, upwork, razorpay, jiji, jumia
* [www.fiverr.com](http://www.fiverr.com), [www.upwork.com](http://www.upwork.com) , [www.razorpay.com](http://www.razorpay.com), [www.jiji.com](http://www.jiji.com), [www.jumia.com](http://www.jumia.com)

Section:

Popular and common breeds.

Section:

Payment protection.

Fixed price and budget match

Real-time price adjustment, based on market trends.

Section:

Search base on breed categories.

Section:

Flexible payment plans.

Section:

Professional services for Pet health care.

Advice.

Hints and tips for breeders.

FEATURES

I want to add a **'refer a friend' scheme and add it to my CRM**. We need to generate a unique ID every time someone goes on the website or clicks on the refer page and that link will be given to another user and if both are successful we will award them with a voucher.   
  
Our CRM is built with Node.js

Concept is that client posts a job, worker/workers respond to the job. Client receives all the applications from the workers.  
  
Client selects the worker he wants to work with. Once the client and worker agree on the hourly rate a contract is issued within the system.  
Website needs to have a payment system where client puts his details and once the worker sends the timesheet via our website/platform the client gets charged using the payment details provided earlier before the job started. The client should have the option to do a video chat/telehealth type option to have a video chat to interview the worker.

Secure Hosting

Merchant Bank payment gateway

Chat and chat box integration