

# CSC 642/842 HCI Fall 2021

## Phase 1: Initial Proposal

### GatorBuy

A peer-to-peer general sell/buy ecommerce site for the SFSU community.

Team 11

Member:

Leslie Zhou: [zzhou2@mail.sfsu.edu](mailto:zzhou2@mail.sfsu.edu)

Justin Yee

Nianzi Yi

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# Executive Summary

There is heavy student demand for supplies to aid in their collegiate endeavors. GatorBuy seeks to alleviate both financial and time stressors of processes as such, by providing a peer-to-peer platform for the students and faculty of San Francisco State University to purchase their general needs and sell unused or unwanted items. Users will be able to create listings, and potential buyers may search for materials by attributes. There, the buyer may contact the seller by creating an offer through the GatorBuy interface. This comprises of negotiatory details such as price, meeting time, and meeting location, which may then be either accepted or rejected by the seller. This provides an intuitive and streamlined communications process between both parties.

Additionally, GatorBuy gives the faculty of SFSU authority to moderate listings for various reasons. For example, in the case of textbooks, they may ensure outdated material is not purchased by accident. More importantly, they can determine whether the condition of the material is misrepresented, and whether the seller's identity can be ascertained to be trustworthy. Precautions will be in place to ensure that every transaction is done without malintent, and that both parties are provided the necessary information to make informed choices regarding their transactions.

# Persona

## Customer (Student):



### SFSU Student

Student of San Francisco State University

*"I want to sell and buy affordable second-hand textbooks in a reliable marketplace."*

#### DEMOGRAPHICS

Grew up on the West Coast, enjoying the city life

Studying at San Francisco State University

Proficient with technology and E-commerce app

#### PERSONALITY

Outspoken  
Organized  
Hardworking  
Practical  
Candid

#### FREQUENTLY-USED APPS

eBay, Letgo, Poskmark, facebook, Amazon

#### GOALS

Wants to sell second-hand textbook easily.

Hopes to buy cheap goods from a reliable marketplace.

Hopes to be ready for new semester

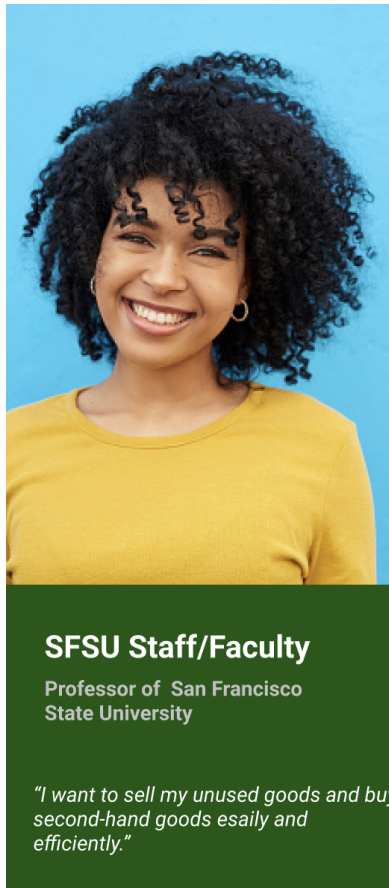
#### FRUSTRATIONS

Struggling with the high living cost in San Francisco

Unable to afford expensive brand-new textbook

She is safety conscious, but she is unable to find a safe and reliable platform that allows her to sell and buy inside the SFSU community

## Customer (Staff/Faculty):



### DEMOGRAPHICS

Moved to San Francisco to attend SFSU for her Bachelor

Works as a professor of Business Management and is on several committees at the school

On top of modern technology as it pertains to entrepreneurship

### PERSONALITY

Enthusiastic  
Decisive  
Intuitive  
Resourceful  
Candid

### FREQUENTLY-USED APPS

eBay, Slack, Outlook, Google, Facebook

### GOALS

Wants to create programs and partnership that would give students real life experience

Build a competitive lesson plan for her classes

Hopes to simplify the process of selling and buying

### FRUSTRATIONS

Have too many unused goods in her home

Wishes she could have more one on one time with students

Sometimes feels that upper administration is disconnected from student needs

## Admin:



### DEMOGRAPHICS

Grew up in the Bay Area and plans to stay

Working as an administrator of GatorBuy

Experienced in technology and customer service

### PERSONALITY

Enthusiastic  
Kind  
Detail-Oriented  
Reliable  
Authoritative

### FREQUENTLY-USED APPS

Google Calendar, Facebook, Apple Music, Google, Amazon

### GOALS

Ensure information on the app is accurate

Create an easy and reliable user experience

Receive feedback from users to improve app

### FRUSTRATIONS

Thinks app experience could be better for users if monitored correctly

Does not have the time to meticulously correct app information

Struggles with communication with users

# Use cases

## 1. Customer (Student) Use Case

She is a student from San Francisco State University. In the beginning of a new semester, to get ready for this semester, she wants to buy some cheap second-hand textbooks for her classes. So she opens GatorBuy. She searches about the textbooks she wants to buy, and clicks the displayed goods to see more details about them and the owners of them. To buy goods, Sophia needs to create a user account with her SFSU email first. She would be required to provide the username, the SFSU email, and the password. After registration, she logs into the app with her email account. Then she adds the textbook to her shopping cart and goes to the checkout process. In the checkout process, she is required to enter her phone number, select preferred meetup locations on campus, and meetup time.

## 2. Customer (Staff/Faculty) Use Case

One day, she plans to sell some of her unused goods because she found that there is too much stuff in her home. She opens the GatorBuy app. She goes to the post item page, and fills out the post form with information of her second-hand goods. She is also required to include at least one photo of the item for each post. Then, she creates a user account with her SFSU email. She is required to provide the username, the SFSU email, and the password. After she has an account, she uses her email and password to log in to post items on GatorBuy successfully. The posted items would display in her account page after the admin approves them.

## 3. Admin Use Case

He is an administrator for the GatorBuy app and wishes to provide users with the best experience possible. It is important for him to be able to do his job well and in a timely manner. His work consists mainly of checking information on the app and ensuring it is accurate. With the GatorBuy app, Shawn logs into GatorBuy with his admin account and checks the list of unapproved items posted by users. With each item, he checks if the seller's account has the correct sfsu email to make sure each seller is reliable. Once the information has been checked, he either clicks the button to approve or deny the item post.

# Major Functions

## Customer (SFSU Student/Staff/Faculty) users:

- 1.1 Customer shall be able to browse items
- 1.2 Customer shall be able to sign up through their SFSU email
- 1.3 Customer shall be able to login/logout to buy/list items to protect account safety
- 1.4 Customer shall be able to message each other to negotiate on an item
- 1.5 Customer shall be able to search items they want by name
- 1.6 Customer shall be able to search textbooks by courses
- 1.7 Customer shall be able to post items they want to sell
- 1.8 Customer shall be able to view order history
- 1.9 Customer shall be able to receive new placed order notification
- 1.10 Customer shall be able to propose meeting arrangements to the other party
- 1.11 Customer shall be able to accept/reject proposals from the other party
- 1.12 Customer shall be able to add items to their shopping cart
- 1.13 Customer shall be able to select a safe delivery location on campus at checkout

## Admin:

- 2.1 Admin shall be able to see posted items
- 2.2 Admin shall be able to approve or deny the items to be posted, but not edit or modify them
- 2.3 Admin shall be required to ban users for posting illegal items



## Competitive analysis

Features	GatorBuy (Our app)	eBay	Craigslist	Facebook Marketplace	OfferUp	SFSU Bookstore
In-App Messaging	++	+	-	++	++	-
Select meetup location	+	-	-	-	-	-
Item search tailored to SFSU	+	-	-	-	-	+
Browse items by department	+	-	-	-	-	+

In comparison to our competitors, we plan to implement a safe e-commerce platform for the SFSU community. We found that our competitors either have the seller ship the item or have the buyer pick it up at the seller's home. To improve this, we will have a few safe and public spots on campus for buyer and seller to meetup for the exchange. While a couple of our competitors also have in-app messaging, which makes it easier for buyer and seller to communicate, others are lacking the feature. And the items sold on this platform will be more suited for the SFSU community, since they are listed by their peers.

# Tools and framework

## Framework:

Frontend: React/Redux + Bootstrap

Backend: Selenium, Express.js

## Tools:

Figma

Github