

# Big Auctions

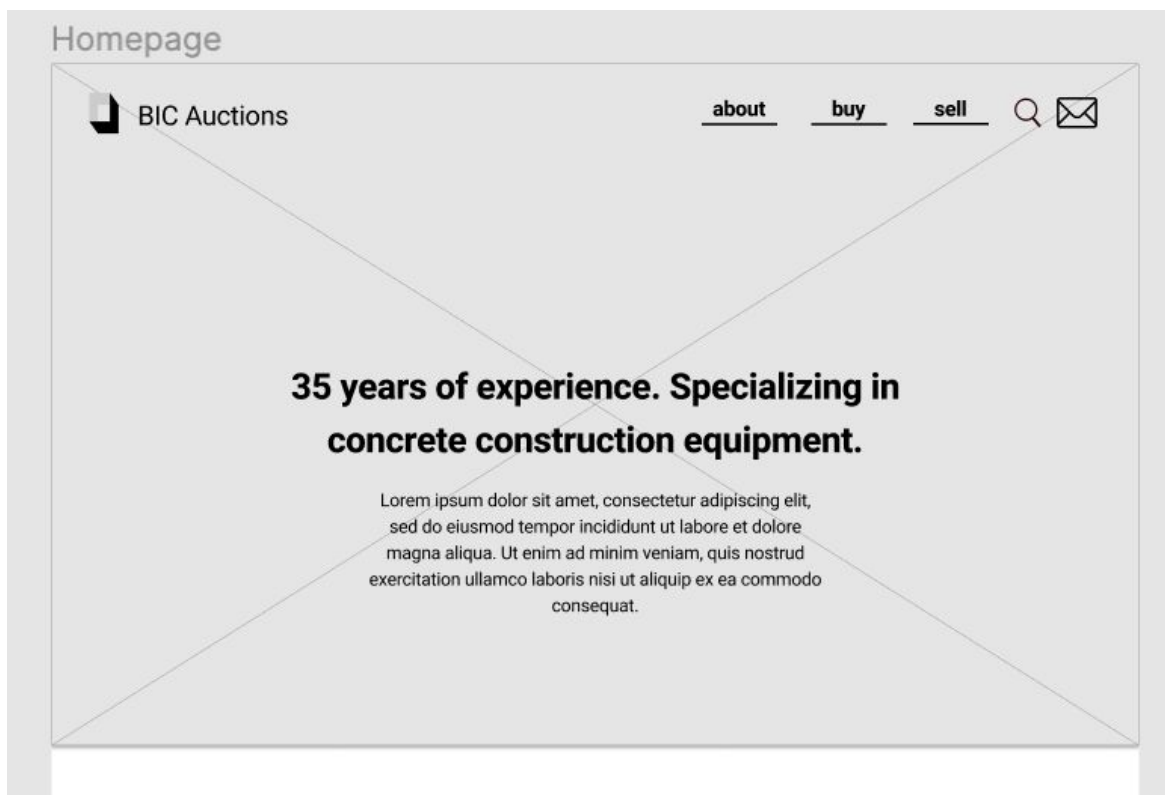
Big Auctions is a DC-based company that buys and sells construction material and equipment and hosts auctions across the country. Big Auctions website will be among the first in the industry to have an intuitive yet sophisticated UI, follow UX best practices, and design for mobile-first. The three primary goals of the site are to:

- Deliver a list of auction events nationally;
- Deliver a list of construction materials and equipment for sale now;
- Offer a way for individuals and companies to sell construction materials and equipment

The website's functionality will include:

- Mobile-first and responsive web design
- Newsletter sign up
- 'Get in touch' webform
- 'Interested in selling' webform
- Filterable list of auction events nationally
- Filterable list of items for sale now

The Big Auctions UI will be straightforward and designed with two main actions in mind - buy and sell. The two target audiences of Big Auctions are those who want to buy and those who want to sell construction materials and equipment, so you will see these CTAs prioritized in the main nav, on the homepage, and in the global footer.



## We offer the best service in a niche market of the construction industry



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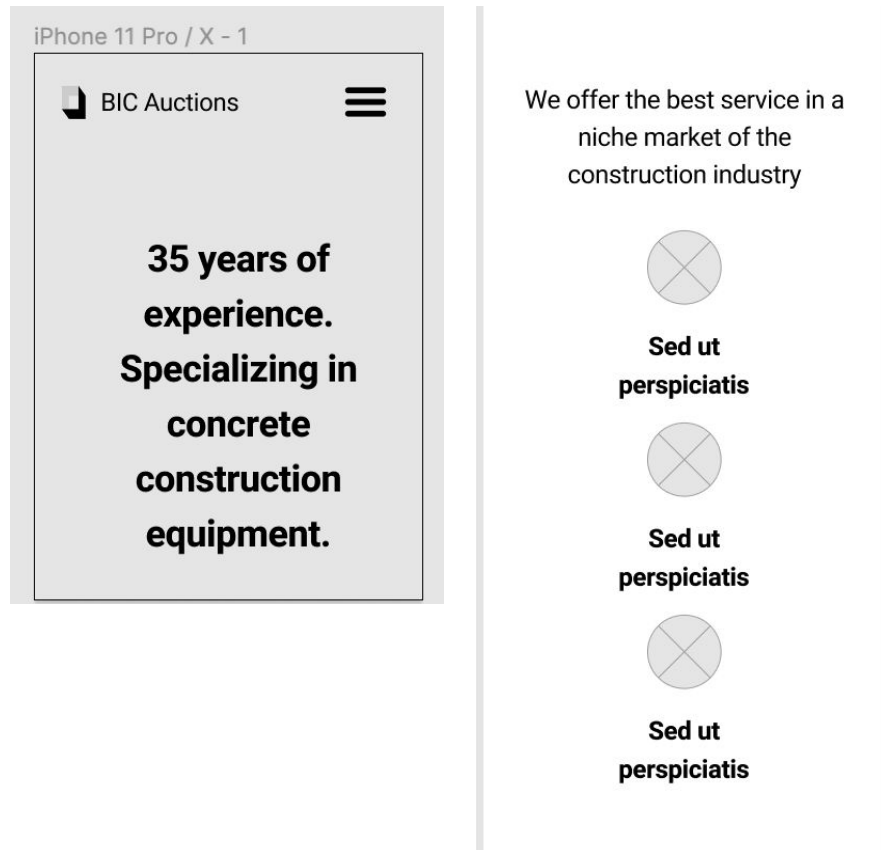
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Have questions?  
Get it touch with us.

Get in touch

Users who want to buy are either interested in attending an auction event or buying material or equipment online now. The two displays on the Buy page will allow these users to toggle back and forth between the two lists. Bringing these two lists onto one page will increase overall visibility.

Users who want to sell can both learn why BIC Auctions is a great partner and easily get in touch via webform on the Sell page.



The website will be built for mobile and responsive design. Because the main nav is small, it will still appear on medium (tablet) viewports. The main nav will collapse to a hamburger menu on small and xsmall screens (mobile).

The site is being designed with the lean back, lean in principle in mind so users will see high-level content like an image, button, or video followed by more in-depth content like a text block or list. Designers will take advantage of the slim nature of this site and utilize white space, thus making it less overwhelming for the user and easier for them to find CTAs like buy, sell, and contact.