

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

Big Auctions' website will get buyers to the materials and equipment they need quicker with advanced filter searches; it will broaden the reach for events, which will boost attendance and increase chances of sales; and it will grow the company's partner network leading to even more sales and growth opportunities for the future.

The target audience for Big Auctions' website is companies and individuals in the construction business. More specifically, those in the business who either want to buy or sell construction materials and equipment. Because the audience is quite targeted, the site can remain rather slim. The Homepage and About page will provide ample context and contact information. Two additional pages - Buy and Sell - will contain the bulk of the content including a list of events and items for sale. 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

Market research

BIC Auctions: <http://www.bicauctions.com/>

- Several pages with very little content on them
- Design is not mobile-friendly and generally looks outdated
- List of auctions and items for sale but lacks functionality and interactivity

Grafe Auctions: <https://www.grafeauction.com/>

- Sleeker design and looks like some mobile design
- Buy and Sell CTAs are upfront and clear
- Downloaded/copied images and logos dilute the sleek design
- Mailing list and mail icon are misleading to user

Auction Time <https://www.auctiontime.com/listings/construction-equipment/auctions/online/list>

- Poor design, outdated, not mobile-friendly
- Advanced search, filters, keyword search

- Information and CTA overload, bad UI/UX

RB Auction: <https://www.rbauction.com/construction?cid=3279191388>

- Clean UI, clear breakdown of equipment for sale
- Some mobile-optimization
- Much larger site with many options, but pull ideas from Auctions, Buy, and Sell sections
- Multiple columns- one, two, and three-column layouts
- Sitewide search
- Include newsletter sign-up

Western Construction Auctions: <https://wca-online.com/>

- Poor design, outdated, limited mobile design
- Card callouts for information, services, principles
- Two-column layout with image/video and text
- Bit of information overload, too much to sift through

Big Auction stands apart.

Big Auctions will reduce the number of pages to decrease the number of clicks a user has to take to get to the information they want. A slim website will guard against information overload and make calls-to-action easy to find.

The Big Auctions' website will be designed mobile-first and responsive, and will follow other leading web design principles like "lean back, lean in" to keep users engaged longer and divine proportions to layout pages in an aesthetically pleasing way. Big Auctions will integrate these designs principles throughout the site, including the filtered lists of auctions and items for sale.

Pages will use a combination of one, two, and three-column layouts with mixed media and webforms. The primary services - buy and sell - will be prominent on the homepage using cards or buttons. The main nav will include About, Buy, and Sell. A 'Get in touch' webform will be included on the About page and a newsletter sign-up will be in the global footer. The website may also include a global search in the header.

The proposed website will meet and exceed the business needs of Big Auctions and position them as the first in the industry to have a modern, mobile-first platform. This in turn will deliver a better user experience for those who want to buy and sell construction materials and equipment nationwide.