**BICYCLE E-COMMERCE WEBSITE**



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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MATHEMATICS AND COMPUTER SCIENCE IN PARTIAL FULFILLMENT OF THE AWARD FOR THE DEGREE OF BACHELOR OF SCIENCE (COMPUTER SCIENCE) OF UNIVERSITY OF ELDORET.**

# Declaration

We hereby declare that the work presented in this project report titled Bicycle EcommerceWebsite is entirely our own work, except where explicitly stated otherwise. All sources used have been properly acknowledged and referenced. No part of this project has been submitted for any other qualification at any institution.

The candidate has developed this project under my supervision as the university supervisor

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# Dedication

We dedicate this project to Our supervisors. Their unwavering support, encouragement, and inspiration have been instrumental throughout this journey. This project is a testament to their belief in our abilities and their constant encouragement to strive for excellence. Thank you for being our guiding light and for always believing in us.

## Acknowledgements

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Furthermore, we would like to acknowledge the support our friends who have been a constant source of encouragement and motivation. Their unwavering belief in us has fueled our determination to succeed.

Lastly, we are thankful to the University of Eldoret for providing us with the necessary resources and facilities to undertake this project.

**Abstract**

As more people use the internet, online shopping is becoming popular. In Kenya, bikes are a common way to get around, usually bought from shops. This study looks at what makes people want to buy bikes online in Kenya. It compares how important different factors are to Kenyan shoppers. The findings can help bike businesses in Kenya make online shopping better for customers.

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**TITLE:** **THE SHIFT TO ONLINE BIKE SHOPPING**

# 1. Introduction and Background Study

With the rise of online shopping, more people are turning to the internet to buy everything from clothes to groceries. However, the bicycle industry has been slower to adapt to this trend. Many people still prefer to visit physical stores to buy bikes, where they can see and test ride the bicycles before making a purchase.

While physical stores offer the advantage of hands-on experience, they also come with limitations. Customers often need to travel long distances to find the right bike shop, which can be inconvenient. Additionally, store hours may not always align with customers' schedules, making it difficult for them to visit during open hours.

Recognizing these challenges, there's a growing need to bring the convenience of online shopping to the world of bicycles. By creating an e-commerce platform for bike sales, we aim to bridge the gap between traditional retail and online convenience. This shift not only caters to the preferences of modern consumers but also opens up new opportunities for bike manufacturers and sellers to reach a broader audience.

Moving bike sales online presents numerous opportunities for both customers and businesses. For customers, it means the ability to browse and purchase bikes from the comfort of their homes, without the constraints of physical distance or operating hours. They can also access a wider selection of products and compare prices more easily.

For businesses, transitioning to online sales means tapping into a larger market and reducing overhead costs associated with maintaining physical storefronts. It also allows for more efficient inventory management and targeted marketing strategies to reach specific customer segments.

With this project, we envision creating a user-friendly platform that replicates the experience of shopping at a physical bike store, but in a virtual environment. Customers will have access to detailed product descriptions, high-resolution images, and even to help them make informed purchasing decisions. Through innovative features and responsive customer support, we aim

to redefine the bike buying experience and set a new standard for online retail in the bicycle industry.

# 2. Motivation

We know that buying a bike can be hard work. You might have to visit many stores, trying out different bikes, and it can take a lot of time. We thought about how we could make this easier for people.

We love bikes, and we've been through the struggle of finding the right one. We thought, wouldn't it be great if there was an easier way to find and buy bikes? That's why we got motivated to create this online bike store.

We want to help people who love bikes as much as we do. By making it easier to buy bikes online, we hope to save people time and effort. Plus, we want to make sure they get the right bike for them without all the hassle.

We've heard from many people who say they'd love to buy bikes online if it was easier. So, we decided to do something about it. We want to make sure that buying bikes online is as simple and enjoyable as possible for everyone.

We believe that by creating this online bike store, we can make a positive difference in people's lives. Whether it's helping someone find their dream bike or saving them a trip to the store, we want to make bike shopping a breeze for everyone.

Our motivation comes from our love of bikes and our desire to make bike shopping easier for everyone. By creating this online bike store, we hope to make a positive impact on the biking community and help people find their perfect ride with ease.

# 3. Problem Statement

Selling bikes physically is tough because the customer reach is limited. The customers have to travel to the sellers place in order to view, inspect and test bikes. They have to go to different stores, which takes a lot of time and effort. It's hard to find the right bike, and sometimes the stores don't have what customers want. For sellers, finding buyers and managing sales records can be a challenge. This makes buying and selling bikes a difficulty for everyone involved.

# 4. Objectives of the Study

1. To Simplify Online Bike Buying: We want to make it easy for people to find and buy bikes on the internet. This means creating a website where customers can easily browse through different bikes and choose the one that suits them best.
2. To Provide Clear Information about bikes: We aim to ensure that customers have all the information they need about each bike. This includes details about the category, features, and price of the bikes. Clear pictures will also be provided to help customers see what they're buying.
3. Fast and easy online payment: we aim to streamline the payment process by incorporating online card payment procedure.
4. To Enhance the Online Bike Buying Experience: Overall, our goal is to make buying and selling bikes online a better experience for everyone involved. By addressing these objectives, we aim to create a platform where both buyers and sellers feel confident and satisfied with their transactions.
5. Simplify record keeping and tracking: we aim through making the process online management of records is made easier.
6. Providing Helpful Information: We'll make sure that all the details about each bike are easy to understand. This includes things like the category, price, and features of the bikes. We'll also include clear pictures so that customers can see exactly what they're getting.

# 5. Justification

Our project aims to simplify the process of buying and selling bikes online, driven by the understanding that the current experience can be challenging for both buyers and sellers. We recognize the convenience of online shopping for customers but acknowledge the difficulties they face in finding the right bike and accessing comprehensive information. Similarly, sellers encounter obstacles in reaching potential buyers and managing their sales effectively. By creating a user-friendly platform that addresses these issues, we strive to enhance the overall experience of buying and selling bikes online, making it easier and more enjoyable for everyone involved.

# 6. Scope and Limitations

Our project focuses on developing an online platform for buying and selling bikes, with features tailored to meet the needs of both customers and sellers. We aim to provide a comprehensive solution that includes easy browsing and purchasing options for customers, as well as efficient listing and management tools for sellers. However, it's important to acknowledge certain limitations. Our initial efforts will concentrate on establishing a presence within a specific market region, with potential expansion in the future. Additionally, while we strive to offer a seamless user experience, we may encounter challenges such as technical limitations and resource constraints during the development process. Furthermore, our ability to ensure the accuracy and reliability of product information and delivery services may be influenced by external factors beyond our control, such as supplier availability and shipping regulations. Despite these limitations, we remain committed to delivering a valuable and user-friendly online platform for bike enthusiasts.

# CHAPTER TWO

## 2.1. Literature Review

Research in the field of online retail and e-commerce highlights the importance of user experience, convenience, and trust in driving customer satisfaction and engagement. Studies have shown that customers prefer websites that are easy to use and provide clear information about products (Nielsen Norman Group, 2020). For example, a study by Nielsen Norman Group emphasized the significance of intuitive website design and straightforward navigation in enhancing user satisfaction and encouraging repeat visits. Similarly, research by Forrester revealed that 79% of customers value the ability to easily find information on a website, indicating the importance of clear and concise product descriptions (Forrester, 2019).

Moreover, the role of customer trust in online shopping cannot be overstated. Studies have consistently shown that trust is a key factor influencing purchasing decisions in the online retail environment (McKinsey & Company, 2020). Research by McKinsey & Company highlighted the importance of transparent pricing and reliable delivery services in building trust with customers. Additionally, a study published in the Journal of Interactive Marketing found that personalized recommendations and tailored shopping experiences can enhance trust and loyalty among online shoppers (Journal of Interactive Marketing, 2018).

Furthermore, the impact of customer support on the overall shopping experience should not be overlooked. Studies have demonstrated that responsive and helpful customer service can significantly influence customer satisfaction and loyalty (Zendesk, 2020). Research by Zendesk revealed that 88% of customers are more likely to buy from a company that offers good customer service.

So, if we want our online bike buying and selling platform to do well, we need to focus on making it easy to use, giving clear information about products, being honest about prices and delivery, offering personalized recommendations, and being helpful when customers need support. This way, we can make both buyers and sellers happy, and keep them coming back to our platform

## 2.2 Trust

The previous works reveal that the customers’ trust on an e-commerce website is an important factor affecting their online shopping intentions (Gefen et al., 2003a; Gefen et al., 2003b; Pavlou, 2003; Wen et al., 2011). Lack of trust has been recognized as one of the main reasons preventing the consumers from engaging in ecommerce (Jarvenpaa et al., 2000). Trust was approached by the previous works from three main perspectives which are online seller characteristics, website characteristics and customer characteristics (Chiu et al., 2009). The seller characteristics include size and reputation (Benedicktus et al., 2010; Chiu et al., 2009). Reputation of an online retailer is similar to that of a brand, it includes: name, logo, design and product identifiers from different suppliers/brands (Bennett and Gabriel, 2001; Wen et al., 2011). The seller reputation not only is related to his/her business image, but also depends on his/her customers’ reviews and perceptions (Bennett and Gabriel, 2001). The previous works show that consumer trusts on an online retail website it he/she perceives that its business enjoys a good reputation (Bennett and Gabriel, 2001; Jarvenpaa et al., 2000.; Teo and Liu, 2007). In addition, the consumer perceptions of business size have a greater impact than the actual business size (Jarvenpaa et al., 2000). According to Jarvenpaa, the customer trusts on an online retail website if he/she perceives that its business size is large

## 2.3 Attitude

Attitude is an individual’s assessment of the results obtained from performing a behavior (Ajzen, 1991). In the online shopping context, attitude refers to the consumer’s good or bad reviews concerning their goods or service purchase experience from retail website over the internet (Lin, 2007). Rogers (1995) defined relative advantage as new benefits generated by innovation. Complexity represents the degree to which an innovation is considered confusing, difficult to learn, or difficult to apply. The complexity, as viewed by Rogers, is believed to contradict the perception of usability in the TAM Acceptance model (Chen and Tan, 2004; Lin, 2007; Taylor and Todd, 1995). Compatibility is defined as the degree to which an innovation is perceived as consistent with the existing values, past experience, and needs of potential adopters (Rogers, 1995). Self-efficacy is a personal judgment of how well he/she can execute courses of action required to deal with prospective situations (Bandura, 1982). In the online shopping context, the self-efficacy refers to a selfassessment of the ability to perform actions during shopping (Lin, 2007; Vijayasarathy, 2004). Nguyen Ngoc Quang, et. al. 5544 © 2022 JPPW. All rights reserved Perceived Usefulness (PU) is the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). In the e-commerce context, PU refers to the degree a consumer believe that online shopping will increase their procurement effectiveness (Shih, 2004). Interpersonal Influence is defined as the consumer’s acceptance of online shopping affected by the encouragement, promotion of individuals in society (Bhattacherjee, 2000; Hsu and Chiu, 2004; Lin, 2007). These individuals include family members, friends, co-workers, etc. they are called reference groups. If this reference group favors shopping online, the consumers will be more likely to make online shopping. External influence means the influence from the mass media such as newspapers, radio, television, etc. (Bhattacherjee, 2000; Hsu and Chiu, 2004; Lin, 2007). In online shopping, the consumers can be motivated and encouraged to engage in shopping activities by mass media’s reports and comments (Bhattacherjee, 2000; Lin, 2007). If the mass media has a positive rating for online shopping, the likelihood of accepting online shopping will be higher (Bhattacherjee, 2000; Lin, 2007)

# CHAPTER THREE

## 3.1. Methodology

The rationale behind our methodology lies in the aim of creating an effective online bike buying and selling platform. We want to ensure that the platform meets the needs of both buyers and sellers, providing a seamless and satisfying experience. To achieve this, our methodology will focus on incorporating insights from the literature review into the design and development process.

In terms of the methodology itself, we'll start by gathering requirements from potential users and stakeholders. This will involve conducting surveys, interviews, and market research to understand their preferences and pain points. By involving users from the beginning, we can ensure that the platform addresses their needs and desires.

Next, we'll move on to the design phase, where we'll translate the gathered requirements into tangible features and functionalities. This will involve creating wireframes, mockups, and prototypes to visualize the platform's layout and functionality. We'll also consider the choice of design process, opting for an iterative approach that allows for continuous feedback and refinement.

Once the design is finalized, we'll proceed to the development phase, where we'll actually build the platform. We'll use agile methodologies, such as Scrum or Kanban, to manage the development process efficiently. This will involve breaking down the project into smaller tasks, prioritizing them based on user feedback and business objectives, and delivering incremental updates regularly.

Throughout the development process, we'll continuously test and iterate on the platform to ensure that it meets our quality standards and user expectations. We'll use both automated testing tools and manual testing methods to identify and fix any issues or bugs. This iterative approach allows us to quickly address any problems and make improvements based on user feedback.

In terms of evaluation methodology, we'll measure the success of the platform based on key performance indicators (KPIs) such as user engagement, conversion rates, and customer satisfaction scores. We'll also gather qualitative feedback from users through surveys and interviews to understand their experiences and identify areas for improvement. our methodology focuses on user-centric design and iterative development, ensuring that the platform meets the needs of both buyers and sellers and delivers a positive and satisfying experience.

it's important to understand why we're choosing certain approaches and how we plan to carry them out effectively. our choice of methodology stems from the goal of creating a successful online bike buying and selling platform. We aim to build a platform that is user-friendly, reliable, and meets the needs of both buyers and sellers. To achieve this, our methodology will prioritize a user-centered approach, focusing on understanding user preferences and incorporating them into the platform's design and development.

To begin with, we will gather insights and requirements from potential users and stakeholders. This will involve conducting surveys, interviews, and market research to gain a deeper understanding of their needs, preferences, and pain points when it comes to buying and selling bikes online. By involving users from the outset, we can ensure that the platform is tailored to their needs and preferences.

Once we have gathered requirements, we will move on to the design phase. Here, we will translate the user insights into tangible features and functionalities for the platform. We will create wireframes, mockups, and prototypes to visualize the platform's layout and functionality, ensuring that it is intuitive and easy to use for both buyers and sellers. Our choice of design process will be iterative, allowing for continuous feedback and refinement throughout the design phase.

After finalizing the design, we will proceed to the development phase. Using agile methodologies such as Scrum or Kanban, we will manage the development process efficiently. This will involve breaking down the project into smaller tasks, prioritizing them based on user feedback and business objectives, and delivering incremental updates regularly. By adopting an agile approach, we can quickly respond to changes and make adjustments as needed.

Throughout the development process, we will conduct thorough testing to ensure the platform's reliability and functionality. We will use both automated testing tools and manual testing methods to identify and address any issues or bugs. This iterative testing process will allow us to detect and fix problems early on, ensuring a high-quality end product.

In terms of evaluation methodology, we will measure the success of the platform based on key performance indicators (KPIs) such as user engagement, conversion rates, and customer satisfaction scores. We will also gather qualitative feedback from users through surveys and interviews to understand their experiences and identify areas for improvement. By continuously monitoring and evaluating the platform's performance, we can make informed decisions and ensure that it continues to meet the needs of users and stakeholders over time.

Furthermore, our methodology emphasizes adaptability and responsiveness to user feedback and market dynamics. We recognize that the needs and preferences of users may evolve over time, as well as the competitive landscape of the online bike retail market. Therefore, we will maintain open channels of communication with users and stakeholders throughout the project lifecycle, soliciting feedback and making adjustments as necessary to ensure the platform remains relevant and competitive.

In addition, we will prioritize transparency and collaboration within our development team. By fostering a culture of open communication and collaboration, we can leverage the diverse skills and perspectives of team members to drive innovation and problem-solving. Regular team meetings, brainstorming sessions, and code reviews will facilitate knowledge sharing and ensure that everyone is aligned with project goals and objectives.

Moreover, our methodology will place a strong emphasis on risk management and contingency planning. We will identify potential risks and uncertainties early in the project and develop mitigation strategies to address them. This proactive approach will help minimize disruptions and ensure smooth project execution, even in the face of unforeseen challenges.

Overall, our methodology is grounded in the principles of user-centric design, agile development, and continuous improvement. By prioritizing user feedback, fostering collaboration, and proactively managing risks, we aim to create a robust and successful online bike buying and selling platform that meets the needs of users and stakeholders alike.

## 3.2 Analysis and Design

In analyzing and designing our online bike buying and selling platform, we need to consider various aspects to ensure it meets the needs of both customers and sellers. Firstly, we must define the system requirements and conduct a thorough analysis of what our platform should offer. Building on insights from the literature review, it's clear that user experience, trust-building, and customer support are crucial. Therefore, our platform should be intuitive to navigate, provide clear product information, ensure transparent pricing, offer personalized recommendations, and have responsive customer service.

From a design perspective, we need to approach it from different angles to ensure effectiveness. One perspective is the user interface design, focusing on how users interact with the platform. It should be user-friendly, with easy-to-understand menus and buttons, and intuitive navigation to help users find what they need quickly and easily. Another perspective is the backend system design, which involves the technical infrastructure supporting the platform's functionality. This includes databases for storing product information, algorithms for personalized recommendations, and communication systems for customer support.

Moreover, we should incorporate models that align with the objectives of our platform. For instance, implementing a trust model could involve features such as customer reviews and ratings to build credibility. A recommendation model could use algorithms to suggest relevant products based on users' browsing and purchase history. These models enhance the overall user experience by providing tailored recommendations and fostering trust.

Overall, the analysis and design phase of our project entail translating the insights from the literature review into concrete features and functionalities. By prioritizing user experience, trust-building, and customer support in our design approach, we aim to create a platform that resonates with both customers and sellers, ultimately driving engagement and loyalty in the online bike retail market.

Additionally, we need to think about how our platform can grow and change over time. It should be able to handle more users as it becomes more popular and adapt to new technology. This means we need to design the system in a way that can handle lots of people using it at once, without it getting slow or crashing.

We also need to make sure that people's information stays safe and private. Since users will be sharing personal and payment details, we need strong security measures to keep this information safe from hackers. This includes things like encrypting data and making sure only authorized people can access it.

Making the platform easy for everyone to use is important too. This means considering people with disabilities and making sure they can still use the platform easily. It also means making sure the platform works well on different devices like smartphones and tablets.

We also need to think about connecting our platform with other services. For example, we'll need to link it to payment services so people can buy things securely. We'll also need to connect with shipping services to make sure items get delivered properly. And using analytics tools will help us understand how people use the platform and where we can improve.

To sum up, as we plan and design our platform, we need to keep in mind how it can grow, how to keep user information safe, how to make it easy for everyone to use, and how to connect it with other services. This way, we can create a platform that not only meets current needs but also stays relevant and useful as things change in the online bike retail world.

## 3.4.Project Management

We'll need to allocate funds for various aspects of the project, including software development, marketing, and customer support. This might involve hiring developers, investing in software tools and platforms, and allocating funds for advertising and promotional activities. We'll also need to budget for ongoing expenses, such as server maintenance and customer service operations. It's important to set a realistic budget that allows us to achieve our project goals without overspending.

Secondly, we need to create a timeline or schedule for the project. This involves breaking down the project into smaller tasks and setting deadlines for each one. We'll need to consider factors like development time, testing, and implementation. It's important to be realistic about the time it will take to complete each task and to build in buffer time for unexpected delays or complications. By setting a clear timeline, we can ensure that the project stays on track and is completed within the desired timeframe.

Overall, effective project management requires careful planning and allocation of resources. By managing our budget and time schedule effectively, we can ensure that our project runs smoothly and achieves its objectives.

Starting with the budget, we must be mindful of how much money we have available to spend on the project. This includes funds for hiring developers, purchasing software licenses, and covering any other expenses that may arise. We need to plan our budget carefully to make sure we have enough money to complete the project without overspending. It's important to consider both the initial costs and any ongoing expenses, such as maintenance and support.

Next, we need to create a timeline for the project. This involves setting deadlines for different stages of the development process, from designing the platform to testing and launching it. We'll need to break down the project into smaller tasks and allocate time for each one. It's essential to be realistic about how long each task will take and to build in some flexibility to account for unexpected delays or changes.

Throughout the project, we'll need to track our progress against the budget and timeline to make sure we're staying on track. If we encounter any issues or setbacks, we may need to adjust our plans accordingly. Communication and collaboration will be key to keeping everyone on the same page and addressing any challenges that arise.

# CHAPTER FOUR

## 4.1 Discussion

Firstly, we started by gathering requirements from potential users and stakeholders. We conducted surveys and interviews to understand their needs and preferences. Based on this feedback, we developed a plan for the platform's design and functionality.

Next, we moved on to the implementation phase. We used agile methodologies to manage the development process efficiently. This involved breaking down the project into smaller tasks and prioritizing them based on user feedback and business objectives. We then developed the platform iteratively, regularly delivering updates to incorporate new features and improvements.

For the implementation overview, we focused on creating a user-friendly interface that makes it easy for buyers and sellers to navigate the platform. We ensured that the platform provides clear information about products and supports secure transactions. Additionally, we implemented features such as personalized recommendations and responsive customer support to enhance the user experience.

As for the sample code, below is a simplified example of how we implemented SQL query to select all orders along with user details:

app.get('/orders', (req, res) => {

// Execute SQL query to select all orders along with user details

connection.query('SELECT orders.id AS order\_id, orders.user\_id, users.username, users.email, order\_items.product\_id, order\_items.quantity, order\_items.price\_per\_unit, order\_items.status, orders.order\_date, products.name FROM orders JOIN order\_items ON orders.id = order\_items.order\_id JOIN products ON order\_items.product\_id = products.id JOIN users ON orders.user\_id = users.id', (err, results) => {

if (err) {

console.error('Error fetching orders:', err.stack);

res.status(500).json({ error: 'Internal server error' });

return;

}

// If no orders found

if (results.length === 0) {

res.status(404).json({ error: 'No orders found' });

return;

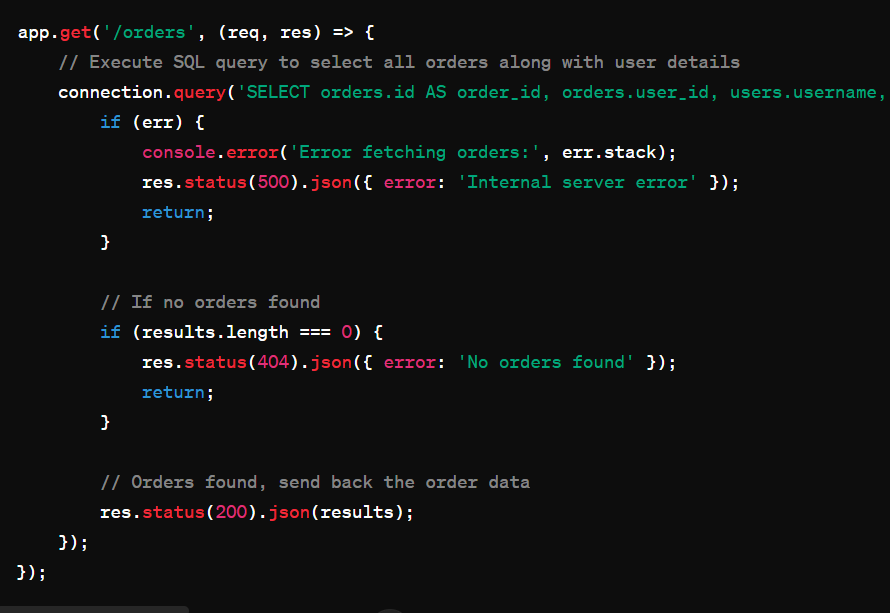
}

// Orders found, send back the order data

res.status(200).json(results);

});

});



in addition to the implementation, we also developed screen displays to showcase the platform's features, such as product listings, search functionality, and checkout process. These displays were designed to be visually appealing and easy to use, ensuring a positive user experience.

For gathering data, we implemented functionality to gather and organize information related to user interactions, product listings, and transactions. This involved creating databases to store user profiles, product details, and transaction history. By effectively organizing and managing this data, we were able to provide personalized recommendations, track user behaviour, and generate insights to improve the platform's performance.

In terms of outcomes, our implementation efforts resulted in a functional and user-friendly online bike buying and selling platform. Users can easily browse through product listings, view detailed product information, and make secure transactions. The platform also offers personalized recommendations based on user preferences and browsing history, enhancing the overall shopping experience.

Furthermore, our implementation approach allowed for scalability and flexibility, enabling us to adapt to changing user needs and market trends. We incorporated feedback from users and stakeholders throughout the development process, iteratively improving the platform based on their input.

Overall, our implementation efforts culminated in the successful creation of an online bike retail platform that prioritizes user experience, convenience, and trust. By focusing on user feedback, implementing key features, and leveraging data-driven insights, we have created a platform that meets the needs of both buyers and sellers in the online bike retail market.

# CHAPTER FIVE

## 5.1 Conclusion and Recommendation

In conclusion, our project successfully developed an online bike buying and selling platform that prioritizes user experience, convenience, and trust. Through careful planning, implementation, and iteration, we created a user-friendly interface that enables seamless transactions and personalized recommendations. By incorporating user feedback and leveraging data-driven insights, we have ensured that the platform meets the needs of both buyers and sellers in the online bike retail market.

Looking ahead, we recommend continuing to gather user feedback and monitor platform performance to identify areas for improvement. This could involve implementing additional features based on user requests, refining existing functionalities to enhance usability, and exploring opportunities for expanding the platform's reach and impact. Additionally, ongoing maintenance and updates will be necessary to ensure the platform remains secure, reliable, and up-to-date with evolving technology and user expectations.

Overall, our project has laid a strong foundation for further development and innovation in the online bike retail space. By continuing to prioritize user-centric design and responsiveness to user needs, we can further enhance the platform's effectiveness and cement its position as a valuable resource for both buyers and sellers in the online bike market.

In wrapping up our project, we've successfully created an online bike marketplace that's easy to use and helpful for both buyers and sellers. We've listened to feedback, made improvements, and built a platform that people can trust.

Moving forward, we suggest keeping an eye on how people use the platform and what they want. This means asking for feedback regularly and making changes based on what we learn. We might also think about adding new features or making things even easier to use.

Lastly, we need to keep the platform running smoothly. This means fixing any problems quickly and keeping everything up-to-date. By doing these things, we can make sure our platform stays helpful and keeps people coming back.

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## **Appendix** A: Survey Questions

How often do you purchase bikes online?

What factors influence your decision to buy a bike online?

What features do you look for in an online bike marketplace?

How important is user experience when browsing for bikes online?

What improvements would you like to see in existing online bike marketplaces?

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