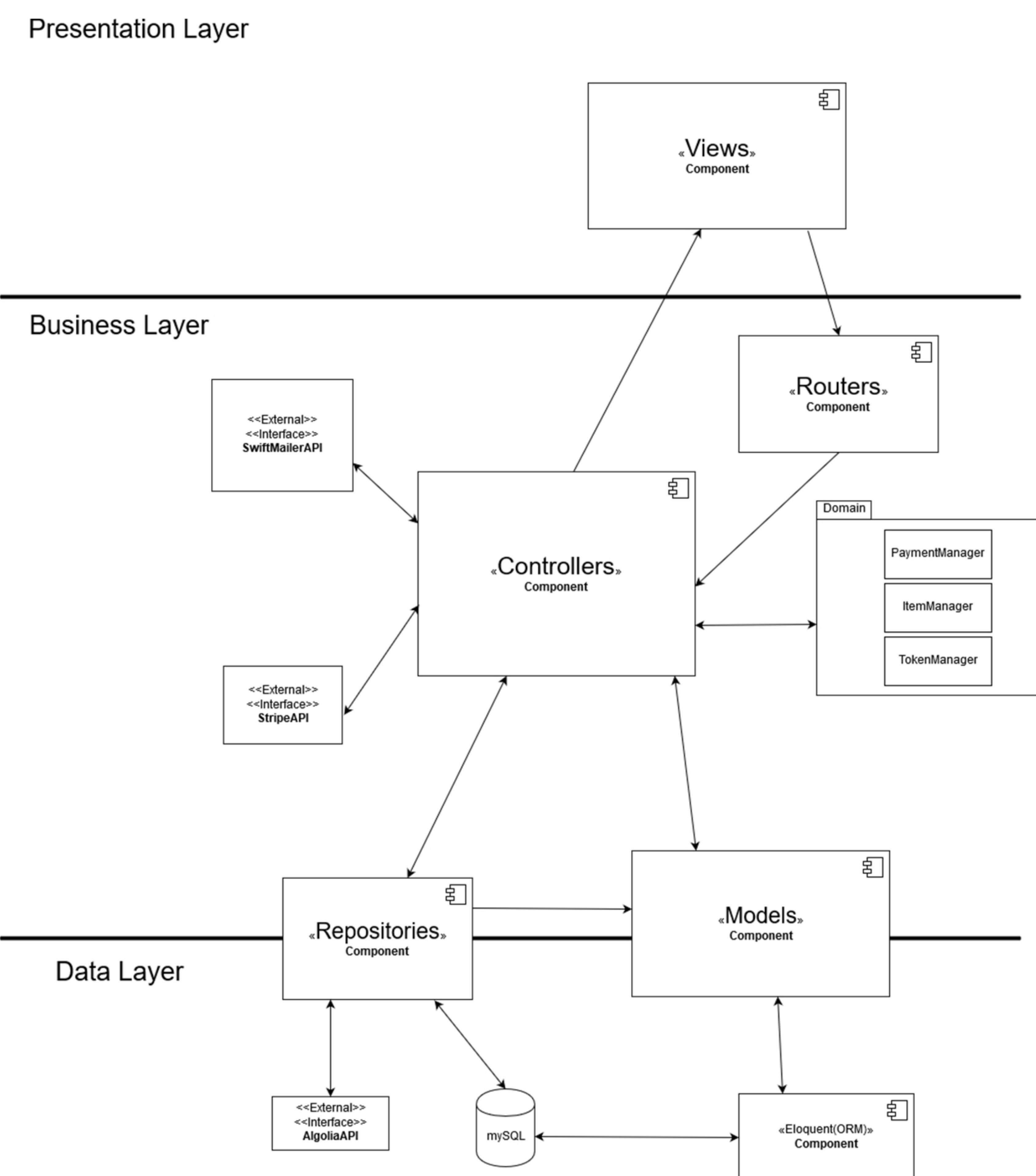


PURPOSE

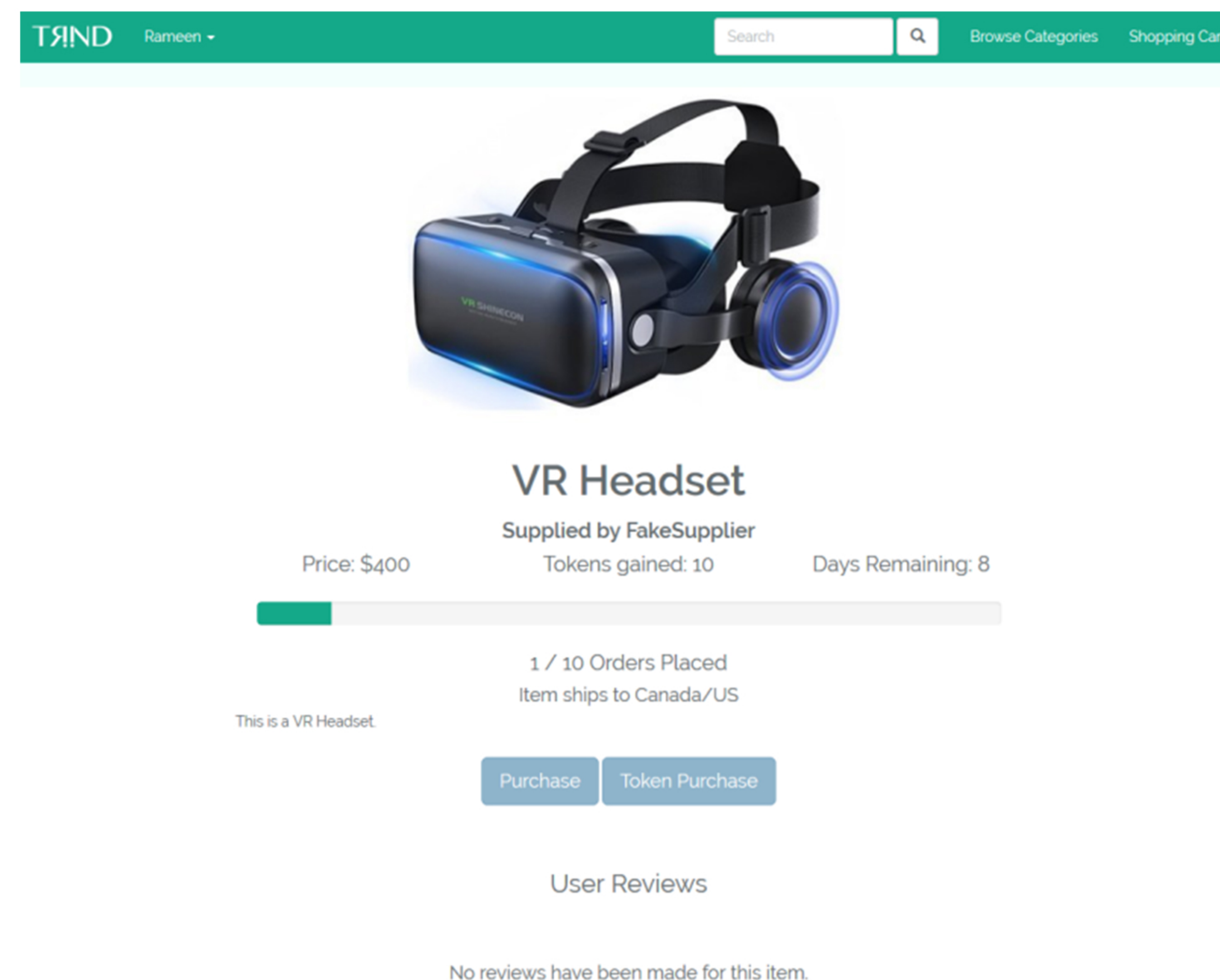
TRNDii is an organized group buying website with a unique twist and a focus on innovative products. Users work together to shop in groups in order to buy items from suppliers at a bulk, discounted price. It introduces gamified shopping through tokens which users can spend and gain from items in order to maximize savings.

ARCHITECTURE DIAGRAM



TRND

Buying Together, Deciding Better



ENVIRONMENT

The use and development of this website does not have any negative impact on the environment. The only possible source of a negative environmental impact are how suppliers handle the packaging and distribution of their products, as they are independent entities from TRNDii.

LESSONS LEARNED

Throughout the development of this software product, we learned the standards and best practices of eCommerce web design and development.

Our most important lesson learned was how crucial it is to understand the end user and how this plays a critical role in the success or failure of a software product. Specifically, being able to develop a gamification scheme for our website that is simple to understand and that will not intimidate users was the biggest risk to address in our development process.

SAFETY

We do not store the credit card information of our users on our servers; they are securely accessed through Stripe's API. We also ensure that the suppliers distributing products through our website are trustworthy and will not sell any potentially dangerous items.

PRIVACY

TRNDii does not share any user data or information with third parties; user interactions with the website are logged for metrics and error handling purposes but stay exclusively on TRNDii servers.