An E-commerce Website (UofC Buy & Sell)

Group number: 30

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Introduction

This is the project proposal for an E-commerce platform where all students/alumni/staff have access to a UofC marketplace in order to exchange books, clothes and other school related goods or services. Up to this date all goods/ or book exchange for example are being handled via social media groups that has proved to be inefficient in terms of marketing and reselling value in addition to the fact that other students are finding it more difficult to find the items they are looking for. Hence the idea that emerged is to create UC-Buy platform that will be designed as a UofC marketplace connecting sellers and buyers in a medium holding all the relevant items and services that are school related.

The project proposal will be then broken to a more in depth definition of the problem, solution and motivation.

Problem Definition

Students have a hard time finding textbooks and school items for a good price in order to help reduce their school costs. Used textbooks and related services are hard to find and are not marketed properly as there is no common dedicated platform used by all students/staff/alumni. Students have been using social media platforms such as Facebook groups in order to exchange their used books or other goods. This has proved to be inefficient as it does not connect the seller and buyer directly in addition to the absence of a search engine and universal inventory layout which helps make the search for a

specific item fast and relevant. So they end up looking for a needle in the haystack within the exchange group. We are looking to get some ideas from the market place offered by Facebook as it displays all the items for sale in a certain area, divided into subcategories where the buyer can connect directly with a seller and negotiate the deal. It also provides a search engine which makes looking up for a certain item relevant and easy.

Proposed Solution

We will be designing a website that will serve as a hub for buying and selling everything that is related to day-to-day school life for a UofC student, alumni or professor. For students who live in residence or their off-campus accommodation, buying furniture can be a large expense. Having to buy textbooks for courses is also another unwanted expense. Our website aims to solve these problems by providing an outlet to buy necessary items at a discounted price. For convenience, students and staff will be able to search for items that are nearest to them. All the items will be divided into subcategories for easy searching. Every item will have pictures, description, price, approximate location and some contact information of the seller depending on their privacy settings. We will also put some tips for buyers and sellers so that they don't get scammed. There will also be a system by which buyers can contact the sellers by putting his information in a dialog box and the system will auto-generate an email to the seller.

Motivation

As international students or as locals with student loans it becomes difficult to afford brand new books as we tend to settle with PDFs or second hand copies of the book. Sometimes these versions are not available and hence we end up buying brand new ones. This platform will benefit every individual in a particular university or college who are looking to buy school material at a

reasonable price. On the same hand, we are creating this website to solve an issue we are facing personally before it targeting other students and faculty members.

Conclusion

We are hoping that this website will serve its purpose in making the buying-selling experience for students more convenient with more accessibility for all day-to-day related school items with future plans to have it working in parallel with UofC bookstore. In addition to reducing costs on students and supporting sustainability by reusing old school items as in books.

References

1. RentFaster.ca. (2019). *Apartments & Houses for Rent in Canada - RentFaster.ca*. [online] Available at: https://www.rentfaster.ca/ [Accessed 28 Sep. 2019].