



COMPAREWEB

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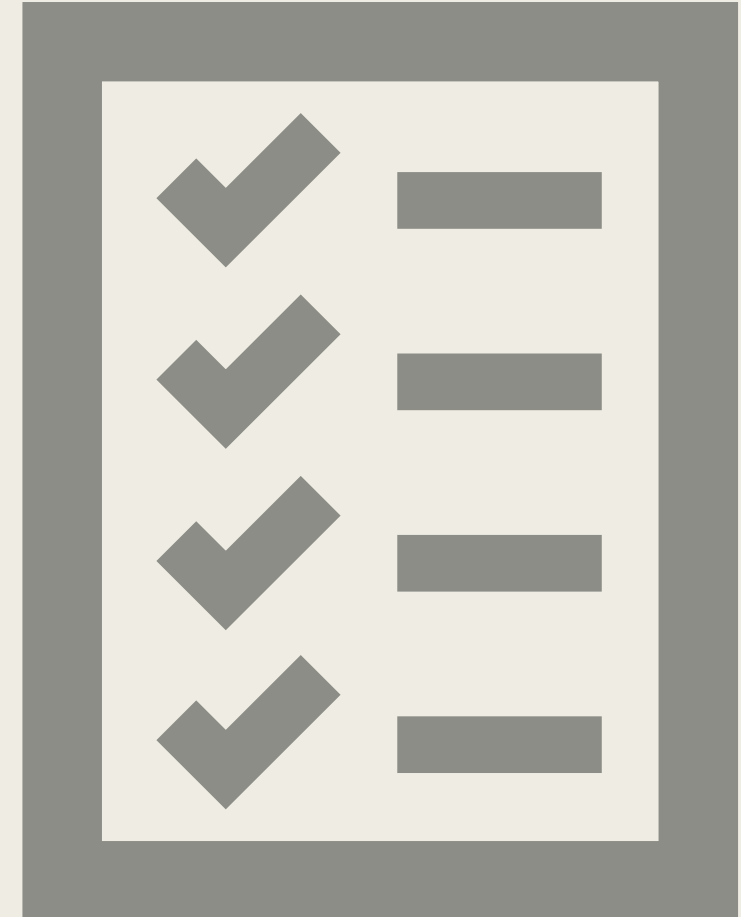


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Problem Understanding

Newcomers to Canada, especially international students and immigrants, need a centralized, efficient platform to find second-hand goods because they face significant barriers, including unfamiliarity with the marketplace landscape, lengthy search times across multiple platforms, insufficient filtering options, and missed opportunities.



Our Solution - CompareWeb



Comprehensive Aggregation: Users will have access to listings from multiple platforms, ensuring a wide variety of options in one place.



Advanced Filtering: Features such as filtering by price, location, condition, and category will allow users to refine their searches with ease.

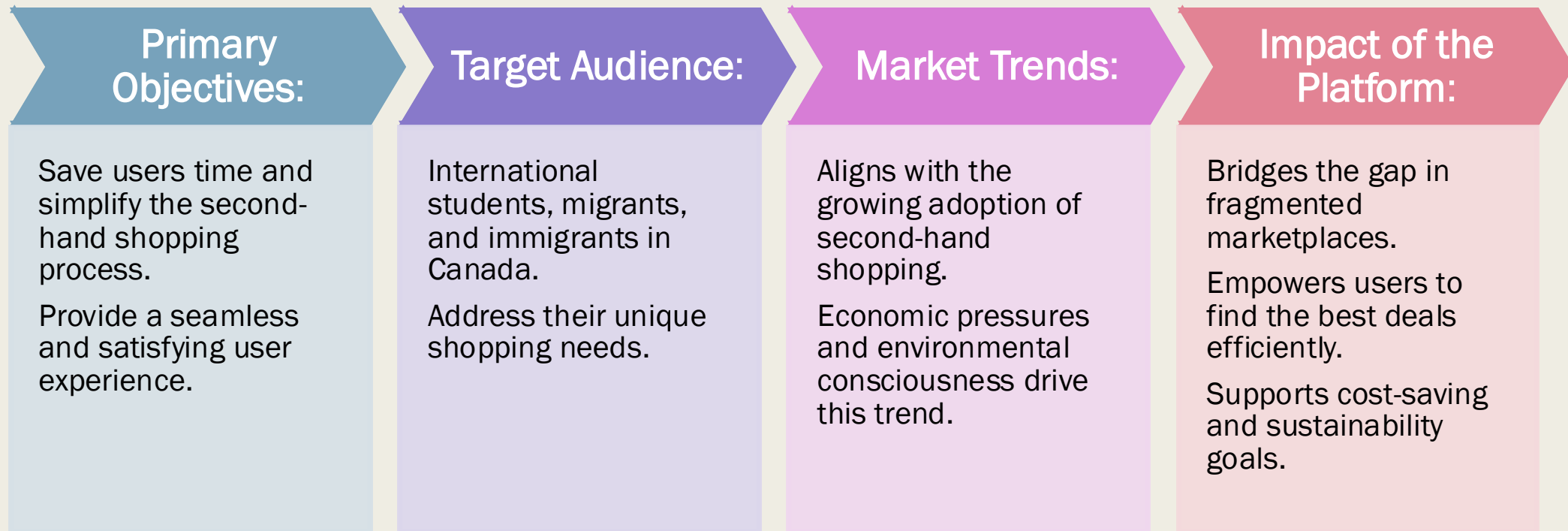


Price Comparison: Real-time price comparisons across platforms will enable users to make informed purchasing decisions.



Personalized Alerts: Customizable notifications will help users stay updated on specific items of interest, enhancing convenience and efficiency.

Impact of the Solution



Due Date	Task Name	Assignee	Status	Priority	Notes
2024-09-27	Project Plan Discussion	Rutvik Vengurlekar	Done	High	Discussion on problem statement
2024-10-03	Project Proposal	Rutvik Vengurlekar	Done	Medium	
2024-10-10	Customer survey & Validation	Rowena Sagaria	Done	High	
2024-10-24	Market Analysis	Saransh Kotha	Done	Low	Analyze platforms like Facebook Marketplace
2024-11-07	Project Progress Report	Rowena Sagaria	Done	High	
2024-11-18	First Prototype	Saransh Kotha	Done	Medium	Developed with API integration
2024-11-24	Conduct Usability Tests	Rowena Sagaria	Done	High	
2024-11-28	Final Project Presentation and report	Rutvik Vengurlekar	Done	Medium	

TEAMWISE CONTRIBUTION

Validation Phase

Survey Overview:

- Target Audience: International students, migrants, and residents in Canada.
- Focus: Shopping habits, challenges, and preferences in second-hand marketplaces.

Key Findings:

- **Usage of Second-Hand Platforms:**
 - 60% frequently use platforms like Facebook Marketplace, Kijiji, or Craigslist.
 - 40% have never used such platforms, indicating untapped potential.
- **Search Challenges:**
 - 70% spend 30+ minutes searching across multiple platforms.
 - Filtering options found inadequate; lack of specific filters (e.g., price, location, condition).
- **Price Comparison Issues:**
 - 85% compare prices manually across platforms.
 - Process is time-consuming due to inconsistent descriptions and categories.

User Interest:

- 90% expressed strong interest in a centralized app with:
 - Aggregated listings.
 - Advanced filtering and comparison tools.
- Benefits highlighted: Time savings, reduced frustration, and simplified search process.



Product Viability

■ Market Survey:

- Canada's second-hand economy generated **\$29 billion** in transactions (2016).
- **82% of Canadians participate** in second-hand transactions, with 31% making purchases more than once a month.

■ User Interest:

- **90% of survey respondents** expressed strong interest in a centralized platform.
- Usability testing results: **88% rated usability as excellent**; **94% praised filtering options**.





FAVOURITES

REGISTER

SIGN-IN 

COMPAREweb.com

Search anything and everything...



Revenue Streams



Advertising

Banner ads, sponsored listings, and targeted ads based on user behavior.



Subscription Services

For Sellers: Analytics, featured badges, and premium visibility.
For Buyers: Early access to listings, exclusive discounts.



Affiliate Marketing

Earn commissions by directing users to platforms like eBay or Kijiji.



Transaction Fees

Charge a small fee per transaction processed through the platform.



Data Licensing

Provide anonymized shopping insights to businesses and market researchers.



Local Business Partnerships

Collaborate with repair shops, delivery services, and refurbishers for referral commissions.

Market Trends and Opportunities

Projected Growth

- The second-hand market is expected to grow by **15%-20% annually**, fueled by younger generations and rising inflation rates.

Expansion Opportunities

- Niche categories such as vintage fashion, refurbished electronics, and collectibles represent untapped markets that our platform can explore.

Global Potential

- If successful, the platform can be expanded to international markets, targeting countries with similar second-hand adoption trends like the US, UK, and Australia.

Future Development

Enhanced Platform Features:

- Implement AI-driven recommendations based on user behavior and preferences.
- Introduce visual search functionality to find items using images.
- Develop chatbots for real-time assistance and personalized shopping support.

Mobile App Development:

- Launch a dedicated mobile app for on-the-go access.
- Integrate push notifications for price drops and new listings.

Partnerships and Integrations:

- Collaborate with popular second-hand platforms for seamless data integration.
- Partner with local businesses and community organizations to expand listings.

Localized User Experience:

- Support multi-language options for diverse user demographics.
- Provide location-based features, such as pickup/delivery options and proximity filters.

Expansion Opportunities:

- Scale the platform to include other regions beyond Canada.
- Explore additional categories like rental items and free giveaways.



SUMMARY



Problem Understanding

Newcomers face barriers in finding second-hand goods.

Challenges include lengthy searches, insufficient filters, and fragmented platforms.



Our Solution

Compare Web: A centralized platform for second-hand listings.

Features include aggregated listings, advanced filters, and price comparisons.



Impact of the Solution

Saves time and reduces frustration.

Simplifies searches for second-hand goods.



Validation Phase

90% expressed strong interest in the platform.

88% rated usability as excellent; 94% praised filtering options.



Product Viability

Canada's second-hand economy: \$29 billion in transactions (2016).

82% of Canadians participate in second-hand marketplaces.



Future Development

AI-driven recommendations and visual search.

Mobile app with push notifications.

Partnerships with platforms and local businesses.

Multi-language support and location-based features.



THANK YOU