

Project Proposal: Golf Club Auction Site

Purpose of the Site

The purpose of our project is to design and develop an online auction platform specifically dedicated to used golf clubs. While general auction sites exist, they do not provide a community based environment where golfers can showcase, buy, and sell equipment. Our site aims to fill this niche by creating a space tailored to the needs of golfers and golf equipment collectors.

Goals

We want the site to accomplish two goals:

1. Allow users to create listings for golf clubs with photos, descriptions, and reserve prices
2. Enable buyers to filter through different types of clubs

Ultimately, the site should make it simple and enjoyable for users to engage in auctions while also establishing a sense of community.

Intended Audience

Our primary audience includes:

- Golfers of all skill levels who want affordable golf clubs
- Collectors seeking rare or unique golf equipment
- Sellers who want to reach a larger market than local golf shops or general auction sites

Results We Want to See

- Clean user interface that is easy and intuitive to navigate for all users
- Golf-themed website that will draw in our target audience

Opportunity, Problem, or Issue

General auction sites like eBay or Facebook Marketplace make it difficult to find specific golf clubs among a wide range of unrelated products. Local pro shops may have limited inventory and rarely offer auction pricing, along with extremely high retail prices. Our site addresses this problem by focusing exclusively on golf clubs, giving both buyers and sellers a dedicated marketplace with affordable equipment.

Types of Content Included

- Auction listings with club details, images, current bid
- Search and filter options by club type (drivers, irons, putters), brand, or price range

Related or Similar Sites

1. eBay: Offers auctions across many categories, but lacks the specialization and community focus we aim to create
2. Facebook Marketplace: Also offers auctions across many categories but fails to have consistent delivery and theme of golf-focused products

Scenarios for Site Functionality

1. Listing a Club

A seller creates an account and logs in. They click “List a Club,” upload photos, enter a description, select a category (driver, iron, putter), and set a minimum bid and auction duration. Once submitted, the listing becomes visible to all users. As bids come in, the seller can track progress. At the auction’s end, the system notifies both buyer and seller with transaction details.

2. Bidding on a Club

A buyer creates an account and logs in. They browse the homepage and click on a listing for a rare driver. They view images, read the description, and see the current highest bid. The buyer enters a new bid, which the system validates against the current price. If their bid is highest, they receive confirmation. At the auction’s close, the winning bidder is notified and prompted to finalize the purchase.

Information to Store in the Database

- Users
 - username, email, encrypted password, ratings, transaction history
- Listings
 - listing_id, club name, brand, type, description, images, starting bid, reserve price, auction start and end times
- Bids
 - bid_id, listing_id, user_id, bid amount, timestamp
- Transactions
 - transaction_id, buyer_id, seller_id, final sale price, date

Collaboration Plan

Our team will meet weekly to coordinate progress. We will use:

- GitHub for version control and code collaboration
- Google Docs for shared writing and documentation

- iMessage for quick communication

Roles will be distributed as follows:

- UI/UX - designing the user interface and layouts
- Data - handling the database and auction logic
- Documentation - presentations, deliverables

Conclusion

This project will create a dedicated golf club auction site that fills a gap between general online marketplaces and local shops. By providing a specialized, community-driven platform, we aim to deliver an engaging experience for buyers and sellers alike, while showcasing how web technologies can be applied to a real-world niche.