

Mobile App for Buying and Selling Antiques in India

As a product manager tasked with designing a product based on a preferred mobile operating system, I'll address the query step-by-step. The question asks whether I prefer iOS or Android and then to design a product of my choice based on that preference, with additional clarifications provided to narrow the scope.

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Product Overview

Based on the provided scope, I'm designing a **mobile app** that serves as an online marketplace for buying and selling antiques in India. Antiques are defined as goods that are at least 100 years old, rare, precious, expensive, and have great resale value. The app will connect **merchant sellers** (professional sellers with certified antiques) and **buyers purchasing for personal use**, focusing on a niche, organized platform to differentiate from general e-commerce competitors like OLX, Amazon, or Facebook Marketplace.

Goal

The goal is to create an online marketplace that enables:

- Sellers to list and sell their antiques.
- Buyers to search, view, and purchase antiques securely.

Ask Clarifying questions to narrow down the scope of the product/ question

- What do you mean by antiques? (Anything which is rare, old, precious and expensive in nature and has a great resale value)
- Web based product or mobile app? (Mobile app) -IOS or Android? (Both)
- For a particular region or not(Yes for the scope of this question lets assume that this app will allow buying and selling of antiques in India only)
- Is it a standalone product or are we planning to integrate it within an already existing solution/marketplace
- Clarify Scope :
 - ☐ We are looking at a marketplace where users can buy and sell antiques
 - ☐ Antiques -we imply goods older than 100years atleast

Target Users



Sellers

Merchant sellers who have a business selling certified antiques.



Buyers

Individuals purchasing antiques for personal use.

Key Features for the Minimum Viable Product (MVP)

Focusing on the P1 (highest priority) use cases provided, the MVP will include the following features:



User Authentication

Registration and login for both sellers and buyers.

- Single Sign-On (SSO) with Google and Facebook for a seamless onboarding experience.
- Ensures secure access and simplifies user acquisition.



Seller Features

- List Antiques: Upload details, photos, certification of authenticity, price, and quantity.
- View Listed Antiques: See and manage active listings.
- Order Management: Receive notifications and view order details.



Buyer Features

- Browse and Search Antiques: Explore by category or search by keywords.
- View Antique Details: See photos, description, price, seller info, and certification.
- Purchase Antiques: Simple checkout process with secure payment.
- Order History and Status: View purchase history and basic order status.



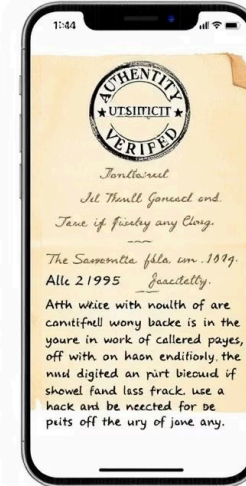
Payment Integration

Secure payment gateway supporting multiple payment methods popular in India with buyer protection features.

Certification Display

Certification display is a critical feature that addresses the P1 use case of verifying genuineness, which is essential for building trust in an antiques marketplace.

- Sellers must upload certification as part of the listing process
- Certification is displayed prominently in the antique's details page
- Buyers can view and verify the authenticity before purchase



Assumptions and Monetization

Assumptions

- Sellers are responsible for providing genuine certifications for the MVP; verification by experts can be added later.
- Shipping is handled by sellers, with a field for estimated delivery time or shipping details.
- The market is niche and unorganized, requiring a focus on trust and authenticity.

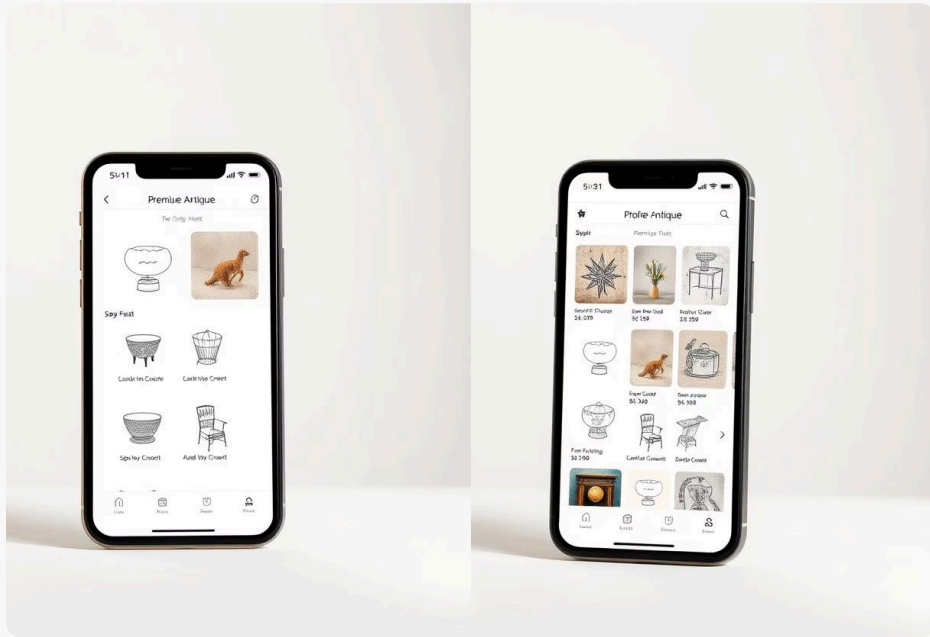
Monetization

- **Model:** Commission-based.
- **Details:** The platform takes a percentage (e.g., 5-10%) of each sale, deducted from the payment before transferring funds to the seller.
- **Rationale:** Aligns with marketplace norms and incentivizes platform growth.

Platform Considerations

Mobile App

Built for both iOS and Android as per the clarification.



Design Approach

- Inspired by iOS's clean, intuitive Human Interface Guidelines (e.g., smooth navigation, minimalist UI).
- Adapted for Android's Material Design principles to ensure consistency across platforms.

User Experience

- High-quality visuals for antiques (e.g., zoomable images).
- Simple, guided listing process for sellers.
- Seamless browsing and checkout for buyers.

Success Metrics



Key Metrics

- User sign-ups (sellers and buyers).
- Daily, Weekly, Monthly Active Users (DAU, WAU, MAU).
- Number of products listed, viewed, and purchased.
- Revenue from commissions.



Seller Metrics

- Number of sign-ups.
- Number of antiques listed.
- Number of sales.



Buyer Metrics

- Number of sign-ups.
- Antiques viewed post-sign-up.
- Number of purchases.

Trade-offs and Conclusion

Trade-offs and Differentiation

- **Competitors:** General e-commerce platforms (e.g., OLX, Amazon, FB Marketplace).
- **Differentiation:** Niche focus on antiques, emphasis on certification and authenticity, targeting a premium audience in India.
- **Trade-off:** Limited to P1 features for MVP, excluding P2 use cases like chat or negotiation to keep scope manageable.

Conclusion

The designed product is a **mobile app for buying and selling antiques in India**, leveraging iOS's premium experience as a starting point while ensuring compatibility with Android. It connects merchant sellers with buyers, focusing on trust through certification display and secure transactions. The MVP prioritizes core functionality—listing, viewing, and purchasing antiques—while setting the foundation for future enhancements like expert verification or advanced order tracking. This app addresses the niche antiques market in India, providing a tailored solution for a high-value, unorganized segment.