

Scenarios

Ritchie Bros. Auctioneers

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PREPARED BY Engine Digital

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The Need Buyer.

George

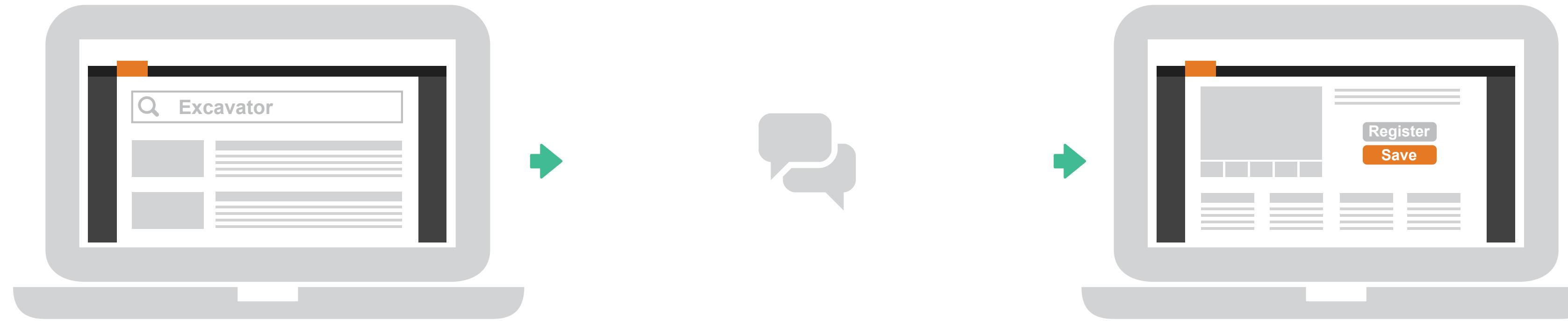
OWNER | BORA CONSTRUCTION LTD.

Has been running his medium sized construction company for the past 30 years. He just received a call from his foreman at one of his construction sites, telling him that his excavator has stopped running. George needs to replace the excavator within a week. He needs to know what he is getting before he makes a purchase, will hire a CAT Inspector to ensure that he will get the best ROI.

TECHNOLOGIES USED:



Find & Evaluate.



SEARCH

George goes to rbauction.com to search for excavators available in the next auction coming up in 2 days. He finds a few that may be suitable. He emails his foreman with links to the excavators that he has found, and tells his foreman to go inspect the equipment at the lot.

OFFLINE CONVERSATION

The next morning George gets a call from his foreman. His foreman lets him know about the two excavators that he should bid on, and what he thinks that they are worth.

ADD TO WATCH LIST

George goes back to rbauction.com, and saves the equipment that he will be bidding on to his watch list. He also sets a reminder for the auction and to be notified when the lot is estimated to be up for auction.

Track & Bid.



SYSTEM NOTIFICATION

On the day of the auction George wakes up and goes about his normal routine. He logs in to rbauction.com and sees a message letting him know that the first item on his watch list will be ramping in 2 hours.

SMS NOTIFICATION

George continues his morning routine. An hour later he gets a message that items before his have not ramped and that his item will be coming up soon.

ENTER BID

He gets back to his computer and sees that his lot is 10 lots away. George places a bid for \$40,000.

SET INVENTORY ALERT

He doesn't win the bid, but he is prompted to set a notification when the same item becomes available in inventory again. He sets the notification, just in case he doesn't win his other item that he was planning to bid on.

Need Buyer.

"The convenience of online bidding is second to none, but more detailed visuals and easily switching between rings and TAL would make it even better."

- GEORGE

Facts

- Covers all industries (Construction, Transportation, Agriculture, Forestry, Mining)
- May be large or small company
- May not have huge capital
- End User / Owner / Operator

Pain

- Time and availability to line up with auction and lot availability
- Not receiving timely and accurate information
- Shipping may be unreliable or too slow
- Item being purchased may not be job-ready
- Item is too far away geographically
- Required item is not available in inventory and needs to go elsewhere
- Item is not available soon enough

Behavior

- Often purchases are not planned but due to replacement
- May sell and buy where they have the best relationship
- May have a brand preference
- May personally inspect equipment when possible, or send someone else
- Price conscious / may keep to a strict budget
- May only purchase within region/locally
- High emotion in bidding process
- Attends fewer auctions

Goals

- Looking for best return on investment
- Replace existing equipment
- Minimal technical issues
- Convenience
- Good customer service
- Knowing when an item is available
- May not have huge capital

User Stories

- I want to be notified when the next like item is available so that I can make up for not winning a lot that I was bidding on
- I want to be notified <specific time period> in advance of a specific piece of equipment being sold so that I can make better use of my day

Deal Buyer.

Mark

DEALER | H&C EQUIPMENT SALES LTD.

Has purchased trucks, forklifts and other equipment to resell for 12 years. He regularly checks rbauction.com and IronPlanet.com once a week, to look for equipment for clients and deals. Mark is looking for better ways to research and track equipment. He recently bought an iPad and could see himself taking it with him on travel to auction locations outside his region.

TECHNOLOGIES USED:



Track & Bid.



ENTER MULTIPLE RINGS

This week Mark has saved all the items that he's interested on to his watch list. He's preparing to buy as many items as he can on his list.

TRACKING MULTIPLE ITEMS

On the day of the auction, he logs onto the bidding system, opens two rings in the multi ring view. He's also tracking his TAL items on his watch list at the same time.

REGISTRATION

After an hour, he has won one of his lots, and another one of the rings becomes available. He has saved items in that ring, so he receives a system notification that the ring has opened, and prompts him to open up the ring.

PLACE MAX BID

Mark accepts the terms and conditions to register into the ring, and the ring opens up in his multi ring view. In the new ring there are multiple choice groups available for the item he wants. He compares the DEI for each of them so that he knows which one he will choose if he wins the bid.

Track & Bid.



TRACK TAL ITEMS

Mark is beginning to feel a little overwhelmed with the amount of lots that he is tracking. He returns to his TAL items, and checks how his saved items have sold for in previous auctions. He quickly sets a max bid on the TAL items for the amount that they had sold for previously.

TRACKING MULTIPLE ITEMS

Mark returns to his third ring and sees that his item is coming up in the next lot. He bids on the item for a few rounds before he wins it.

CHOOSE FROM CHOICE GROUPS

Mark then selects the item he wants from the choice group that he had compared earlier.

SUMMARY VIEW

At the end of the auction, Mark is satisfied to see all the items that he has won in a summary view.

Deal Buyer.

"I have a pretty good idea when something is going to go for a good price, so it's critical that I stay on top of when it is coming up regardless of where I am at the time"

- MARK

Facts

- Rarely the end user – will resell/rent
- Looking for deals
- Buys within and outside their region
- Opportunistic – will travel to auction, always looking for a deal

Pain

- Doesn't like high fees
- Not receiving timely and accurate information

Behavior

- May be very loyal when selling equipment
- May be less concerned with quality
- Conducts large amounts of research online
- Competitive in bidding process

Goals

- Looking to make money / profit margin is small

User Stories

- I want to be able to switch between rings and TAL in one click so that I can quickly view another lot
- I want to remain logged in to an auction until I manually sign out so that I don't miss an opportunity to bid on an item that is about to close
- I want to be able to access TAL and OLR through a single login and view so that I don't have to worry about what I have access to
- I want to be able to compare multiple pieces of equipment before and during an auction so that I can pick the right one
- I want to be able to quickly see trends in sale prices for equipment similar to what I am bidding on so that I know if I am getting a deal

Schedule Buyer.

Alvin Harris

MANAGER | BERRYRIDGE FARMS LTD.

For the 3 years, Alvin has managed equipment, sales and finances for his family's 4th generation berry farm. Alvin makes equipment purchases once a year, and often researches and plans for purchases with months in advance. This year, the Harris family is expanding their berry farm to include Cranberries. Alvin will be in the market for equipment to support the farm expansion.

TECHNOLOGIES USED:



Find.



DETAILED EQUIPMENT COMPARISON

Alvin goes to rbauction.com to look for suitable trucks and harvesters. He sees a lot of trucks that would be suitable. He uses the comparison tool to compare trucks as he's searching, and viewing DEI pages.

ADD TO WATCH LIST

He saves the ones which he thinks he would bid on, on to his wish list.

SET INVENTORY ALERT

There were fewer results for harvesters. Alvin couldn't see himself bidding on the few in inventory, because of the condition of the equipment. Alvin creates an inventory alert, so he would be notified should any harvesters in better quality become available in inventory.

Evaluate & Track.



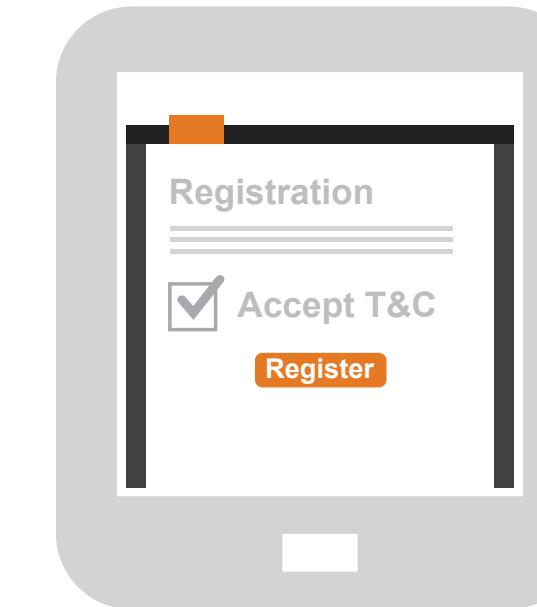
EMAIL NOTIFICATION

The following week, while Alvin is in the office working on finances for the farm, he gets an email that 3 of his saved trucks on his watch list have arrived on the auction lot. He plans to go out to the lot to inspect the trucks with his mechanic later that afternoon.



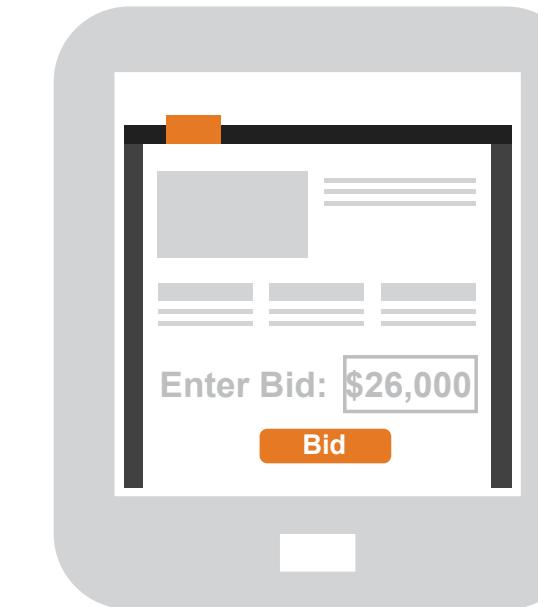
NOTE TAKING ON SAVED ITEMS

While his mechanic is inspecting the trucks, Alvin takes quick notes on his iPad in the comparison view of his watched items. One of the trucks is in great condition, and looks like it would be perfect for the farm.



REGISTRATION

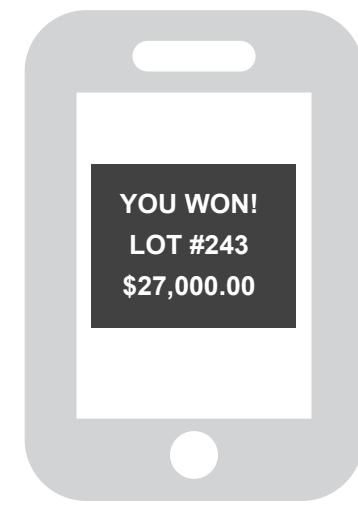
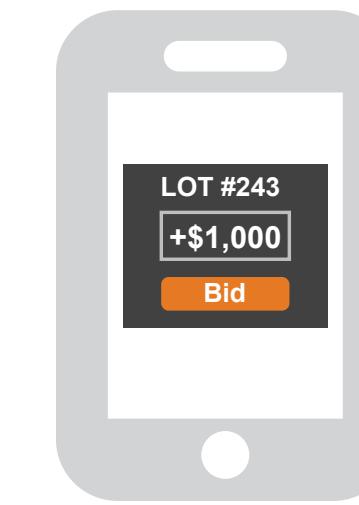
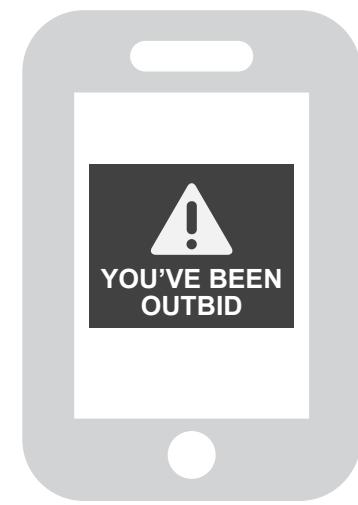
He knows that his max budget for the truck is \$26,000. He can't go over because he needs the extra money for the harvester, should one become available. Alvin registers for the auction while he is still on the lot and on his iPad.



PLACE MAX BID

He sets a max bid for \$26,000 so that he doesn't exceed his budget, and can spend his saved time in worrying about where he'll get the harvester.

Bid.



EMAIL NOTIFICATION

During the auction, Alvin is out and about on the farm. He gets a notification on his android phone, that his bid has been challenged.

NOTE TAKING ON SAVED ITEMS

He decides that he can offer an extra \$1000 to try to win the bid. He places the bid from the notification on his phone, and places bid for an extra \$1000.

REGISTRATION

Shortly after, Alvin receives another notification that he won the lot.

Schedule Buyer.

“My fleet always needs to be up and running, so equipment availability and timing is the most important determinant for making a purchase.”

- ALVIN

Facts

- Often in Forestry, Transportation or Agriculture Industries
- End User / Owner / Operator
- May require banking / finance relationship
- Often knows exactly how much it will cost to operate equipment
- May lease / rent or own
- Using equipment to make a profit

Pain

- Can't have down time

Behavior

- May wear out equipment in one or two seasons /high use
- May not use auctions in some instances if they know what the value of their equipment is worth / low risk
- May order equipment ahead new, or purchase in large quantities
- May have no sense of ownership over equipment / no emotional attachment
- Plans purchases often months in advance

Goals

- Always looking at ROI

User Stories

- I want to be able to create a single list that is accessible from my desktop, tablet and laptop so that I can add or refer to it regardless of where I am
- I want to be able to set a max bid before and during an auction so that I don't have to deal with auction timing or stepping over my budget limits
- I would like to be able to take action directly from any alerts I receive so that I don't have to waste time navigating to a specific page

Thank you.

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