OVERVIEW

The web-based mobile app for buying and selling second-hand books is a dynamic platform crafted to facilitate the exchange of academic resources within the college community. Tailored to meet the needs of students, faculty members, and guest faculties, this app serves as a virtual marketplace for textbooks, promoting a sustainable and cost-effective approach to acquiring course materials.

With a user-friendly interface, the app empowers students to effortlessly buy and sell second-hand books, fostering a sense of community and resourcefulness among peers. By facilitating the reuse of academic materials, it not only contributes to the reduction of environmental impact but also makes education more accessible by minimizing financial barriers.

Moreover, this platform goes beyond the transactional aspect, incorporating social features that encourage interaction and collaboration among users. Students can connect with fellow learners to discuss book recommendations, share insights on specific subjects, and build a network of academic support. Faculty members and guest faculties can also participate, creating a holistic and collaborative learning environment.

In essence, the web-based mobile app for buying and selling second-hand books transcends the traditional boundaries of a marketplace. It becomes a vibrant hub where academic knowledge is not only exchanged but where a community of learners is nurtured, enriching the overall college experience for everyone involved.

SCOPE

Buying used books online saves time, money and energy of people getting to market and provides knowledge at an equivalent time. We trust that education should be available to every individual. So, our goal is to make education available for everyone who cannot afford it.

- Provides users with different kinds of books that they were unaware of by just searching on the system by using keywords.
- Provides books at cheaper cost and saves the time and travelling cost of people, as they can buy / sell the books from the comfort of their home.
- Provides opportunities for students to earn money.

The comprehensive mobile and web application designed to seamlessly connect students, faculty members, and guest faculties within the college community. The primary focus of this product is to facilitate the buying and selling of second-hand books while fostering a collaborative learning environment. It will cater to the creation of a Minimum Viable Product (MVP) with essential functionalities.

USER SEGMENTATION-

Undergraduate Students:

Characteristics: Traditional college students pursuing bachelor's degrees.

Needs: Seeking affordable textbooks, possibly selling books from previous semesters.

Graduate Students:

Characteristics: Students pursuing advanced degrees (master's, Ph.D.).

Needs: Often looking for specialized and advanced textbooks, may have a budget constraint.

Recent Graduates:

Characteristics: Individuals who have recently completed their studies.

Needs: Selling textbooks they no longer need, possibly looking for specific professional resources.

International Students:

Characteristics: Students studying abroad.

Needs: Access to textbooks in various languages, possibly interested in selling books before returning home.

Budget-Conscious Students:

Characteristics: Students on a tight budget.

Needs: Looking for the most affordable textbook options, possibly interested in selling to offset costs.

Tech-Savvy Users:

Characteristics: Users comfortable with technology and online transactions.

Needs: Prefer a seamless and efficient mobile/web application experience for buying and selling.

Book Enthusiasts:

Characteristics: Individuals who enjoy reading beyond academic requirements.

Needs: Interested in buying and selling a variety of books, not limited to textbooks.

Environmental Conscious Users:

Characteristics: Users with a focus on sustainability.

Needs: Interested in the eco-friendly aspect of buying and selling used books.

USER PERSONAS-

1. Student Persona
- Name – Lily
- Age-22
- Major-Biology

Characteristics	Goals & Objectives
Lily is a second-year undergraduate student majoring in Biology. She is tech-savvy, always looking for ways to save money, and is passionate about sustainability.	Needs affordable textbooks for her courses, a user-friendly app interface, and options to sell her used books.

2.Mansi, A Recent Graduate

- Age-23
- Major - Marketing

Characteristics	Goals & Objectives
Mansi is a recently graduated in MBA in Marketing. She is currently looking for jobs and wants to sell her textbooks to clear some space and make a little extra money.	Needs a platform to sell her textbooks, possibly interested in buying books related to her career field.

USER JOURNEY
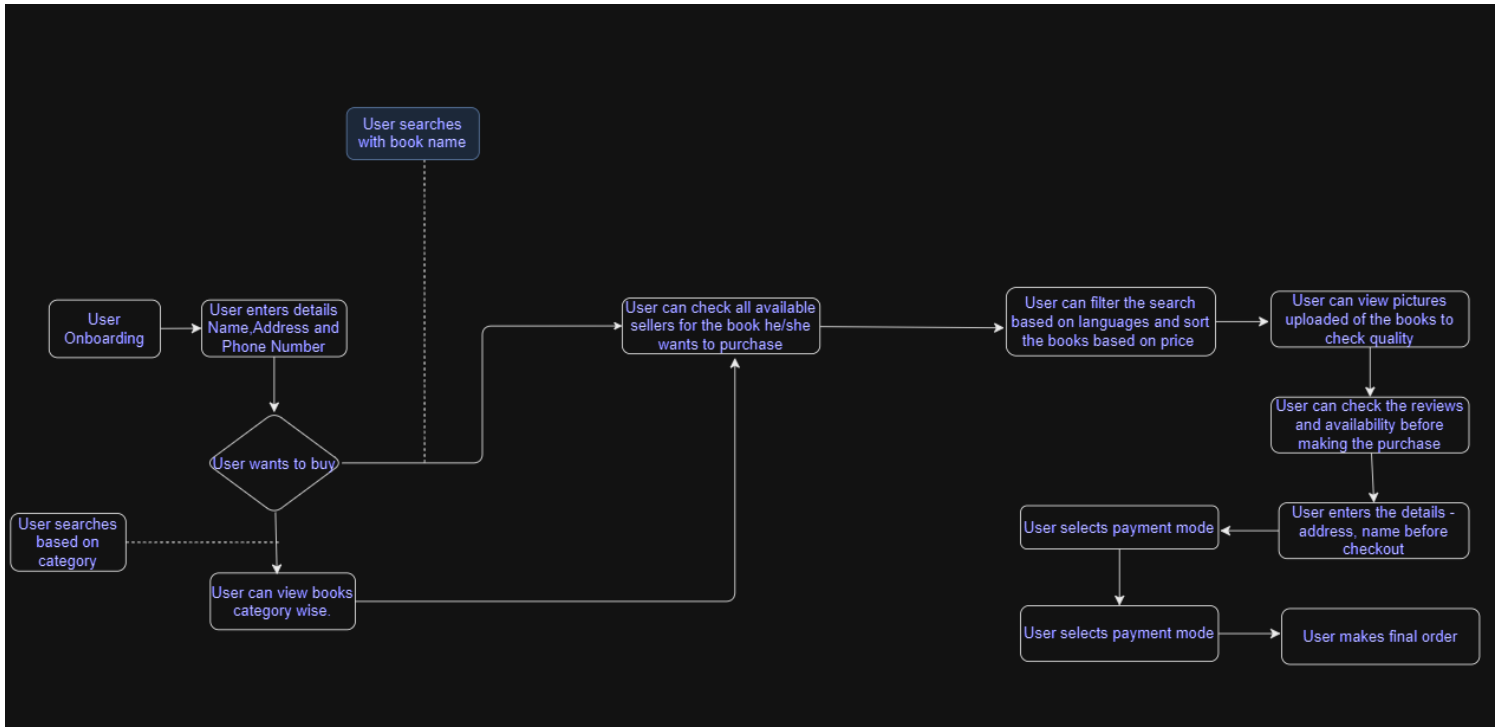
USER JOURNEY OF THE BUYER

Now we have the basic needs/pain points of buyer in place.

We can narrow down the features we want to include in our application for a buyer user persona.

List of features for a buyer

A smooth login/sign-up functionality for onboarding of a buyer.

A search feature — Search via categories or direct search via book name/author name.
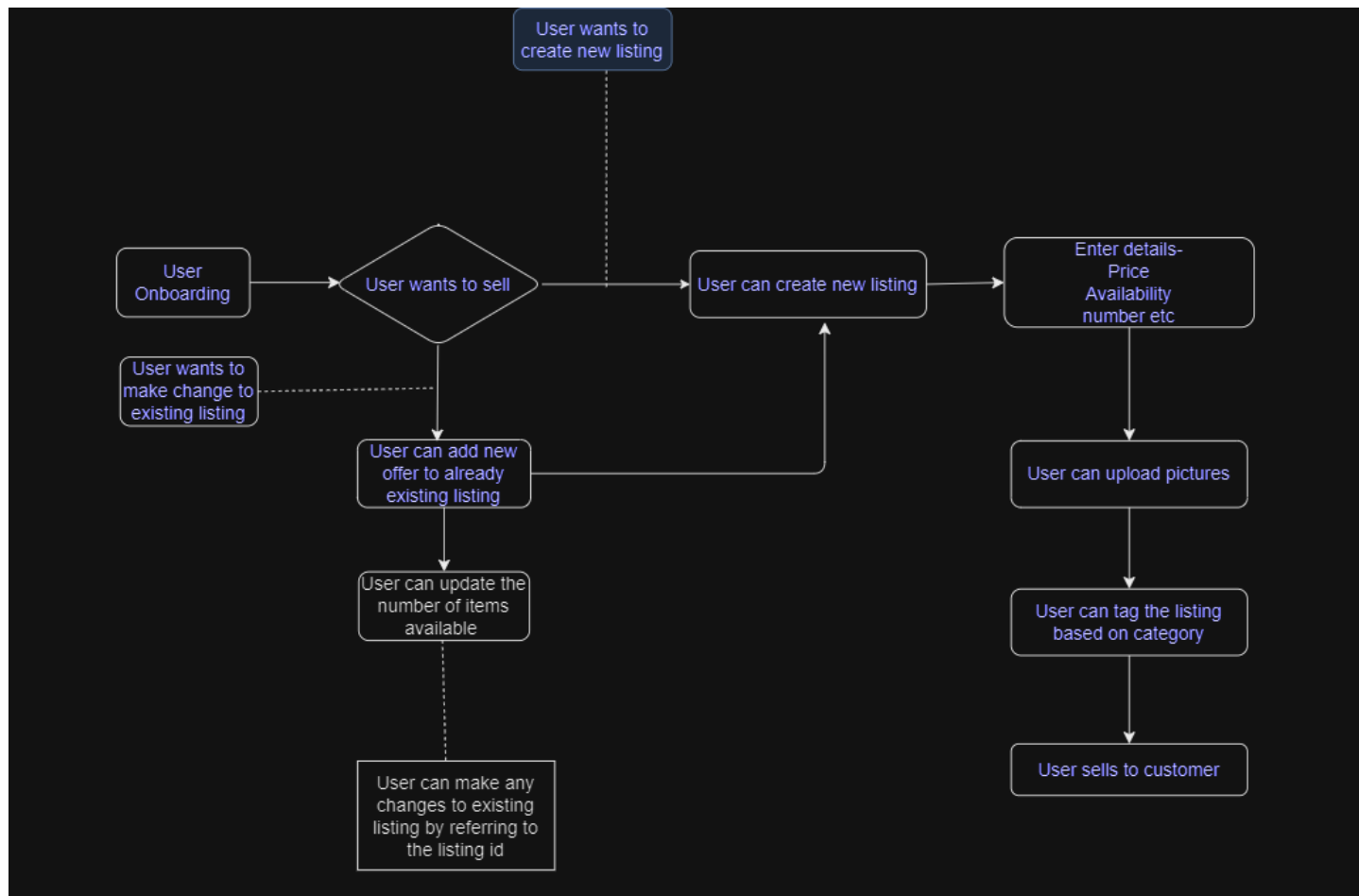
Ability to view book options as a search result.

Ability to purchase a book by clicking on a search result.

Ability to view the pictures of second-hand books.

Ability to view other sellers selling the same book at different prices (preferably lower than the current book price the buyer is viewing) so that the user can make the best choice.
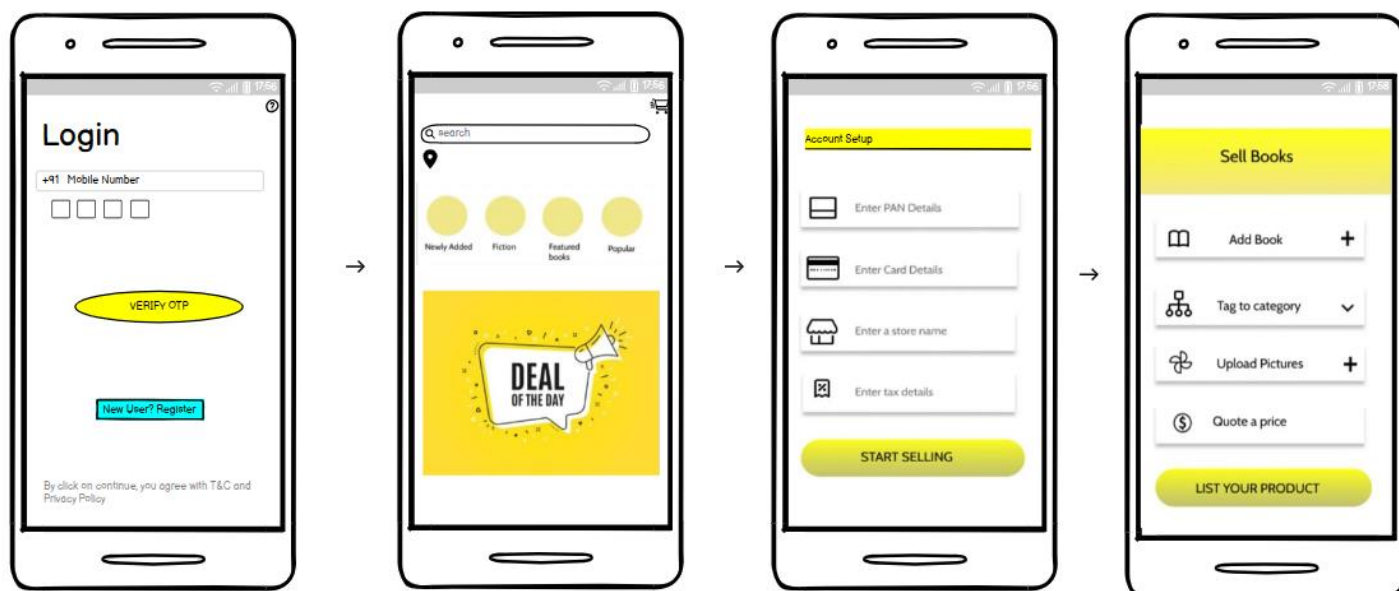
SELLER USER JOURNEY

List of features for Seller

A smooth login/sign-up functionality for onboarding of a seller.

A feature to set up a seller account.

A feature/option to click to sell books.

A feature to tag books to appropriate categories and upload pictures.

METRICS TO TRACK THE SUCCESS OF THE PLATFORM

Number of Users onboarded/Month — After launching the app, this metric should ideally go up. The increase in this metric would directly align with the primary goal — User Acquisition and Engagement. If the metric is declining, analysis needs to be done feature-wise to arrive at the root cause.

Monthly Recurring Revenue — If this metric rises, it would mean success for application. However, if the metric declines, a root cause analysis is needed to take the necessary steps.

User Reviews — This is an important metric to know user feedback. Reviews will help understand user issues and user satisfaction with the application experience.

Churn Rate — If Churn is rising, in-depth feature-wise analysis is needed to understand the cause of churn.

Poor implementation of features — Poor implementation / technical limitations would hamper user experience immensely. This could further lead to frustration and churn.