

# Status Report on Project Development

For

## Usell

**Prepared by**

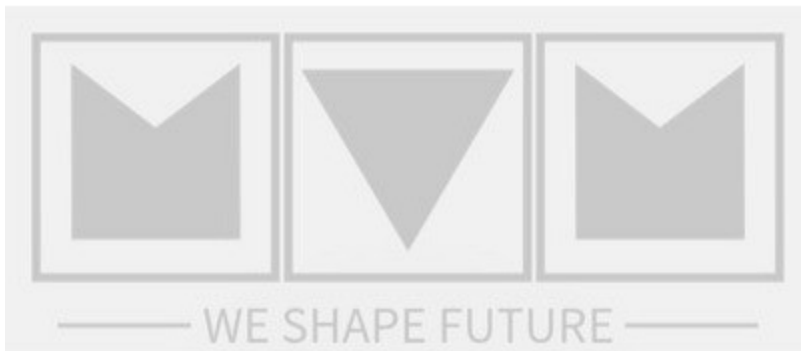
Ahmed Cengiz Yavuz

Bahadır Yavuz YAPAR

Ertuğrul AK

Muzammil Kohistani

Saim Melih Özcan



**MvM Software**

**28.05.2025**

# Table of Contents

## 1. Introduction

## 2. Feature Set

- 2.1 Successfully Implemented Features
  - Anonymous Browsing Functionality
  - Authentication System
  - Product Management System
  - Search and Discovery
  - Messaging System
  - Notification Center
  - Preference Management
  - Trust and Safety Tools
- 2.2 Design Modifications Based on Feedback
  - - Removed Payment Processing
  - - Enabled Pre-Authentication Browsing
  - - Simplified Listing Creation
  - - Enhanced Categorization System
  - - Improved Search Experience

## 3. Data to be Collected

- User Information
- Item Information
- Usage Patterns

## 4. Possible Ways of Revenue

- Premium Seller Plans
- Advertising Solutions
- Additional Revenue Streams

## 5. "Always Online" On-Site Resources Needed

- Firebase Resources
- Additional Infrastructure

## 6. Advertising on Google Ads

- Target Audience Segmentation
- Campaign Structure
- Keyword Strategy
- Ad Creative Approach
- Landing Page Strategy

## 7. Figma Interface Design

- Welcome Screen
- Home Screen Design
- Product Listing Interface
- Messaging Interface
- Search Results Interface
- User Profile Interface
- Seller Reviews System

## 8. Next Development Steps

- Short-Term Goals
- Medium-Term Goals
- Long-Term Goals

## 9. Conclusion

# Introduction

The Usell platform development has made substantial progress in accordance with our established project timeline. Our application serves as a comprehensive marketplace for all types of pre-owned items, connecting buyers with sellers across numerous product categories including electronics, furniture, vehicles, household items, and more. The platform facilitates sustainable consumption by extending the lifecycle of used goods.

Following feedback from our previous consultation, we have implemented several fundamental changes to our platform design. Most notably, we now allow users to browse items without requiring account creation, have focused our development efforts on a mobile-first approach, and have removed our involvement in financial transactions between users. The platform's visual design now incorporates researched color theory principles to enhance user experience and establish brand identity.

Our design team has created comprehensive Figma screens with particular emphasis on the core user journeys. All essential screens have been designed and are ready for presentation.

This report provides a comprehensive overview of our current development status, implemented features, data collection plans, revenue strategies, and infrastructure requirements.

# Feature Set

## Successfully Implemented Features

- **Anonymous Browsing Functionality**
  - Users can browse all listings without creating an account
  - Product details are fully visible to non-registered users
  - Registration is only prompted when attempting to contact a seller
  - Implemented "continue as guest" option on initial app launch
- **Authentication System**
  - Email-password registration with verification
  - Integration with Google, Apple, and Facebook accounts
  - Secure password recovery process
  - Profile creation with optional information fields
- **Product Management System**
  - Multi-image upload capability (up to 5 photos per listing)
  - Category selection with specific attributes for each type
  - Location tagging for proximity-based discovery
  - Editing and removal options for sellers' own listings
- **Search and Discovery**
  - Filtering by price range, location, and category
  - Keyword search with suggested terms
  - Sort options by relevance, price, and recency
  - Search history for registered users
- **Messaging System**
  - Direct conversations between interested parties
  - Message history and management
  - Basic reporting tools for inappropriate content

- **Notification Center**

- Real-time alerts for new messages
- New listings in followed categories
- Price drop alerts for favorited items
- Transaction status updates
- Customizable notification preferences

- **Preference Management**

- Favorites collection with organization options
- Follow sellers of interest
- Personalized feed based on browsing history
- Recently viewed items section

- **Trust and Safety Tools**

- Seller rating and review system
- User-to-user reviews and comments on seller profiles
- Verification badges for trusted accounts
- Listing reporting system
- Multiple reviews per seller (accumulating reputation across sales)
- Safety guidelines for in-person meetings

## **Design Modifications Based on Feedback**

### **1. Removed Payment Processing**

- No financial intermediation between users
- In-app messaging for payment arrangement
- Safety guidelines for transactions
- Optional meeting location suggestions

### **2. Enabled Pre-Authentication Browsing**

- Immediate product visibility upon app launch
- Clear benefits of registration presented at strategic points
- Simplified registration process when needed
- Guest session browsing history preserved after registration

### **3. Simplified Listing Creation**

- Reduced to 3 intuitive steps
- Smart form that adapts based on category selection
- Mobile-friendly input methods
- Progress indicator for completion status

### **4. Enhanced Categorization System**

- Expanded product categories across all types of used goods
- Condition-specific filtering options
- Feature and specification tagging
- Brand verification system

### **5. Improved Search Experience**

- Attribute-based filtering for different product types
- Material and specification options
- Condition granularity (new to well-worn)
- Distance-based search for local items

## **Data to be Collected**

To provide a seamless experience while respecting user privacy, we will collect the following data:

### **User Information**

- Basic details (name, email) for account creation
- Optional demographic information for personalization
- Profile customization elements (bio, display name, photo)
- Location data at city level (precise location optional)
- Interest indicators and preferences

### **Item Information**

- Product images uploaded by sellers

- Descriptive details (title, description, measurements)
- Categorization and condition assessment
- Pricing information
- Item location
- Brand and specification information

## Usage Patterns

- Search behavior and browsing history
- Time spent on different screens
- Category engagement metrics
- Feature utilization statistics
- Listing creation completion rates
- Communication patterns

All data collection will comply with KVKK (Personal Data Protection Law) requirements, with appropriate consent mechanisms and clear privacy policies explaining data usage. Users will have the ability to manage their information through profile settings and request data deletion if desired.

## Possible Ways of Revenue

Our marketplace provides a platform for buyers and sellers to connect without any intermediation in their financial transactions. Our revenue model focuses on providing value-added services to sellers who want greater visibility and premium features:

### Premium Seller Plans

- **Enhanced Visibility:** Sellers can boost their listings to appear at the top of relevant search results
- **Featured Item Placement:** Premium spots on the homepage and category pages for maximum exposure
- **Listing Analytics:** Insights on views, clicks, and engagement with their products
- **Extended Listing Duration:** Longer visibility periods for premium users
- **Bulk Listing Tools:** Efficiency features for sellers with multiple items

- **Ad-Free Experience:** Premium sellers enjoy an ad-free interface

## Advertising Solutions

- **Banner Advertisements:** Strategic ad placements for brands and relevant businesses
- **Sponsored Categories:** Brand sponsorships for specific product categories
- **Promoted Searches:** Highlighted results for specific search terms
- **Native Advertising:** Seamlessly integrated promotional content
- **Cross-promotion Opportunities:** Partnerships with complementary services

## Additional Revenue Streams

- **Verification Services:** Optional identity verification for enhanced trust (service fee)
- **Professional Photography:** Connections with local photographers for improved listings (referral commission)
- **Promotional Tools:** Special badges, highlighting options, and visual enhancements for listings
- **Personalized Shop Pages:** Custom storefronts for frequent sellers

This multi-faceted approach ensures platform sustainability while maintaining our commitment to providing a free core service to casual users. By focusing on value-added services rather than transaction fees, we create a business model that aligns with user interests rather than extracting value from their exchanges.



# "Always Online" On-Site Resources Needed

For our application to function optimally, we are currently utilizing Firebase as our primary infrastructure provider:

## Firestore Resources

- **Firebase Authentication:** Managing user accounts and secure login processes
- **Firestore Database:** Storing listing information, user profiles, and messages
- **Firebase Storage:** Hosting all user-uploaded images and content
- **Firebase Cloud Functions:** Handling backend processes and notifications
- **Firebase Analytics:** Tracking user behavior and application performance

## Additional Infrastructure

- **Content Delivery Network:** Ensuring fast loading of images across different regions
- **Backup Systems:** Regular data backups to prevent information loss
- **Security Measures:** Protection against unauthorized access and abuse

Our infrastructure is designed with scalability in mind, allowing for seamless growth as our user base expands. The serverless architecture of Firebase helps us maintain high availability while minimizing maintenance requirements.

# Advertising on Google Ads

Our digital marketing strategy for the marketplace app focuses on targeted advertising to reach both potential buyers and sellers:

## Target Audience Segmentation

- **Value Seekers:** People looking for deals on used items
- **Budget-Conscious Shoppers:** Individuals looking to save money on everyday goods
- **Environmentally Conscious Consumers:** Those interested in sustainable consumption
- **Declutterers:** People looking to sell items they no longer use

## Campaign Structure

- **Separate Campaigns for Buyers vs. Sellers**: Different messaging and value propositions
- **Location-Based Targeting**: Focusing on urban areas with higher population density
- **Demographic Targeting**: Primarily age groups 18-65 with varying interests
- **Remarketing**: Engaging users who visited the app but didn't complete registration

## Keyword Strategy

- **Intent-Based Keywords**: Focusing on search terms showing clear buying or selling intent
- **Category-Specific Keywords**: Targeting searches for specific product categories
- **Local Marketplace Terms**: Capturing searches related to buying and selling in specific locations
- **Long-Tail Keywords**: Addressing specific user needs with less competition

## Ad Creative Approach

- **Value Proposition Clarity**: Highlighting the ease of buying and selling used items
- **Social Proof**: Including user testimonials and community size metrics
- **Sustainability Focus**: Emphasizing the environmental benefits of reusing items
- **Safety Features**: Promoting trust and safety measures in the platform

## Landing Page Strategy

- **Purpose-Built Pages**: Specific landing experiences for buyers versus sellers
- **App Installation Focus**: Clear calls-to-action for mobile app download
- **Feature Showcase**: Visual demonstrations of key platform capabilities
- **Easy Registration Path**: Streamlined onboarding process from ad click

This comprehensive Google Ads strategy aims to build awareness and drive qualified user acquisition for our marketplace platform.

# Figma Interface Design

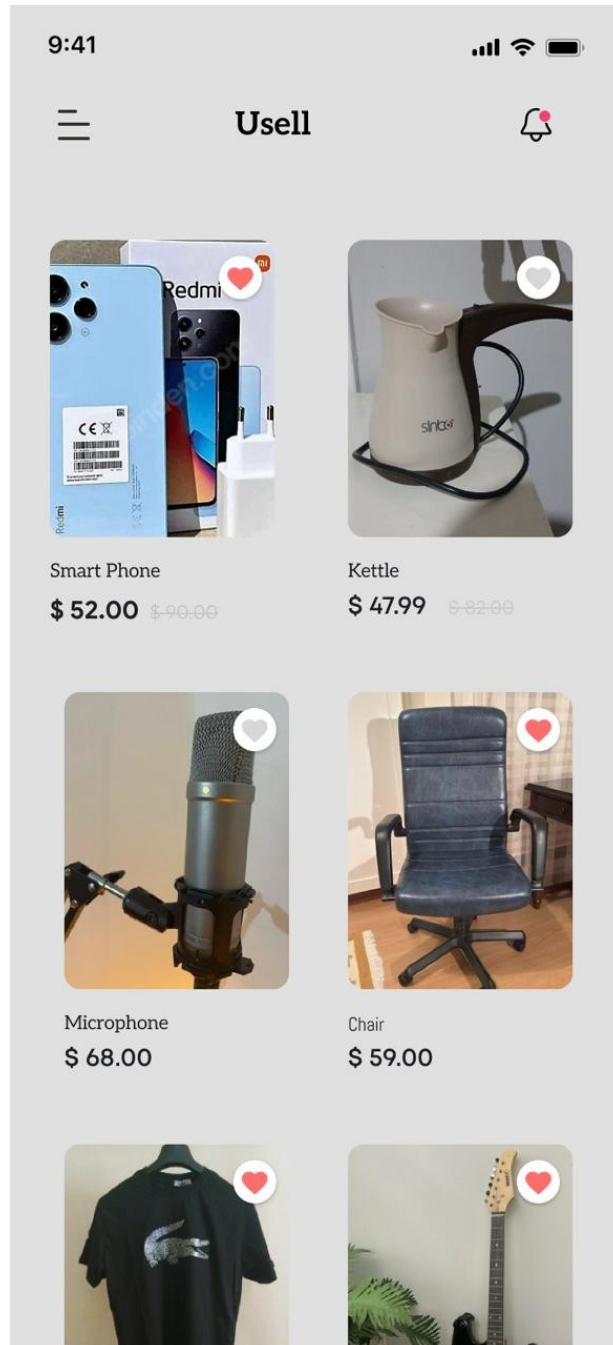
The following screenshots from our Figma designs illustrate the current implementation status of our user interface:

## Welcome Screen:



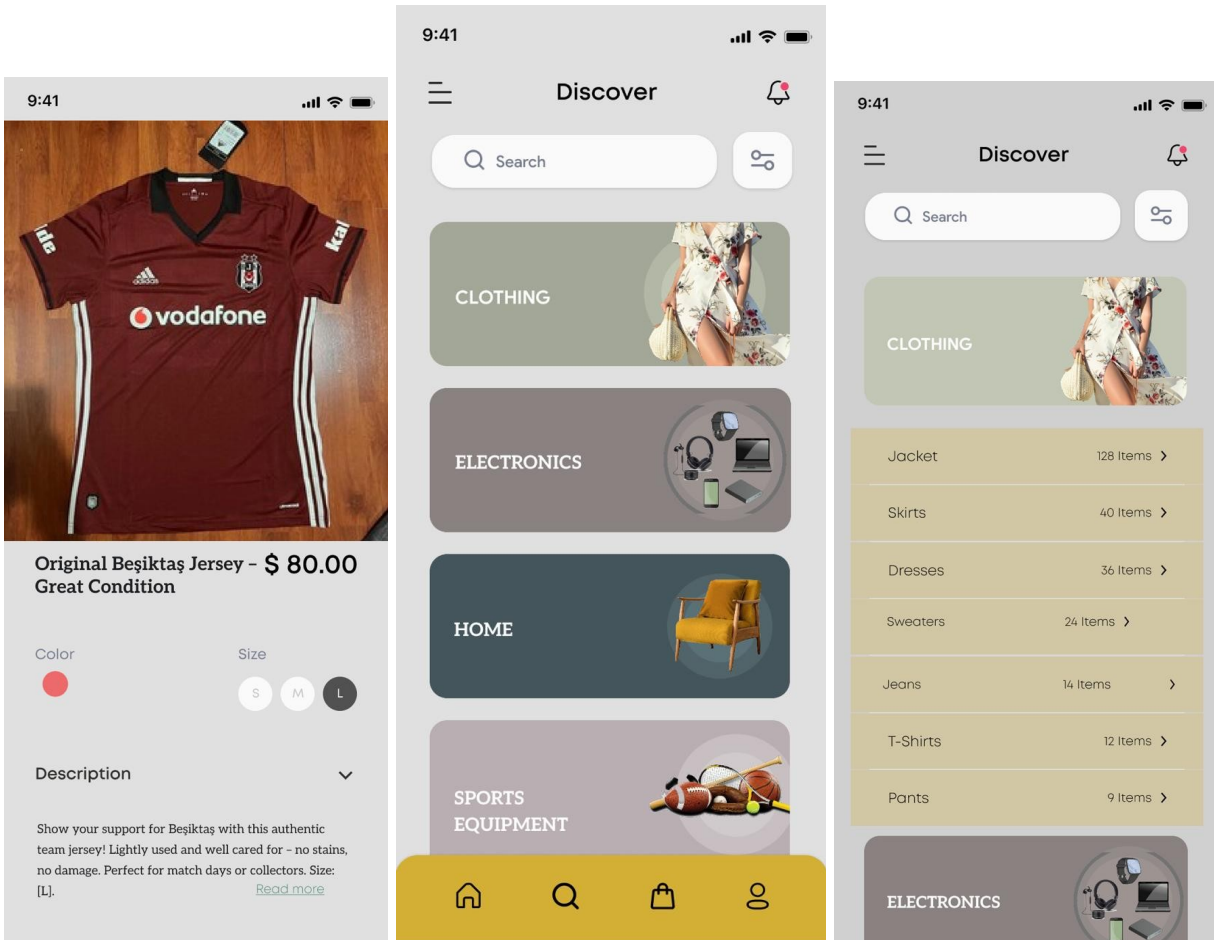
## Home Screen Design

The redesigned home screen shows popular listings without requiring login, implementing our color theory research with a trustworthy grey-yellow palette complemented by orange call-to-action elements. The navigation is simplified with clear category access.



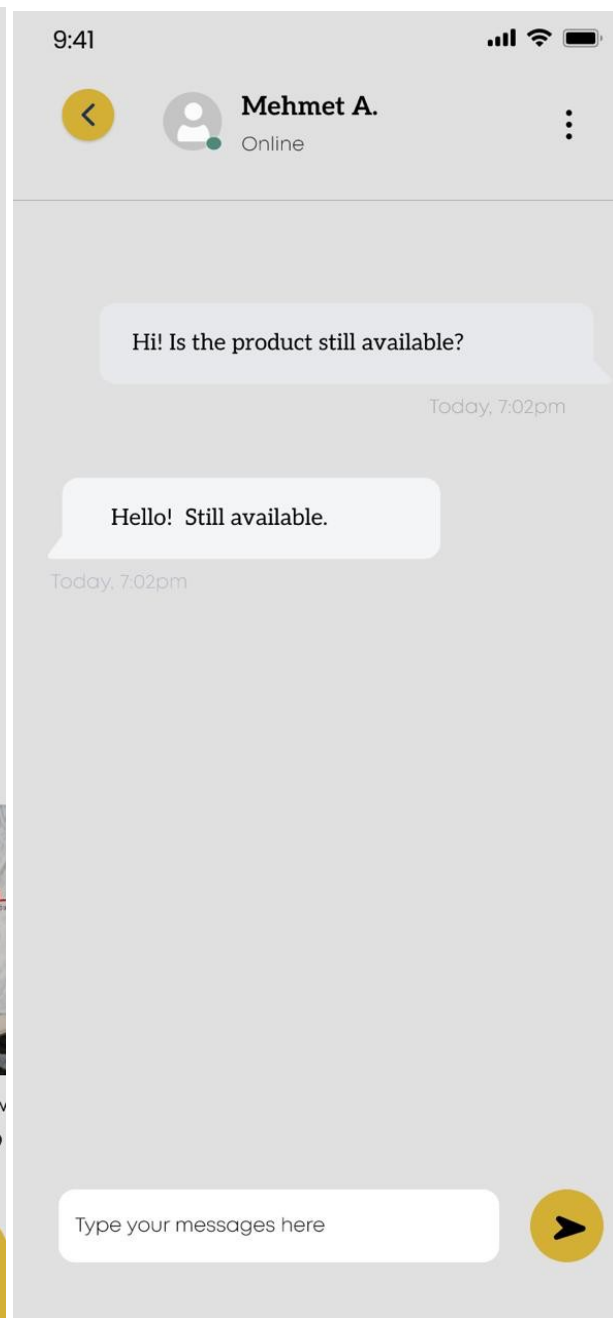
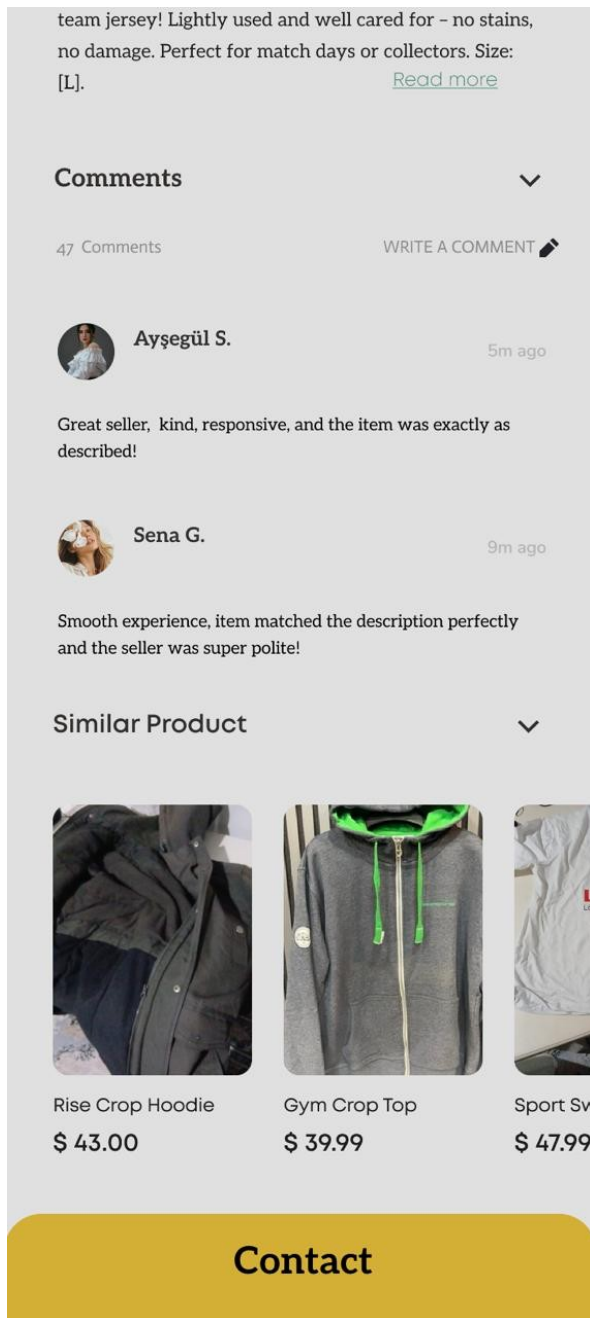
## Product Listing Interface

Our streamlined 3-step listing process makes it easy for sellers to upload items. The progress indicator shows completion status, while the form intelligently adapts based on the selected category. The color scheme maintains consistency throughout the application.



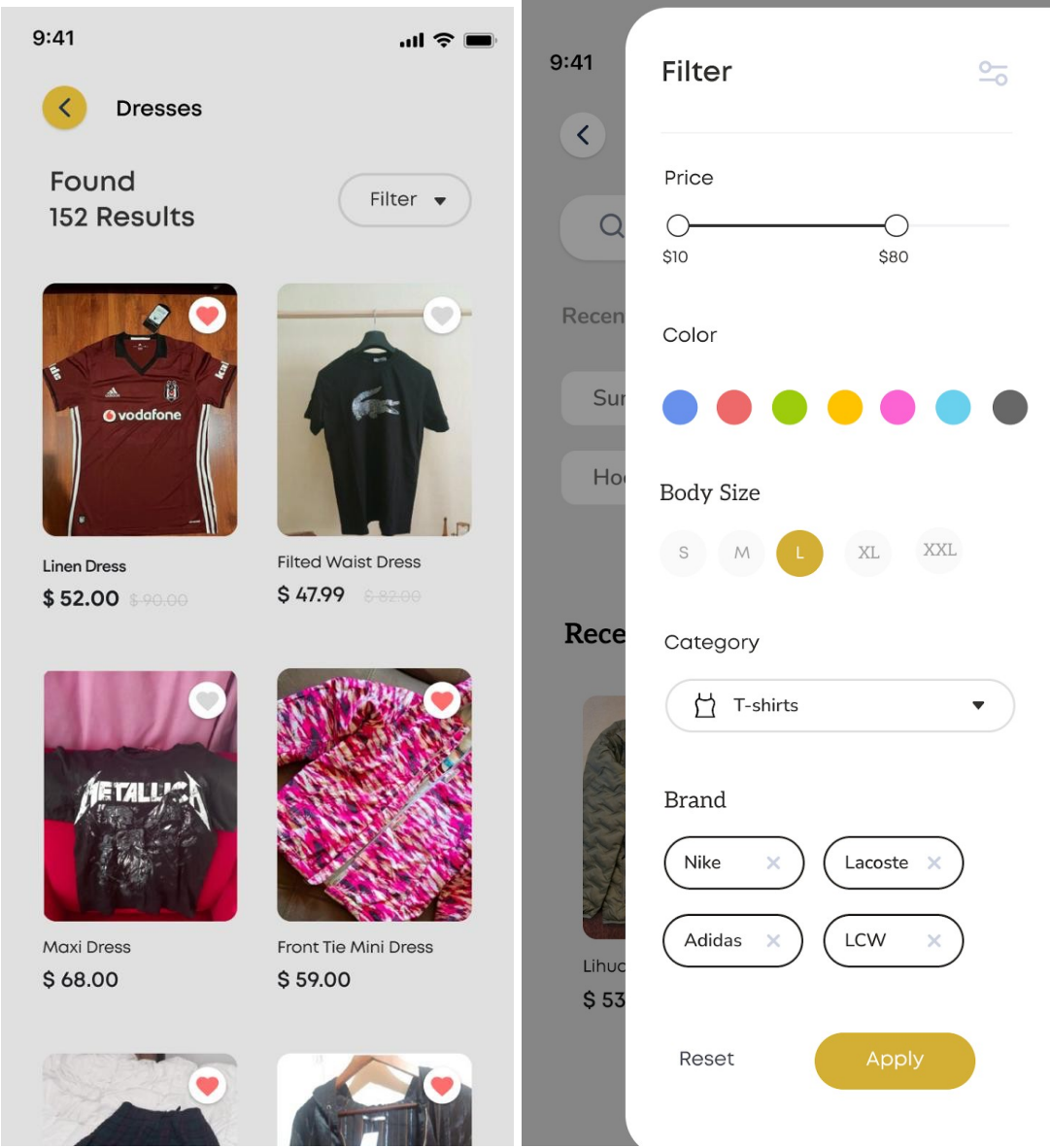
## Messaging Interface

The conversation interface clearly distinguishes between sent and received messages with appropriate color coding. Users can easily see message status and access quick response options. The keyboard integration is optimized for mobile typing.



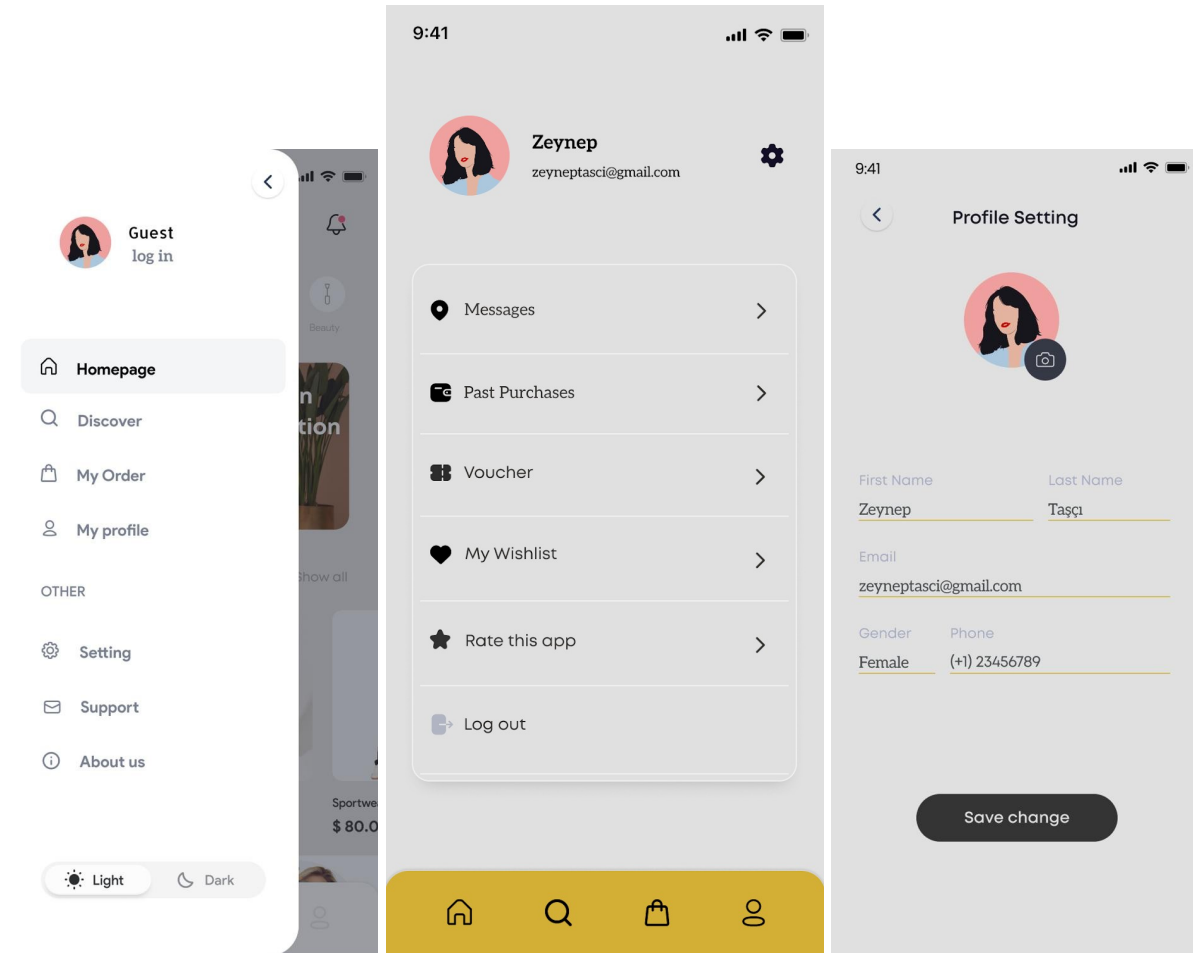
# Search Results Interface

Our search results page features intuitive filtering controls at the top with clear visual presentation of items below. Each listing card shows consistent information with standardized image sizing for a harmonious browsing experience.



## User Profile Interface

The profile screen balances personal information with functional capabilities. Users can easily manage their listings, view their activity history, and access account settings. Trust indicators are prominently displayed to build confidence between users.





## Seller Reviews System

Our seller reviews system allows buyers to leave detailed feedback after transactions. Multiple reviews accumulate on a seller's profile, helping future buyers assess reliability. Star ratings and written comments provide comprehensive reputation information.

team jersey! Lightly used and well cared for - no stains, no damage. Perfect for match days or collectors. Size: [L]. [Read more](#)

### Comments



47 Comments

WRITE A COMMENT 



**Ayşegül S.**

5m ago

Great seller, kind, responsive, and the item was exactly as described!



**Sena G.**

9m ago

Smooth experience, item matched the description perfectly and the seller was super polite!

### Similar Product



# Conclusion

The Usell platform development is progressing according to schedule with significant improvements based on stakeholder feedback. Our design direction emphasizes mobile usability, straightforward navigation, and trust-building features while implementing a non-intermediary business model with diverse revenue opportunities.

The focus on color theory and visual design has strengthened our brand identity while creating an intuitive user experience. The decision to allow browsing without mandatory login removes a significant barrier to entry and should improve initial user engagement.

Our team remains committed to creating a platform that facilitates seamless exchange of used goods while promoting sustainable consumption practices. The outlined revenue strategies provide multiple pathways to monetization without inserting ourselves into the financial transactions between users.

We look forward to presenting completed designs and receiving additional feedback as we progress toward our implementation milestones.