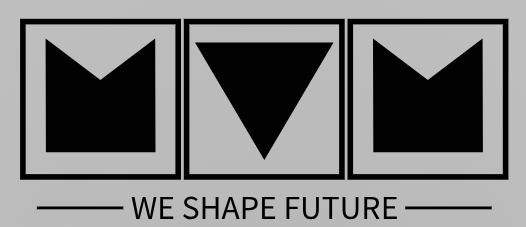
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### **PROJECT PROPOSAL REPORT**

**USELL**



***MVM Ltd. Aş.***

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### **Introduction**

In the quickly expanding second-hand marketplace industry, it is important to establish trust between buyers and sellers. Expertus purpose is to solve this problem by using a unique verification method to improve transaction authentication and trust. Instead of simply possessing a listed-item for pick-up, as you would on existing platforms, Expertus involves another step in the transaction process where items purchased by our users are inspected by a professional before the item is picked-up by the buyer. This step further minimizes fraud, verifies authenticity, and creates trust for our users. The goal of Expertus is to improve the second-hand marketplace transaction process and provide a transparent and safe experience.

Expertus is a second-hand marketplace app that uses a special verification process to increase buyer-seller trust. Expertus adds an intermediary stage prior to any transaction opposite to the traditional platforms. An item is first sent to one of our contracted experts for inspection when a buyer purchases it and the buyer's payment is held securely. These professionals examine the item's overall quality, authenticity, and condition.

The item is sent to the buyer if it passes the expert review. The item is returned to the seller with a cause for rejection if the verification process is unsuccessful. This method greatly lowers fraud and disputes by guaranteeing that the buyer receives only authenticated and quality-assured merchandise.

### **Expected Functionality of the Program:**

The Expertus platform is designed with the following functionalities to deliver a secure buying and selling experience:

* **User registration and profile creation** Users can sign up with their email or phone number and create personal profiles to manage their listings, purchases, and reviews.
* **Product listing with description and images** Sellers can upload items with clear photos, detailed descriptions, and pricing, making it easier for buyers to evaluate products.
* **Shipment tracking from seller to expert to buyer** Real-time tracking allows all parties to monitor the journey of the item from the seller to the expert, and then to the buyer after verification.
* **Real-time status updates** Users receive instant notifications at each step (item sent, under review, approved/rejected, shipped to buyer) for full transparency.
* **Solid standards for products on sale**  
  The platform is designed exclusively for second-hand items that exceed a certain value threshold. This ensures a premium marketplace environment focused on quality and trust.
* **Expert evaluation report** Every verified item comes with a brief expert report explaining the condition, authenticity, and whether it passed the quality check.
* **Secure in-app payment system** Payments are held securely in escrow until the expert approves the item, ensuring both buyer and seller protection.
* **Review and rating system for sellers and products** After transactions, users can leave reviews and rate both sellers and the products to build trust and maintain quality within the platform

# **Weekly Schedule**

|  |  |  |
| --- | --- | --- |
| **Week** | **Title** | **Description** |
| **Week 1–2** | **Planning and Design** | Requirements will be collected, competitor analysis will be done, and UX/UI designs (wireframes, user flow) will be prepared for the core interface. |
| **Week 3–4** | **Backend and Frontend Setup** | Backend infrastructure (database, server) will be established, and initial frontend screens such as login and homepage will be developed. |
| **Week 5–6** | **Logistics and Expert System Integration** | Shipping and item tracking system will be integrated. The expert verification panel for evaluating products will also be implemented. |
| **Week 7–8** | **Payment and Notification Systems** | A secure escrow-based payment system will be added. A real-time notification system will inform users about shipping and review status. |
| **Week 9–10** | **Testing and Debugging** | Alpha testing will be conducted to fix bugs and ensure platform security. User interface tests will improve responsiveness and ease of use. |
| **Week 11** | **Beta Release and Feedback Collection** | The beta version will be released to a test group. Feedback will be collected and evaluated to guide the final improvements before launch. |
| **Week 12** | **Final Launch and Monitoring** | The app will be officially launched. Marketing campaigns will start and technical monitoring will ensure smooth performance after release. |

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### **Expected Popularity Within Age Groups:**

Expertus is expected to gain the most traction among digitally active age groups who are familiar with online marketplaces and value trust and security in second-hand transactions.

### **Ages 18–24:**

This group is made up of students and young adults who are active online shoppers. They often look for affordable second-hand items like electronics and fashion. The expert check feature helps them feel safe when buying and selling.

### **Ages 25–44:**

These users usually have higher incomes and prefer buying quality second-hand products like furniture and tech gadgets. They value platforms that save time and reduce risks, making Expertus a great option for them.

### **Ages 45–60:**

Although they may not be as good at technology as other groups, They have become more familiar with online shopping. They may use Expertus to sell valuable items or downsize their belongings. The expert review process helps them feel more secure.

### **Ages 60+:**

This group may struggle with digital platforms but often has valuable items to sell. Expertus can attract them by offering an easy-to-use interface and helpful customer support. Family members may also help them use the platform, expanding its reach.

### **Expected Maximum Potential User Population Within Türkiye:**

Turkey's population is over 85 million, and a large portion is active on digital platforms. Approximately 45 to 50 million use smartphones and mobile applications regularly, a testament to the high levels of internet access in Turkey. The second-hand market has grown rapidly over the last few years, particularly in urban areas where digital literacy and e-commerce are more active. The way the market behaves, and the way users respond, creates an opportunity for Expertus to reach a broad audience in Türkiye. The platform could aim for a more realistic medium- to long-term target of 5 to 7 million active users in Türkiye, with effective marketing plans, high retention of users, and a large enough base of expert evaluators on the platform.

1. **Conclusion**

Expertus is created to make the second-hand marketplace safer and more reliable by providing an extra step to verify a transaction and one that relies on experts. The platform aims to counter fraud and product misrepresentation with elements like shipment tracking, assurance by evaluation by an expert, and payment systems that prioritize safety. This new model creates reliability and trust, which will empower users to engage in transactions involving their high-value items when buying and selling in the second-hand market.

With a clear development vision and marketing plan in place, Expertus should be able to attract a broad mix of users in Türkiye. Expertus's growth can be facilitated through its focus on not just the technologically minded, but also those who are not good at technology or experienced on digital platforms. By continuing to provide features that are robust, while also remaining user-friendly, Expertus should establish itself properly as a trusted supplier in the second-hand marketplace space.