

Idea Marketplace — Seviss — Terence Brewer,
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Project 3: Storyboard Sketchup

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1 Background

Currently, there is nowhere on the Internet, at least indexed well, where someone can easily sell their personal intellectual property, including, but not limited to, ideas, consulting, fictional characters and premises, etc. so the desire for one to exist is what led to this project idea.

2 Web Analysis

1. Existing Sites That Are Relevant

(a) Fiverr

- Posts organized in categories
- Reviews for posts
- Reviews as seller
- Direct communication with seller
- Website collects a portion of profits from seller
- Anyone can make an account and sell their service
- Customer is not protected from seller malicious practices

(b) DeviantArt

- Search by popularity, new, and other filters
- Customizable user profiles
- Ability to follow users; display number of followers
- Promote postings through a group system
- Private and public messaging
- Comments on user profiles
- Pay for goods independently to seller
- Show related posts on listing
- Default dark theme

- Homepage features a gallery of images
- Images displayed in a grid-like fashion
- *Shop* user IP protected by copyrighted.com
- *Shop* premium currency can be used to make purchases
- *Shop* forced sign-in purchases

(c) Amazon

- Pay to promote listings
- Recommendations for listings
- Save previous purchases
- Indirect communication with seller
- Protected purchase information
- left navbar contains a variety of search filters
- Product categorization through "departments"
- "Best sellers" list for product types

(d) Ebay

- Option to auction goods
- Product categorization
- "Make an offer" option
- Any user can list products

(e) AminoApps

- Store to purchase cosmetics such as stickers
- Recommendations on intial page
- Required login to post
- Divided into hundreds of communities
- Chatrooms

(f) Craigslist

- Customer initiates sale through contact rather than "shopping cart" system
- Negotiable pricing
- Designed for users in close proximity
- Any user can list products

2. Functions We Want To Implement

- Search products by name
- Filter search results
- Recommend products on login
- Pagination
- Copright-protect products

- (f) Premium currency with ability to earn
- (g) Ability to auction
- (h) Security of user data
- (i) Have an economy
- (j) Create and customize a profile, including profile picture
- (k) Private messaging with sellers and other users
- (l) Forced login to post or purchase
- (m) Products are reviewed before they are made public
- (n) Chatrooms / public discussion
- (o) Product categorization
- (p) Seller Rating

3. Table

	Our System	Fiverr	DeviantArt	Amazon	Ebay	AminoApps	Craigslist
Search	V	V	V	V	V	V	V
Filter	V	V	V	V	V	V	V
Recommend	V	V	V	V	V	V	X
Pagination	V	V	X	V	V	X	V
Copyright	V	X	O	X	X	X	X
Premium currency	V	X	V	O	O	V	X
Auction	V	X	X	X	V	X	O
Security	V	V	V	V	V	V	X
Economy	V	X	X	X	X	X	X
User Profile	V	X	V	X	X	V	O
Private message	V	V	V	O	O	V	X
Forced login	V	X	V	X	O	V	X
Reviewed by Site	V	X	X	V	V	O	X
Chatrooms	V	X	V	X	X	V	O
Categorization	V	V	V	V	V	V	V
Seller Rating	V	V	X	V	V	X	X

Table 1: V: Able to perform the task; X: Unable to perform the task; O: Able to perform the task with poor interactive design

3 Storyboard

1. Who is this site for? Buyers and Sellers of Intellectual Property
2. Storyboard Sketchup:
 - Seller Perspective: Creating a product with existing account

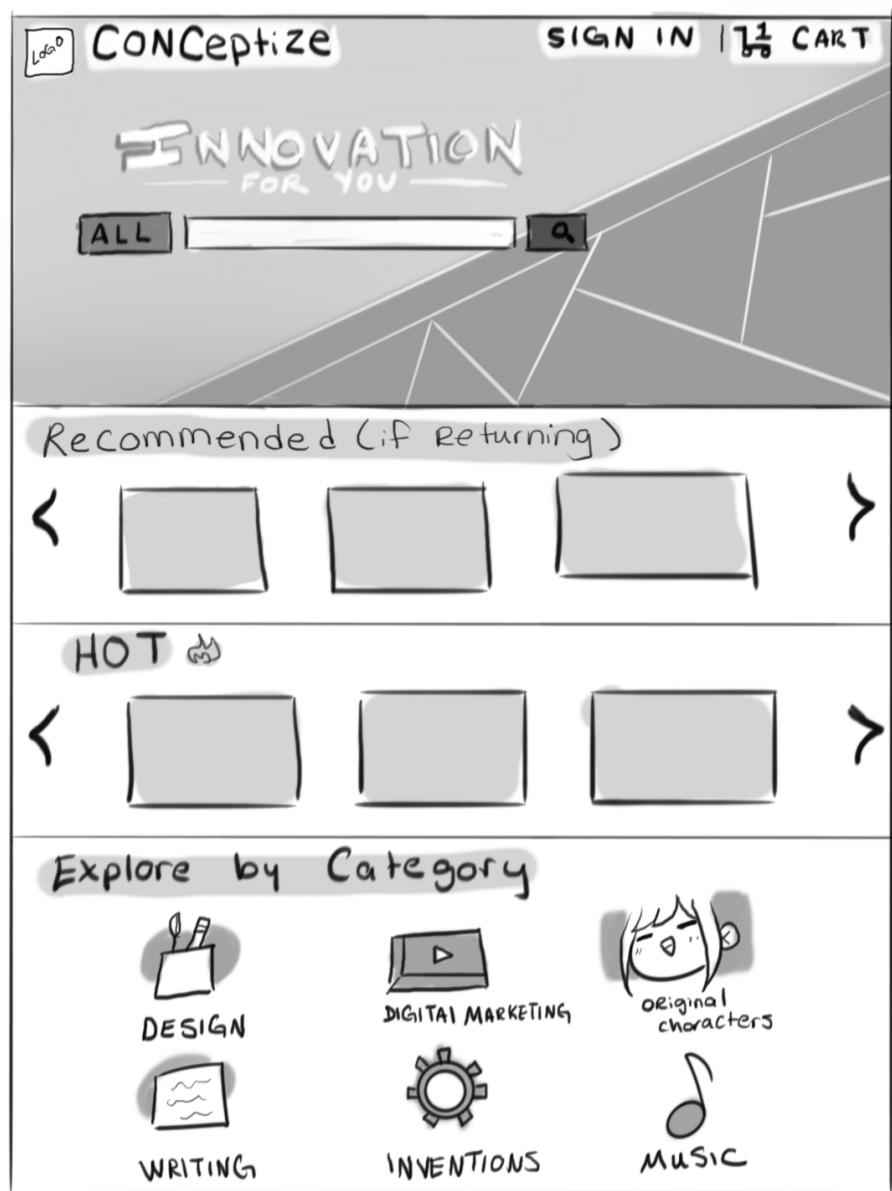


Figure 1: Arrive at homepage. Click sign in.

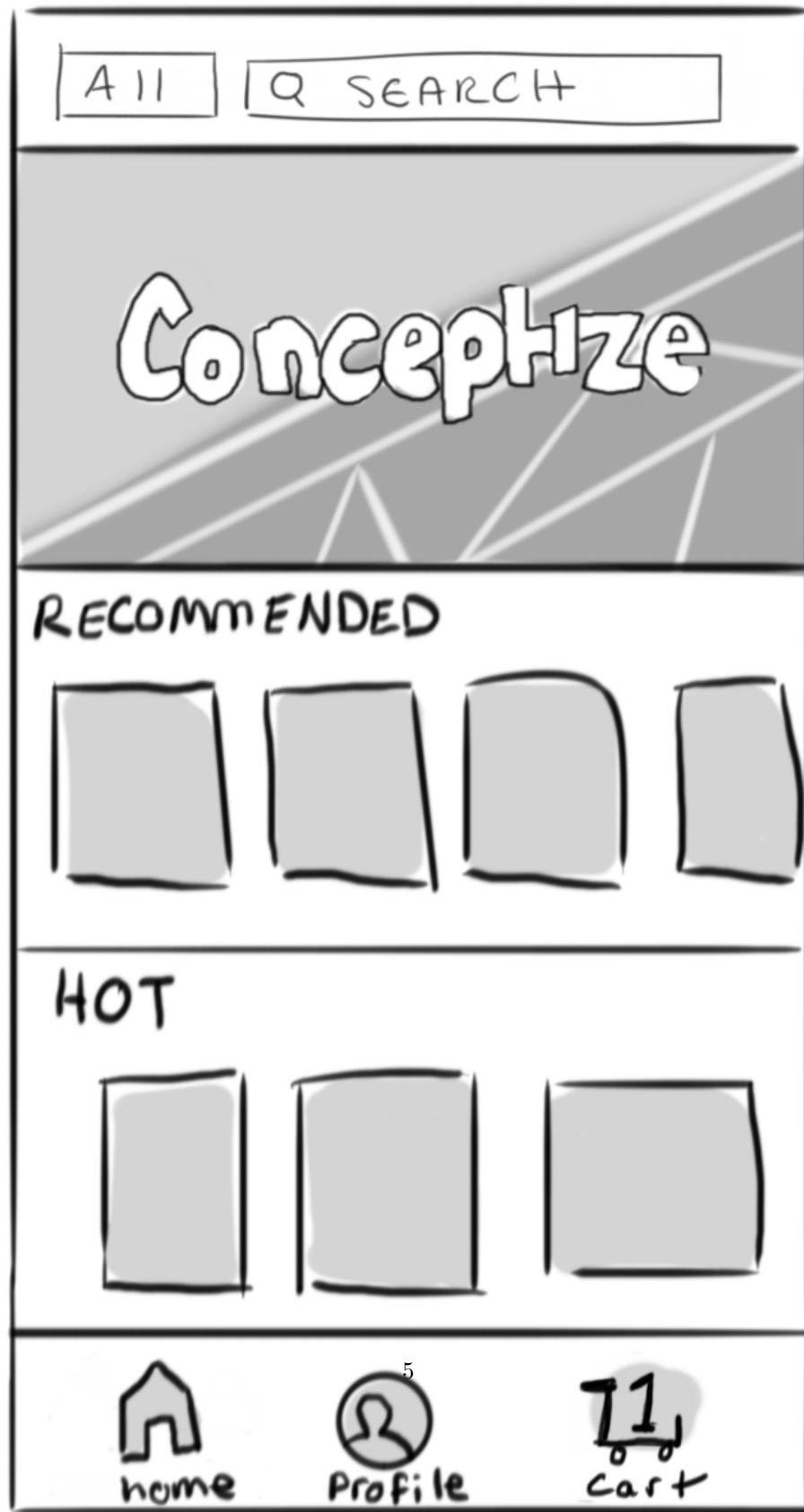


Figure 2: Mobile version.

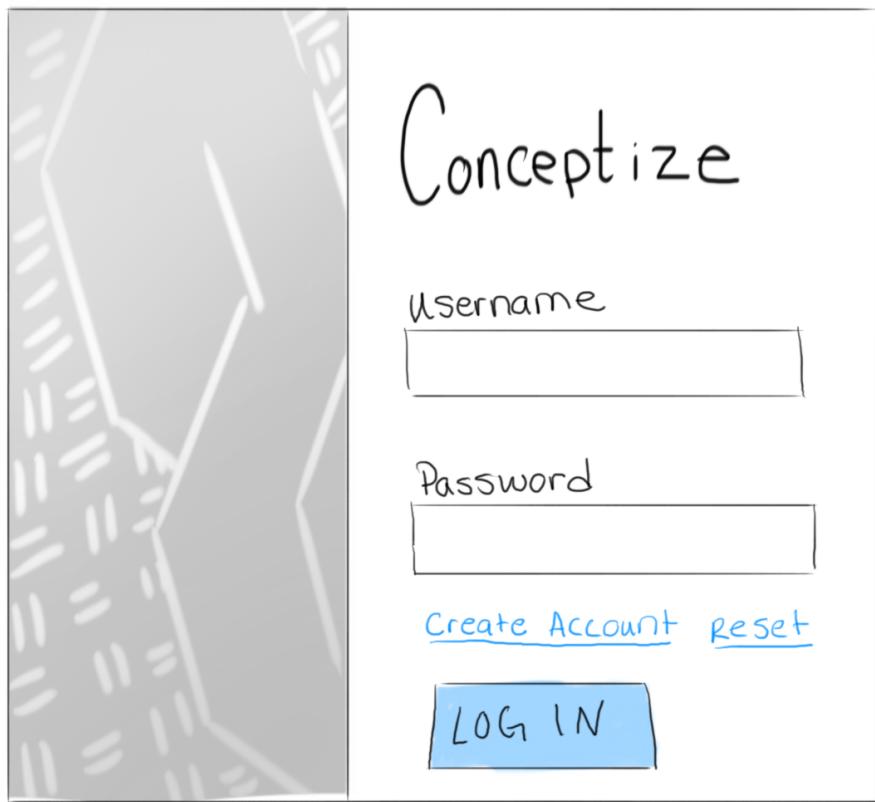


Figure 3: Sign in with valid credentials. Login proceeds to homepage (already listed). Click on profile to arrive at profile page.

Conceptize

username

Password

Create Account

Reset

log in

Figure 4: Mobile version.

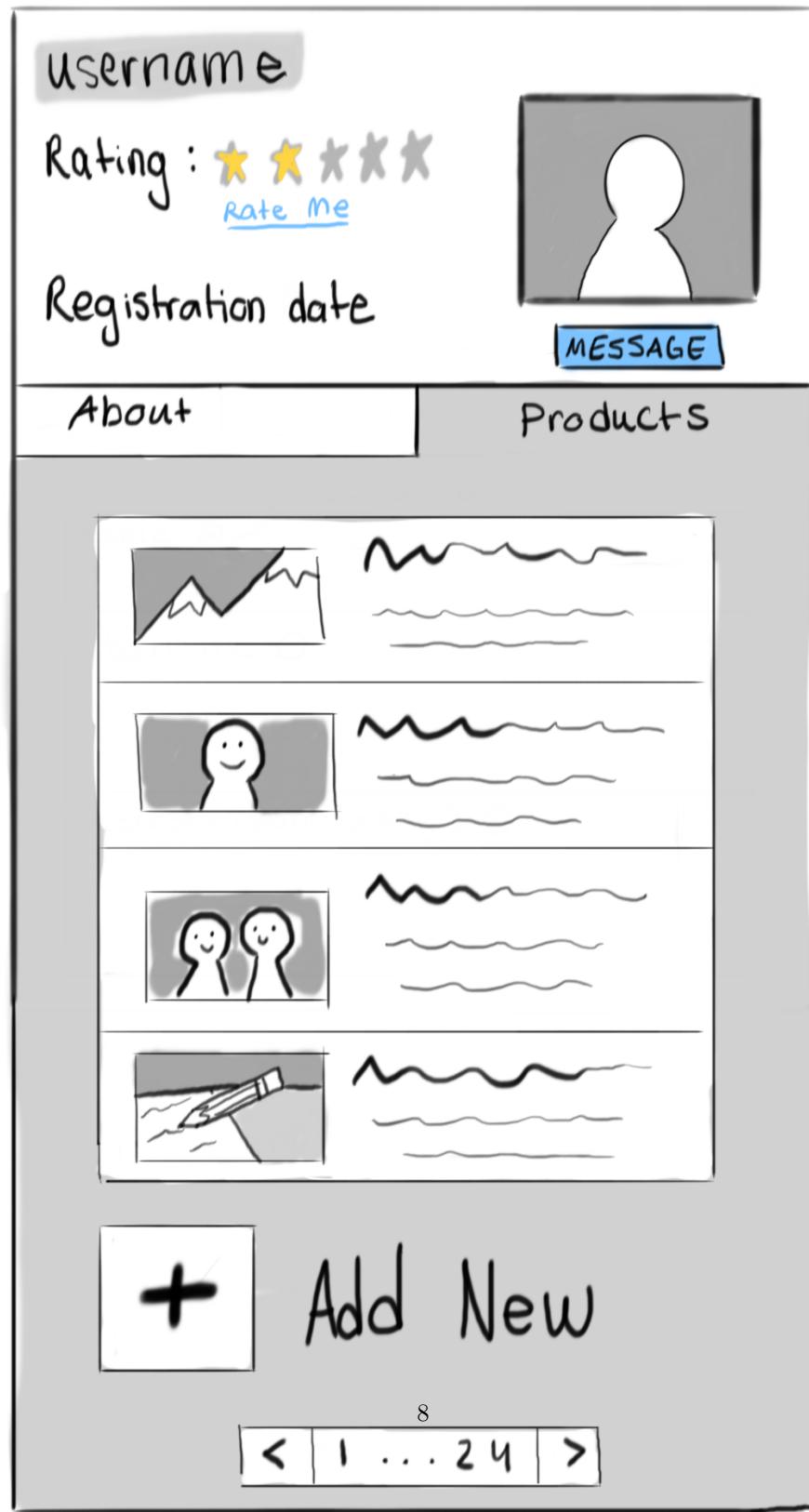


Figure 5: User can edit profile, including adding a product with Add New

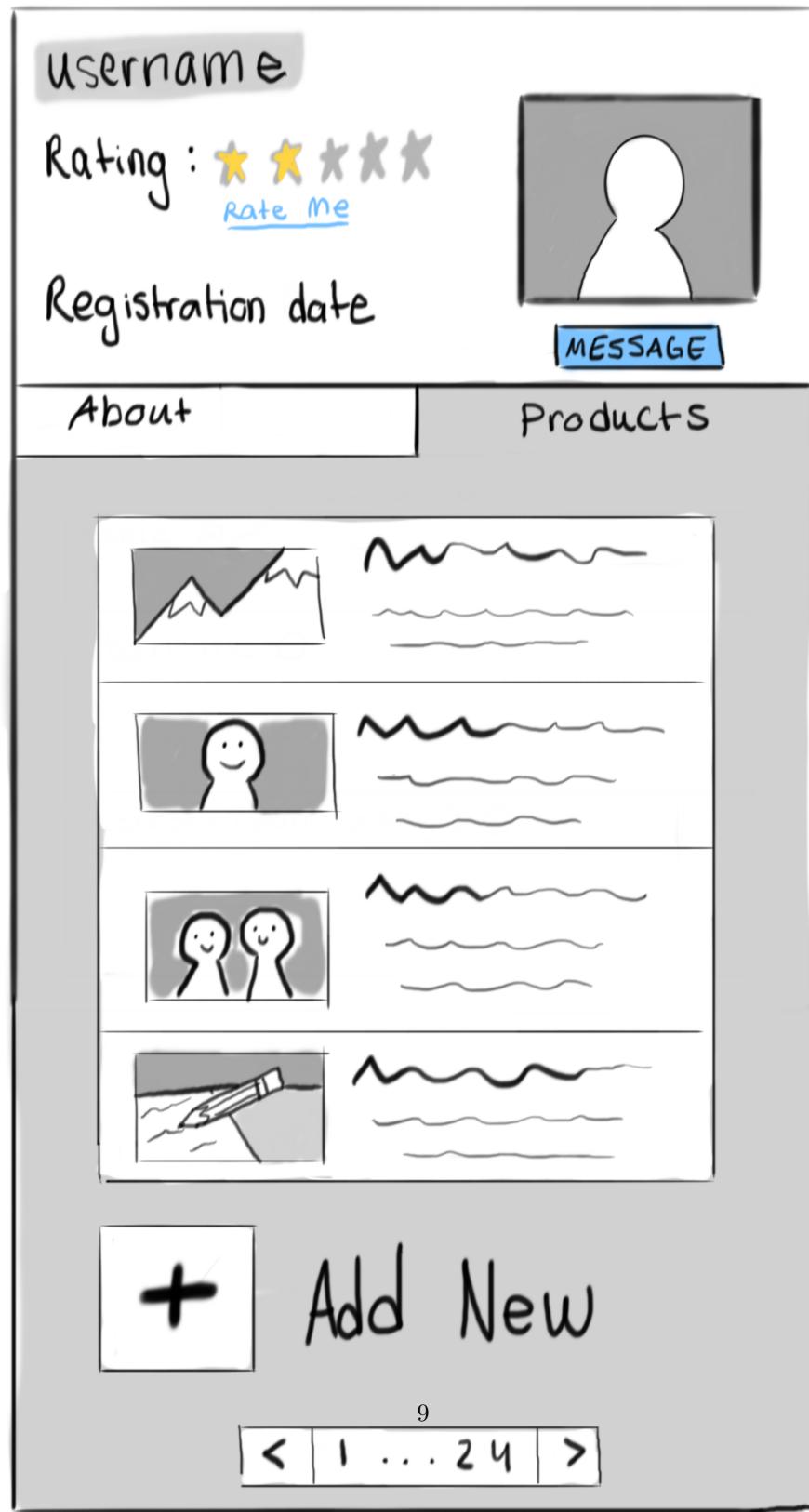


Figure 6: Mobile version.

Title

← add media

Description

Price

Negotiable? yes NO

Tags

Category ↓ dropdown

Submit

Figure 7: User can edit fields related to the product. User can then submit it.

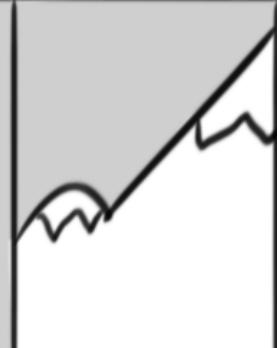
Title	<input type="text"/>	
		<input type="button" value="+"/>
Description	<input type="text"/> <input type="text"/> <input type="text"/>	
Price	<input type="text"/>	
Negotiable?	<input type="radio"/> yes <input type="radio"/> No	
Tags	<input type="text"/> , <input type="text"/> , <input type="text"/> , <input type="text"/> <input type="text"/> , <input type="text"/>	
Category	<input type="button" value="dropdown"/>	
<input type="button" value="Submit"/> <small>11</small>		

Figure 8: Mobile version.

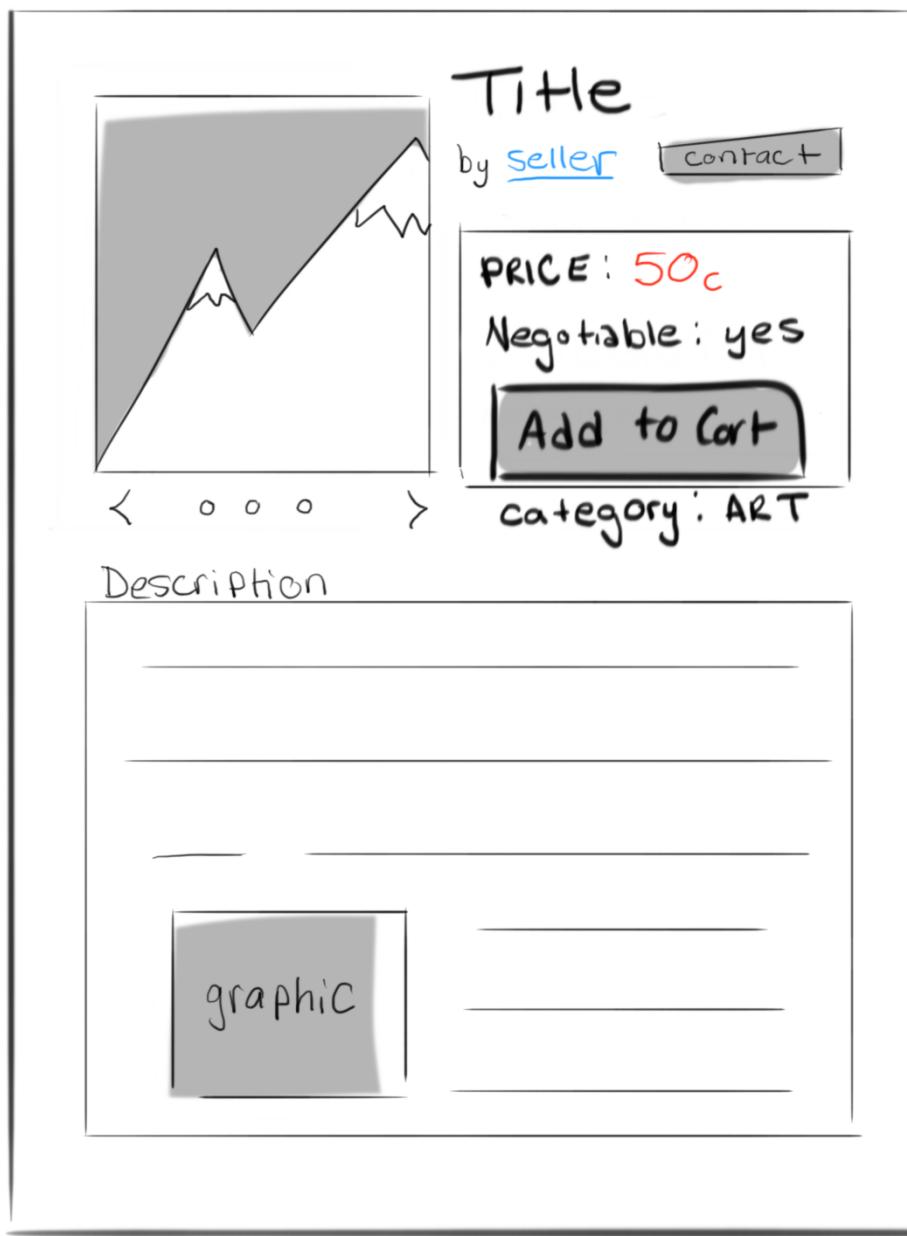


Figure 9: The user can now see their product page live for everyone to see!

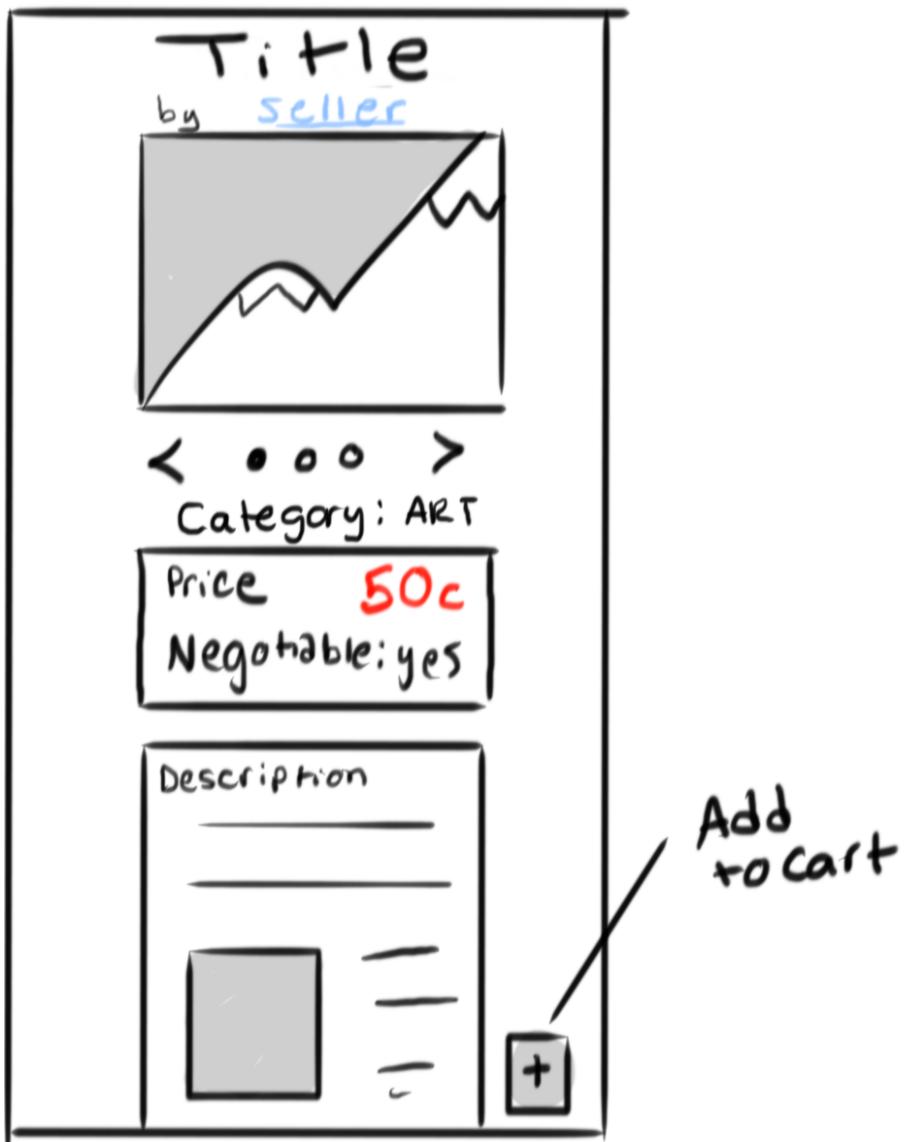


Figure 10: Mobile version.

- Buyer Perspective: Buying a product using search without existing account

Check additional pictures in the .zip containing mobile views and additional pages

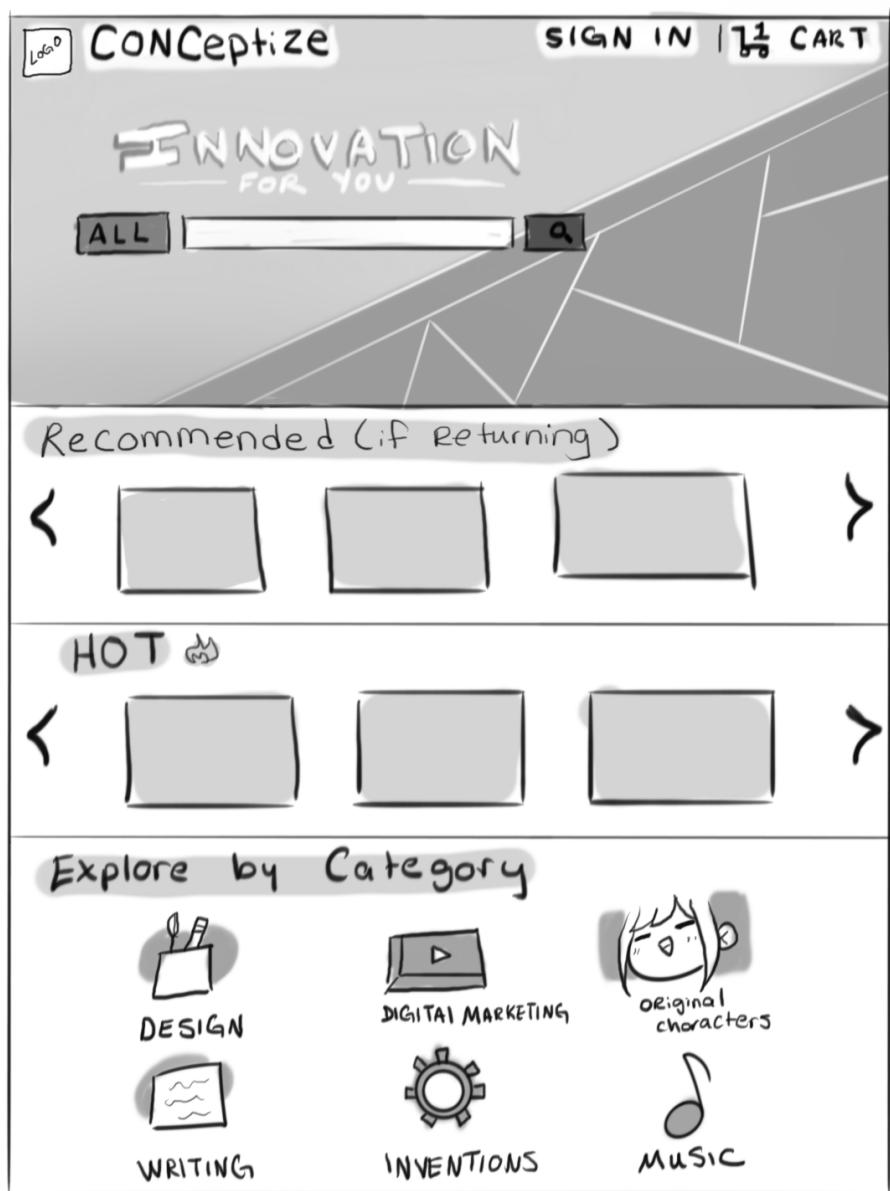


Figure 11: User arrives at homepage. Searches for product using search bar.

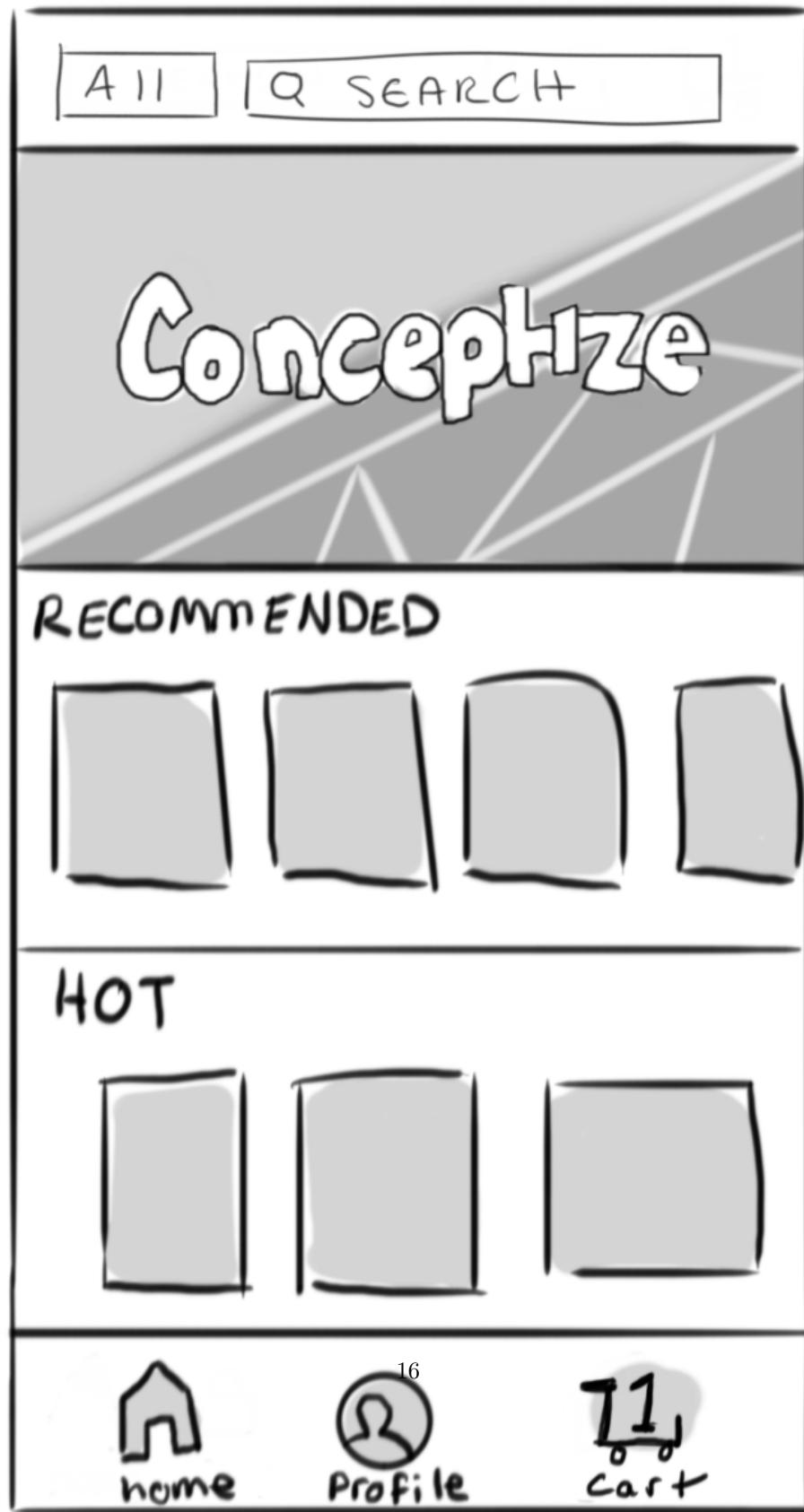


Figure 12: Mobile version.

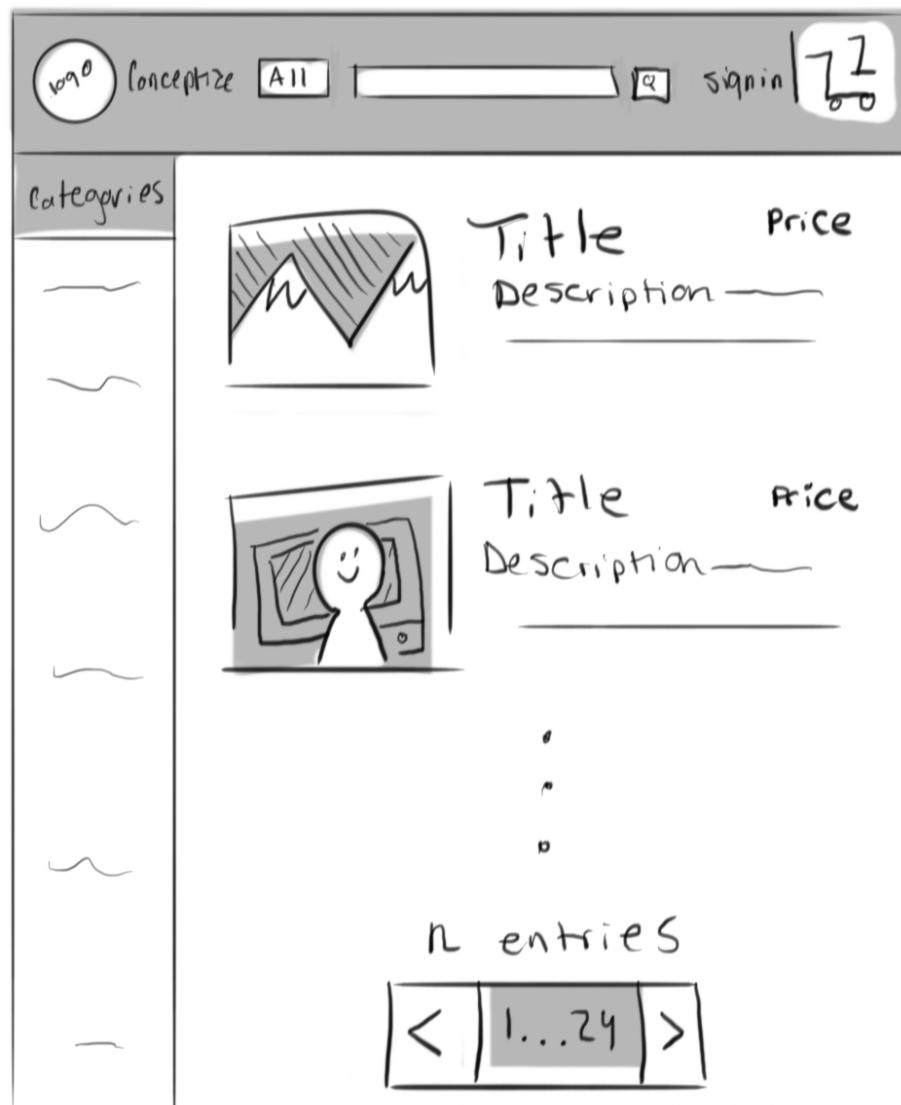


Figure 13: From the search results, the user chooses a product.

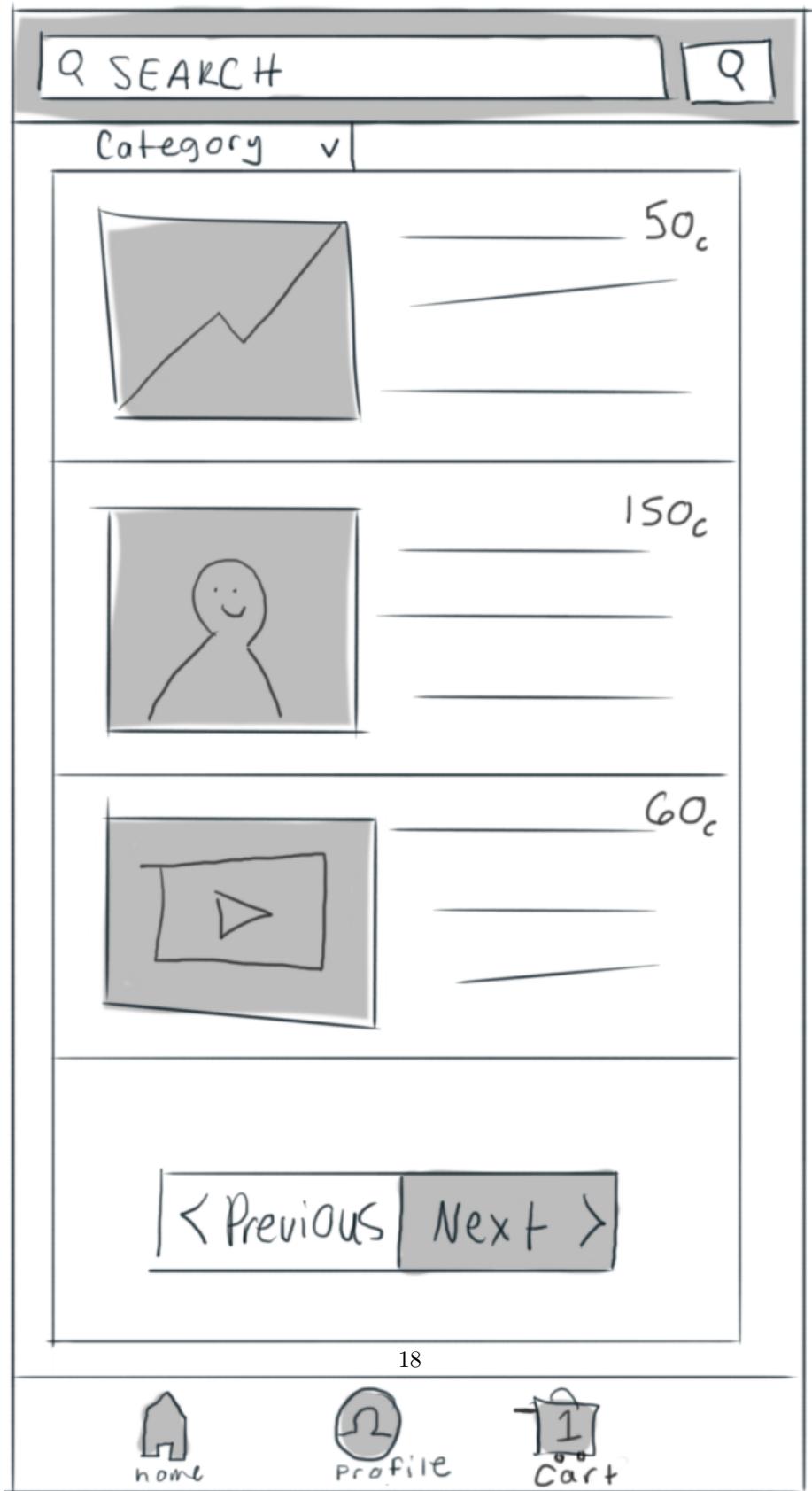


Figure 14: Mobile version.

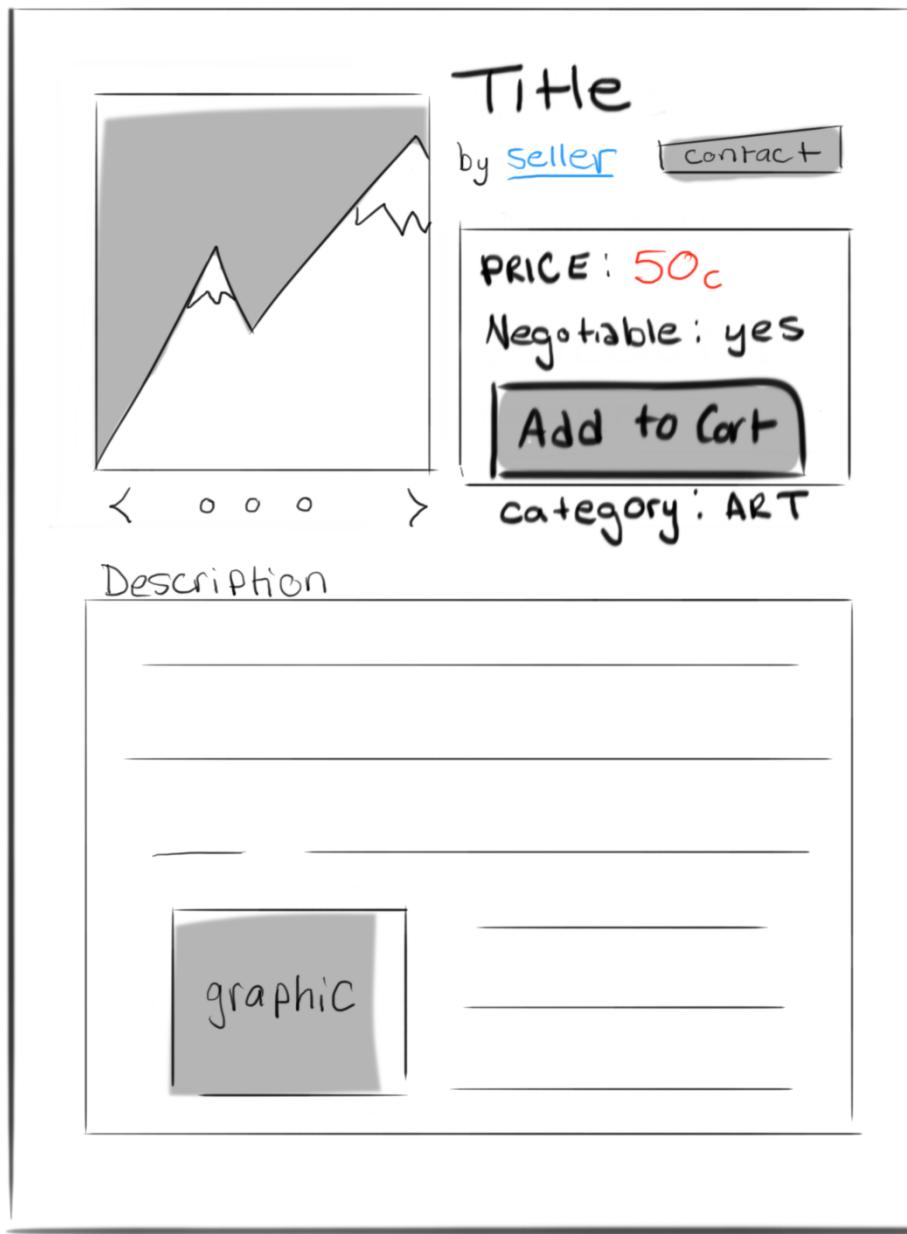


Figure 15: On product page, user can add item to cart then enter the cart.

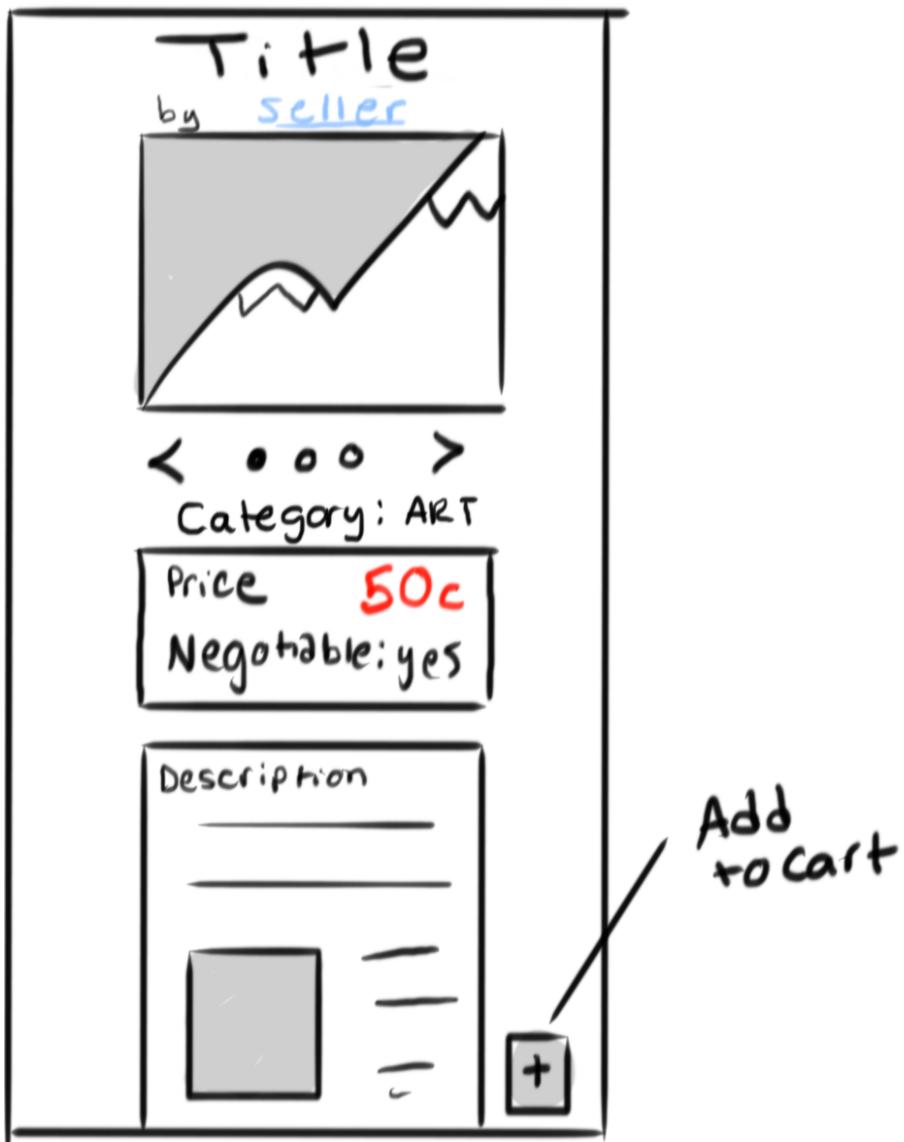


Figure 16: Mobile version.

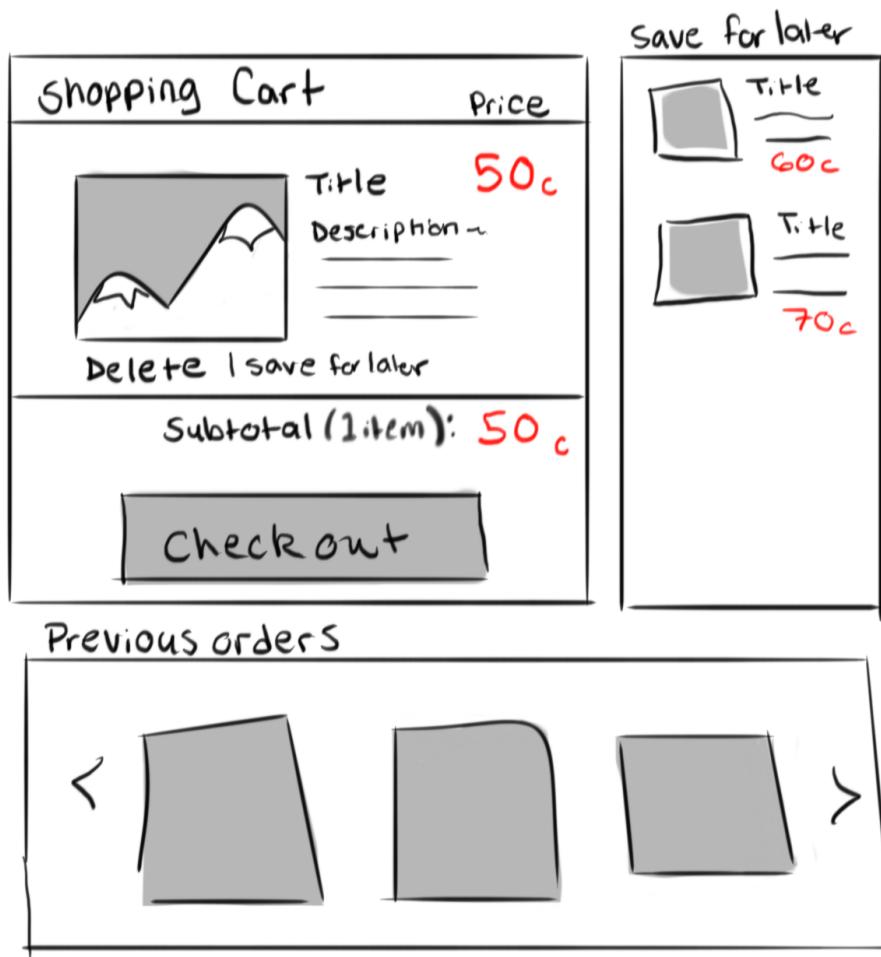


Figure 17: On cart page, user can proceed to checkout.

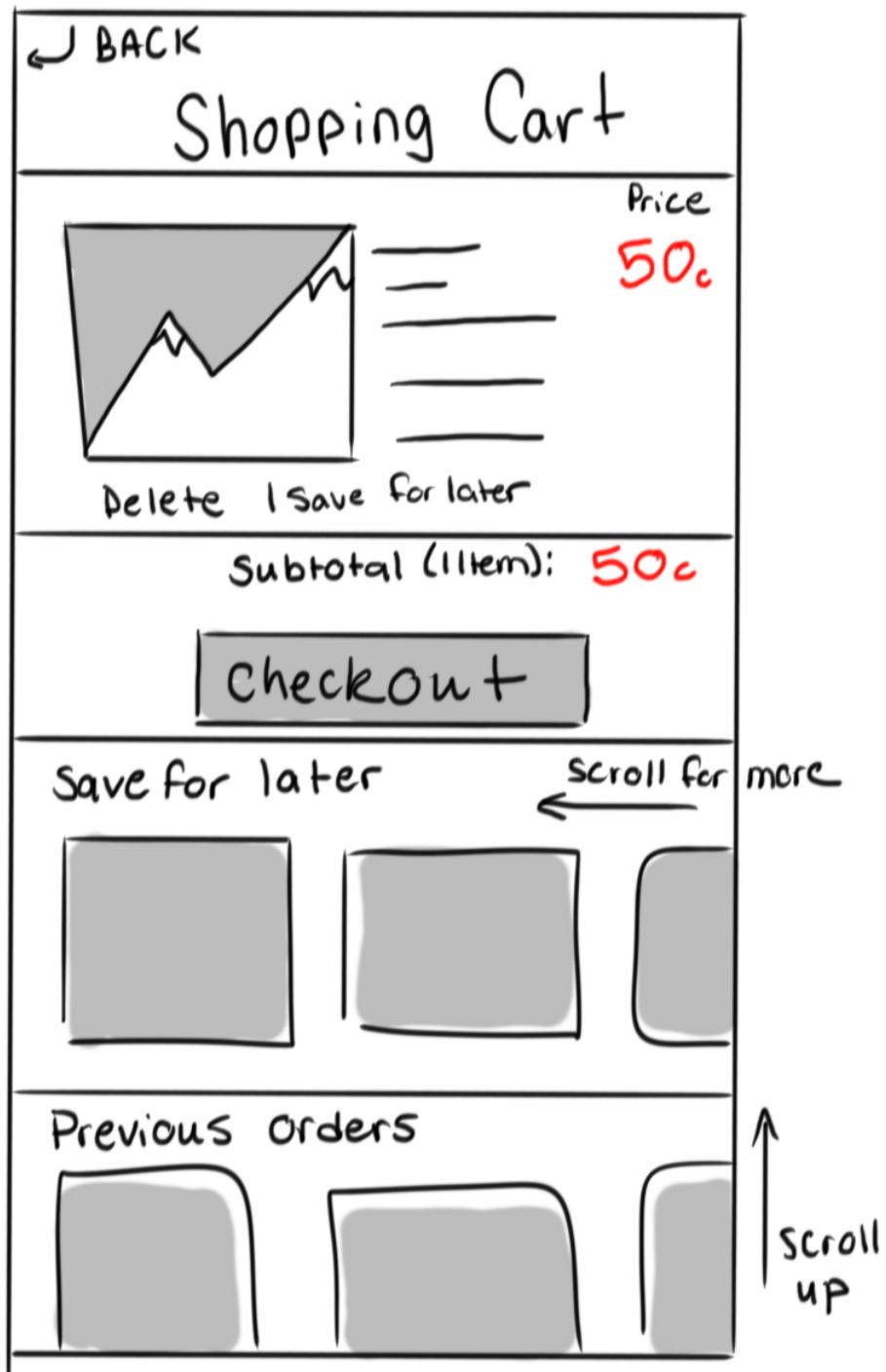


Figure 18: Mobile version.

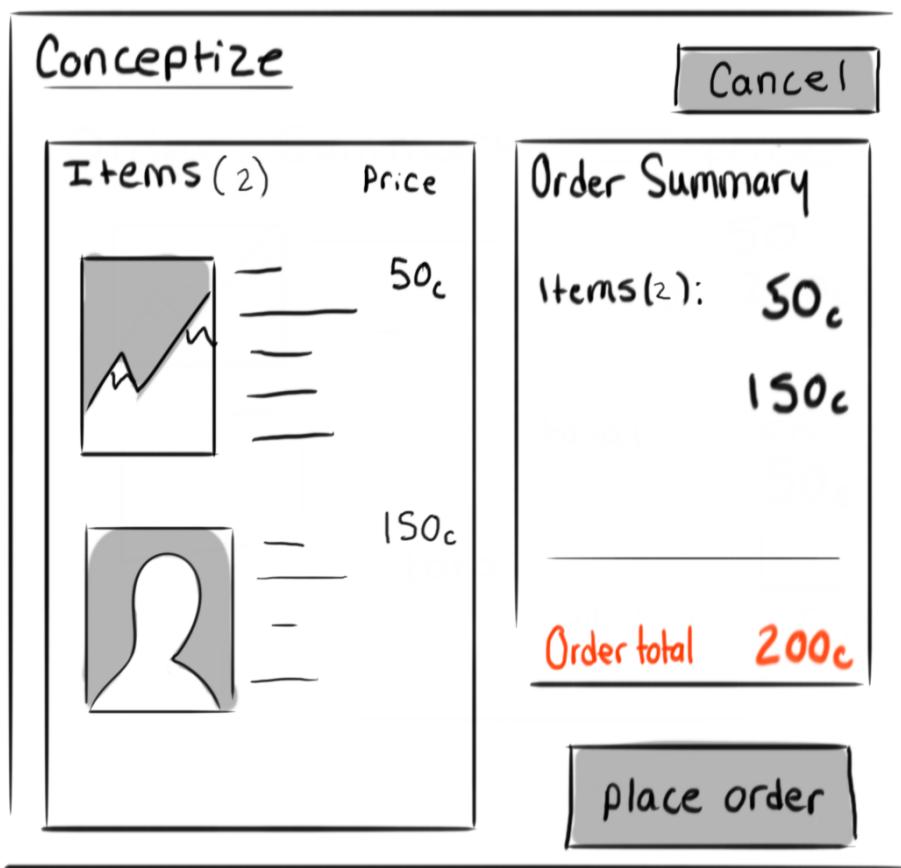


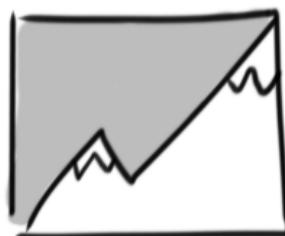
Figure 19: On checkout, user completes payment processing and places order.

Conceptize

Cancel

place order

Items (2) Price



—
—
—

50c



—
—
—

150c

Order summary

Items (2) : 50c

150c

Order total 200c

Figure 20: Mobile version.



Figure 21: The user is given confirmation that their order is now complete.

Conceptize

home

✓ Thanks, Name !

you just bought,

_____ from _____

_____ from _____

Total _____

Continue Shopping

Related

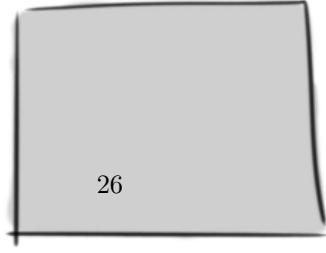
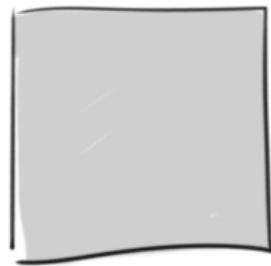


Figure 22: Mobile version.