

Idea Marketplace — Seviss — Terence Brewer, Olivia Brewer, Steven Aque

Project 2: Website Analysis

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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 Website 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 initial 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

- (a) Search products by name
- (b) Filter search results
- (c) Recommend products on login
- (d) Pagination
- (e) Copyright-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