

NeoBook Website Format

Website Notes:

- The iPhone screens are cut off towards the bottom.
- The solid green towards the top should blend in more with the shade of green that follows it.
- There should be an added phone screen with the chat section showing a student buyer and seller interacting.
- The NeoFeed screen should replace the pending offers screen.
- Other pictures should be used that matches the environment that NeoBook will be used in.

Format:

- Tabs should be as follows (Left to right): About, How it Works, Features, and Download.



- Opening line: “A secure mobile marketplace designed exclusively for college students.”

About:

- NeoBook provides a quick and easy way for students to buy and sell their textbooks and other items. Our student verification process ensures that our users will have the confidence of knowing that they will engage in a transaction with a fellow peer. All payments are securely facilitated with Stripe Connect (Include hyperlink) so that students are guaranteed a safe, convenient, and seamless transaction process.

How It Works:

Buyer:

- Upon creating a profile, the buyer is prompted to the NeoFeed, where they can search for items that they wish to buy.
- When a desired item is found, the buyer can purchase the item for the price that is listed or make an offer to the seller.
- When there is a mutual agreement on the price of an item, the buyer is prompted to the NeoChat, where they can coordinate a time and place to meet on campus to complete the transaction with the seller.

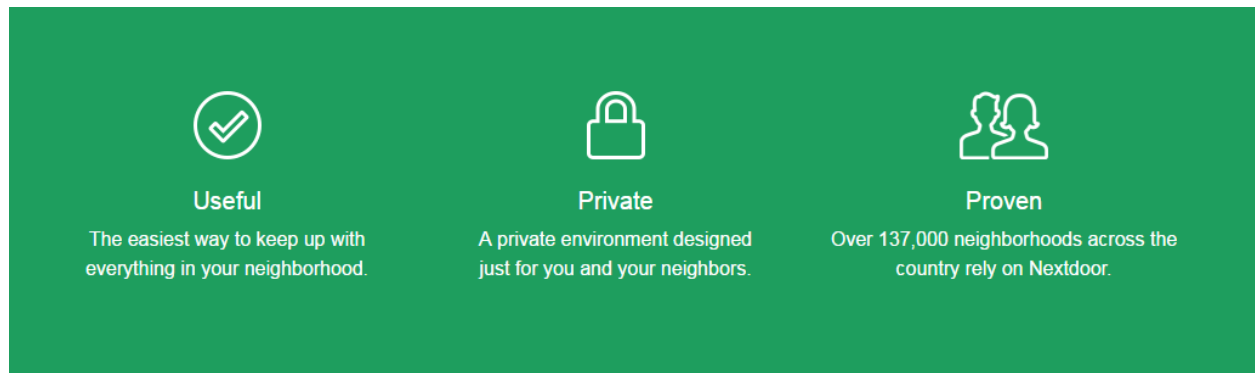
Seller:

- Upon registering with Stripe Connect, the seller will then have access to the seller's tab.
- Upon selecting the sell tab, they will be prompted to their phone camera where they can take pictures of the item that they wish to sell.
- The seller lists the name of the item, a brief description, the price, and the condition of the item, which will then list that item on the NeoFeed.

Features:

- For added convenience, we provide a wish-list for our buyers so that they can easily input product credentials so they do not have to constantly search for an item. As soon as a related item is listed on the NeoFeed, the buyer will be sent a push notification indicating that their product is for sale. (Show Wish-list iPhone Screen OR iPhone Screen with NeoBook push notification)
- To make the textbook selling process even easier, we provide our users with an ISBN scanner so that they simply have to scan their textbook's bar code. The barcode will automatically pull up the textbook's information so all the seller has to do simply list the price and condition of the textbook. (Show ISBN Scanner iPhone Screen)

Secure (Shield) Convenient (Students shaking hands) Cost-Effective (Dollar Sign). Let's mimic the design below with a shade of green that compliments what we currently have.



Secure: Our platform verifies our user base as university students so that our users are guaranteed to buy and sell with their fellow colleagues.

Convenient: Our platform creates a hyperlocal marketplace which eliminates the shipping process of buying and selling items. By meeting up on your college campus, transactions can be completed in a matter of hours or even minutes!

Cost-Effective: College students are burdened with the high prices of textbooks and other items, and are unfortunately subject to inconvenient and risky ways to buy and sell items. By creating a hyperlocal marketplace, NeoBook serves as a platform that ultimately leads to savings for buyers, and easy liquidity for sellers.

Download:

AppleStore and Google Play routing and social media outlet links.