Building a Successful C2C Marketplace: Inspired by Bikroy.com

This presentation outlines key usability guidelines and revenue generation strategies for a new Consumer-to-Consumer (C2C) business inspired by Bikroy.com, ensuring user-friendliness and sustainability for the platform.

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Web Usability Guidelines

Clear Navigation

Provide intuitive browsing and searching for products using category filters, price range sliders, and location-based searching.

Secure Authentication

Offer quick sign-ups using email, phone, or social platforms, prioritizing data security and adding "Verified Seller" badges to build trust.
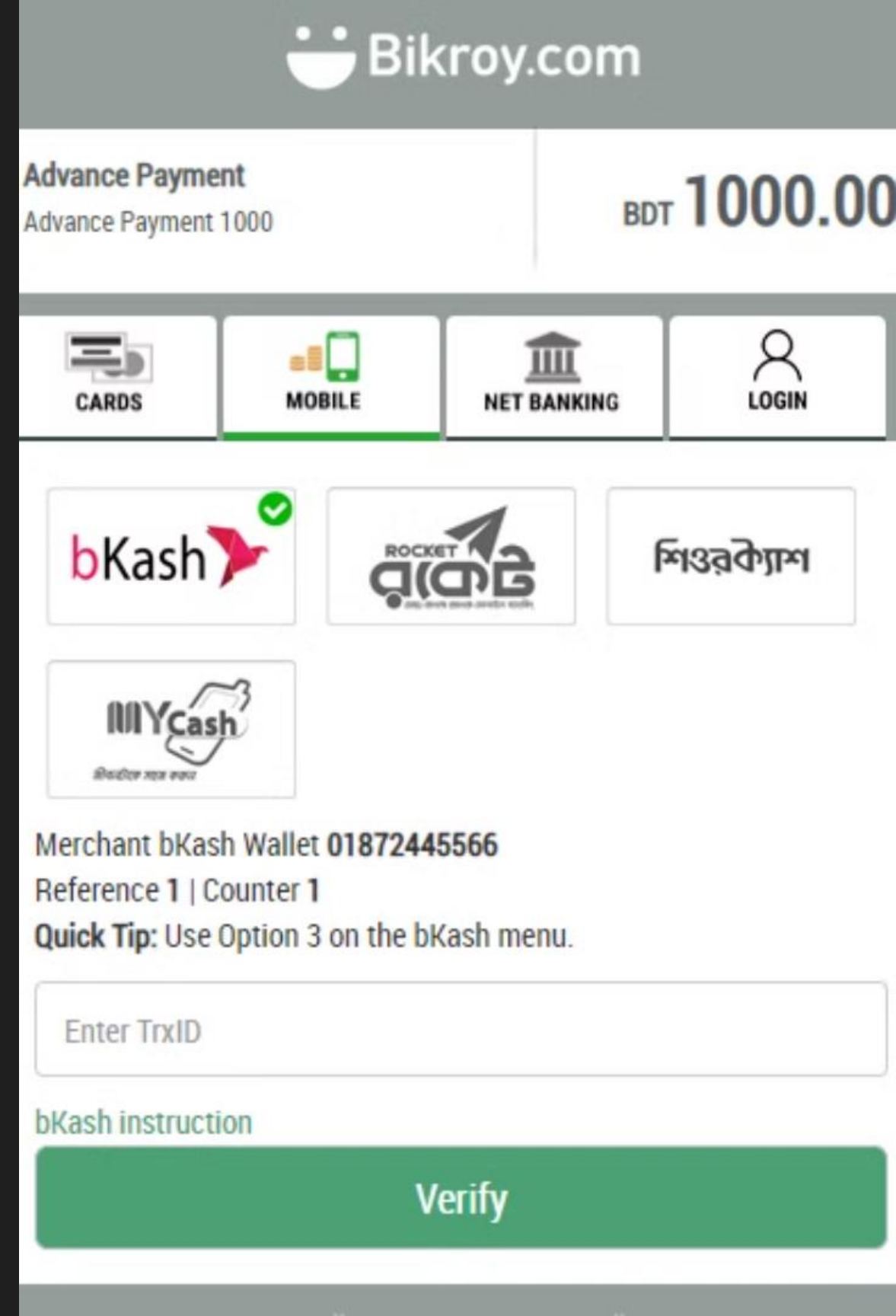
User-Centric Design

Responsive Design

Optimize for responsiveness across devices, providing a consistent experience on desktops and mobile devices.

Simplified Ad Posting

Streamline the product listing process, allowing for quick uploads of images and descriptions.

Clear Calls to Action

Use minimalistic designs with clear CTAs like "Post Ad" and "Contact Seller" to guide user interactions.
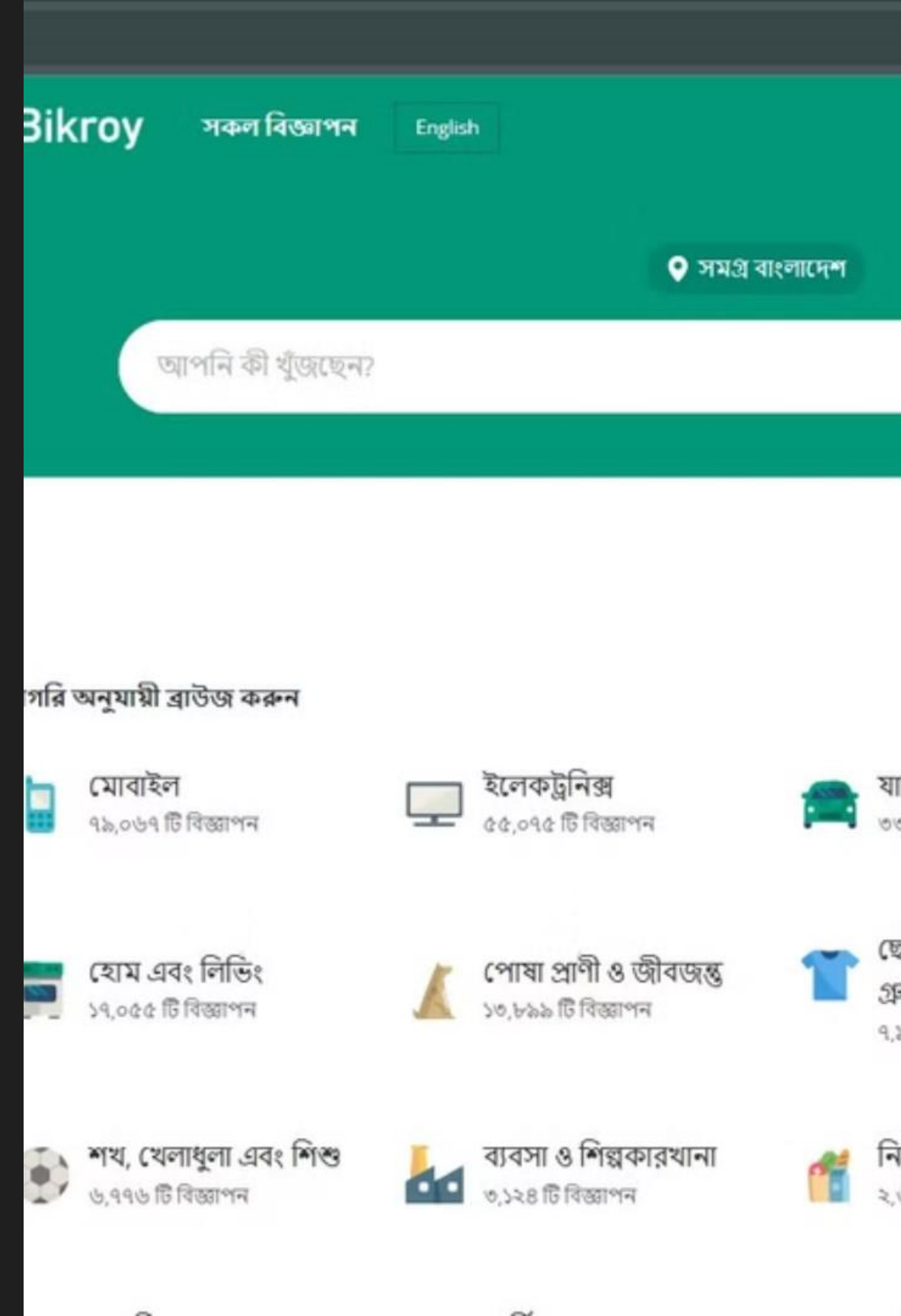
Building Trust and Engagement

User Reviews

Enable user reviews and ratings to foster transparency and build trust.

Real-Time Chat

Integrate real-time chat and inquiry forms for seamless communication between buyers and sellers.

Made with Gamma

Revenue Generating Strategies

Membership Plans

Offer premium memberships with benefits like boosted ad visibility, additional posting limits, and virtual shop features.

Transaction Fees

Collect a small commission on successful transactions or purchases through the platform.

Value-Added Services

Provide premium customer support, advanced analytics, and doorstep delivery as paid services.
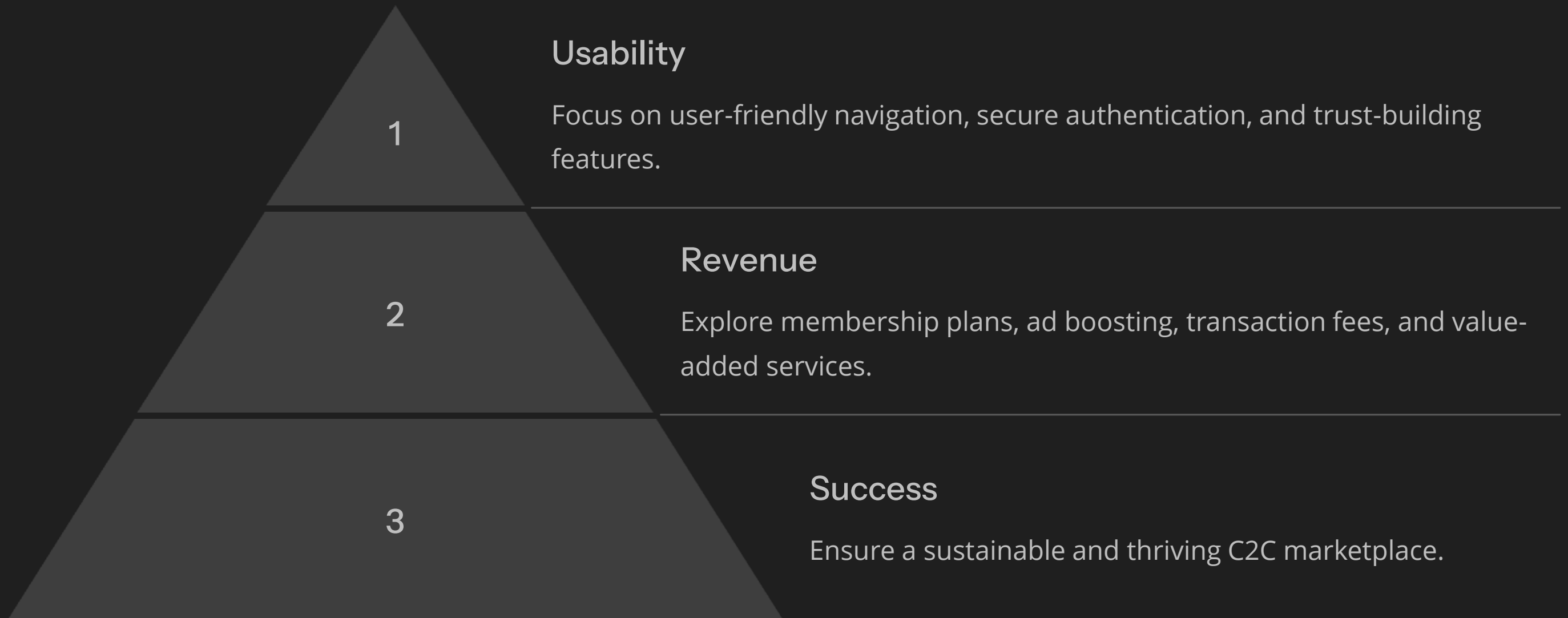
Affiliate Partnerships

Collaborate with delivery services and payment gateways

Third-Party Ads

Rent ad space on the platform to external businesses

Key Takeaways and Next Steps

1 Usability

Focus on user-friendly navigation, secure authentication, and trust-building features.

2 Revenue

Explore membership plans, ad boosting, transaction fees, and value-added services.

3 Success

Ensure a sustainable and thriving C2C marketplace.

Thank You!