

CSC 642 842 HCI Fall 2021

Phase 1: Initial Proposal

SFSU Buy/Sell/Trade

SFSU Buy/Sell/Trade

Made by Gators, for Gators

Team 12

Sabrina Weng, Steven Liao, Valeria Vallejo, Neesha Magar

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Executive Summary

SFSU Buy Sell Trade is an exclusive platform for SFSU Gators to buy, sell, and trade any items they need to make their college experience easier. It's already hard enough for you having to deal with moving into your dorms, or picking your classes, so we are here trying to make getting all of your supplies easier.

Most students find that having to search for the best prices for their textbooks is a long and boring process, but buying them at the full price at the bookstore feels hard on their wallets. Not to mention that standing in line for your books is a process that no one wants to go back to. On campus, everyone is confirmed to be vaccinated, so meeting with others is a safe experience. It is also very convenient since everyone is available on campus, all you need to do is look at their preferred meeting location, and confirm through our in-app messaging system.

As opposed to our competitors, we have your best interests in mind. We strive to make buying and selling as convenient and as beneficial to the SFSU Gators as possible. To ensure this, we have features such as a watchlist, so that you can be sure that you will get the best price for any possible textbooks that you need for your semester. Since most of our sellers are students, we can guarantee that our products are of good quality. This can be further confirmed on your end by looking at the account's reviews to ensure that they are someone you can trust with a safe transaction. It's also easier to find more relevant items since you can search on our website using keywords and filter the search results by category, subject, ratings, popularity, and prices.

Along with this convenience is the reassurance that textbooks are not going to waste since you are buying used products that can be traded for many semesters to come. Not only that, but the on-campus trading system eliminates the need to waste resources on shipping and packaging.

Personas

Persona 1:

Marisol

Student



Age: 21

Sex: Female

Status: Registered

Needs and Goals

- Finding textbooks at good prices
- Selling old textbooks and supplies to reduce clutter
- Being able to get textbooks last minute

Pain Points

- Slow shipping
- Lack of specific textbooks
- Sites that recommend too many products
- Feels like textbooks are a waste of paper if they are only ever used once

Traits

- Procrastinates at times
- Shy with strangers
- Smart with money
- Organized
- Likes to be environmentally friendly
- Safety conscious

Persona 2:

Nicole

Professor



Age: 38

Sex: Female

Status: Registered

Needs and Goals

- To trade old books for new and interesting ones
- To have a safe way to trade with others
- To be able to find fiction books to trade with an easy search

Pain Points

- Websites with inefficient searches
- Lack of security with strangers on other trading sites
- Traveling far distances to trade with others

Traits

- Busy
- Wary of strangers
- Efficient

Persona 3:

Aaron

Student



Age: 27

Sex: Male

Status: Unregistered

Needs and Goals

- To compare textbook offers with other sites
- Trade for furniture and decorations to update his room constantly
- To be updated in case of price drops

Pain Points

- Having to sign up for websites just to browse for items
- Outdated UI of other trading sites

Traits

- Frugal
- Likes nice designs
- Multi-tasker
- Forgetful

Persona 4:

Lena

Student Teacher



Age: 29

Sex: Female

Status: Admin

Needs and Goals

- Stress-free UI
- To make sure everyone is safe online
- Get work done fast and efficiently
- Give students an easy way to get their workbooks

Pain Points

- Messy UI with distracting colors
- Long form processes
- Lack of features

Traits

- Organized
- Tech Savvy
- Busy
- Concerned about safety and order

High Level Use Cases

Use Case 1 - The Shy Student:

Marisol is trying to find a textbook for a very specific subject in her major. The class filled up quickly, but she was finally able to secure her spot in the class. Unfortunately, the older

versions of the textbook were all sold out and she didn't want to pay twice as much for the newest version. Luckily, a friend recommended that she take a look at SFSU Buy/Sell/Trade to see if a past student has a listing. After searching for the ISBN, she is able to find a copy of the book in fairly good condition with a seller who has very good reviews. She decides to register and after messaging the seller, they are able to come up with a good time and place to do a safe exchange that Marisol and the seller are comfortable with. In no time, Marisol is able to start reading on time with her other classmates.

Use Case 2 - The Working Mother and Professor:

Nicole is a mother to 2 young kids and a professor at SFSU, so she has a very busy lifestyle. She enjoys reading and wants to find as many books to read as possible, preferably by trading with other avid readers. After trading with one of her students, the student tells her that he's had great luck finding people to trade with on SFSU Buy/Sell/Trade. Nicole goes on in her free time and browses through the fiction tag under the book category to find some good books to trade for. After finding an interesting one, she messages the other trader and the trader tells her the type of book he's looking for. They are able to agree on a fair swap and trade books the next day right after her lecture on campus.

Use Case 3 - The Frugal Student:

Aaron is a student at SFSU who likes to try and find the best deals for textbooks that he can. When looking for a book, he can go through upwards of 20 sites just to find a good quality textbook at a reasonable price. He sees some other students talking about SFSU Buy/Sell/Trade on an SFSU forum and decides to browse for his textbooks to compare the prices. He is able to look through and find all of the things he needs, so he decides to register and put those items on his watchlist and turns on notifications for future price drops. Once the

textbook drops to the price he was looking for, he gets a notification and puts in an offer.

While browsing, he decides to keep several other items on his watchlist and even puts some of his old decorations up for sale to make room for some new ones.

Use Case 4 - The Helpful Student Admin:

Lena is a Grad Student at SFSU and student teacher for a lab section, so she is very aware of the difficulties of both getting her textbooks and assigning them. She hears about SFSU Buy/Sell/Trade from another grad student and how she can put up a listing for her section's workbooks by using a form. She makes a teacher account and is able to fill out a textbook registration form after getting verified by an admin. After seeing how useful the application is, Lena decides to apply to become an admin herself. In her freetime, she is able to look at listings and approve or deny them as well as look at reports of comments, reviews, users, and listings. Due to the easy UI, she is able to accomplish a lot during her breaks and feels a sense of satisfaction by helping her community.

List of Major Functions Envisioned

Create listings to sell or trade items.

- Listings will be descriptive of what is being sold
 - Images, description, price, category

Create listings to buy items.

- Listings can be used to help find items that the buyer wants.

Search for listings

- Allows users to find listings for items based using keywords in the titles of listings
- Filter listings based on category, price, etc
- Sort listings based on price, how new the listing is

Messaging platform to allow users to talk to each other

- allow users to message the other registered users so they can negotiate or setup a time and place to meetup with the person

Accounts

- Help keep track of who made what listing and who is who

Lazy registration

- Prompt visitors to create account when they want to message a creator of a listing
- Prompt visitors to create account when they want to create a listing

Watchlist

- Allow users to add listings to a watchlist
- notification is sold out or price changes

Map of the school

- Help people setup a location to meetup at school

Payment through website

- Allow users to pay each other through the platform

- Allows users to have to an alternate payment method

Reviews

- Allows users to give each other reviews of their experience dealing with that user
such as someone showing up late
- Helps other users know if they want to deal with them

Contacts/Support

- Support to report an incident if anything bad happens

Competitive Landscape

Our close competitors are as follows eBay, Amazon, SFSU's bookstore, craigslist, and Facebook Marketplace. What makes us stand out from all of these competitors is that we strive to make the best marketplace where students can buy, trade, and sell anything that needs to make it easier for them to buy it from students and make it easier for themselves for the college experience.

Let us look into one of our competitors eBay, it is a popular online shopping platform noted for its auctions and direct-to-consumer sales. Selling and buying items from our website is incredibly different to doing so on eBay. Our website will provide the simplest platform to purchase and sell items.

Amazon is also one of the largest e-commerce companies. Amazon caters to buyers, whereas our website caters to sellers. The same book you can buy from Amazon, you can get it on our website for even lower price than them.

SFSU's bookstore is buyer oriented. And books can be very expensive in the college's bookstore. Instead of spending more money than you should to buy a book, you can buy books in our stores at a reasonable price sold by our students. Also, they sometimes have very limited book supplies, in that case you should be able to find books that you need for the semester on our website.

Facebook Marketplace allows users to sell via uploading pictures of their garage sale and collectible things, as well as view products supplied by local sellers. Facebook sellers usually scams people by listing fake items or they end up not shipping the items to the customers.

Our website is a safe place for students to buy and sell books. So they do not have to be worried about being scammed. Overall, we think that our website would be the best one to buy and sell books because it is safe, and you can find any books at a more reasonable price.

Tools and Frameworks

During the design of SFSU Buy/Sell/Trade, we will be using Figma to design for user experience and user interface. Figma is a web-based graphics editing and user interface design app. You can use it to do all kinds of graphic design work from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between.

Since our team has most experience on basic HTML, CSS, and JavaScript, we will be using Express for the whole application. We are going to use Bootstrap for our frontend framework. Bootstrap is a powerful toolkit - a collection of HTML, CSS, and JavaScript tools for creating and building web pages and web applications. It is a free and open source project, hosted on GitHub, and originally created by (and for) Twitter. Since most websites UI are based on Bootstrap, students will find it familiar when they are working through the process on SFSU Buy/Sell/Trade. We will be working on details of every button and input field during the project.

Since our SFSU Buy/Sell/Trade is a user centered application. We will be focusing on the user experience of SFSU students and staff. The layout of this application will be similar to the websites of SFSU. Our goal is to let SFSU students click the least buttons and proceed to check out the items they buy.