



Second Hand Furniture App



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*Boston ranks third among metro areas — after New York and Los Angeles — for its number of foreign students, with 47,895, up from 43,801 the previous year*

-THE INSTITUTE OF INTERNATIONAL EDUCATION (2015)



*Students Cassie Li (left) and Cassie Yu, both of China, enrolled at Northeastern University.*



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*The number of international students nationwide grew at the fastest rate in 35 years, increasing by **10 percent** from the previous year to a record high of **974,926** during the 2014-15 academic year.*

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# NEED

*Most of international students having difficulties finding temporary furnitures during their stay in the US.*

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# CHALLENGE

*What can we do, online, creating better home goods transaction experience, both as a buyer and a seller.*

*Competing against local second hand furniture stores.*

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# OUR APPROACH

*Incorporating native apps idea, we'll first reach International students in the area — drawing a connection between their needs and possibility outcome apps product.*

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# COMPETITORS

## BOSTON AREA

CRAIGSLIST

IKEA

GOODWILL

CHEAP CHIC (allston)

## SCENARIO 1

# Prospective Buyer

- Just came to Boston and rented 2 bedrooms apartment with one of her friends from China in Allston.
- They both are enrolled as Master degree students in Digital Media at Northeastern University
- Cindy wants to get a TV, so she can watch her favorite shows
- She prefers to buy second hand TV because it's cheaper.
- She heard about Craigslist, but afraid of spams.



**Cindy Wang, 24**



# Prospective Seller

- Living in studio apartment in Brighton area for the last two years.
- Just graduated and received Bachelor's degree in economics from Boston University.
- He is planning to move back to India next month.
- He wants to sell some of his furnitures (couch, TV, and TV stand)
- Does not know anyone who needs them.

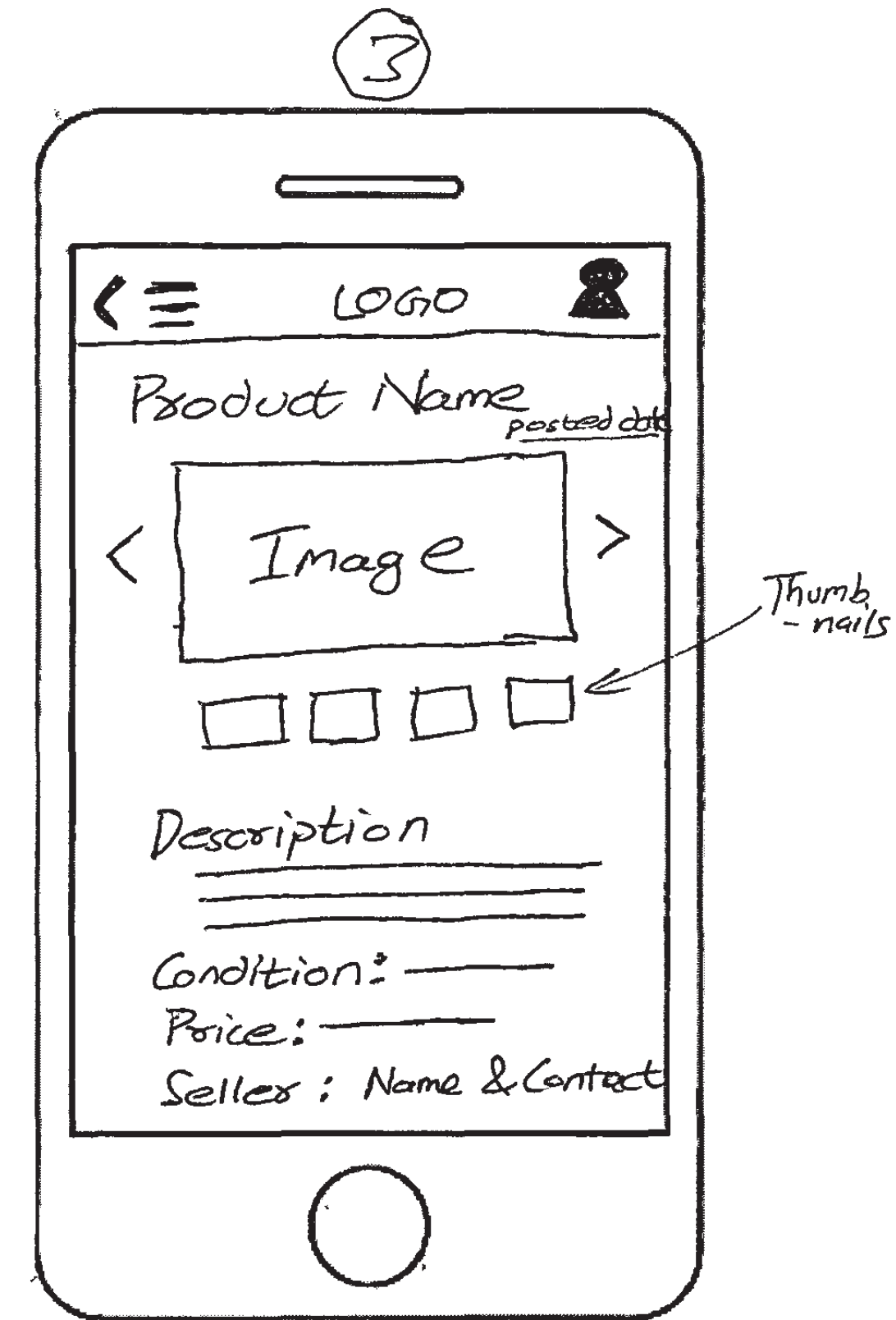
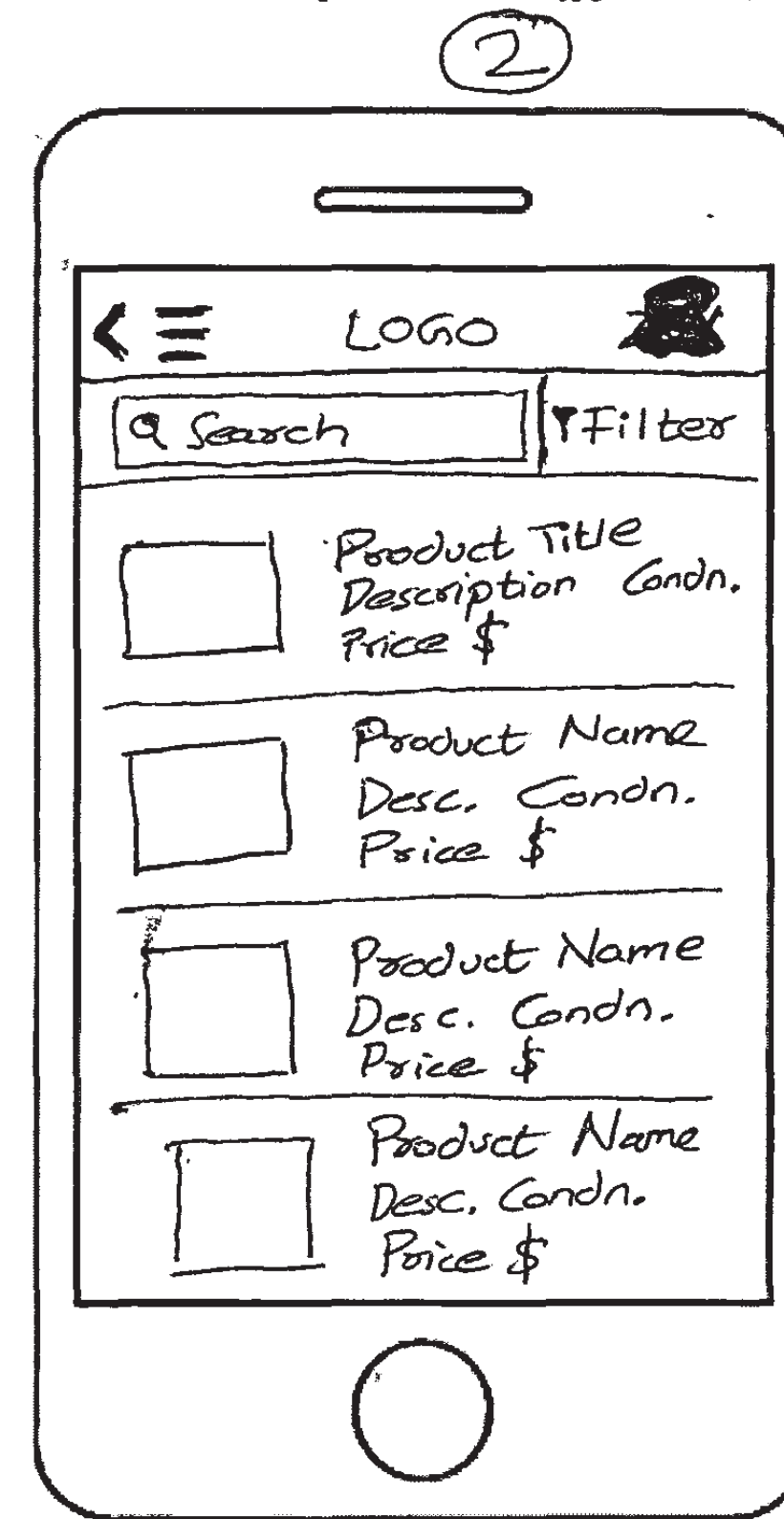
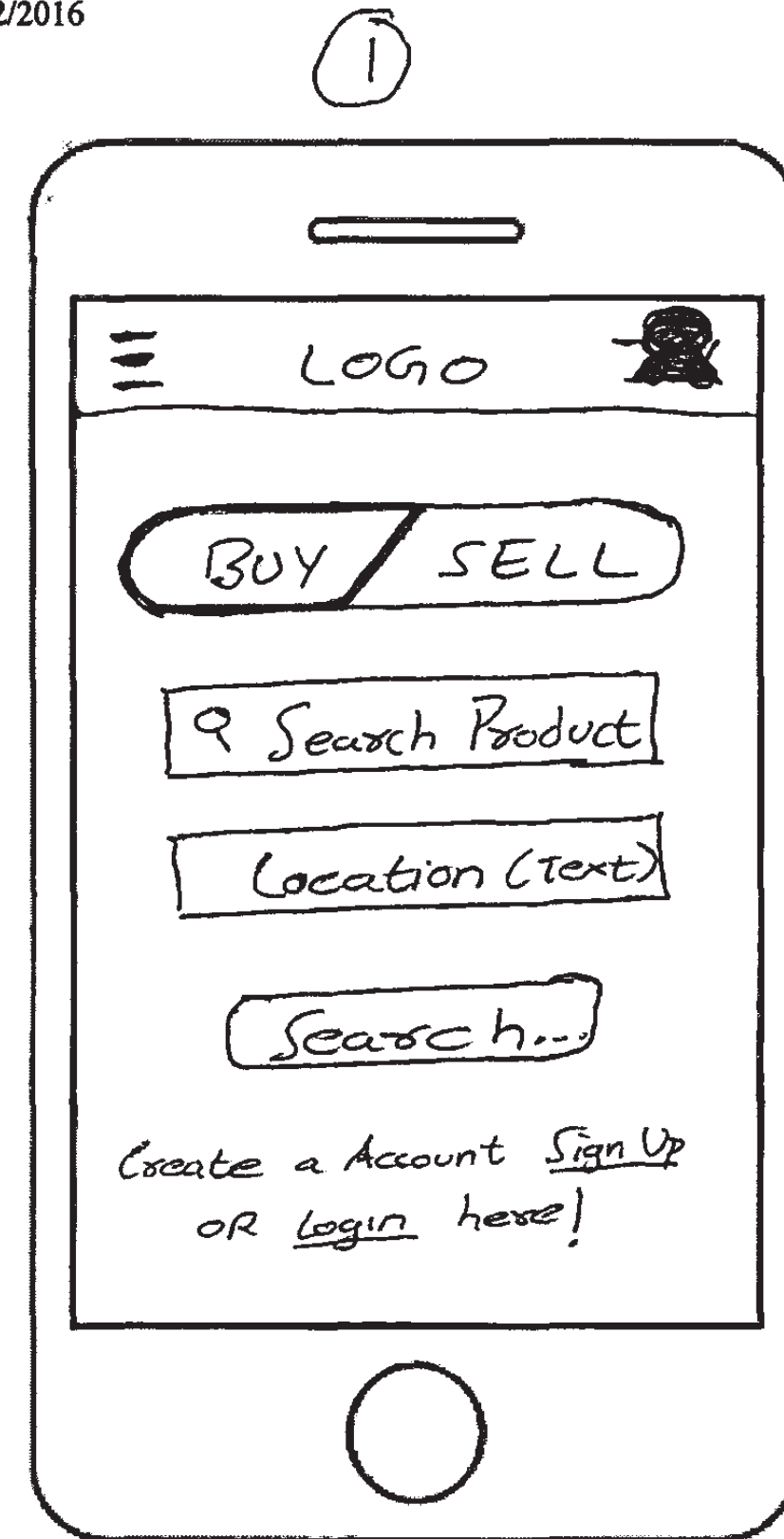


**Palash, 22**



SKETCHES





For messaging screen  
Refer ④

#### Notes:

BUY & SELL TAB

Buy has 2 text  
fields:

Search & Location

Also has option to sign in  
/ sign up

#### Notes:

Once the product is  
searched, they are taken  
to list of product that  
matches their search  
criteria.

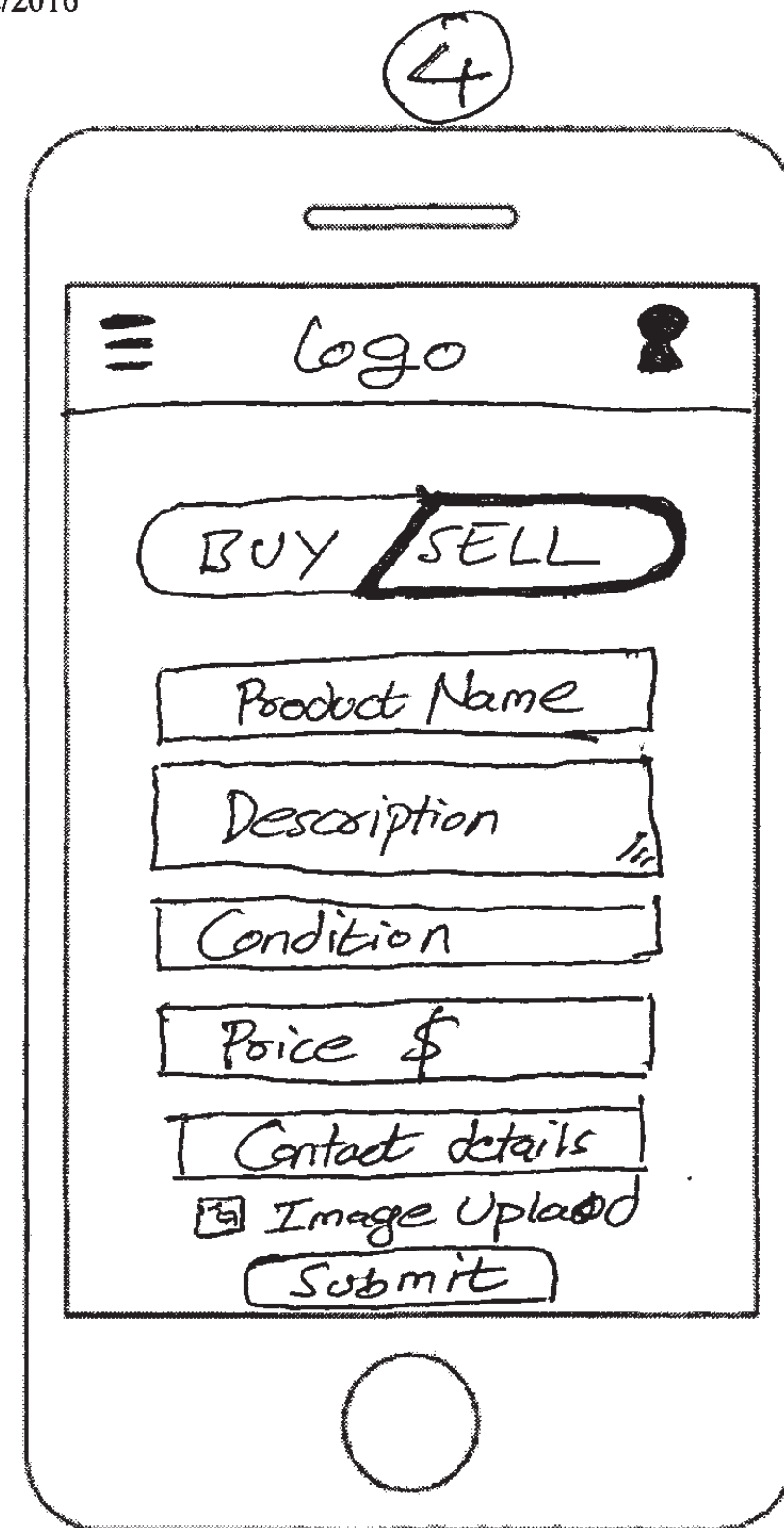
Has option to go back  
& search & set filter

#### Notes:

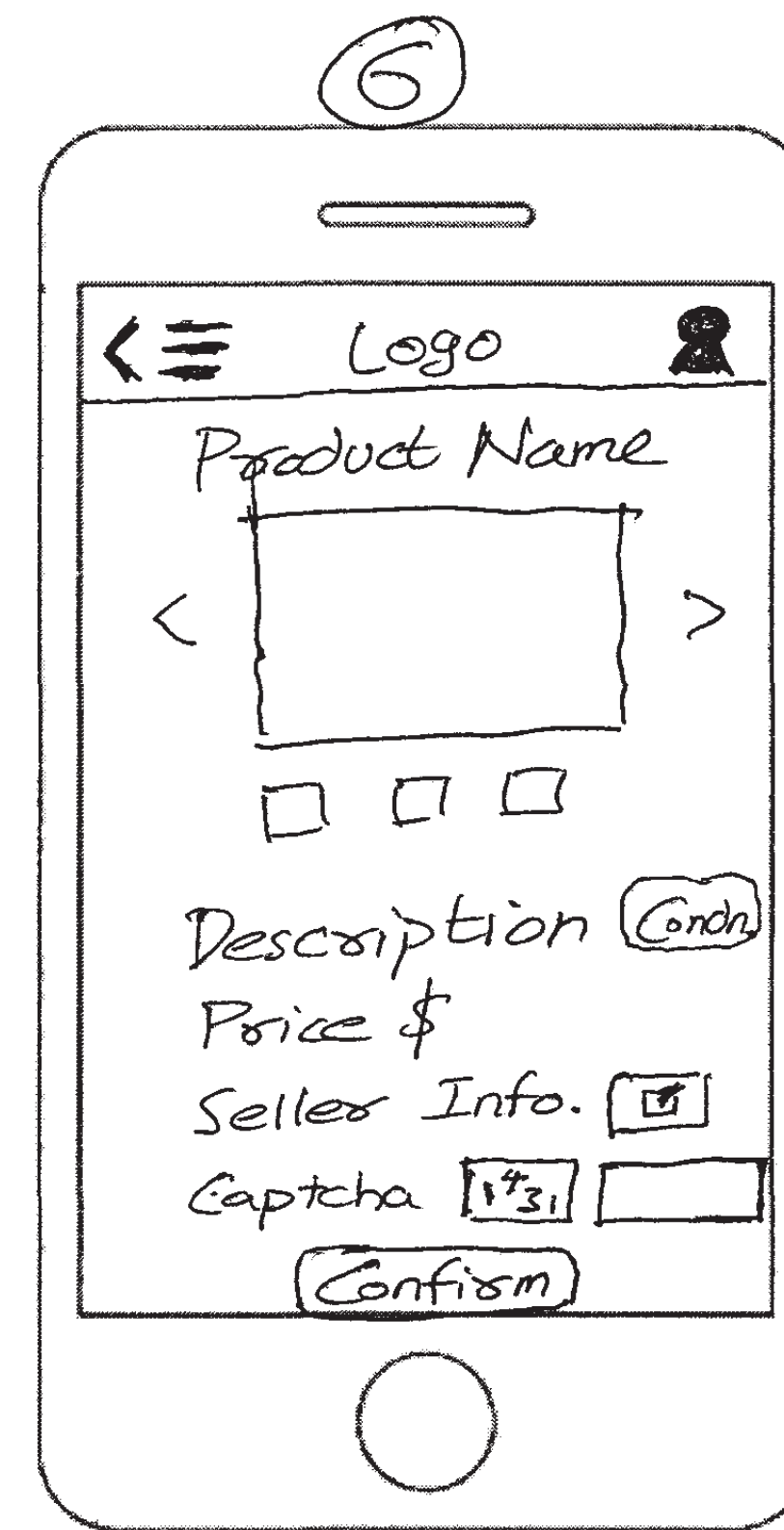
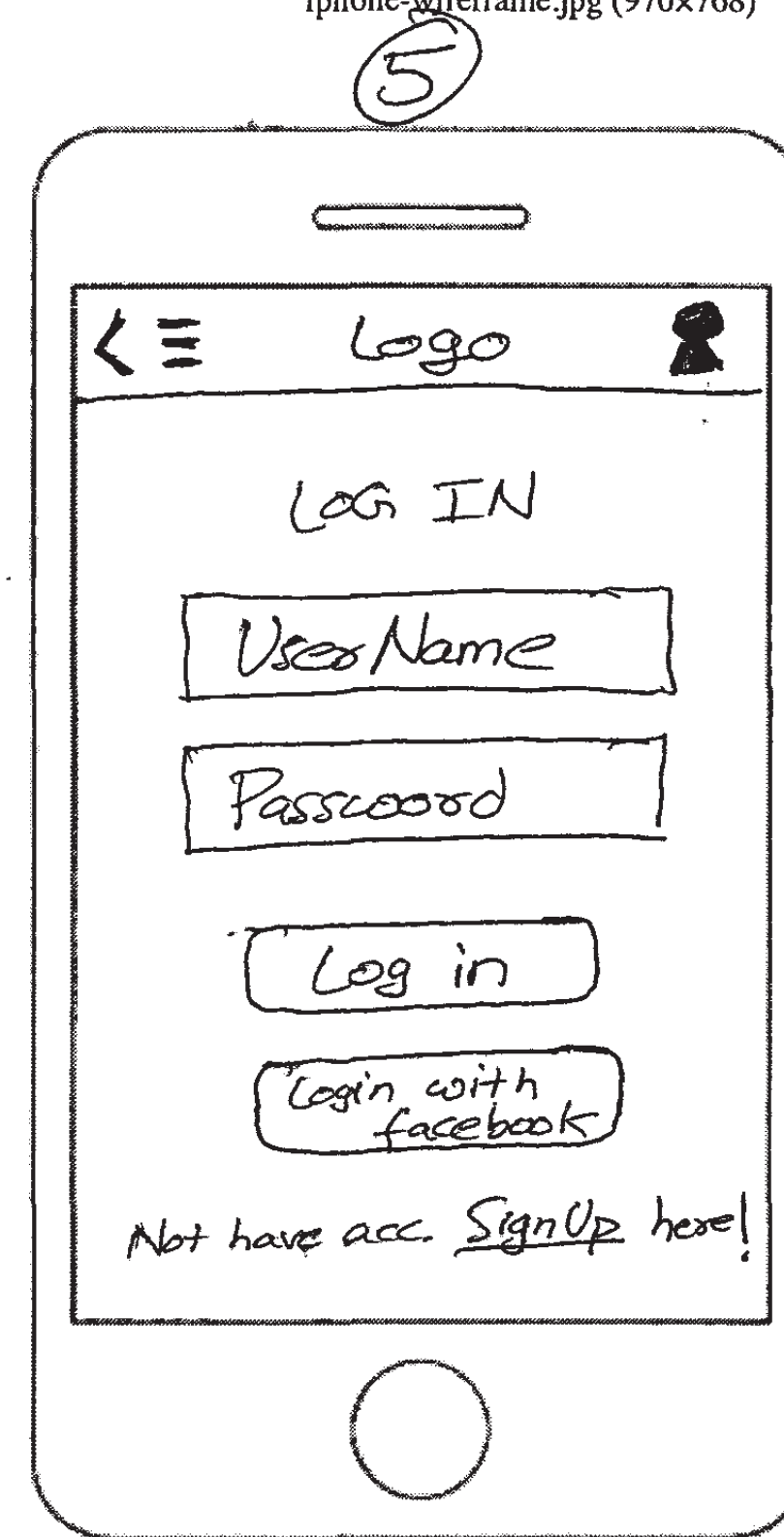
Once the product is  
selected, the users are  
taken to see the whole  
description, Images, price  
& seller, posted date  
& contact information.

You can send  
message using App.





If not  
signed  
in



#### Notes:

SELL Screen/Tab

A form consisting of  
all input fields like:

- Name (Product, Sellers)
- Description & Condition
- Location & contact details
- Price & Images

If signed in → goto ⑥

#### Notes:

login Screen

If user not signed-  
in, they will be taken  
to login screen.

If signed in then to  
Confirmation Screen.

Also has option to  
sign in with facebook

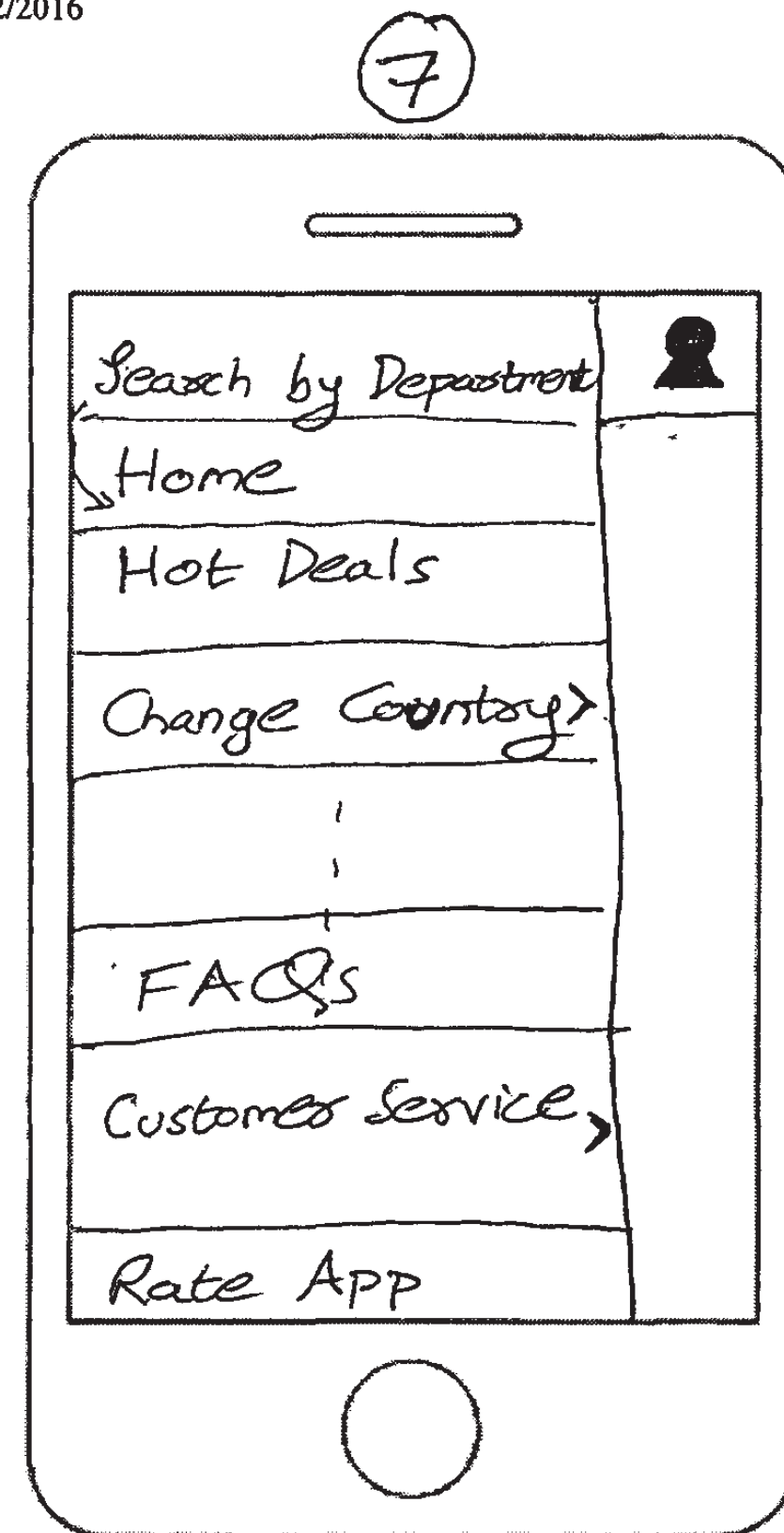
#### Notes:

Confirmation &  
Bot Verification Screen

Captcha Verification  
&

edit seller info.

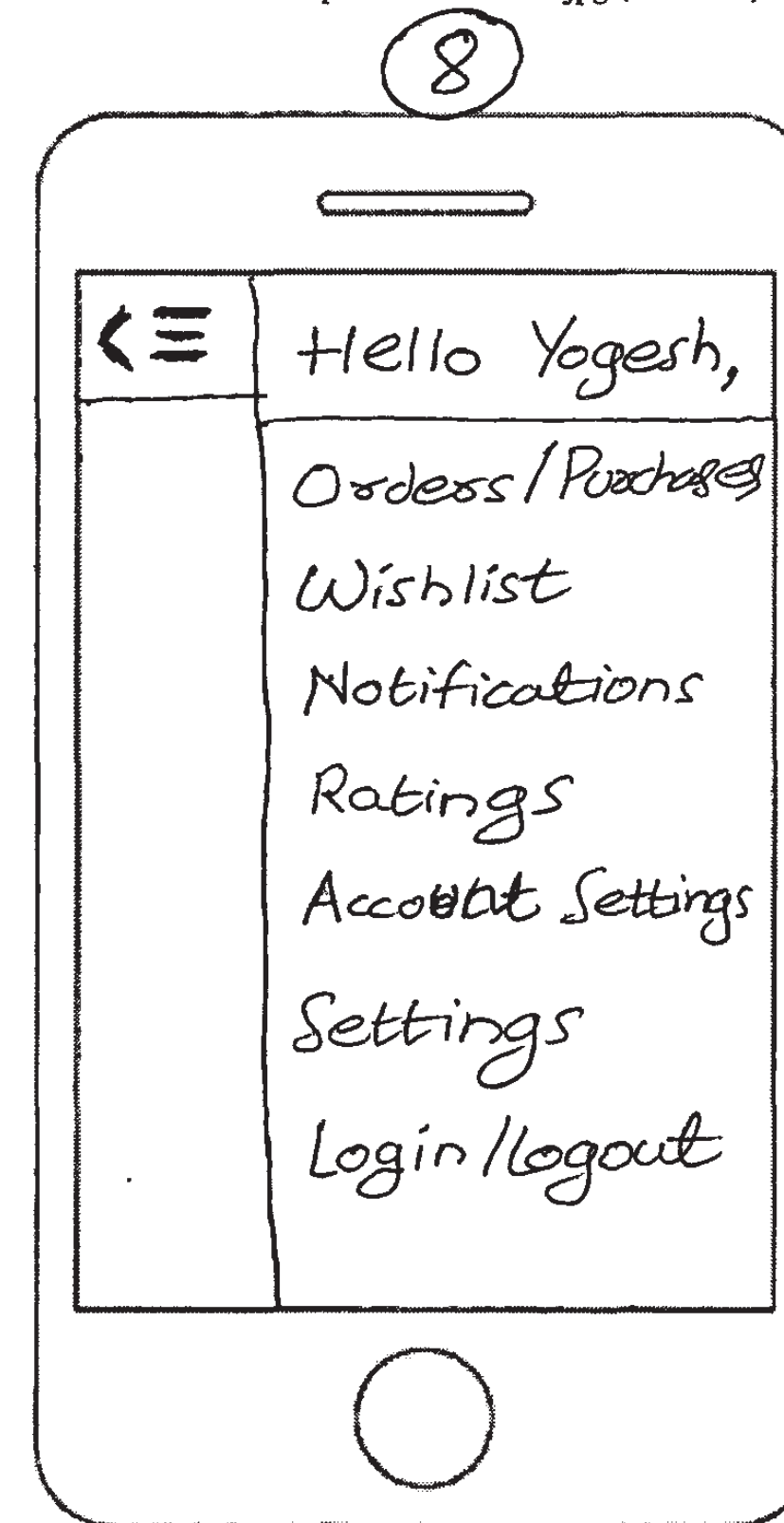




Notes:

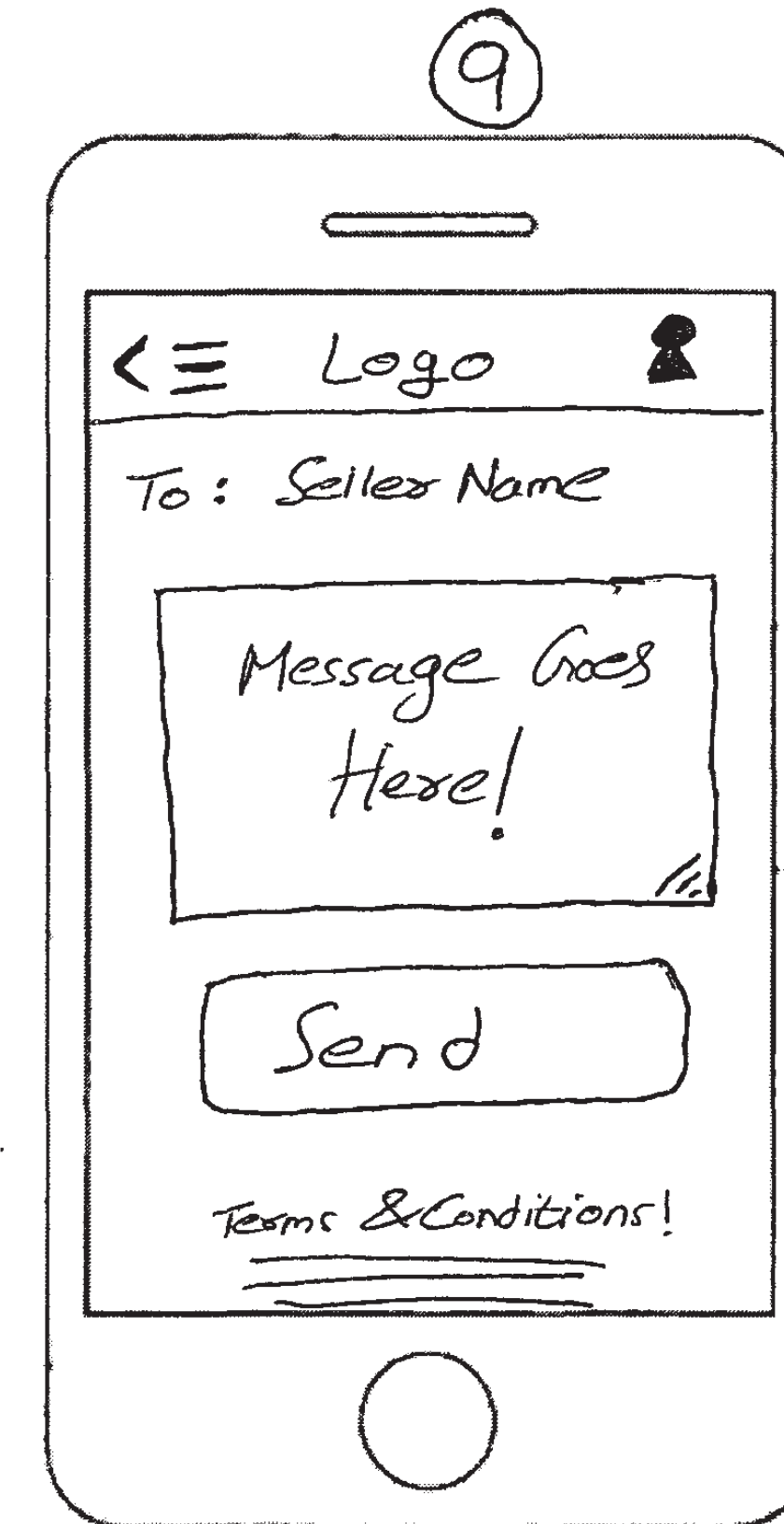
HAMBURGER MENU

Other Suggestions  
if you have for  
Hamburgers Menu



Notes:

Profile/Account



Notes:

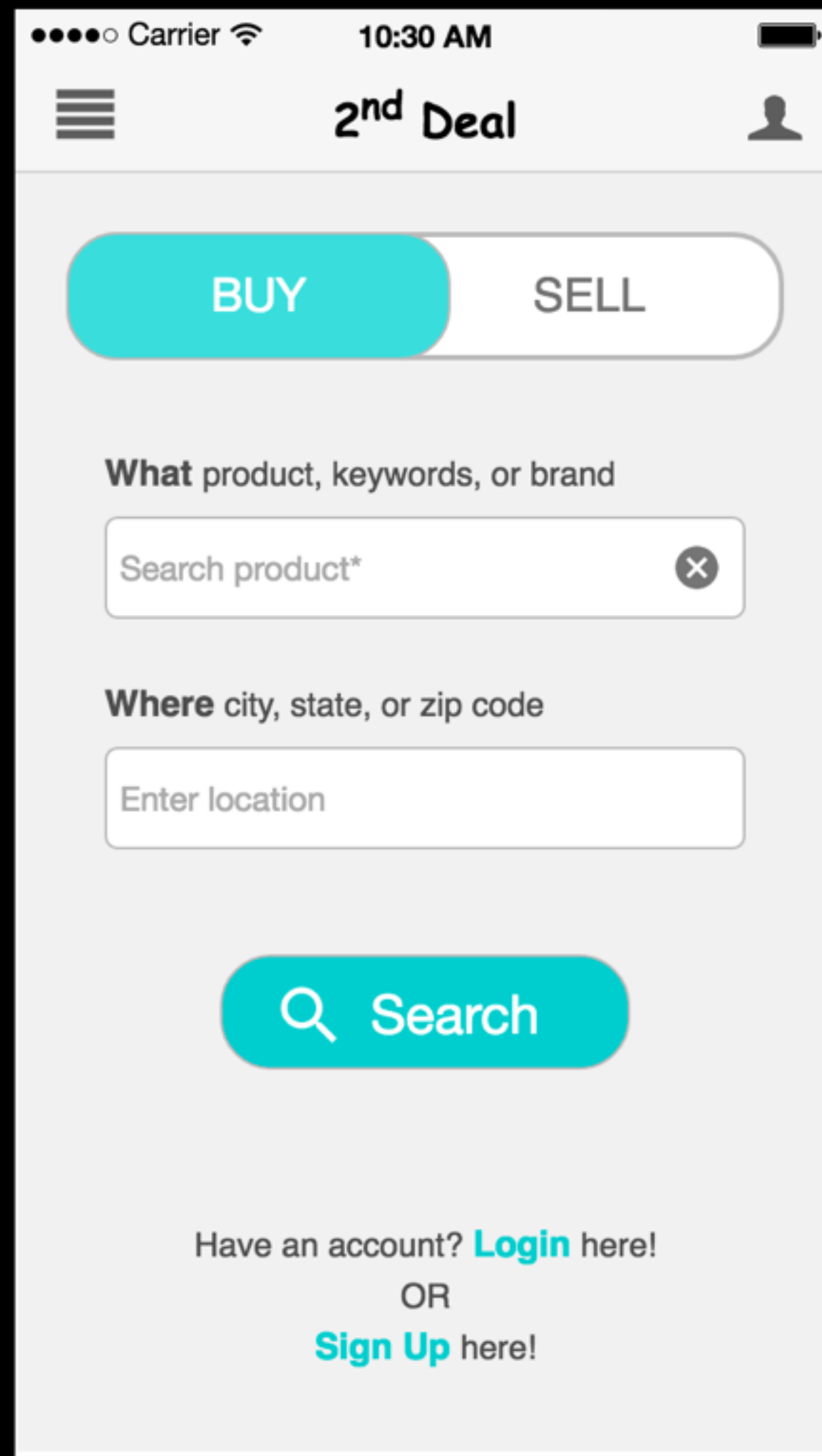
Sending Message  
to seller from  
product screen.

Terms or Policies  
for messages.  
at Bottom.

# WIREFRAMES

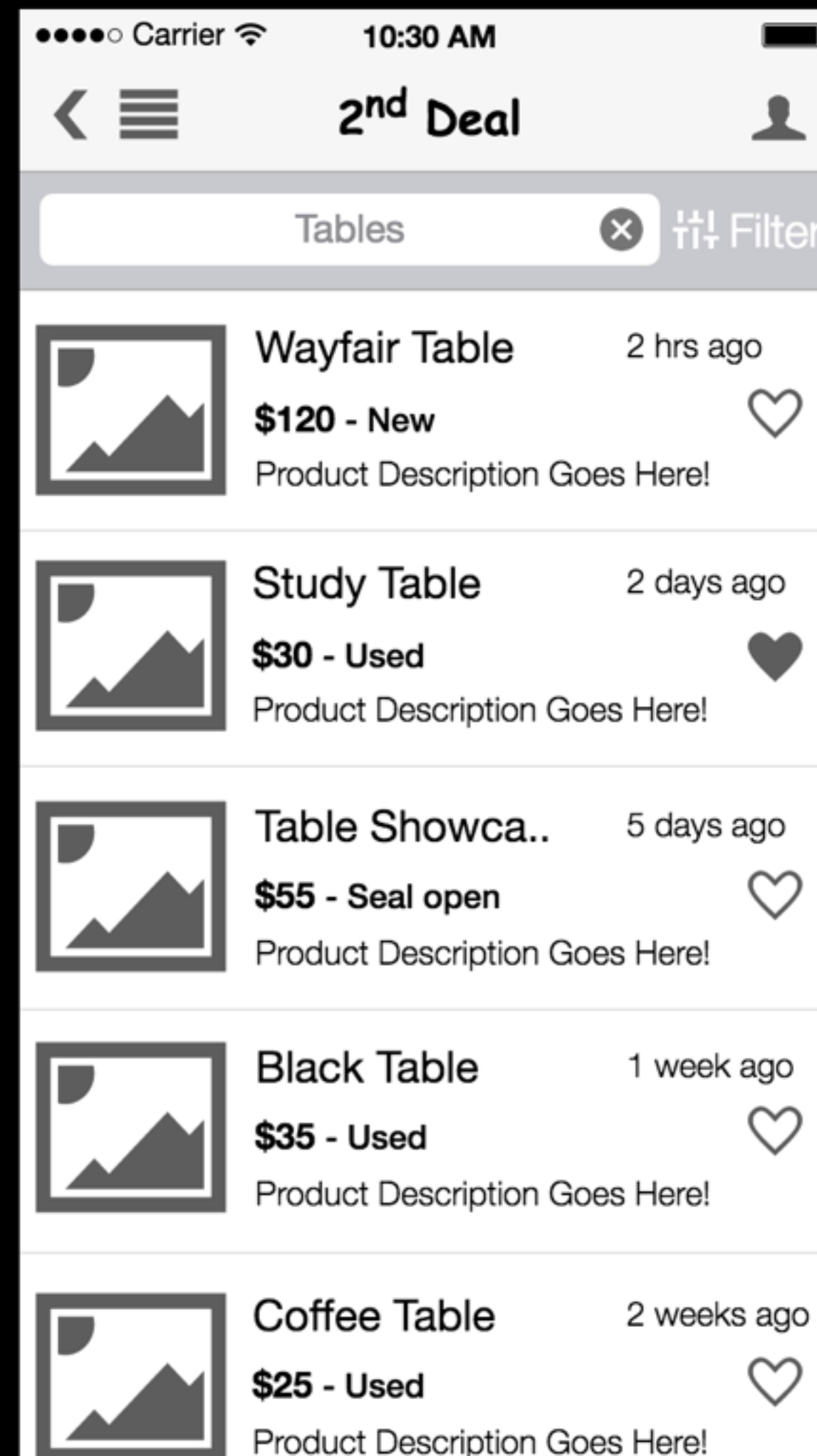
<http://iid1spring2016.protoshare.com/?p=32#layout=1000364>





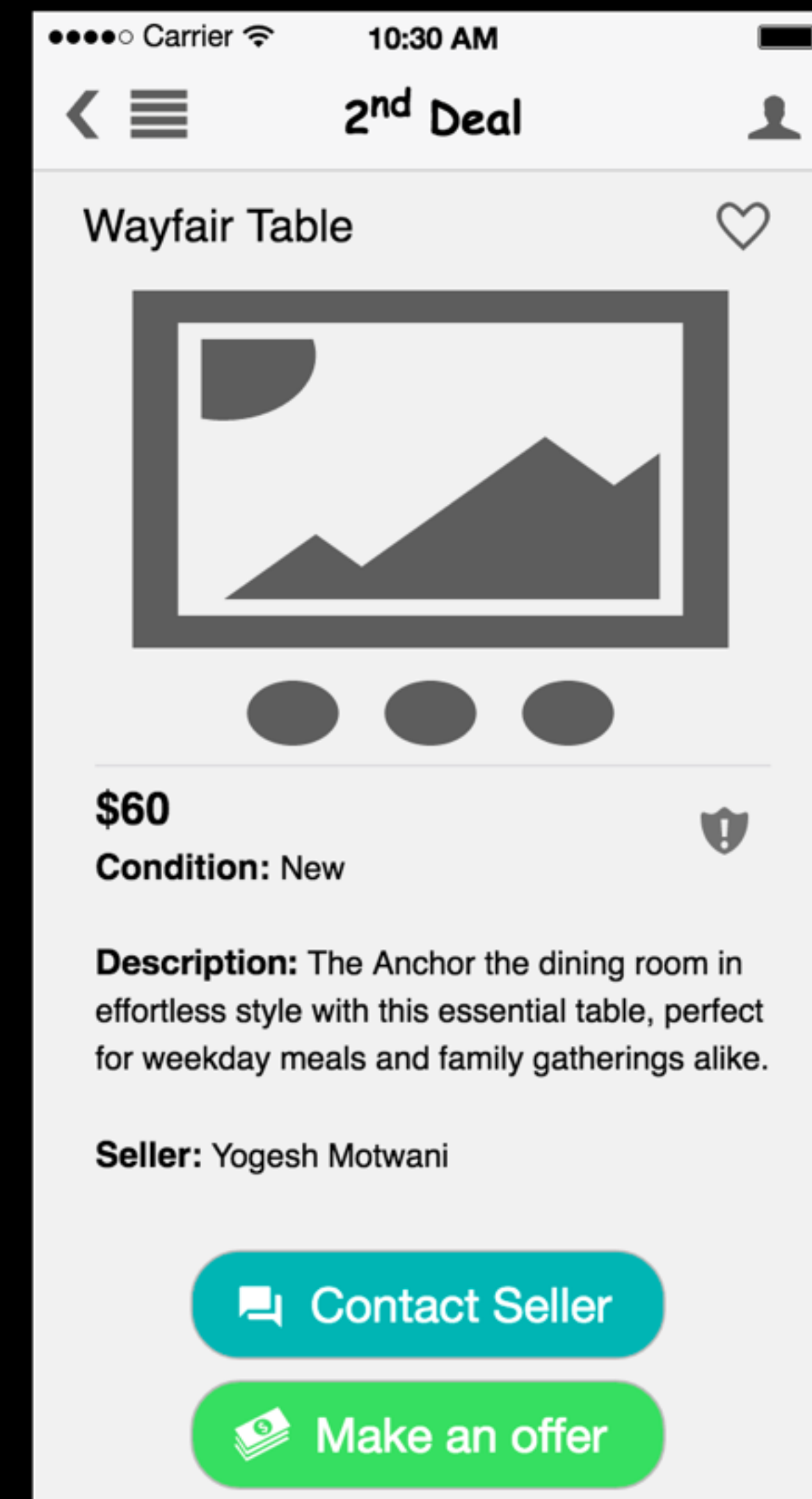
### 1. Buyer Screen

- This screen has the option of searching products.
- Also provides the option of searching by specific location.



### 2. Product listing

- This screen has list of all products.
- User can mark put the product in wishlist by marking it.
- Also has an integrated filter in search bar.



### 3. Product description

- This screen display product details.
- Has the option of reporting the seller/product as scam.
- Buyer can contact seller (go to screen 9).
- Negotiation option if the seller has provided that option.

#### 4. Seller Screen

- This screen has the product description form.
- The seller has the option to set the message/notification on for this product.
- Image upload / camera option.

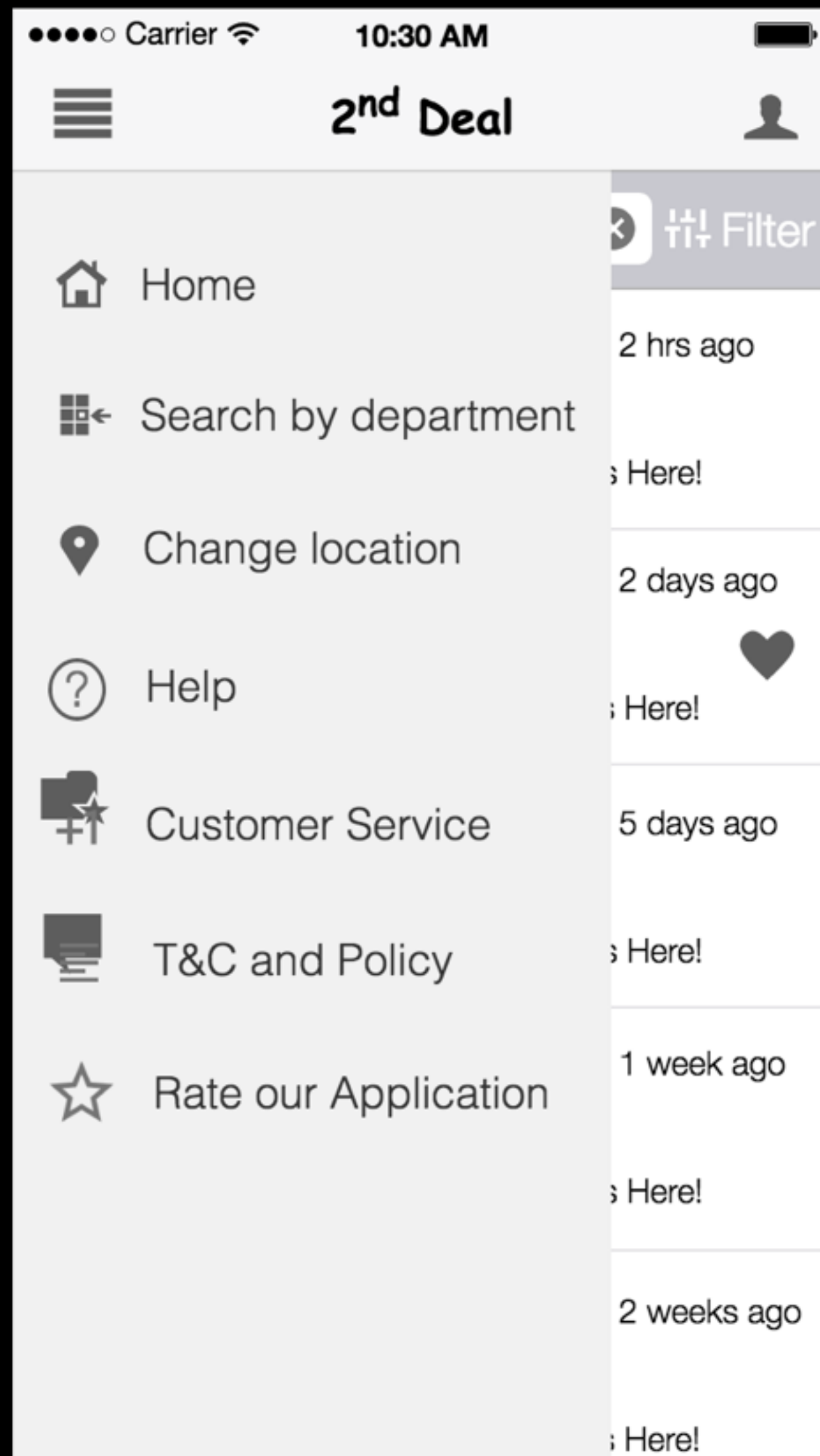
#### 5. Login Screen

- This screen has the Login and Sign up forms.
- It also has the sign in with facebook option.

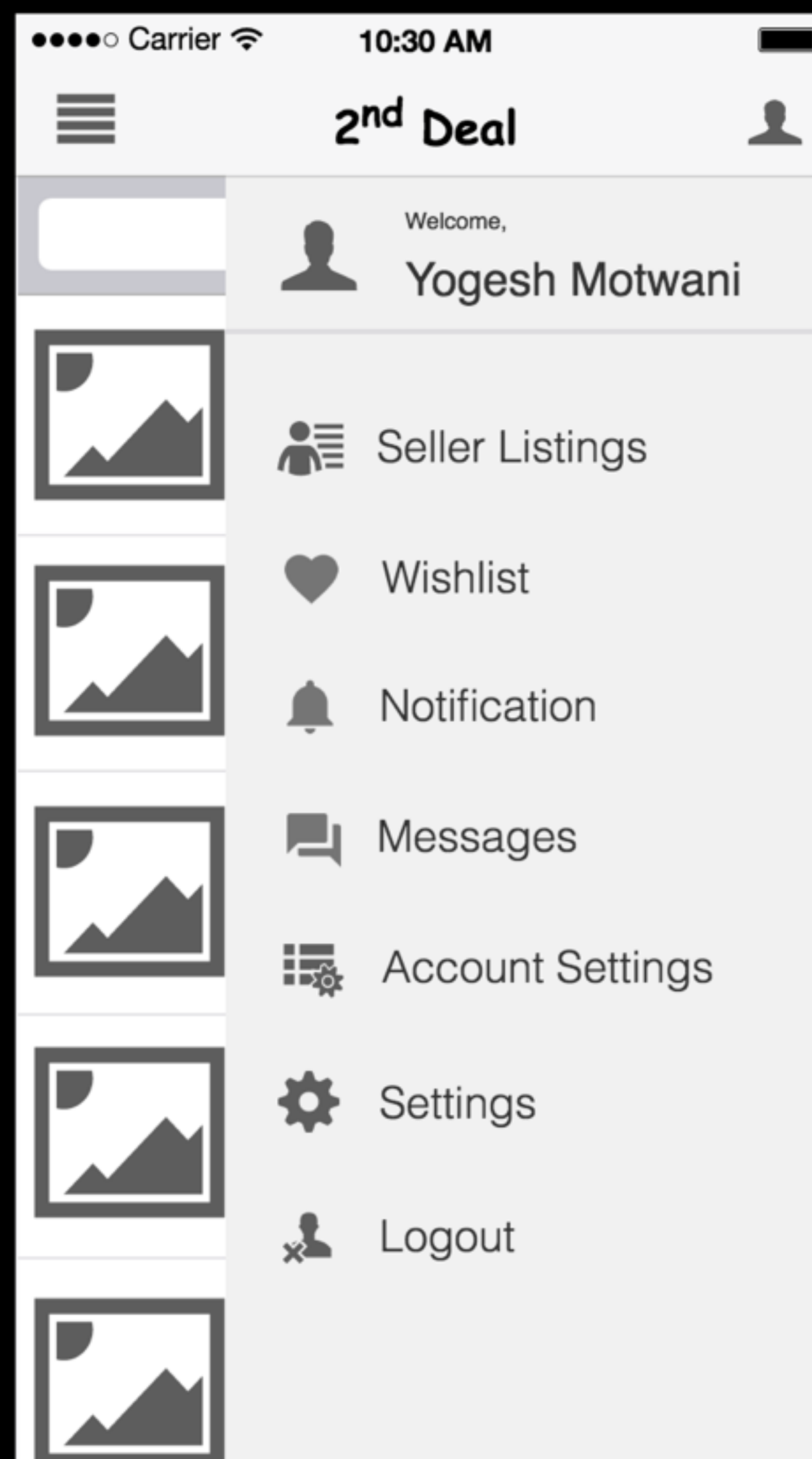
#### 6. Confirm selling product

- This screen presents the preview of product posted by Seller.
- If "Firm on price" is turned on, the negotiation option won't be available for buyers.
- Swipe to Confirm or post in order to avoid bots.

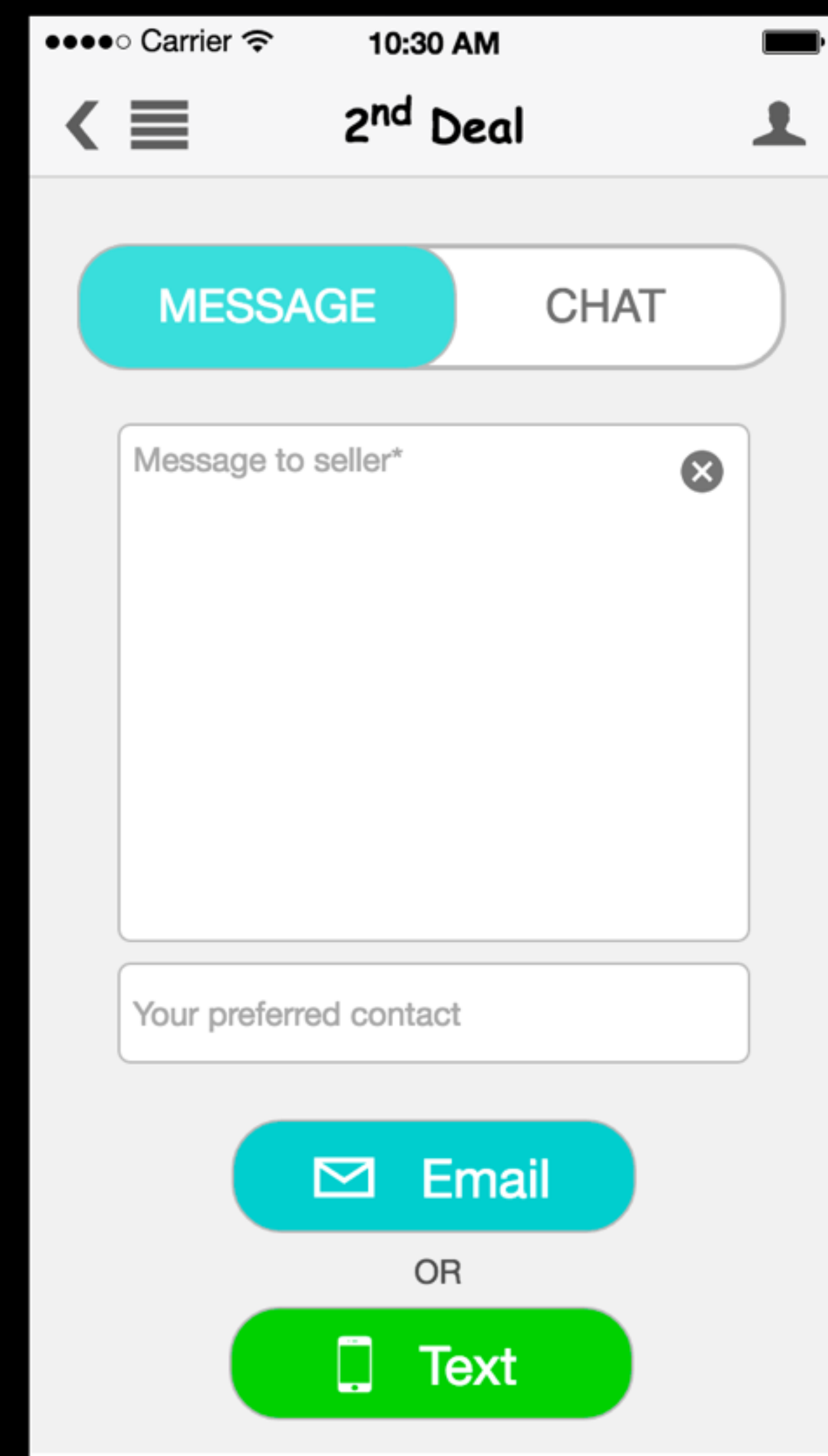




7. Hamburger Menu



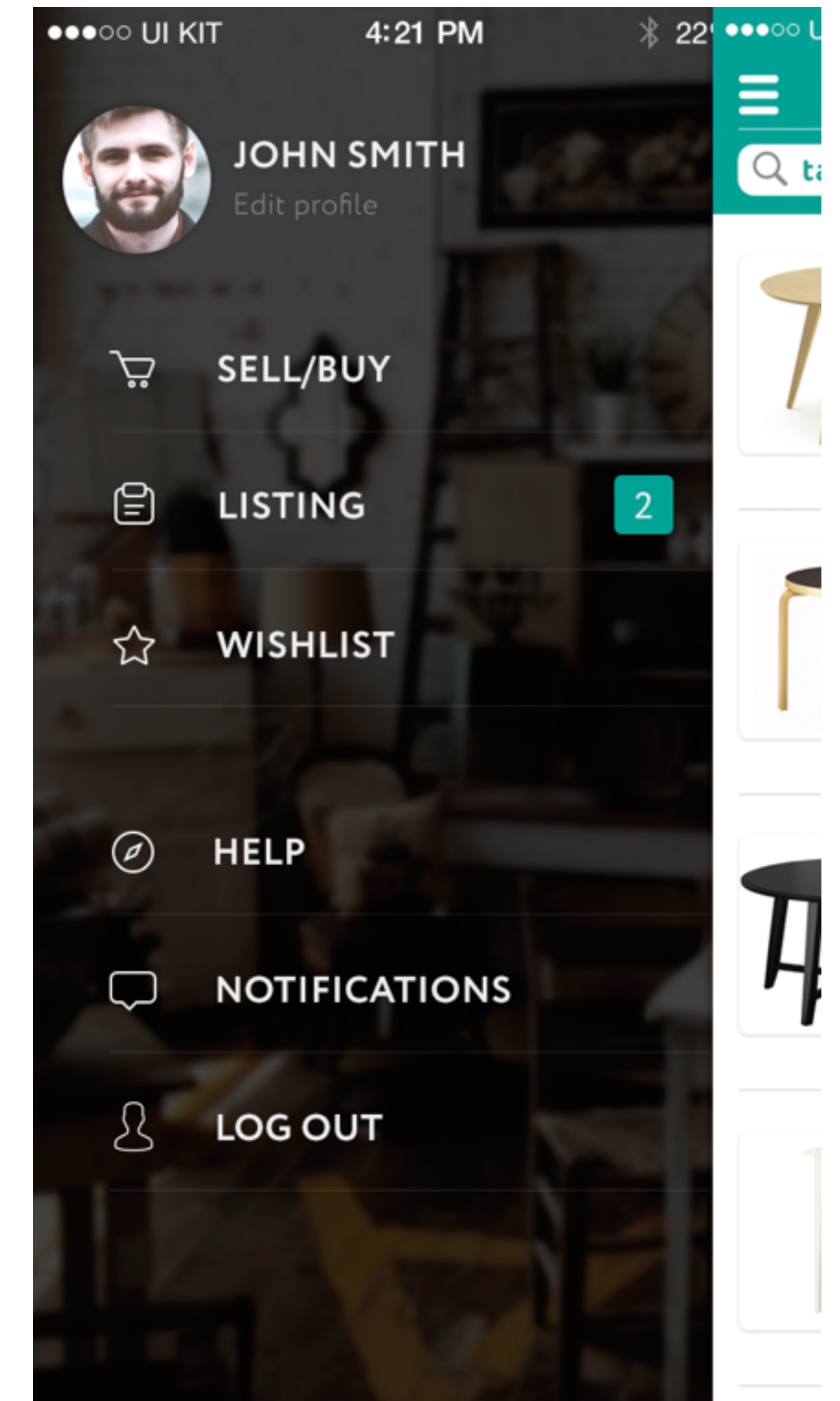
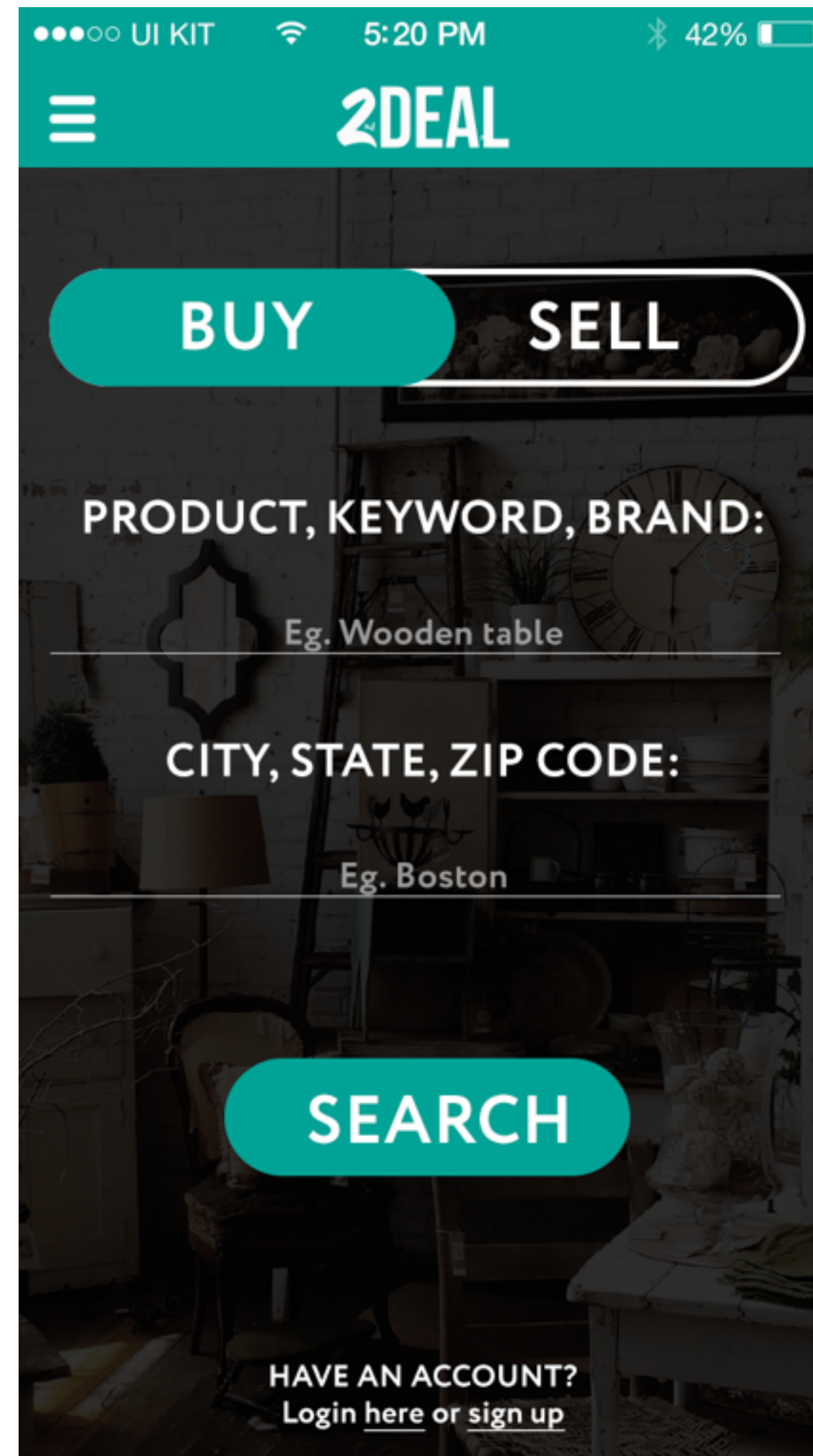
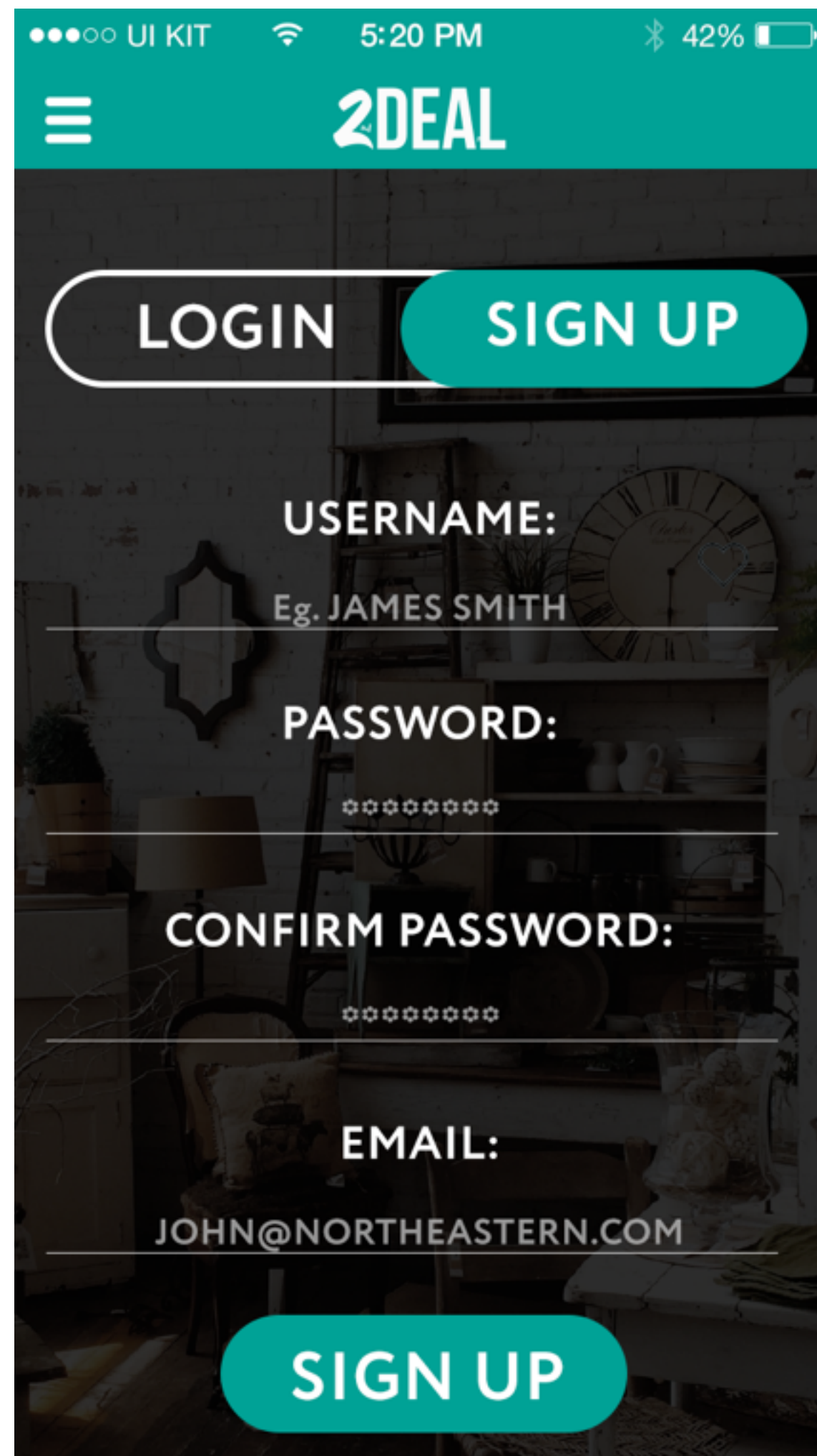
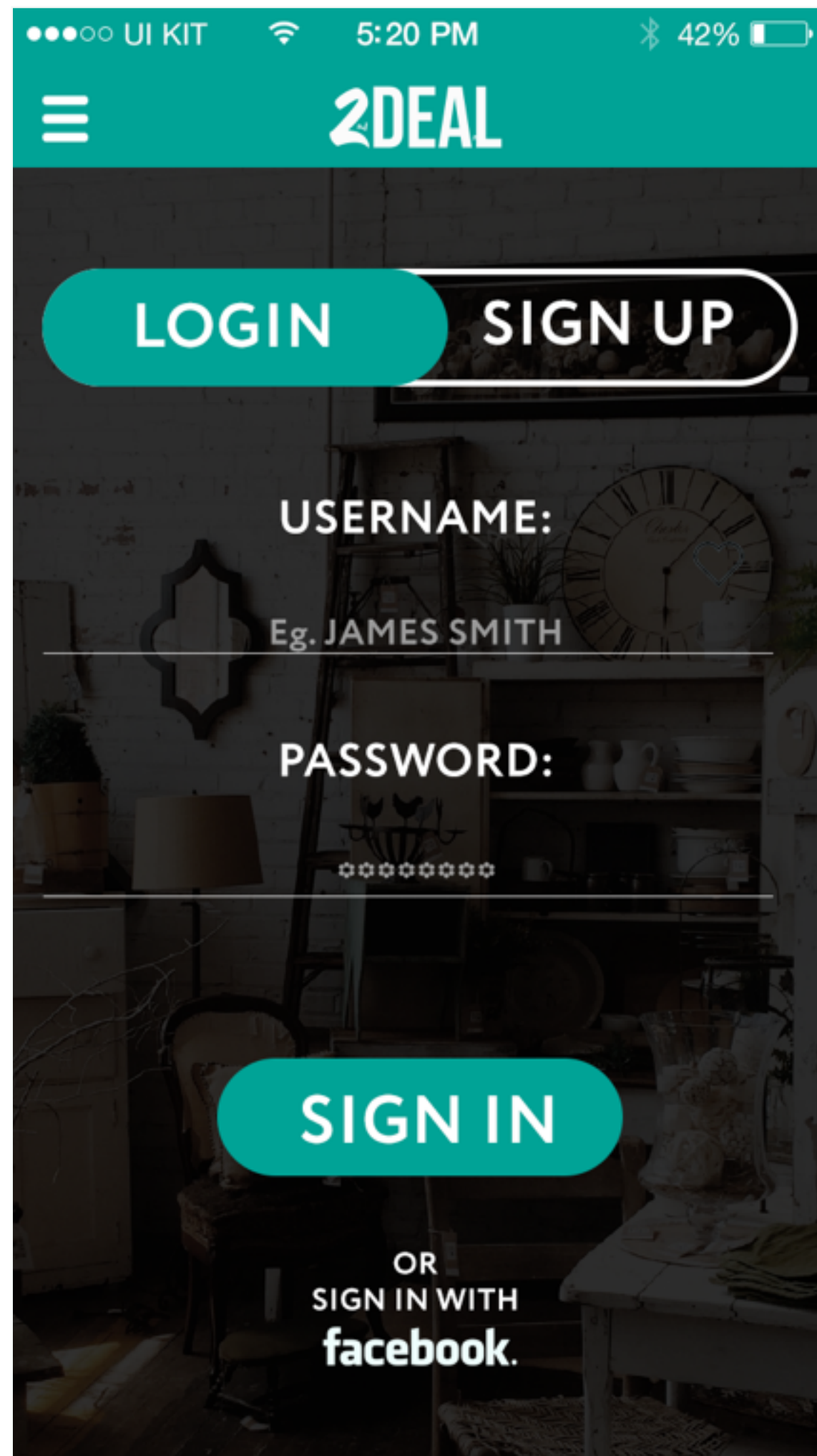
8. Profile Sidebar



9. Message and Chatting

- This screen appear after clicking contact button on product page.
- Option of sending message/email or using in-App chat







●●●○ UI KIT


5:20 PM

42%

≡

2DEAL

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Rustic coffee table

♡

Condition: 1 years use

Description: able features metal corner brackets with nail heads and metal strap detailing all finished in a textured vintage brown. Both top and base material are solid wood.

The top lifts up and retracts into position perfect for TV dinners or paperwork. There are two shallow drawers at the front for storage.

Seller: James Randall

CONTACT SELLER

MAKE AN OFFER


●●●○ UI KIT

5:20 PM

42%

≡

2DEAL



\$100

OFFER

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
	0	✕


●●●○ UI KIT

4:21 PM

22%

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2DEAL



Rustic table

SEND MESSAGE TO JAMES

SEND


●●●○ UI KIT

5:20 PM

42%

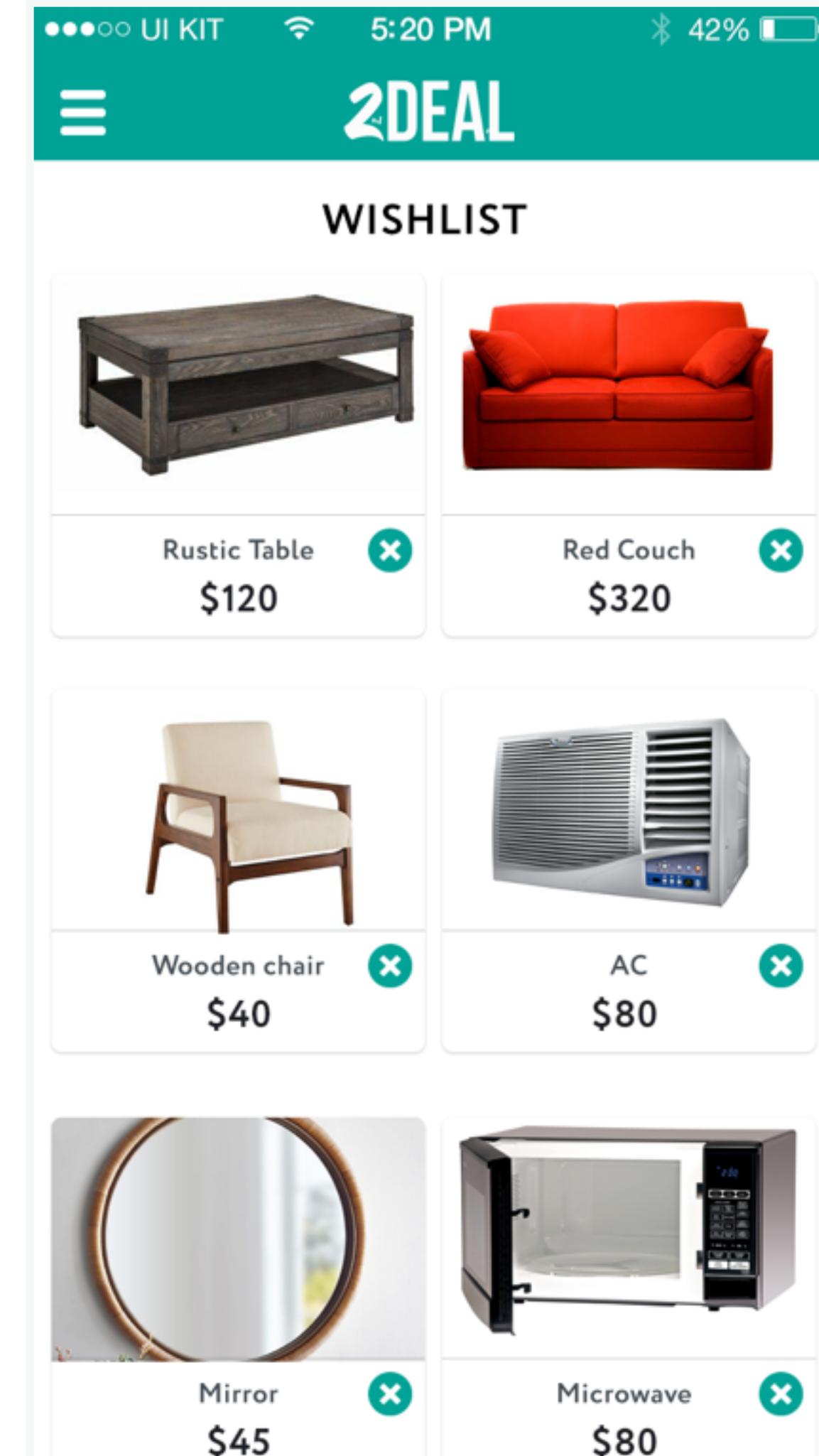
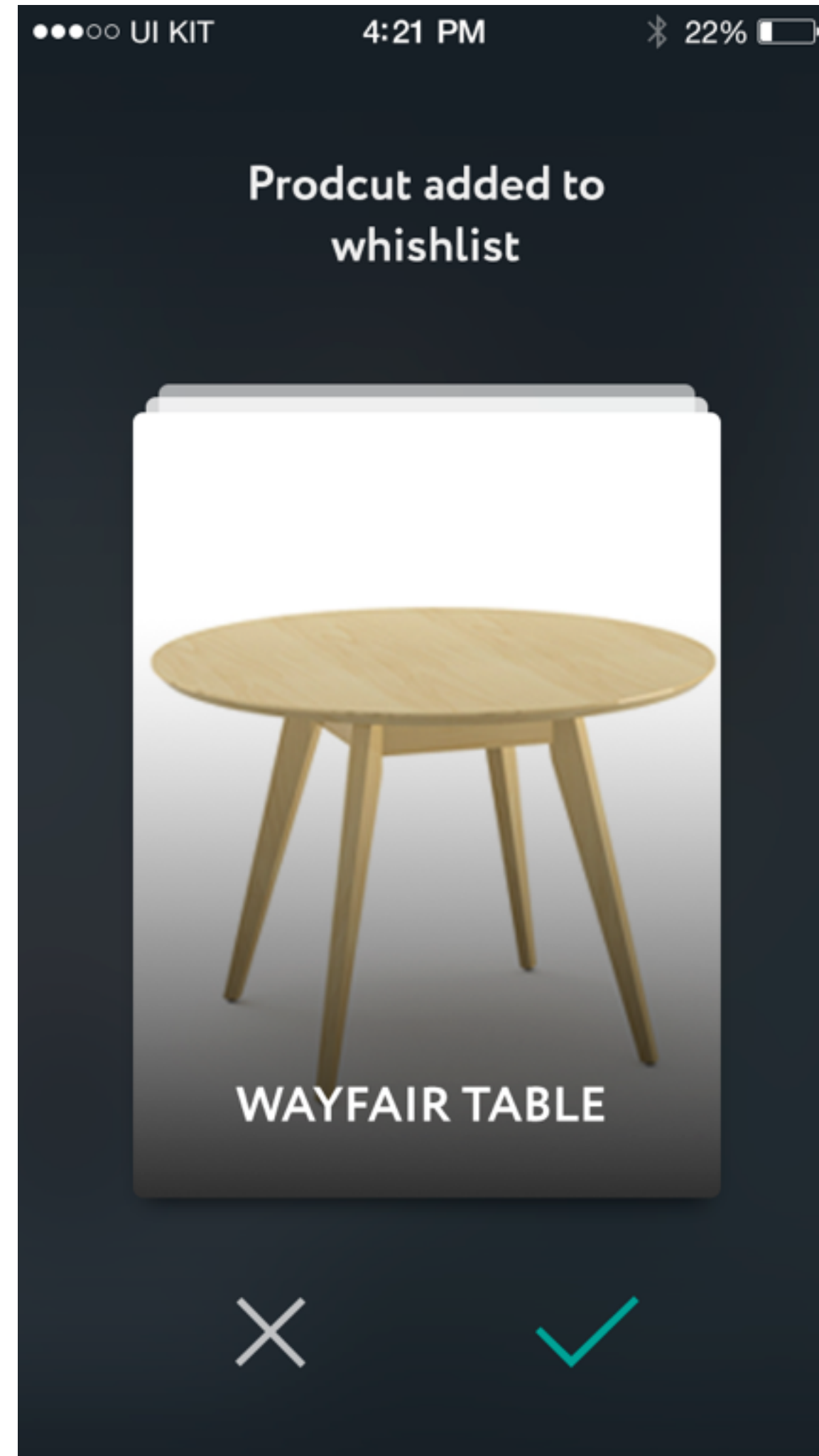
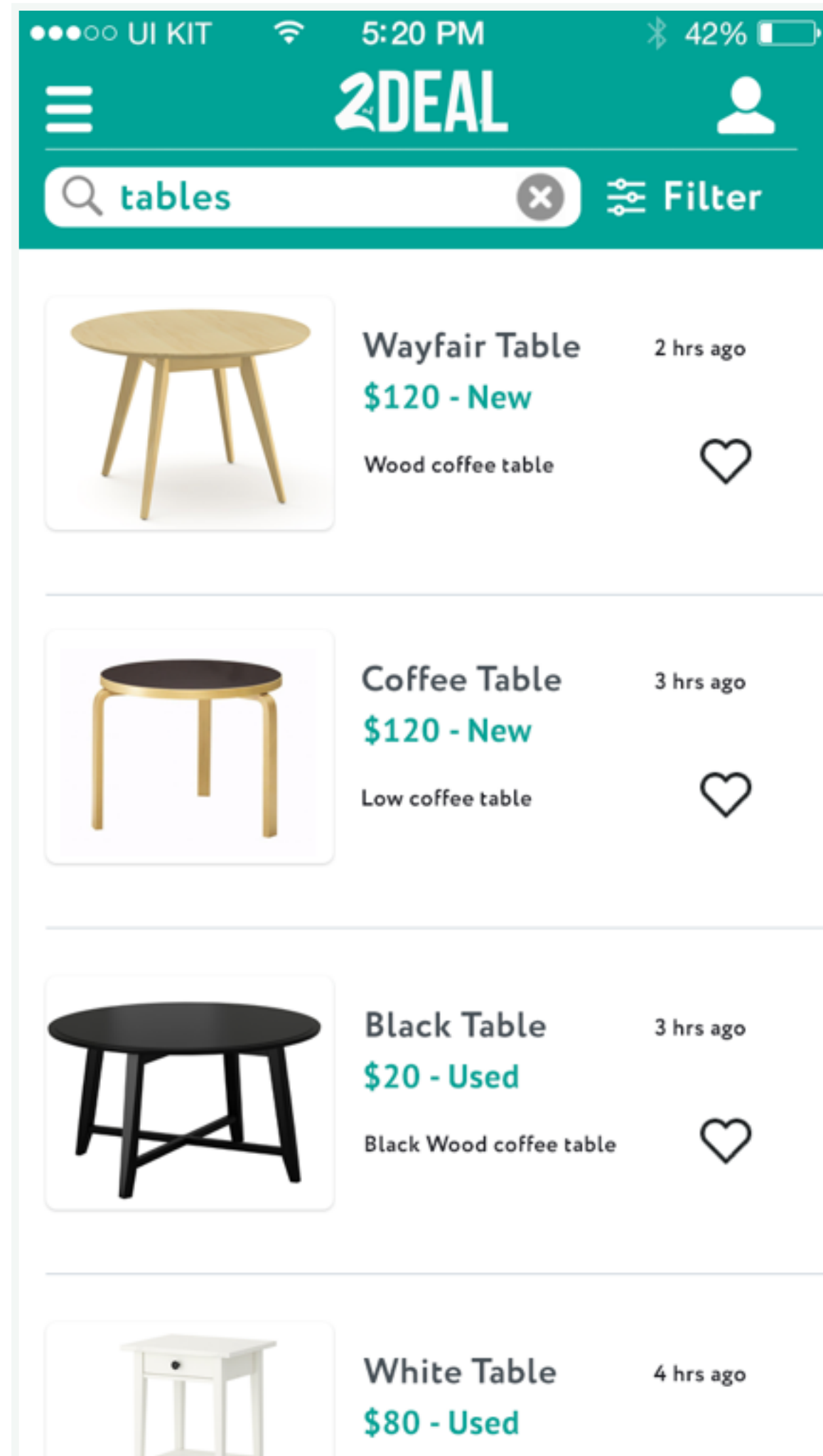
≡

2DEAL



Your message was sent!  
We will let you know  
as soon as he answers.

KEEP LOOKING





THANK YOU

# REFERENCE

<https://www.bostonglobe.com/metro/2015/11/16/number-foreign-students-boston-surges/0rrwqyAoHbSjn6f7chxxMI/story.html>