CAMPUS SWAP

PROPOSED BY:

Nick Melanson

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CAMPUS SWAP

PROPOSAL

Campus Swap serves as an online marketplace for college students, by college students. On our mobile app, verified college students will be able to buy and purchase goods from other college students. This includes everything from furniture, to books, to supplies, and everything in between. The days of freshman not knowing what to pack is over, and the days of graduating seniors having to throw out four years' worth of books are long gone. By selling and buying directly with other college students, members can have peace of mind that their products will never go to waste and will contribute to the education and lifestyle of next wave of college students.

PROBLEM SUMMARY

There are plenty of online marketplaces on the internet. Facebook Marketplace, Amazon, eBay – all of them propose a fairly similar business plan. Sell whatever to whoever. Some of these transactions however can be unsafe, as it can sometimes requires the buyer to drive to various locations to pick up their purchased goods. Annually, hundreds of millions of dollars are spent by college students on books and other goods. Currently, there is no online or mobile marketplace that specifies in buying and selling items only for college students. While other online marketplaces offer books and other dorm essential items, very few offer both, and the ones that do are usually overpriced and either require the buyer to meet the unknown seller, or wait weeks for their package to arrive.

Some offer members the option to buy products directly from the company through a supplier, but what the market currently doesn't have is a marketplace tailored for buying and selling goods only to and from college students. With over a quarter of a billion dollars spent annually on goods by college students, there is a necessity for an all-in-one platform where college students can purchase goods and books from other college students. Not only can students spend money on campus necessities, but they can make some money too.

PROBLEM SOLUTION

Speaking from experience, many freshmen entering their first year of college seem to pack everything and yet nothing at the same time. Many items are forgotten at home – with some of the smaller necessities always being forgotten. With the worries of moving to a new area and the stresses of classes, who has time to worry about making sure that you remembered to pack everything? This is how Campus Swap was born - an app based marketplace used by college students only that allows them to buy and sell their furniture, books, and various goods to other college students. One scroll through the marketplace can help new students come up with their own shopping list, or maybe find a deal on a microwave, a chair, or anything else that they might need for their dorm.

Graduating seniors often have a trove of old books dating back to freshman year that have been collecting dust in their closet. With Campus Swap, these seniors can make some of their money back by listing it for sale and selling it to another college student on our app. Not just books, but Campus Swap also allows outgoing students to list their furniture for the future generation of incoming college students to use in their dorm.

In a world where online buying and selling can come with dangers, to be a member and use Campus Swap, every member must verify their college email and upload an image of their campus ID. This way, every member of the app can be verified as a college student, and every user will be able to see exactly who they are buying or selling their goods too.
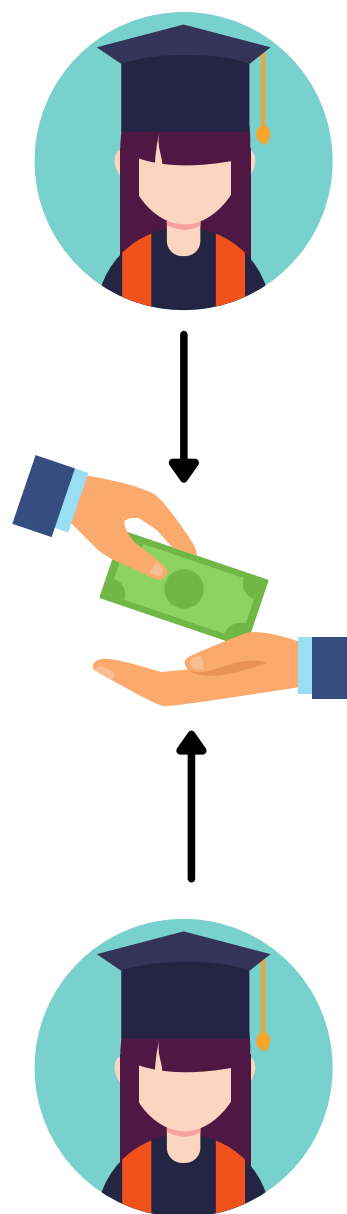
RESEARCH PHASE

COMPETITIVE ANALYSIS & VISUAL RESEARCH

There are plenty of online marketplaces, but what we need to focus on is what makes us different. What separates us is that our product is exclusively for college students, and all transactions are person to person, and not person to supplier. Some features to keep in mind are:

01 Emphasizing a smooth and fluid Interface throughout the app

02 Strong security and attention to detail

03 Easy to navigate tabs and features

04 Resources for students to find financial and academic help

Not only do we want the function of our product to be different, but we want the look to be as well. The design of the mobile app should be trendy to match the youthfulness of our users. We should stay away from the colors blue and orange, as those are prominently featured on our competitors' websites.
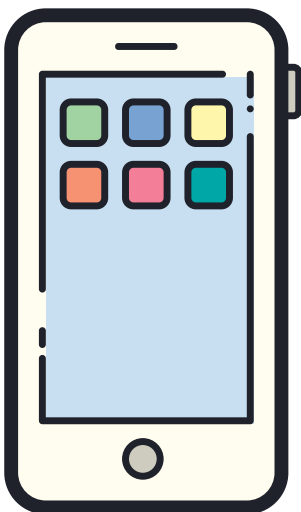
EMPATHY MAPS AND PERSONAS

Using research to analyze the average college students interests and spending habits, we can use this information to design our mobile app. This can include everything from the font we use, to how interactive our app is, and much more. We can learn the spending habits of college students and offer rebates or deals around peak buying times. Essentially, we can study our market and build the app to their liking.

CAMPUS SWAP

WIREFRAMES

A wireframe will be created to sort out the navigational and interactive features of our mobile app. With the amount of traffic and product listed on the app, our tabs and navigation tools should be specific and extremely easy to navigate. This will help design the functionality of the mobile app as well as serving as an early stage in laying out the format of the app.

GRAPHIC DESIGN & USER INTERFACE

This is when the app comes to life. We need to pick appropriate colors to best stand out and build our identity. We must also decide on the placement of features on the pages such as tabs, logos, search bars, and more. Images, font style and size, interactions – these are key options for our app that are critical in establishing our identity. Although we want the Campus Swap app to be visually pleasing, having high functionality is always our top priority.

MEDIUM-RES PROTOTYPE & TESTING

This will require us to assemble the bare bones of our app to use for testing. All features should be functional and links and buttons clickable. The main component of the medium-res is to test the features and navigability. As always, function and fluidity are paramount, so by having our features tested by users, we can learn how our features look and feel and if we need to make any changes to enhance user experience.

IN 2019, COLLEGE STUDENTS HAD $376 BILLION IN SPENDING POWER

SO WHERE DO THEY SPEND THIS MONEY?

$413 on required course materials and supplies In 2019-2020

$130 on average on dorm or apartment furnishings

$11,140 average room and board per year at a four year public university

$12,680 average room and board per year at a four year private university

$637 average rent per month

$67.7B spent nationally on clothing and accessories, food, electronics, personal care Items, and furniture In 2020

$1,060 families spend on average for back to college school shopping

7.7 acquired required class materials per year on average

65% of college students had to take out student loans

74% of college students contributed to paying their education

89% of college students said budgeting for supplies was most Important in cutting their costs

40% of college students chose not to purchase a required textbook due to It being too expensive

49% bought a used texbook

$33,654 average student loan debt

all info taken from: ("College Student Spending Habits for 2021 - Lexington Law." Lexington Law, 8 Feb. 2021, https://www.lexingtonlaw.com/blog/credit-cards/college-student-spending-habits.html)

MOBILE APP AUDIENCE

MORE THAN 263 MILLION AMERICANS (79%) SHOP ONLINE
HOW ARE THEY SHOPPING?

74% search online before visiting stores

66% of shoppers prefer online shopping

61% prioritize good search and navigation

73% of ecommerce was done on a mobile device In 2021

90% OF SHOPPERS BELIEVE THE MOBILE SHOPPING EXPERIENCE CAN BE IMPROVED
WHAT DO THEY WANT?

67% reported pages being too small

36% have trouble finding what they're looking for
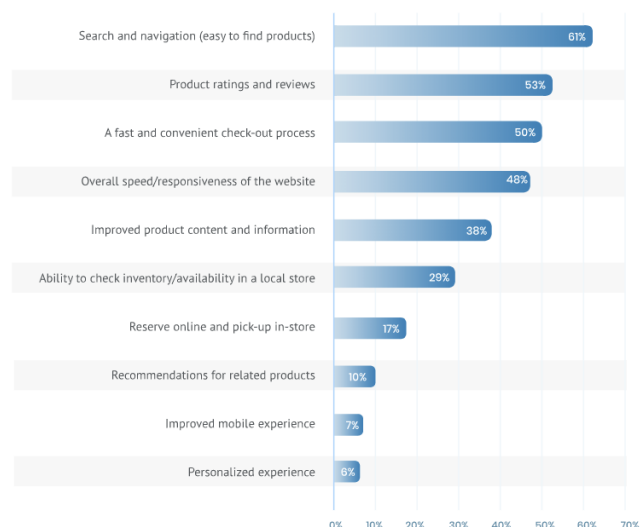
42% express security concerns

36% bothered by interruptions from other programs

WHAT ELSE?

MOST IMPORTANT ONLINE STORE FEATURES TO U.S. SHOPPERS

all info and graph taken from (Brophy, Meaghan, and Agatha Aviso. "41 Online Shopping Statistics Retailers Should Know in 2022." Fit Small Business, Fit Small Business, 20 Oct. 2021, https://fitsmallbusiness.com/online-shopping-statistics/.)

Feature	Percentage
Search and navigation (easy to find products)	61%
Product ratings and reviews	53%
A fast and convenient check-out process	50%
Overall speed/responsiveness of the website	48%
Improved product content and information	38%
Ability to check inventory/availability in a local store	29%
Reserve online and pick-up in-store	17%
Recommendations for related products	10%
Improved mobile experience	7%
Personalized experience	6%

Fit Small Business

COMPETITIVE ANALYSIS

$2.67 TRILLION WAS SPENT ON THE GLOBAL TOP 100 ONLINE MARKETPLACES IN 2020 ACCOUNTED FOR 62% OF GLOBAL RETAIL SALES

30 + HAD A GROSS REVENUE BETWEEN $250 MILLION TO $1 BILLION

5 HAD A GROSS REVENUE BETWEEN $50 AND $100+ BILLION

THE UNITED STATES IS HOME TO 52 OF THE TOP 100 ONLINE MARKETPLACES
$773 BILLION SOLD ON U.S. MARKETPLACES ALL TIME

1 Amazon

2 eBay

3 Walmart

4 OfferUp

5 Wish

WHAT ABOUT GLOBAL?

1 Taobao (China)

2 Tmall (China)

3 Amazon (US)

4 JD.com (China)

5 eBay (US)

IN THE LAST SEVEN YEARS, 50 OF THE TOP 100 ONLINE MARKETPLACES IN THE WORLD WERE LAUNCHED

IN 2020 THE US ONLINE MARKETPLACE'S GREW ALMOST 42%

IN 2022, UNITED STATES ECOMMERCE SALES ARE EXPECTED TO REACH $1 TRILLION

all info taken from (Ali, Fareeha. "Infographic: What Are the Top Online Marketplaces?" Digital Commerce 360, 14 Sept. 2021, https://www.digitalcommerce360.com/article/infographic-top-online-marketplaces/)

EMPATHY MAP

SAYS

Wants to save money

Willing to risk product quality for price

Wants to easily navigate the app

Expresses desire for products to arrive quickly

THINKS

If I don't save money I'll be kicked out of school

I need to prove to my parents that I can live on my own

I'm worried about finding a job when I graduate

How can I be more responsible with my money

DOES

College student

Buys most books from Chegg and the campus book store

Most apartment furniture was brought from home

Has trouble saving money

FEELS

Needs to save money In order to have fun on weekends

Enjoys shopping online due to excitement of arrival day

Anxious about uncertain future

Hurried about how fast the last 4 years have gone by

COLOR SELECTION

RED & BLACK & OFF WHITE
WHY RED?

The color red symbolizes passion, energy, and speed, much like the day to day of a typical college student. Often times, red Is used In ecommerce websites because It helps facilitate the user to buy fast.

### WHY BLACK?

The color black will stand out with the red. It will help to Improve navigation by making the key functions of the app easily visible to users.

WHY OFF WHITE?

The brightness of the red matched with the brightness of white would strain the eyes of our users. By using an off white color Instead, It will be easier on users eyes will still matching with the theme of our mobile app.
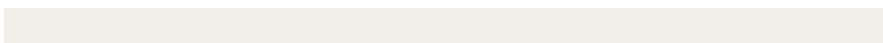
EMPHASIZING NAVIGATION

01   KEEP IT CONSISTENT

Keep the navigational features across the app consistent. Keep buttons and features In the same spot across pages to Increase users ability to quickly find what they're looking for.

02   DIVIDE CATEGORIES

Make categories, tabs, and sub sections clearly and visually defined. Make sure that each category Is separated visually to increase the users ability to find their correct category.

03   USE CLICKABLE LINKS

With the number of tabs and buttons on our app, make sure that everyone Is usable and will take the member to their desired location within our service.

04   NAVIGATION TITLES

Using accurate titles will help users understand where they will be directed when they click on a button or link. Refrain from using too many words or cryptic phrasing when labeling a button. Keep It short and simple.

05   MAKE SURE FEATURES WORK

Make sure that all buttons, tabs, links, and search bars are In working order. There should be no dummy buttons, and every aspect of the mobile app should be functional.

THINGS TO KEEP IN MIND

Don't overload the user with too many tabs, buttons, or Icons

Logos and taglines should be present across the app and across all pages

Tailor the app to college students - use Imagery and wordage specific to them

CAMPUS SWAP

BUYER PERSONA

WHAT DO YOU SPEND MOST OF YOUR MONEY ON IN COLLEGE?

alcohol, books, gas, coffee, food, going out, groceries, neccesities

WHERE DO YOU BUY YOUR COLLEGE GOODS FROM?

Amazon, Chegg, Target, Walmart, Etsy, Facebook Marketplace

WHY DO YOU CHOOSE TO SHOP ONLINE?

quick, easy, don't have to go anywhere, better deals, enjoy waiting for package to arrive

DO YOU PREFER SHOPPING ON MOBILE APPS OR ON WEBSITES?

mobile apps

WHAT KEY FEATURES DO YOU WANT ON AN ECOMMERCE SITE/APP?

easy navigation, not overwhelming, no bugs, good deals, looks professional & trustworthy

WHAT DO YOU NOT LIKE ABOUT SHOPPING ONLINE?

can get sidetracked, websites can be confusing, Items can get delayed, don't get products Immediately , trouble finding product

HAVE YOU EVER SOLD AN ITEM ONLINE BEFORE? IF NO, WHY?

no, I didn't want to go through the hassle of mailing It to someone or meeting up with a stranger to give them the Item

CAMPUS SWAP

WIREFRAME - FEATURED

FEATURED

$ 499.99
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 21.55
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 118.00
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 635.14
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 12.00
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

SEARCH

FAQ

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo?

Luctus arcu, urna praesent at id quisque ac?

Arcu es massa vestibulum malesuada, integer vivamus elit eu mauris eus, cum eros quis aliquam wisi.

HELP / CONTACT US

Nulla wisi laoreet suspendisse integer vivamus elit eu mauris hendrerit facilisi, mi mattis pariatur aliquam pharetra eget.

NAME:
EMAIL:
WHAT IS YOUR CONCERN?

RESOURCES

FINANCIAL AID INFO

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo. .

Arcu es massa vestibulum malesuada, integer vivamus elit eu mauris eus, cum eros quis aliquam wisi.

DEALS / REBATES

WIREFRAME - MY CART

MY CART

$ 499.99

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 21.55

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 12.00

Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

Price	$533.54
Taxes	$35.42
Savings	-$50.00
Subtotal	$568.96

Proceed To Checkout

MY PROFILE

17 Purchases
5 Items Sold

CURRENT ORDER

Expected arrival date Dec. 12th

Track Order

Ready to be picked up at 123 Main Street

Ready to be picked up at 14 Post Road

GRAPHIC DESIGN & USER INTERFACE

The logo at the top Is clickable and returns users to the Featured Page.

CAMPUS SWAP

FEATURED

$ 499.99
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 21.55
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 118.00
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 635.14
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

$ 12.00
Lorem ipsum dolor sit amet, sapien etiam, nunc amet dolor ac odio mauris justo...

The Featured Page will house all of the newly listed Items.

The color scheme of red, black, and an off-white will be used throughout the entirety of the app.

The Idea of each page Is to have as much Information as possible without overloading the user. Information Is evenly spaced out across the screen and equal spacing Is present.

At the bottom of the screen, users will have the option to click on the Featured Page, the Search Page, the Resources Page, the My Cart Page, and the User Profile Page.

Each button takes the user to their desired location on the app while containing Information and resources specific to Its feature.

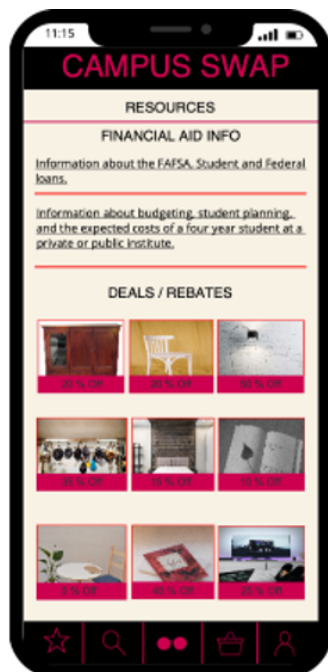The selective logo for each button Is Indicative of what page the button will direct users to.

PROTOTYPE DESIGN

This is the Featured Page. Here, users will see the newest posted Items as well as Items that match their browsing history based on our algorithm.

This Is the Search Page. Users can search for products here as well as find some frequently asked questions and submit a help order to our team.

This is the Resources Page. Here users will see Information that benefits them such as financial aid and budgeting Information as well as deals and rebates active across the Campus Swap platform.
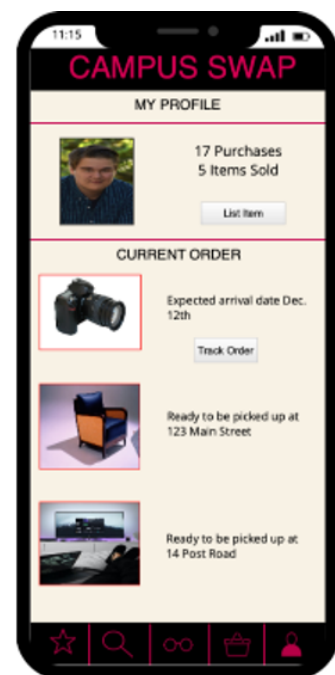
CAMPUS SWAP

PROTOTYPE DESIGN

This is the My Cart page. Here Is where the user will see Items that were added to their cart and will be prompted to check out.
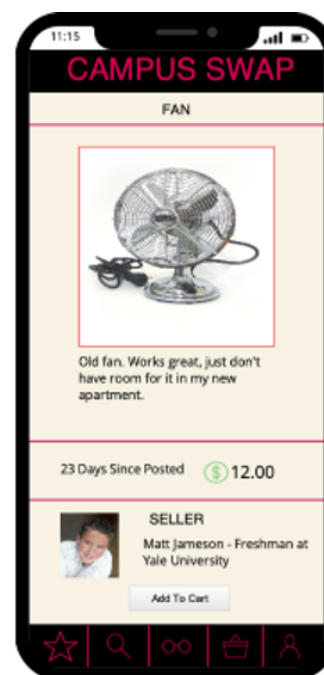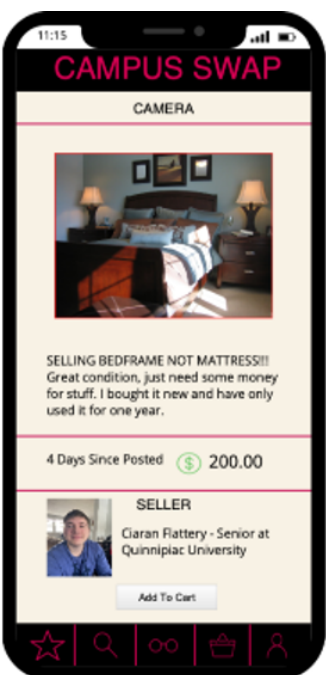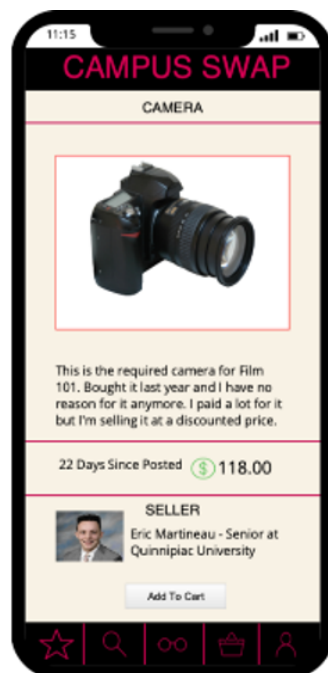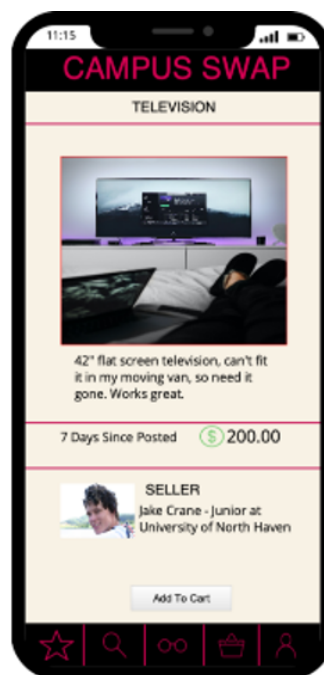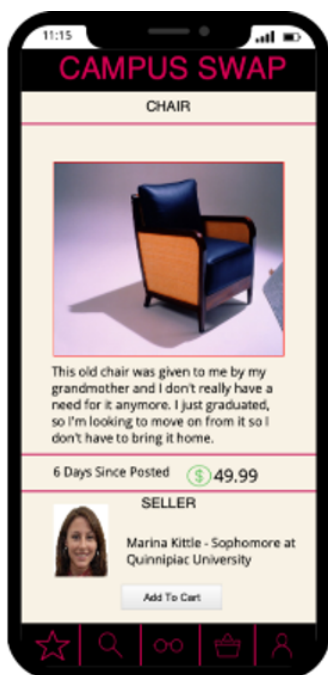
This Is the My Profile page. Here users will see their profile and be able to track packages that they have recently bought. This Is also where users go to list an Item for sale.

This Is the page where the user lists an Item for sale. The user Is prompted to upload an Image of the Item and then fill out necessary Information before listing the Item.

11:15
CAMPUS SWAP
CHAIR

This old chair was given to me by my grandmother and I don't really have a need for it anymore. I just graduated, so I'm looking to move on from it so I don't have to bring it home.

6 Days Since Posted $49.99
SELLER
Marina Kittle - Sophomore at Quinnipiac University
Add To Cart

11:15
CAMPUS SWAP
ENGINEERING TEXTBOOK

Intro to mechancial engineering textbook. Just graduated, I don't need the book anymore because I just passed this course. I'm not sure if you need it for any others.

15 Days Since Posted $21.55
SELLER
Jack Kite - Freshman at Sacred Heart University
Add To Cart

11:15
CAMPUS SWAP
TELEVISION

42" flat screen television, can't fit it in my moving van, so need it gone. Works great.

7 Days Since Posted $200.00
SELLER
Jake Crane - Junior at University of North Haven
Add To Cart

11:15
CAMPUS SWAP
CAMERA

This is the required camera for Film 101. Bought it last year and I have no reason for it anymore. I paid a lot for it but I'm selling it at a discounted price.

22 Days Since Posted $118.00
SELLER
Eric Martineau - Senior at Quinnipiac University
Add To Cart

11:15
CAMPUS SWAP
CAMERA

SELLING BEDFRAME NOT MATTRESS!!! Great condition, just need some money for stuff. I bought it new and have only used it for one year.

4 Days Since Posted $200.00
SELLER
Ciaran Flattery - Senior at Quinnipiac University
Add To Cart

11:15
CAMPUS SWAP
FAN

Old fan. Works great, just don't have room for it in my new apartment.

23 Days Since Posted $12.00
SELLER
Matt Jameson - Freshman at Yale University
Add To Cart

This Is what the screen will look like when a user Is looking at an Item before adding It to their cart

USER TESTING

WHAT ARE YOUR THOUGHTS ON THE LOOK OF THE APP?

I think It looks great. The colors are cool and It doesn't look like any app I've seen.

It's really neat. It looks easy to find stuff and I like how the whole theme Is consistent.

WHAT ARE YOUR THOUGHTS ON THE PROPOSED FUNCTIONALITY OF THE MOBILE APP?

I think that It looks really easy to use. It seems pretty similar to the function of the Amazon app, which I think Is also pretty easy to use.

I think It's good. It's easy to tell what page you're on. I like how each page Isn't overloaded with Information either because that can get confusing.

WHAT DO YOU THINK COULD BE CHANGED TO MAKE THE APP LOOK BETTER?

Honestly nothing. I've made apps before In my business class and I think that this one looks really good. If this was available when I was In college I'd probably use It.

I think It looks really good. Maybe In some places you could make sure that the text box size and Image size are all uniform but other than that I like the look and feel of It.

WOULD YOU USE THIS SERVICE IF YOU WERE IN COLLEGE?

I definitely would. I brought home a lot of textbooks and other stuff when I graduated, I would have loved to sell It to someone who still needs It.

Yeah I think so. I mostly bought stuff on Amazon but If I could give other students money rather than big businesses I'd always do that.

HIGH RES PROTOTYPE

After test results come back for user experience following the controlled distribution of our medium-res prototype, we can learn and now implement our changes. We can eliminate features that don't work, add new ones based off suggestions, and tune our product to be ready for launch. All features should be working, color and design features should be implemented, and our app should look and feel like the final finished product. In this stage, we can test for bugs and prepare for distribution.

FOLLOW UP

For more information, feel free to reach out to me at nicholascmelanson@gmail.com and I'll be sure to get back to you.