Website Description

I would like a multivendor ecommerce website to provide members with an affordable trading environment. The website is to be built from scratch and only use original coding.

The website to be similar to Gumtree's classifieds layout; however also incorporate an inbuilt auction feature similar to eBay. The website will have two key functions. Firstly, to allow buyers to register and purchase collectable goods listed on the website; and secondly to allow sellers to sell their good through "buy it now" or standard auction listings.

Design Parameters – Aesthetics

The screen format must automatically adjust to suit all devices from mobile to ipad or desktop as required by the user.

The website itself is to be designed to cater for individuals of all ages. With this in mind, "simplicity of use" and "easy to navigate" are the two most important features that are required for the website build. It should include clear bold text and have subdued backgrounds to suit our elderly members. Preferable with a vintage styled feel with an absence of flashy graphics and abrupt screen changes.

Key System Design/Features

Admin Functions

- Add, modify, or remove categories and subcategories
- View all items that have been flagged by users
- View all auctions currently in progress, and include sorting capability so that auctions ending soonest can be displayed first
- Examine metrics for closed auctions in a given timeframe (last day, week, month, etc)
- Examine emails that are received by customer support, and respond to these emails within the admin functionality
- Stop an auction early
- Remove and block a user

Auction Functions

- Allow listing of items for bidding
- Start the auction when the current time matches the start time defined by the user

- Allowing auction window to be set by the seller, from 1 day to 30 days and begin countdown to the end of the bidding window once auction begins
- Allow bid to be placed, and increment bid amount as users enter new bids
- Allow item to be categorized by user
- Allow search of items on the site by keyword, or item category
- Allow item to be placed on a watchlist for a user
- Allow multiple bids to be placed at once by different users
- Alert seller when their item has been bid on with an email
- Alert buyer via email when someone has placed a higher bid on the item they had bid current high bid on
- Implementation of a shopping cart that will store multiple items in it while the user shops on the site
- Allow item to be place in the shopping cart if the Buy Now feature is selected
- Place item in a user's cart if they have the winning bid when the auction expires
- Allow a user to checkout from their cart once there are items in it
- Alert both seller and bidders when on predetermined time setting, 1 day before bidding ends, 1 hour before bidding ends, etc
- Remove auction once bidding is complete and user checkouts out
- Automatically delete old listings after 90 days

<u>Buy it Now Function</u>

- Allow listing of items as buy it now
- Start the listing when the current time matches the start time defined by the user
- Allowing seller to set the fixed price for buy it now listing
- Allow seller to nominate the quantity of items to enable them to sell multiplies of the same item in the one listing e.g QTY 1 or QTY 5.
- Allow item to be categorized by user
- Allow search of items on the site by keyword, or item category
- Allow item to be placed on a watchlist for a user
- Alert seller when their item has been sold with an email
- Implementation of a shopping cart that will store multiple items in it while the user shops on the site
- Allow item to be place in the shopping cart if the Buy Now feature is selected
- Allow a user to checkout from their cart once there are items in it

- Alert potential buyers when on predetermined time setting, 1 day before ends, 1 hour before ends, etc
- Automatically delete old listings after 90 days

User Functions

- Create a new user (user should have the ability to place bids on an item(s) or place an item for sale, or both)
- Update a user's information
- Delete a user
- Suspend an account
- List an item for auction or Buy it Now (item should have start price, start time, quantity, time when the auction expires, shipping costs, buy now feature if applicable, item description, seller rating)
- Update an item properties, including quantity, description, shipping costs, buy now feature
- Flag an item as inappropriate or counterfeit
- Categorize an item based on existing categories or create an new category if needed
- Delete an item
- Bid on an item, and update that bid if another user outbids that user
- See a list of all items that are currently being bid on by that user
- Add item to cart directly via the Buy Now functionality
- Checkout of the auction once winning by selecting checkout from the cart
- Other requirements
- Mobile Bidding
- Direct Channel between buyer and seller
- Authentication of buyer and sellers
- Community forum for buyers/sellers.
- Advertisement Support.
- Moderator for the community.
- Wide Categorization of articles
- Basic and advance search based on different parameters.
- RSS Syndication of the site.
- Online FAQ help.
- Secured Transaction Management.

User Classes and Characteristics

The expected users of the system based on frequency of usage is

- One Time visitors
- Occasional Visitors
- Regular buyers/sellers

Based on privilege

- Guest User
- Registered User
- VIP Registered User
- Customer support staff.

Category Modifications

Admin can add or remove categories as required in the admin control panel. The website must also to contain a “Suggest a new category” link on the home page to allow members to suggest new categories and subcategories. Admin will receive an email request and implement the new categories or subcategories if required.

GST

Inbuilt option to charge/not charge GST.

Fees and charges

All fees are charged in AUD.

Automatic Invoicing

Inbuild automatic invoicing notification will be emailed to the buyer once they purchase an item.

Buyers Fees

Totally free, no buyers premium.

Sellers Fees

Basic listings are totally free, no sellers premium.

Home Page Feature Listings

Home page feature listings will cost $10 each.

Fee Collection

Seller accounts with fees exceeding $1 or more will be automatically deducted on the 15th of each month. The website needs to have an integrated-automated billing system to collect these fee as well as a

mechanism to suspend accounts that are overdrawn until the member remedies the fees.

Fee Override Function
The ability for admin to override a transaction fee or fees on an account as required.

Free Accounts – Admin function
Totally fee free accounts (including free homepage listings) for “VIP Registered Users” as designated by admin for specified period of hours, days, months or years.

Geo blocking
The website is designed for Australian collectors. Geo blocking is required to enhance security and protect our members.

Member Authentication
Each member needs to be authenticated via both e-mail and SMS confirmation. Once the authentication process is complete, they will be able to commence buying and selling.

Payment Options
Sellers can offer buyers the following payment methods. Bank transfer, Stripe, PayPal or cash on pickup.

Advertising
The website needs dedicated advertising banner space on the homepage.

Advertising Admin Area
Admin can upload advertising banners. Charge a fee for advertising. Set timeframes to automatically commence or terminate. Also allow multiple advertisers to occupy the same designated banner space and adjust ad cycle times between advertisers sharing the space. Invoice the advertiser.

Advertising Members Interaction
Member can click on the ad and be redirected to the advertiser’s website or storefront.

Payment gateway
Integrated payment gateways, Paypal and Stripe (or similar payment gateway).

Feedback System
A basic feedback system with positive, natural and negative ratings.

Postage Tracking
Integration of the Australia Post Tracking Sellers can entre the tracking number and carrier details when they mark the item as posted to allow the buyer to track its progress.

Hosting
Once the website is built. The web developer is to assist in migrating and uploading the website to a reputable hosting company as nominated by me. The developer is also to ensure that it is fully operational.

Admin end training
The web designer is to provide adequate training to the admin team on how to backup, maintain and make changes to the website. This training is to be included in the website price. The web developer is also to specify their schedule of rate for upgrades and IT support.

Web developers guarantee
The designer needs to be able to guarantee that they are competent and able to deliver the website in its entirety, operational and free from glitches.

Untethered ownership
All software used for the development of website is purchased outright. All IP, coding and content will therefore belong to my business. The website is not to be branded by the software developer, hosting company or web designer or any other content that suggests a connection or afflation with another individual, company, or entity.