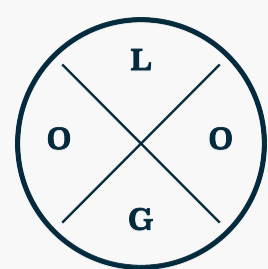


Google Market



Created by:
Paolo Marco Haya
Student Number:
3393798
26OCT2018

Themes and Purpose

Online Shopping/Buy and Sell Sites is the future of the Market Industry. It is a win-win situation both for the buyers and the sellers. It is the most convenient way to shop and as well as easiest way to establish a new business market for business minded individuals. One of the famous quotes from Jack Ma (Owner of Alibaba) is " I think young generation is always better than last generation. No matter you like it or don't like it. My father said, 'Jack, I'm so good, you'll never be' - but I'm better than him. My father is better than my grandfather. Our children will be better than us", " If your doing a business, its not that simple to only buy, you have to create something. You have to create something that never existed in the future". The Growth of online trading is just starting and it will be limitless.

Growth of online shopping is so vast that that almost all company has online and mobile shops options. The main purpose of this site is to make the easiest way of shopping even more easier. Giving user the luxury of getting the best deal in 1 click.

The site only constitute the basic idea of an online Shopping Mall and is still up gradable to a more complicated market source of every product any shoppers might need but for the meantime we'll stick to what our Java Script can support like being able to search only specific item like cars or computers.

Site Features and its Importance

Price Search Engine
One-Click Product Price searching.

Single View Price Comparison Page

Scroll down list of top 10 sites that offer the best deal of the items being search

Consumer Feedback/Recommendation Page

Area where consumer can recommend a good item price, or complain about something

Deal of the Day

Cheap discounts, Rebates or promotional item page.

Members Page

Areas where site visitor can chat or trade

**Future Upgrade*

Money Free online Trading Page

e.g. books, cards, games, collectible items

**Future Upgrade*

Price Tracker Options

Member exclusive page (for those who needs to stay updated with a specific item price)

**Future Upgrade*

Personas



Jonalyn Valerio



Satine Louise



Jayson Smith



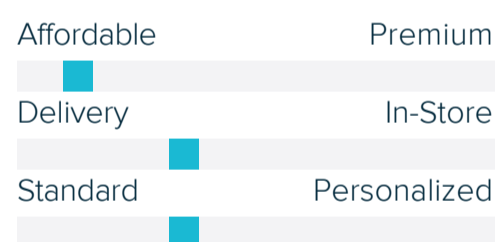
Danny Mathews

"Staying at home with 3 kids is a very time consuming job thanks to online shopping i am always updated with trends and very much able to buy what i need in a more convenient way."

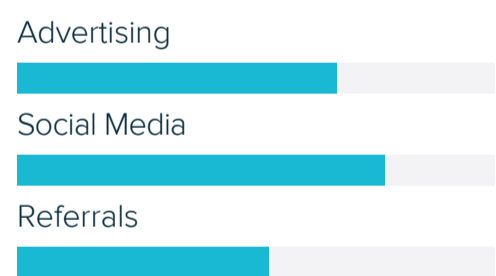
Age: 34

Occupation: Housewife

Shopping Preferences



Channels

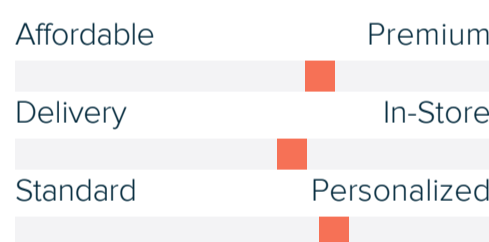


"Online shopping provides me more options.. It is like going to all malls in minutes"

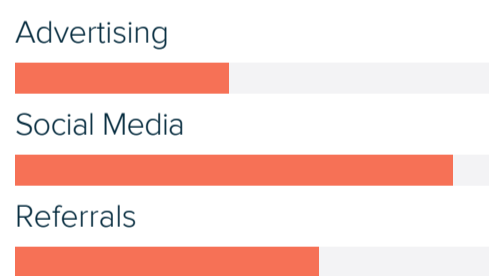
Age:14

Occupation: Student

Shopping Preferences



Channels

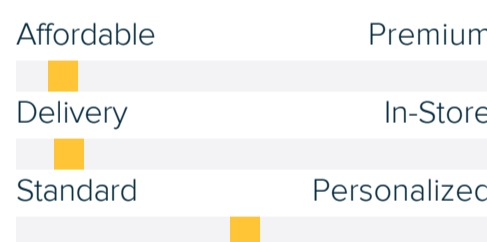


"It is way easier to find a better deal online than going to actual shop plus with the delivery or free shipment options? What else will you asked for?"

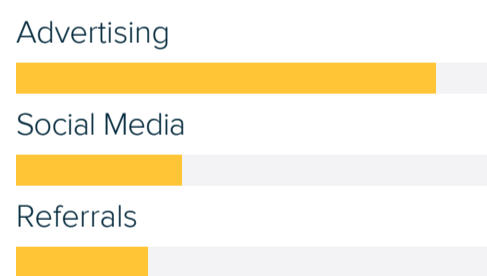
Age: 26

Occupation: Home Business

Shopping Preferences



Channels

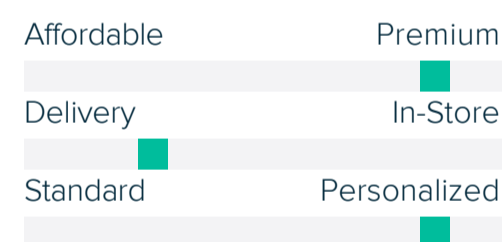


"In a fast paced environment like mine, everything i do should be time efficient, shopping while I'm in front of my desk saves me a lot of time to do more important things"

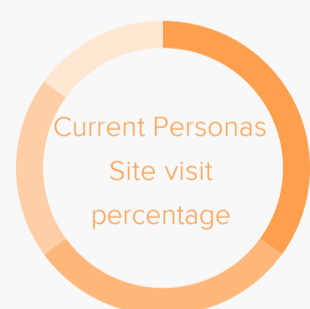
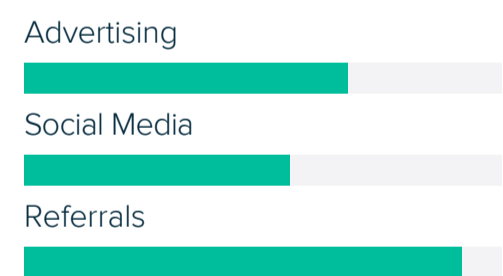
Age: 47

Occupation: Company CEO

Shopping Preferences



Channels



- 35% Dany
- 30% Jayson
- 20% Jonalyn
- 15% Satine

Scenario

Scenario One:

Jonalyn is looking for promotional offer on diapers and kids clothing but wasn't able to leave the house as no one will look after her 3 kids. Google Market is the perfect solution as she can shops and get the best deals in different sites at the comfort of her home with the free shipment option.

Scenario Two:

Its Fall and time for new fashion statement, on demand clothing lines price were doubled in the malls, Satine is hoping to look for the best deals. Google Market can give Satine the best deals from different brands more efficient and less time consuming than going to mall.

Scenario Three:

Jayson is a person with disability but self sustained buy and sell home business owner his only way of checking market price for comparison is visiting each and every site in a daily basis which is one of the most time encumbering part of his job. Google Market is a big help as it will list down all prices from different sites in a single page view.

Scenario Three:

As a CEO of a company Part of Dany's job is to be on top of Stock Market. In demand items, best deal in the market and price changes of items from competitors. 90% of search history in his laptop consist of checking each and every brand everyday. Google Market is a great tool for Dany as it he can search item price with ease and also give him the price fluctuation history of every item.

Factors that can affect the reliability of the site

- Availability of the item from the external site once the order is placed.
- Daily price fluctuations that varies from the time order is placed.
- Visit may be redirected to the external source Once customer found a site that frequently offer a good price.
- Once fully running sign in options will require a big data base to store member profile, purchase history, product recommendations etc.
- Search speed may vary and can be way slower compared to the well establish competitor like amazon - and that is because product searching will include almost a 100 different site