Marketplace Development Process

1. Project description

- **Goals Definition**
- **Target Audience Identification**
- **Competitive Analysis**

2. Functionality Identification

3. Group of Users Activity Description

4. Wireframes and Information Architecture

5. Coding

**6. Testing**
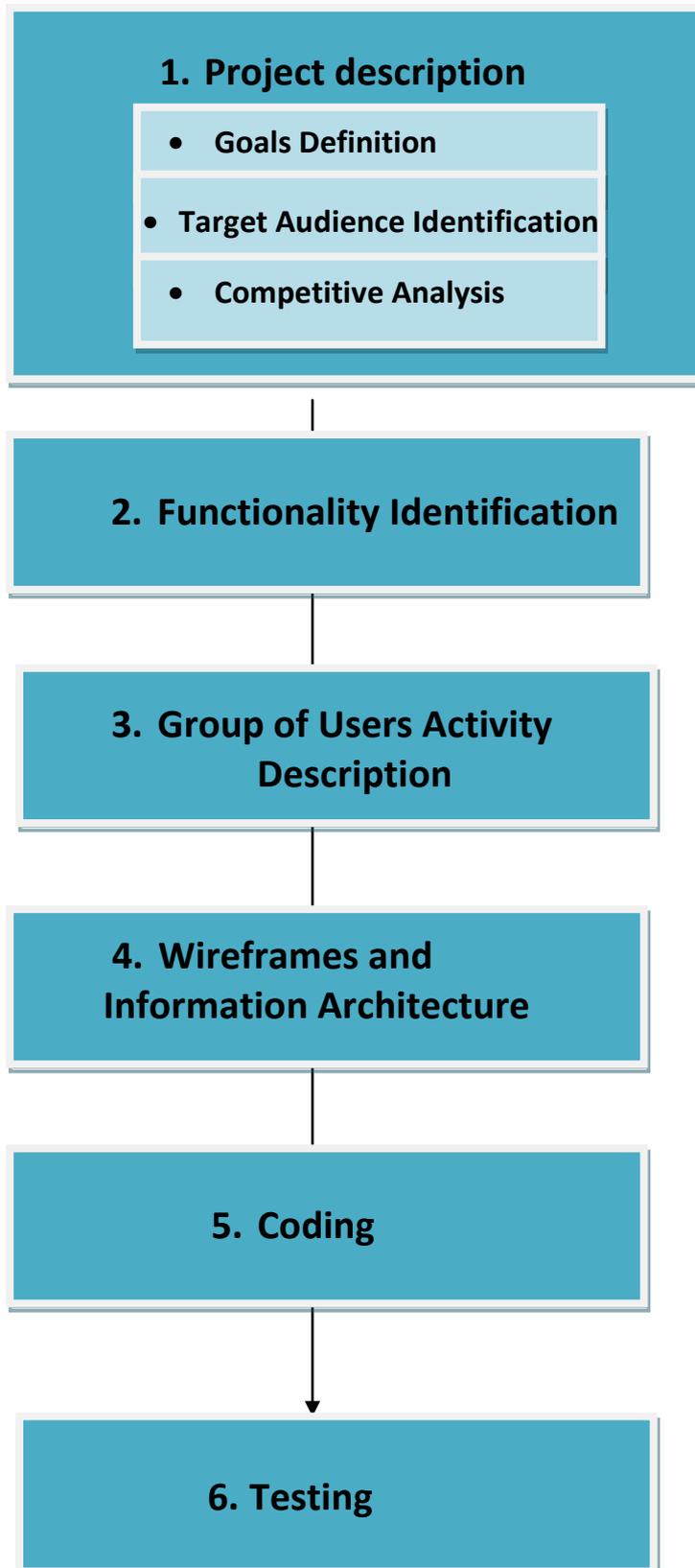
PROJECT DESCRIPTION

Company name: CompanyName Inc.

Project: BestPlace.com marketplace

BestPlace.com is an online and interactive community of Home Owners, who are looking for General Laborers, and Contractors, who offer the best value for their particular project.

Services
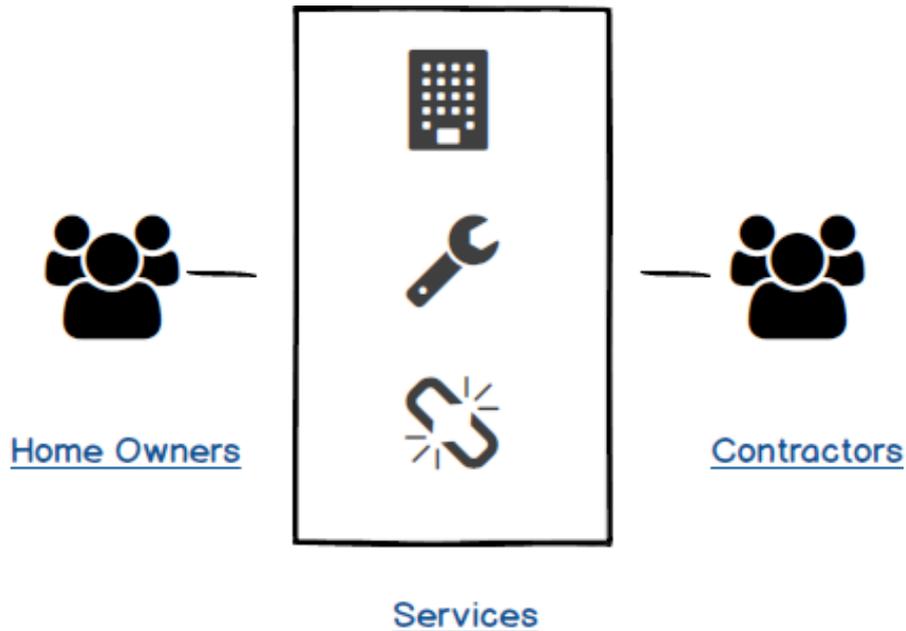
Goals description:

- Be the communication platform between 2 types of users – (i.e. Contractors and Home Owners).
- Help Home Owner to find the right Contractor for their project.
- Allow Contractors to bid for projects and Homeowners to research which Contractor best suits their needs.
- Help every Contractor grow their business.
- Contractor Portfolios showcase previous projects, videos, promotions, and client reviews to help the Home Owner make the right decision.

Target Audience definition:

Price conscious home owners (house price in high to medium range), contractors, and general laborers.

Competitive Analysis:

Here's a sample listing of the most relevant competitors in the space today:

http://www.handy.com/ - household services in USA

http://www.mycoworkers.com/ - on-demand workers in Canada

https://www.urbanclap.com/ - service providers in major Indian cities

https://www.taskmaker.co/ - service providers for flat owners in Colombia

FUNCTIONALITY DESCRIPTION:

1. Main container ("Dashboard")

- Login: general registration, social registration, other
- Social icons
- General corp. sections (about, contact, news, FAQs)

2. Posts:

- Posting of prices, bids, rates, projects, multimedia, links etc.
- Reposting
- Responding
- Reading (pre-login/logged in)
- Filterable (topic)
- Sortable (date)
- Searchable (Keyword, Name)
- Shareable (via Facebook and Twitter)

3. Instant Messaging

- Website messenger (between a user and site admin)
- Chats (between two users connected)

4. Location

- Geo-location aware: mapped placement of work and Contractors location in a particular area
- Dependent upon where user is logging in to the site

5. Promos to individual users accounts

6. Search for Home Owner or Contractor based on:

- Name (first/last name)
- Location (country, city, address)
- Company name
- Rating

7. Request a connection

8. Profile info provided is based on:

- Network used to login/register
- Non-social network login would include name/email by default

Website ideas, thoughts, challenges

- Mobile responsive design
- Components/widgets (e.g., postings, dashboard, etc.) may be moveable/resizable by user
- Intelligent use of space for advertising opportunities

GROUP OF USERS ACTIVITY DESCRIPTION

Contractor
- User can create an account and enter profile and contact information
- User chooses service categories, which he works with
- User searches for the project
- User place a bid for the project
- User`s profile has rating
- User receives comments from Home Owners (Testimonials)
- Users can reply to comment of Home Owners
- User can add photo/video gallery of his projects to profile
- User can add additional addresses to his profile
- Users can integrate their website activities with social media

Home Owner
- Home Owner will be given a username – in which they will be able to login to review their analytics and feed. The analytics is based on their location.
- Home Owner creates an account and enters profile and contact information
- Home Owner adds a project which should be done
- Home Owner accepts/declines the Contractor`s bid
- Home Owners show the delivered work
- Home Owners rate quality of the Contractor`s work
- Home Owners comment the Contractor`s work

Website admin
Website admins will be able to:
- Create, delete, and manage pages
- Update the content of the site through the web interface
- Add, delete, edit, copy, move categories and pages
- Approve or block members
- Upload files (images, photo, video, PDF, etc.)
- Create, delete, and manage reviews
- Review uploaded content, edit and approve
- Review member`s profiles
- Approve or block projects
- Add, edit, remove fields, which user have to fill in during registration process
- Create, delete, and manage countries
- Receive e-mail notifications
- Use site statistics
- Preview uploaded video
- Approve or block project
- Manage advertising blocks
- Send out newsletters
- Conduct other activities as requested.

WIREFRAMES

Adobe Acrobat
PDFXML Document