MARKETOPIA

MVP

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[**PORTFOLIO
LIVE LINK!**](#)

Prepared for:

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MARKETOPIA

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INTRODUCTION/BACKGROUND

Clark Muckerberg, Owner of Socialtopia, has an existing social media site that he is intent on expanding. He is interested in upgrading his social media site by creating a buy / sell page using users' social profiles. By giving his users the option to buy and sell stuff, he hopes to increase site traffic and have more people sign up for his social media site as a side effect.

MoSCoW

Must Have

- User registration and login
- Ability for users to create and manage listings
- Ability for users to search by keyword, category, and location
- Browsing page of all listing in local area
- Listing detail page with images, description, pricing, and location
- User messaging system

Should Have

- Notifications for new messages
- Ratings and reviews system
- Advance filter system based on price, or condition
- Ability to add user profile pics

Could Have

- Integrated map on listings based on seller location
- Auto-delete old listings
- Ability to save listing for later viewing
- Saved searches

Won't Have (this time)

- Links from seller account, to their social media profile
- Online transaction process
- Recommendations for similar listings based on user search history and behavior

PERSONAS

The names used in this MVP only make sense for this MVP. For your MVP, create users that are applicable to your project and reflect the use cases needed.

Name	Age	Description
Potential User (Buyer Billy)	43	New potential customer Fairly computer literate Doesn't have account yet Likes to browse local area
User (Seller Sally)	38	Somewhat computer literate Wants to sell old stuff laying around Wants to see what she has listed before posting duplicate item Wants a built in messaging system to talk to buyers
User (Picky Pam)	45	Wants to be able to filter the listings to her preferences Wants to search for exactly what she's looking for Wants to see pictures of items Wants to save searches
User (Safety Sam)	40	A loyal regular user Wants to know the details about each listing Wants to leave reviews of buyer/seller

STORIES

List each story by persona and following this format:

As a (**role**) I want to (**do something**) so that I can (**accomplish something**)

Buyer Billy: As a new potential user

- I'd like to know what listings are in my local area so that I can avoid long travel time (3)
- I'd like to avoid making an account to browse so that I can save time if I don't find what I'm looking for (1)
- I'd like to see price, location ,and title without clicking on listing so that I can save time(1)
- I'd like a simple registration process so that I can message the seller faster (3)

Seller Sally: As an avid user

- I'd like to to have an easy to use form to post new listings so that I can sell more items (3)
- I'd like to view all my current listings so that I can prevent duplicate items (1)
- I'd like to remove sold listings so that I can avoid confusion with potential buyers (1)
- I'd like to receive and send messages from buyers so that I can answer questions and negotiate price(5)
- I'd like to upload multiple images per listing so that I can be honest about the condition (3)
- I'd like to have an easy to fill out login page so that I can get back with the buyers quicker (1)

Picky Pam: As an existing user

- I'd like to search the listings by one parameter so that I can find products I'm interested in(3)
- I'd like to search by multiple parameters so that I can narrow my searches down (5)
- I'd like to see pictures on listings so that I can check the quality of item(1)
- I'd like to save my searches so that I can check if what i'm looking for is available yet (3)

Safety Sam: As an existing user

- I'd like to be able to see all info/specs on each listing, so that I can make an informed decision (1)
- I'd like to see a map of where the item is listed so that I can pick it up, or decide if its too far (3)
- I'd like to be able to see buyer/seller reviews so that I can feel confident in them (5)
- I'd like to be able to leave a review for a buyer/seller so that I can inform other people (5)

ANALYSIS

Personas Analysis
Based on individual polls, it has been determined that there are 2 distinct demographics: buyers, and sellers. Ages range from 25-65. Most buyers have a specific item in mind when accessing the site. Some users just browse for inspiration or to see any hot deals. Sellers are mostly just trying to get rid of unused stuff around their house. Older or less tech savvy users would like a simple to use interface.

Boss: The owner would like an easy to manage website where customers can easily view listings, and sell their unused stuff.

Content Analysis
Display listings with Image,Title, Location and price
Display details of listing and seller when clicked
Display Search bar
Display filters to apply
Display chat between current user and any buyers they've messaged

Information Architecture Analysis
We need a data object for the listings consisting of image, title, description, location, price
We need a data object for the users consisting of name, email, password, phone
We need a data object for the locations consisting of name, and possibly a embed of google maps
We need a data object for the categories consisting of name
We need a data object for the messages consisting of text, sender_id, receiver_id
We need a data object for the reviews consisting of reviewee_id, rating[1-5]
We need a data object for the images consisting of image

Design Analysis
The goal is to achieve an easy to use website with a clean aesthetic. Based on client preferences, popular web apps such as Facebook Marketplace and Craigslist will be used as reference.
Mobile first design

Third Party Tools Analysis
Google Maps
Google Images

Integrations Analysis
Google Maps will be embedded through on the page.
We will integrate images from our local data objects onto the page.

Low to Medium Fidelity Wireframes

Messages only show on login

Log in/Sign up button replace with profile icon that lets you edit the account info and manage listings

Site Title

Marketopia

Messages | Log in | Sign up

'Create Listing' only shows on login

Create listing

Search Marketopia

Filters
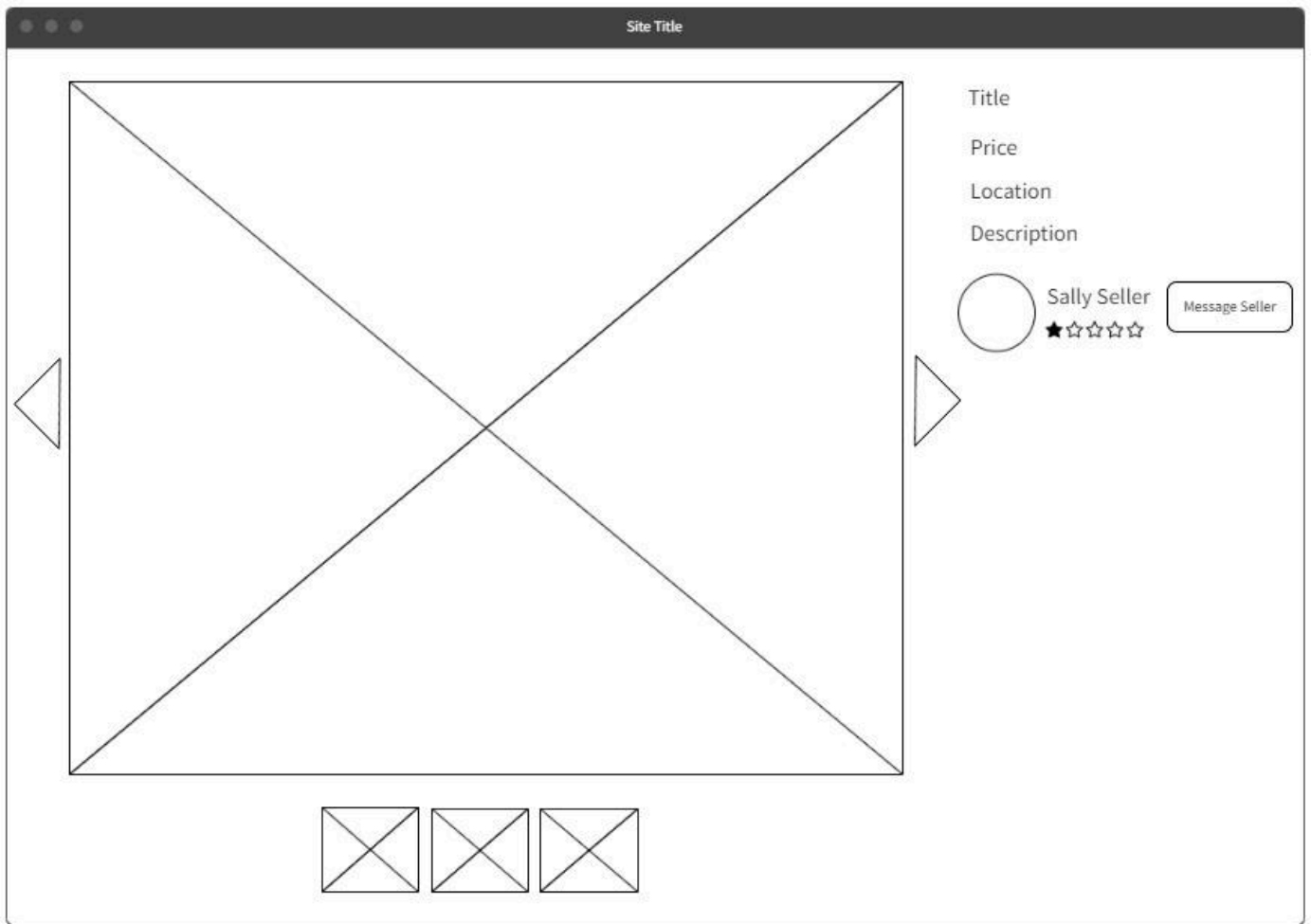
Price

Min | Max

Range

Max

Condition

Good ▼

Sort by

Range ▼

Image

Price
Title
Location

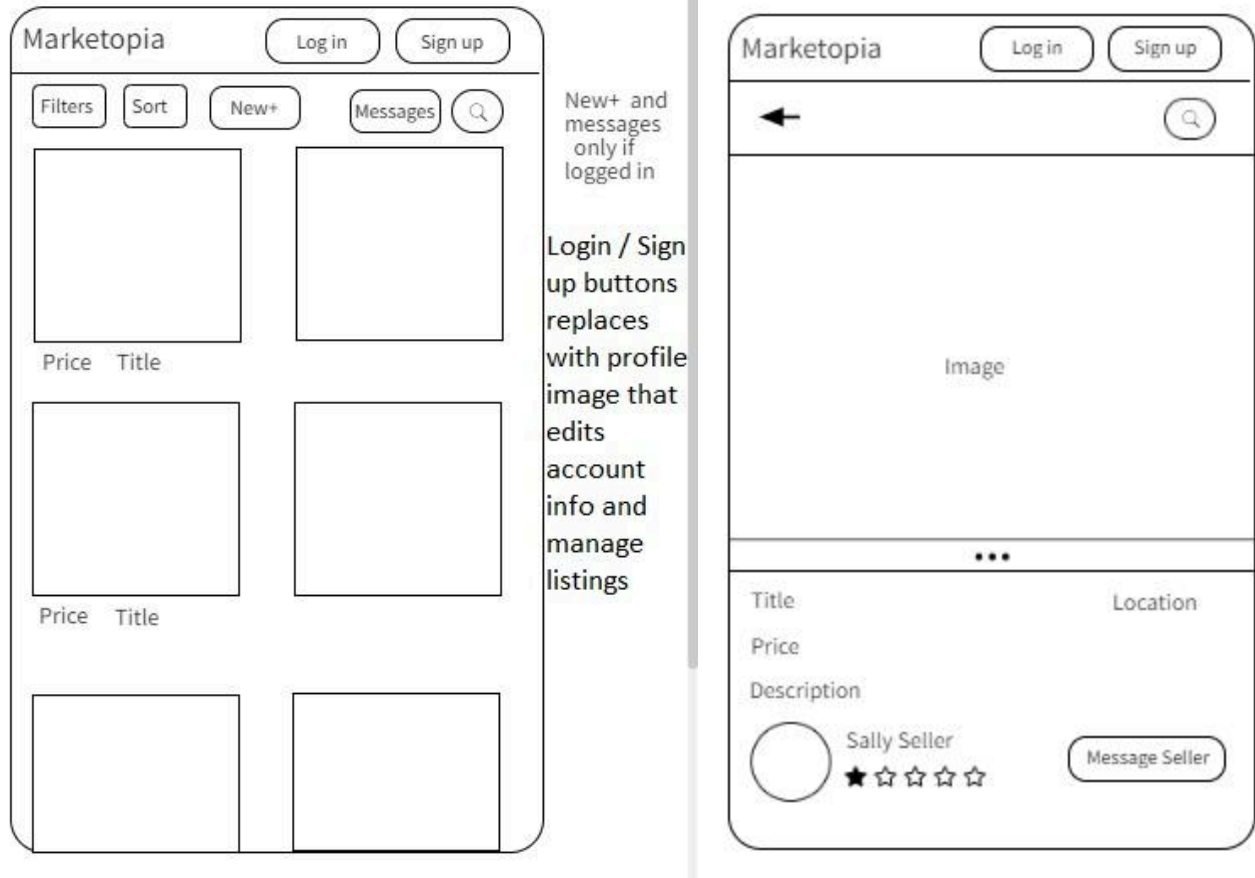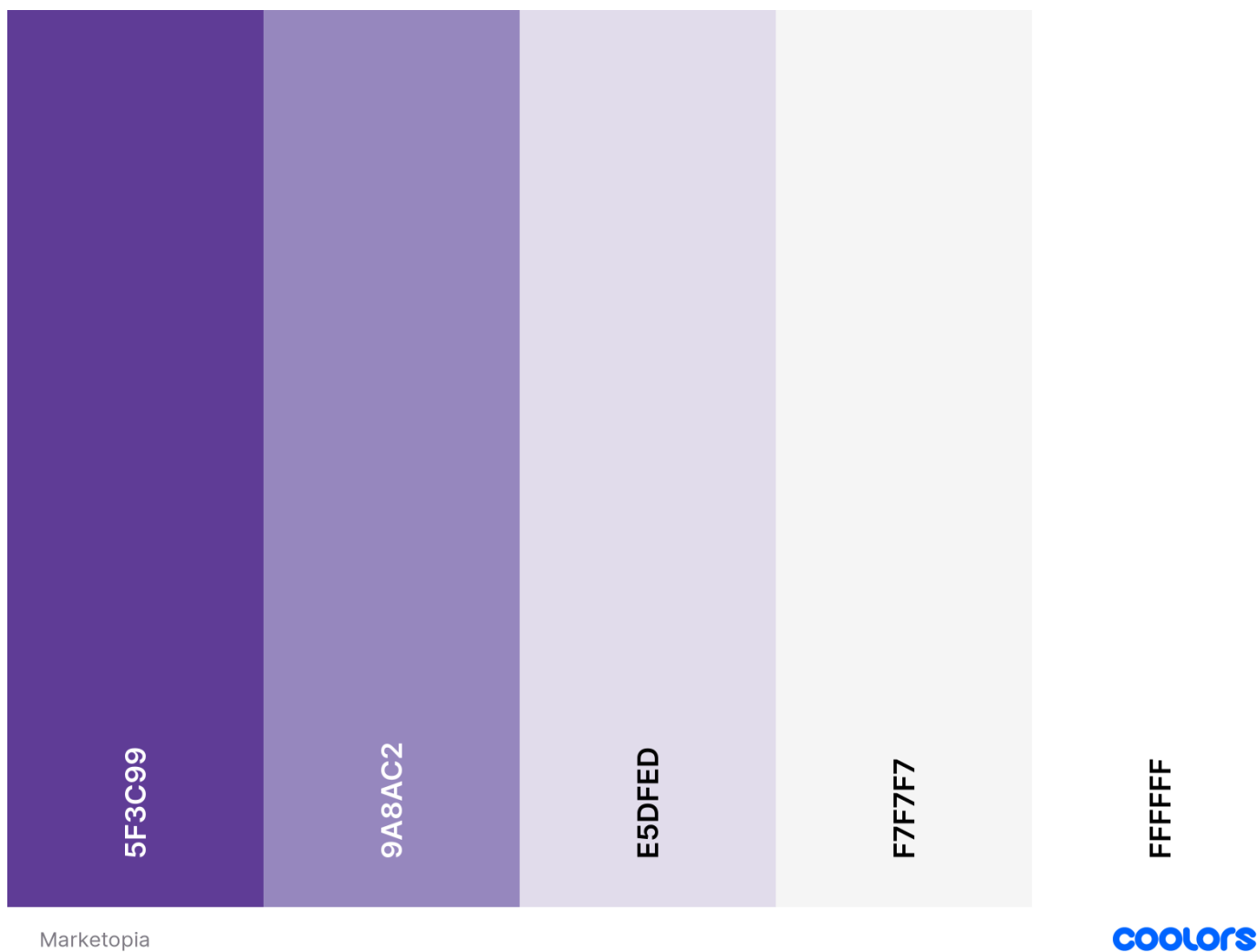Price
Title
Location

Apply filters

Site Title

Title
Price
Location
Description

Sally Seller
★☆☆☆☆

Message Seller

Marketopia

Log in | Sign up

Filters | Sort | New+ | Messages | 🔍

Price Title

Price Title

New+ and messages only if logged in

Login / Sign up buttons replaces with profile image that edits account info and manage listings

Marketopia

Log in | Sign up

← | 🔍

Image

• • •

Title   Location

Price

Description

Sally Seller
★☆☆☆☆

Message Seller

5F3C99

9A8AC2

E5DFED

F7F7F7

FFFFFF

Marketopia

COOLORS

https://coolors.co/5f3c99-9a8ac2-e5dfed-f7f7f7-ffffff

DIAGRAMS

Website Flow Diagram

| Detailed listing view | ← Click a listing → Click back button → | index.html browsing page | Click Login/Signup Button → ← After login/ signup | Log in/ Sign up screen |

click 'message seller' button ↓   click back button ↑

Messages btn ↓   back btn ↑

| Message room with seller | ← specific chat   back btn → | List of sellers user has messaged/ buyers have messaged user |
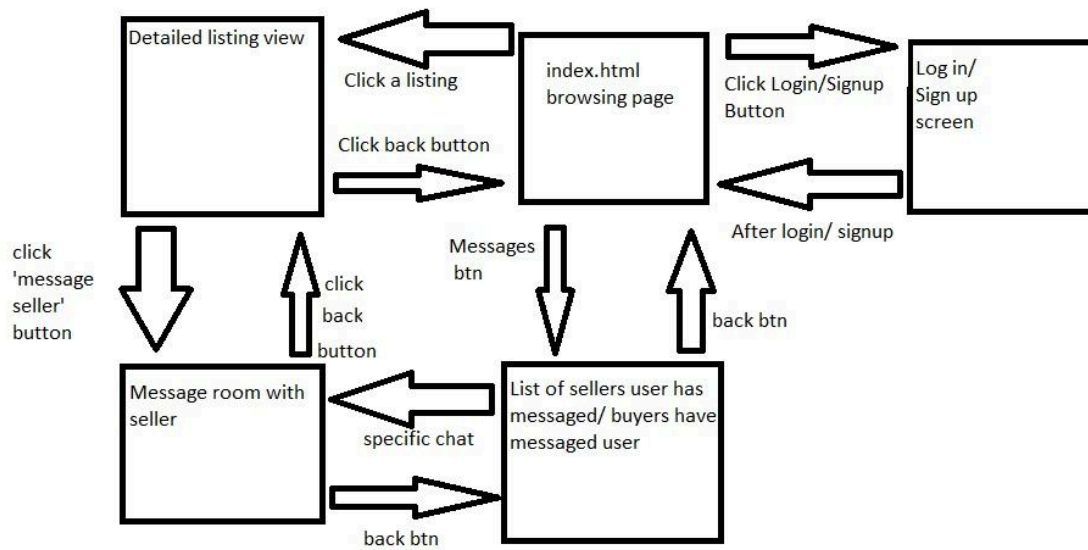
Database Design Diagram

https://dbdiagram.io/d/643476908615191cfa8cc9ea
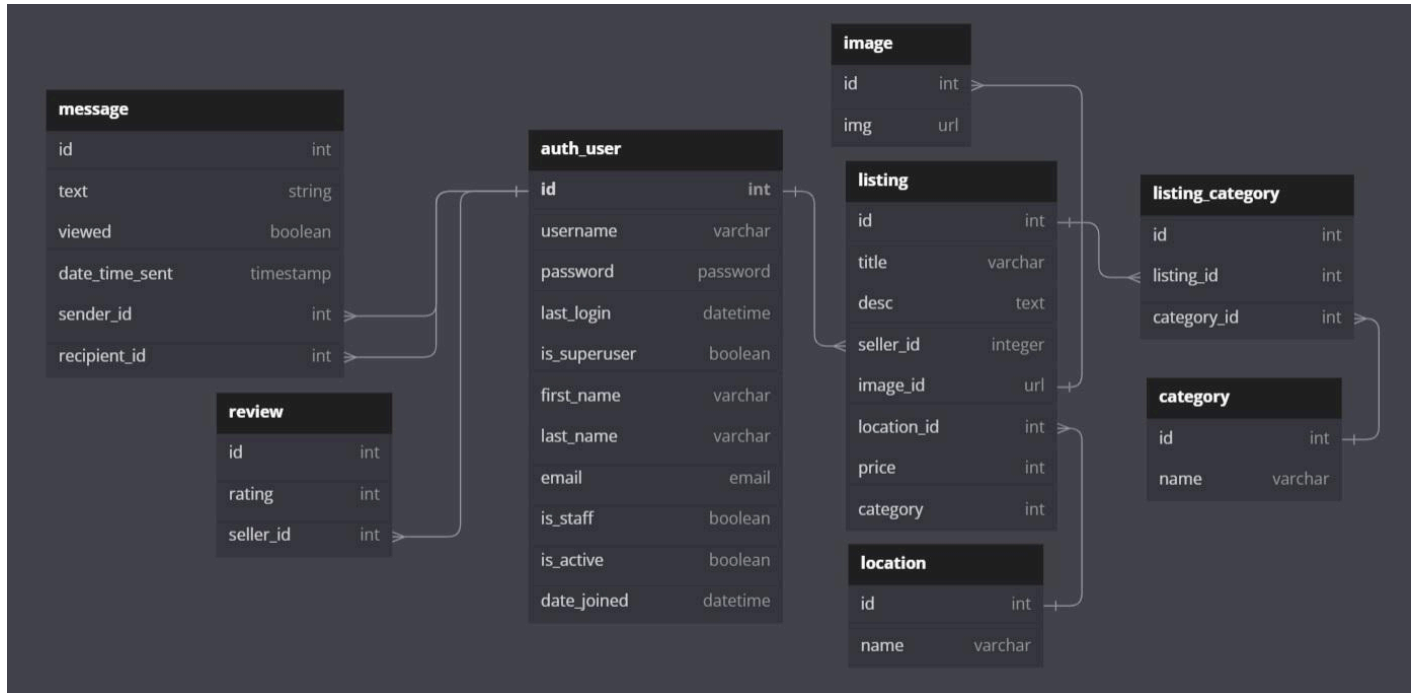
DJANGO BASED PROJECT NOTES

User/Permissions/Groups

- By default, Django uses the **django.contrib.auth** app in the INSTALLED_APPS and because of that it will create six (6) tables for you to deal with users, permissions and groups. *Keep in mind the table names should reflect the Django tables where the app name is prefixed onto the table name*. In this case that means `auth_`.
  - Groups: `auth_group`
  - Users: `auth_user`
  - Permissions: `auth_permission`
  - Group Permissions: `auth_group_permission`
  - User Groups: `auth_user_group`
  - User Permissions: `auth_user_user_permission`
- The fields on the User model from Django are as follows:
  - **id** integer
  - **password** character varying(128)
  - **last_login** timestamp with time zone
  - **is_superuser** boolean
  - **username** character varying(150)
  - **first_name** character varying(150)
  - **last_name** character varying(150)

- - **email** character varying(254)
  - **is_staff** boolean
  - **is_active** boolean
  - **date_joined** timestamp with time zone
- Make your DB Diagram reflect these names in the form of model name then the name of the table.
  - Examples: Model (Django Table Name)
    - User (auth_user)
    - Post (appname_post)
    - User Posts (appname_user_post)
- If you need to extend (ADD TO) the fields for the User model please include those in the DB Diagram.
- Groups/Roles are synonymous when it comes to their functionality. They provide a set of permissions or ways to group users together for specific purposes.

DELIVERABLES
MVP (this document)
Technical Requirements
Backlog on GitHub in a Project

TECHNICAL REQUIREMENTS

Will Use
- Bootstrap 5 - CSS 3, HTML 5
- ReactJS 18.2 - JavaScript ES6
- Django 4.2 - Python 3.11, PostgreSQL
- Google Cloud - LAMP Stack, Apache 5
- Google Maps

Will Be Compatible With
- Mac & iPhone: Safari, Chrome
- Windows 10 and above: Chrome, Firefox
- Android Google Pixel 3: Chrome