The process of buying and selling textbooks is *cumbersome* and *inconvenient*. 
User Interviews

Develop a deep understanding of how students currently buy and sell textbooks
Key Findings

1. Importance of *convenience*

2. Prioritize options with optimal *price/quality tradeoff*

3. Prioritize reaching a *commitment* before addressing transaction logistics
Amazon: Selling a Book

Create Seller Account
- Fill out seller info
- Add credit card info
- Verify Identity

Post Book
- Fill out item info
- Choose shipping options

Sell + Ship
- Wait for book to sell
- Package book
- Ship
Facebook Group: Buying a Book

Find the group:
- Log on to FB
- Search for ‘UW Textbook Exchange’

Find + Inquire:
- Availability?
- Condition?
- Edition?

Negotiate:
- Determine price
- Determine time and place to meet
Design Opportunity

Connect buyers and sellers within a platform that optimizes *convenience* and *value*. 
Opportunity

Convenience

Value

Convenience: The perceived ease of buying and selling a book

Value: Cheap for the buyer, high yield for the seller
Goals

**Buy**
Minimize the steps needed to find and acquire the right book for a good price.

**Sell**
Streamline the process of selling a textbook, and provide a way to recover a greater portion of the original textbook cost.

**Exchange**
Connect students with compatible textbook needs to provide the unique opportunity for exchange rather than purchase.
Demo

Brian Jung
Junior, CSE major
Seller

Sarah Watson
Freshman, CSE major
Buyer

John Bryant
Sophomore, HCDE major
Textbook offer denied
Scenario 1:
Brian posts a book on Bookmate
Demo
Scenario 2:
John makes an offer for *Web Programming: Step by Step*
Demo

Scenario 2:
Sarah wants to buy *Web Programming: Step by Step*
Scenario 3: Brian accepts Sarah's offer
Demo

Sarah Watson just made an offer for your book: Web Programming: Step By Step by Marty Stepp, Jessica K. Miller, Victoria Kirst

May 27 (12 minutes ago)

Hi Brian,

Sarah Watson made an offer for your book:
Offered Price: $28
Urgency: This Week

Web Programming: Step By Step

By Marty Stepp, Jessica K. Miller, Victoria Kirst
Price: $28.00
View Message
Demo

Scenario 3:
John gets rejection email
Demo

Bookmate
Buy, Sell, and Exchange Text Books on Campus

Sorry John,
A competing offer for the book Web Programming: Step by Step was chosen.
View similar listings here

Click on the button to view the offer on the website.
3rd Scenario cont.
Sarah messages Brian back
Demo

Bookmate

Buy, Sell, and Exchange Text Books on Campus

Hi Congratulations, Sarah!

Brian accepted your offer for the book: Web Programming: Step by Step
Price: $28
Urgency: This Week

"Hi Sarah, I will be on campus tomorrow at 3pm. Would you want to meet up around then?"

Web Programming: Step By Step

By Marty Stepp, Jessica K. Miller, Victoria Knisl
Your list price: $28.00
"It is streamlined, I like it"

–Jack (Super Senior)
"If I need the book in a short period of time, I want to ensure that I can get it"

-Julia (Junior)
Testing Results (3 participants)

Confirming

- Search primarily by lowest price (depending on context)
- Distance is not important
- Highlights and annotations not highly important, but glad the information is available

Opportunity

- Indicate affiliation with UW
- Cash is inconvenient, would be nice to be able to pay through the website
- Want to know seller's accepted modes of payment, related to convenience
- Want to see seller rating in search results, not buried in details
Questions?