

# Bookmate



Chris Jung



Max Han



Maria Suhardi



Sreedev Sidharthan

# Problem

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'

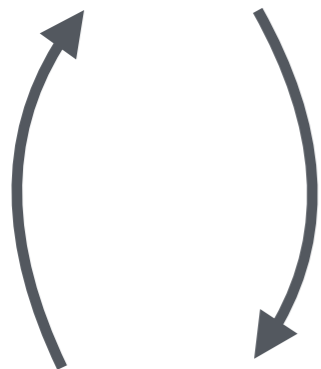


Find + Inquire

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

**Convenience:**  
To provide the ease of  
highly regarded for the seller  
book



U Bookstore

Bookmate

Amazon

Facebook Group

Value



# Goals

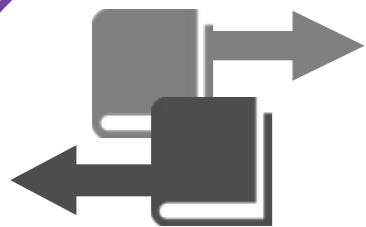


Buy

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

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

\$  
Sell



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**

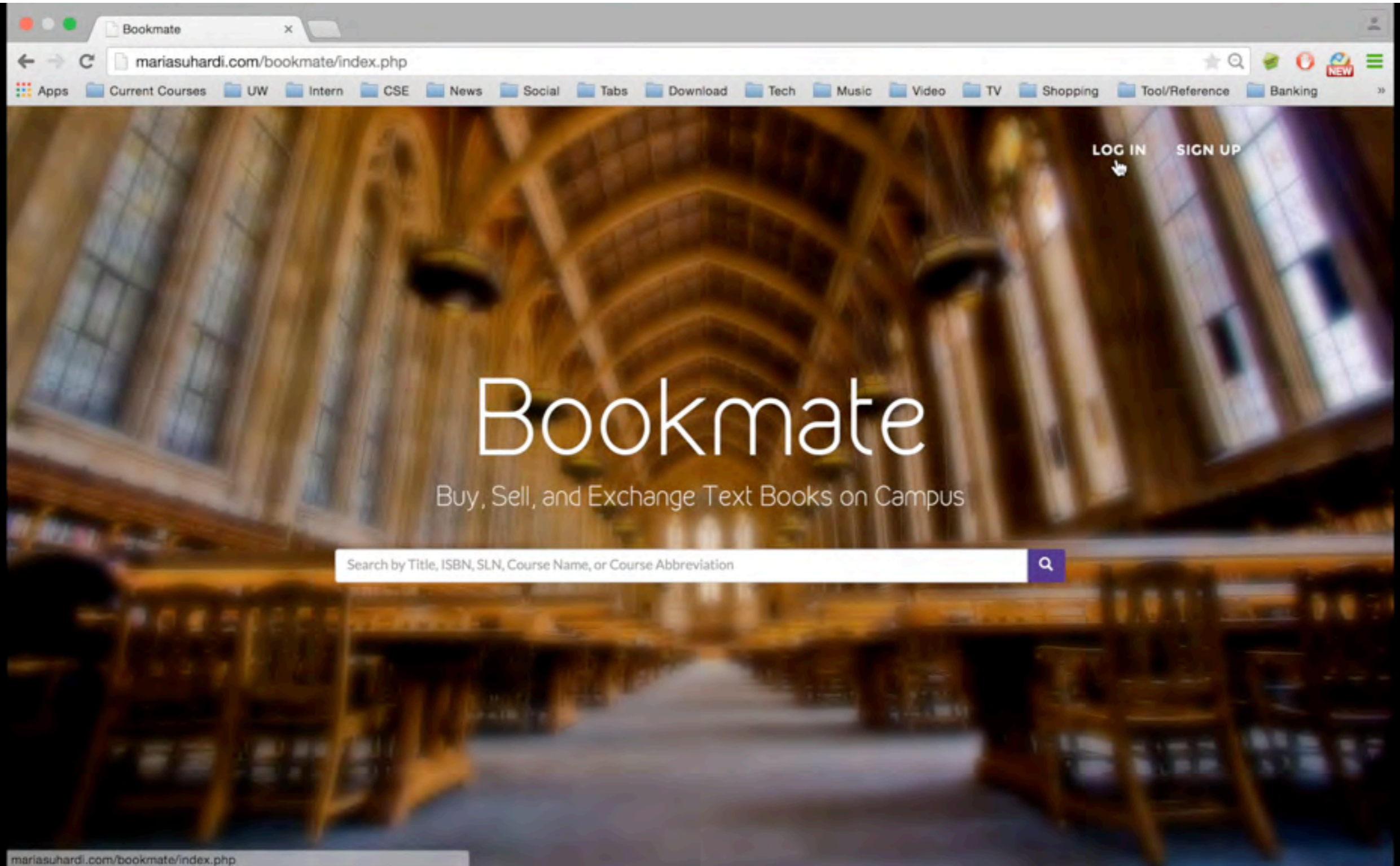
Sophomore, HCDE major  
Textbook offer denied

# Demo



*Scenario 1:*  
**Brian posts a book on Bookmate**

# Demo



# Demo



*Scenario 2:*

John makes an offer for *Web Programming: Step by Step*

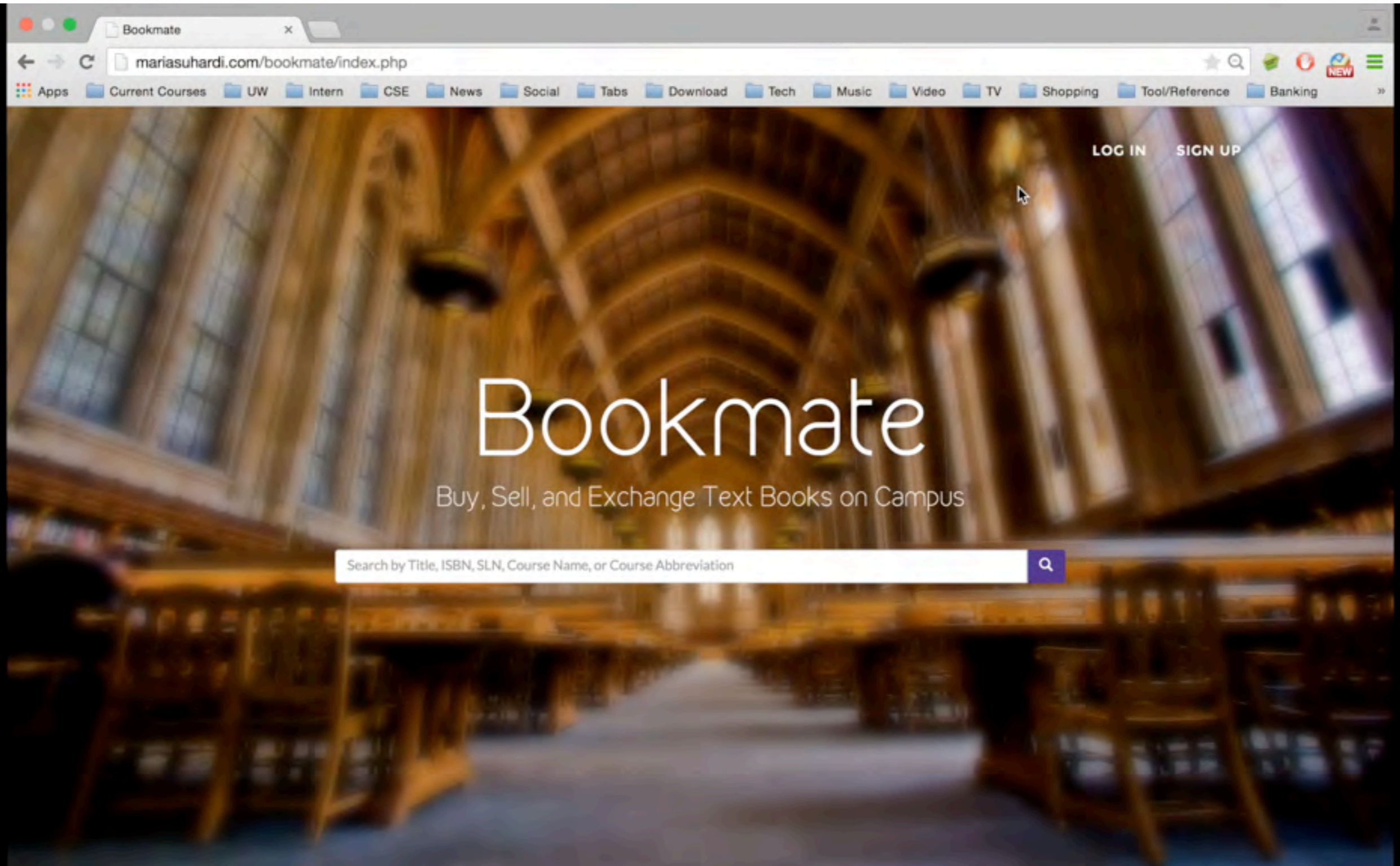
# Demo



*Scenario 2:*

Sarah wants to buy *Web Programming: Step by Step*

# Demo



# Demo



*Scenario 3:*  
**Brian accepts Sarah's offer**



# Demo

https://mail.google.com/mail/u/0/#inbox/14d9679294571597

Mail -

COMPOSE

Inbox (169)

Starred

Sent Mail

Drafts (20)

Christopher.A.Jung...

important/save

interest

needs attention

social (1)

Brian

ranjini krishnan  
Hi, hi answer your facell

Gaby Stern  
hi!

Gaby, Matthew, Will  
Hi! You were in a video /

Xianglan, Traysse, li  
Hi: here how is the data

James, Gaby, William  
Hi! You were in a video /

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

Bookmate@p3nfhg667.shr.prod.phx3.secureserver.net May 27 (12 minutes ago)


to me

# Bookmate

Buy, Sell, and Exchange Text Books on Campus

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

The screenshot shows a Gmail interface with a purple header. The browser address bar displays `https://mail.google.com/mail/u/0/#inbox/14d9679294571597`. The left sidebar contains a 'Mail' menu with options like 'COMPOSE', 'Inbox (170)', 'Starred', 'Sent Mail', 'Drafts (20)', and 'social (1)'. The main content area shows an email from `Bookmate@p3nlhg667.shr.prod.phx3.secureserver.net` dated 'May 27 (3 days ago)'. The email body features a large 'Bookmate' logo and the text 'Buy, Sell, and Exchange Text Books on Campus'. Below this, it says 'Sorry John, A competing offer for the book **Web Programming: Steb by Step** was chosen. View similar listings [here](#)'. A small note at the bottom of the email content area reads 'Click on the button to view the offer on the website.' The bottom of the screenshot shows the start of another email from the same sender.

# Demo



*3rd Scenario cont.*

**Sarah messages Brian back**

# Demo

Chris Jung just made an ...

https://mail.google.com/mail/u/0/#inbox/14d9679294571597

Christopher

W

Mail +

COMPOSE

Inbox (170)

Starred

Sent Mail

Drafts (20)

Christopher.A.Jung...

important/save

interest

needs attention

social (1)

Sarah

rarijini krishnan

Gaby Stern

Gaby, Matthew, Will

Xianglian, Taysse, li

James, Gaby, Willian

Bookmate - Offer Accepted

Bookmate@p3nlhg667.shr.prod.phx3.secureserver.net

May 27 (3 days ago)

to me


# 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 Kirst  
Your list price: \$28.00

[View Message](#)

"It is streamlined, I like it"

–Jack (Super Senior)

BOOKMATE

Search by Title, ISBN, SLN, Course Name, or Course Abbreviation

LOG IN SIGN UP




Sort by Price: Low to High

Price  
\$ to \$

Condition (physical)  
 New  
 Like New  
 Used  
 Worn

Highlights / Annotations  
 Yes  
 No

Editions  
 Current  
 Previous

	<b>Web Programming: Step By Step</b> By Marty Stepp, Jessica K. Miller, Victoria Kirst Condition: <b>Used</b> Highlights / Annotations: <b>Yes</b> Edition: <b>2</b>	<b>\$32.00</b> <a href="#">View Details</a> <a href="#">Make Offer</a>
	<b>Web Programming: Step By Step</b> By Marty Stepp, Jessica K. Miller, Victoria Kirst Condition: <b>Used</b> Highlights / Annotations: <b>Yes</b> Edition: <b>2</b>	<b>\$34.99</b> <a href="#">View Details</a> <a href="#">Make Offer</a>
	<b>Web Programming: Step By Step</b> By Marty Stepp, Jessica K. Miller, Victoria Kirst Condition: <b>Used</b> Highlights / Annotations: <b>Yes</b> Edition: <b>2</b>	<b>\$49.99</b> <a href="#">View Details</a> <a href="#">Make Offer</a>

"If I need the book in a short period of time, I want to ensure that I can get it"

-Julia (Junior)

The screenshot displays the Bookmate website interface. At the top, there is a search bar with the text "Search by Title, ISBN, EAN, Course Name, or Course Address" and a magnifying glass icon. To the right of the search bar are links for "LOG IN" and "SIGN UP". Below the search bar, the page is organized into a grid of book listings. On the left side, there are filter categories: "Price" (with a range from \$ to \$), "Condition (physical)" (with options: New, Like New, Used, Worn), "Highlights / Annotations" (with options: Yes, No), and "Editions" (with options: Current, Previous). The "Sort by" dropdown is set to "Price: Low to High".

The central focus is a "Make an Offer" modal window. It has a purple header with the title "Make an Offer" and a close button (X). The modal contains the following elements:

- "Offer Price: \$ 32 (optional)" with a text input field containing the number 32.
- "I would prefer to get this book" with a dropdown menu. The selected option is "Anytime", and other visible options are "Today", "Tomorrow", "This Week", and "Next 2 Weeks".
- "Message (Optional)" with a large text input area.
- A "Send" button at the bottom right of the modal.

The background shows three book listings. The first listing has a price of \$32.00 and buttons for "View Details" and "Make Offer". The second listing has a price of \$34.99 and buttons for "View Details" and "Make Offer". The third listing has a price of \$49.99 and buttons for "View Details" and "Make Offer". Below the third listing, the text "Condition: Used", "Highlights / Annotations: Yes", and "Edition: 2" is visible.

# 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



# Next Steps

Refine | Implement | Release



Questions?