

Northeastern Marketplace

An exclusive marketplace for the
Northeastern's student community



Problem statement

Northeastern University students encounter challenges when buying and selling essential items to and from fellow students. These challenges stem from the absence of a dedicated local market space and the prevalence of irrelevant, misleading, or untrustworthy listings on online platforms.



Product Vision

To build a safe and user-friendly online marketplace for the Northeastern student community.



User segment

Individual Sellers

Northeastern students who want to sell items they no longer need, such as furniture, clothing, electronics, and more. They can create listings to reach potential buyers within Northeastern.

Buyers

Northeastern students in search of second-hand or new items at reasonable prices. Buyers can use Northeastern Marketplace to discover and purchase products.

User pain points

Limited Trust and reliability

New students find it challenging to trust the authenticity of listings they find online as there is a risk of encountering scammers and fraudulent listings, which can lead to financial loss or security issues.

No affordable local market space

There is a lack of a centralized, easily accessible, trustworthy marketplace dedicated to students to purchase new and used items at a reasonable price.

Online Marketplace issues

Online platforms that sell products are flooded with irrelevant listings, spam, and sellers from different locations making it challenging for students to find genuine, local sellers for their necessities.

User Persona



Elain is a tech-savvy young professional pursuing MS in Engineering Management at Northeastern University. She loves to paint, read fiction and enjoys exploring new places.

Goals and Motivations:

Finding Bargains: As an international student, Elain likes to save money by hunting for good deals on a wide range of second-hand products, from furniture and clothing to electronics and home appliances. She is always on the lookout for high-quality items at affordable prices.

Behavior and Usage:

Regularly checks Northeastern Whatsapp communitites for new listings and frequently interacts with sellers and buyers. Prefers negotiating prices and discussing product details with sellers through messaging on the platform.

Challenges:

Safety Concerns: Elain is cautious about meeting strangers for transactions. She's concerned about personal safety and the authenticity of the products. She is also worried about the scams that take place online.

Name - Elain

Age - 23 years old

Occupation - Student

Location - Boston

Competitor Analysis

Products/Features	Whatsapp Communities	Facebook Marketplace	Craigslist
Platform to sell and buy	✓	✓	✓
Verification of sellers	✗	✗	✗
Dedicated to student community	✓	✗	✗
Filter based on location	✗	✓	✓

User Survey Analysis



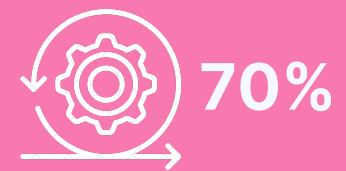
Students were frustrated that there wasn't any trusted application they could use to buy products from other Northeastern students.



Students struggled to find sellers in nearby locations.



Found it inconvenient to sell and buy items through Northeastern whatsapp communities.



International students found it challenging to buy essential items at affordable prices during their first month in Boston.

Our MVP

Type of MVP - Concierge MVP

Our MVP is a dedicated website called Northeastern Marketplace. Northeastern students interested in selling items can sign up using their Northeastern Email ID and post their listings on the website. Interested buyers can sign up using their Northeastern Email ID, browse through the listings and reach out to the sellers using the contact details provided in the listing.

Success metrics of the MVP

User Acquisition

- Number of users downloading/signing up.

User Engagement

- Number of sellers posting their listings.
- Number of listings in a day.
- Number of buyers buying the items.
- Number of purchases in a day.

Northstar Metric -
Number of items sold in a day

High-Fidelity design

Northeastern Marketplace

Home Categories My Account **Cart (3)**


Furniture

[+ Post a new listing](#)

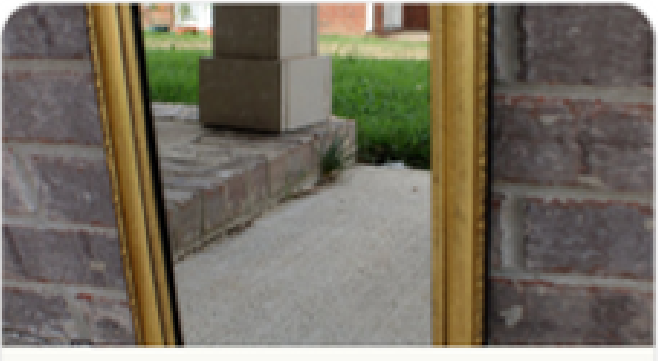
Browse categories

- Furniture
- Apparel
- Electronics
- Stationary
- Kitchen items


[+ More](#)



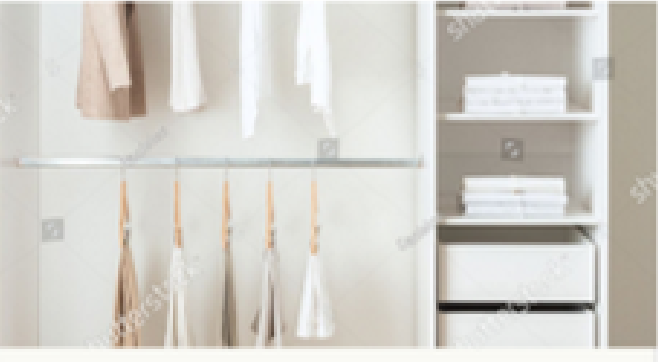
Sofa set
\$100
Location - Brookline, MA



Full-length mirror
\$12.99
Location - Somerville, MA



Twin size 8 inch mattress
\$75



Wooden closet
\$35

Meet our team!

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