

Technical description Rental Auction

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Concept of the project.

Project have aim to let users to rent their goods by auction using this project. Also all the payments and legal agreements will be handled by this web service.

Payment methods

This website will have several types of payment methods:

- PayPal – online payment system
- Bank Card payment – payment by bank card using some integrators
- Loyalty/Compensation points

Website monetisation

Website will generate money from:

- % from any transaction
- Fee for priority account
- Fee for promotion of the announcements
- Money from partners for their commercials on some special places
- Google partners program

Interface/front side of the website

Front end of the site will be limited in access for not registered users, in this kind we will attract users to register on our site. This interface will have Homepage with description of the site some menu and contact information, also any user will have access to search for items in their region, they will enter their location and also they will enter radius to search ex 100Km, after this they will have some results displayed, on this stage if user is not registered they will not have option to see some detailed info like quotes and user rating. Full access to all info will be available only for registered users.

Registration and login

For registration we will ask for:

- First name / Last name
- Nickname
- Location, this will be filled automatically based on their GPS and internet provider, although user can change the location name, also after they will enter the location name this name could be verified if it exists
- Email
- Password/and password confirmation
- Google captcha – to be sure no bots will attack site.
- Checkbox with link to legal agreement that will confirm that user is agree with it.
- Confirmation email to get only real emails

Also we can have a possibility to integrate social media registration/login and fetch data from their social media account like Facebook, Google ...

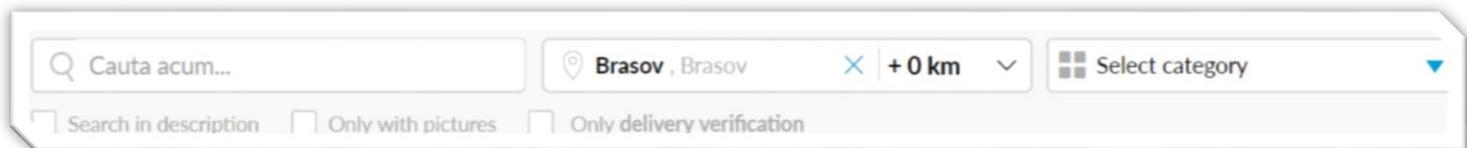
For login we will ask user to fulfil their email and password. After successful login user will go to their account page.

Also here will be available password reset option in case if user have forgot his password.

Searching for goods

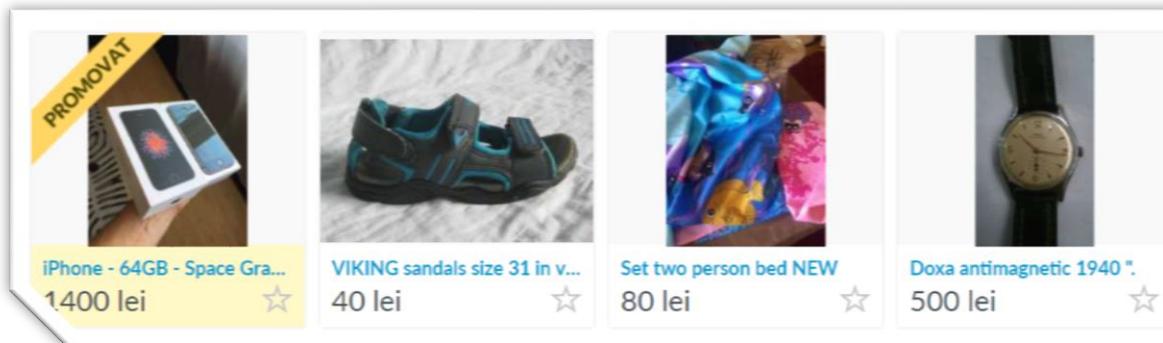


For most convenient user experience we can use the logic that OLX Company is using with search by keywords, and also we can ask for location to search and the range and also we have an option to search by categories.



Also for displaying items we can use 2 types of displays:

- Grid – this is used to parse all items fast using photos and titles with prices



- Lists – this will provide more info for every item



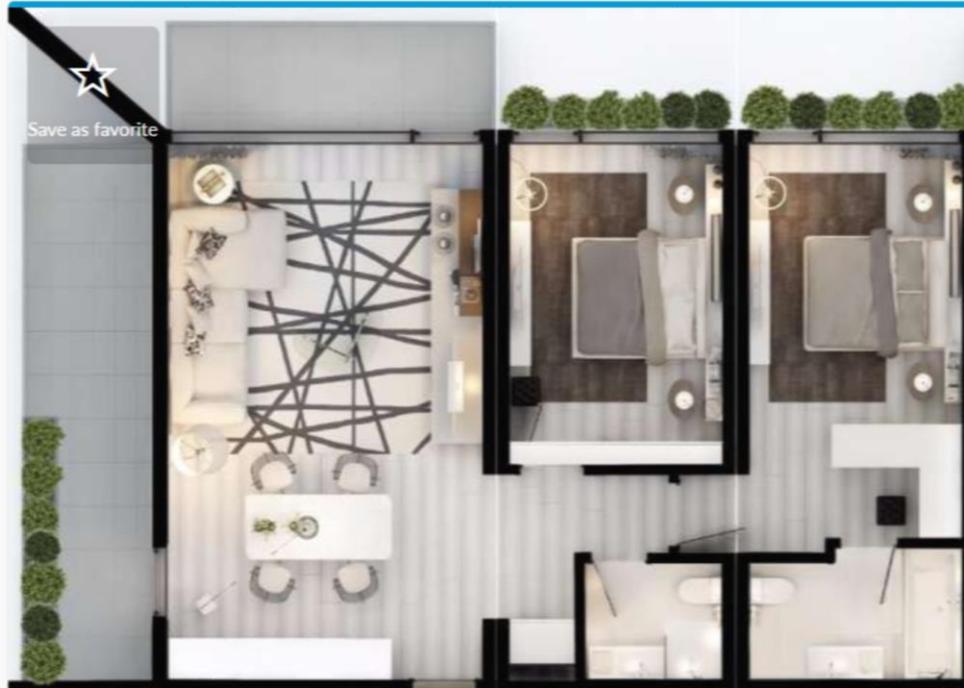
Also every item can be saved as favourite in users account for easy access of the selected items.

Every item can be clicked and we can access items page with full info about it. Best example on the market for the layout as bidding website is EBAY, although my proposal is to use OLX style with some additions from eBay and some custom development to adapt this layout for auction and calendar. On top we will have a big slider with the goods to rent under it we will have a box for bidding like on eBay with some additions for time schedule.

Current bid: **GBP 640.00** [5 bids]
Approximately **US \$821.89**

Place bid

Enter GBP 660.00 or more



Signature 3 rooms Type A

Brasov, Brasov | Add to 2:52 p.m., July 10, 2017, Notice Number: 121 284 995

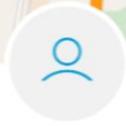
[Place 0](#) [Distribue](#)

69 900 €

[send message](#)

[07xx xxx xxx Show phone](#)

[Brasov, Brasov](#)
[View Map](#)



signature Brasov
On site from March 2017

[Ads](#)

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Create item to rent

Registered users have possibility to create item for rent, in order to do this they shall fulfil the form with the following info:

- Title
 - Images for the item
 - Location
 - Description with possibility to add media files
 - Description with special rental conditions
 - Description about price policy – here should be described the discount conditions if any ...
 - Starting price per amount of time.
 - Rental time unit
 - Availability period – in case if good is available only in certain period of time.
 - Activate/deactivate item
 - Pledge amount if it's applied
 - Also possibility to make some reservation in the rental calendar which are not related to the website (ex. If I will rent my car, I know that I will use it in weekend and rest time is available for rent).
- Good practice is to moderate every published item, before it will appear online.

User account page

Every user will have personal account page where he can manage information of his activity on site. This User Account page will be divided in several sections

- Personal information – section where user can manage his contact details and payment details.
- Messages – section with all sent and received messages
- Favourites – section with list of all saved items which are available at the moment
- My items for rent – a list of all items the user have entered in the system both active and inactive items with possibility to manage them.
- Open Agreements – this will have info of open cases (if user have borrowed some goods but didn't returned it to the owner yet)
- Payments – Section with payment transactions user have done and received. Also in case if user have won an auction here will be a list of payments user should payment.

Messaging system

System will contain messaging system that will allow users to communicate based on the items that are for rent. Means that no possibility to contact each other without a certain topic as goods for rent, also all conversations will be stored in user account page.

Also a part of messaging system will be system notifications that will announce user about actions taken or that need to be taken.

Payment logics

Since website will earn money from transactions done, all transaction need to be managed by Owner of the website, In case of payment from one user to another user, transaction will not be done peer to peer it will go through system

User1 -> System -> User2

For such systems this is the only option that is available. This transaction logic is a good choice also in case of pledge amount is charged and in case if some misunderstandings and troubles will appear. Usual fee for service providers are charges 2.9% + \$0.30 per transaction although there is a big difference in additional fees and options some of best payment integrators on the market are <https://www.sitepoint.com/8-paypal-alternatives/> most of them already have PayPal integrated with the same rates.

After Borrower chooses Lender to whom he will borrow his good, Lender will confirm that his proposal is still active and will receive invoice and link to pay for this goods. After payment is done money will be arrive into WEBSITE OWNER account, and a confirmation will be sent to Borrower that the fee is paid and he can borrow his item. After the deal will be closed and Borrower, and Lender are confirming that they are happy with the contract money will be released to Borrower and pledge could be returned to Lender.

Auction logics

Since it is not a simple auction of buying items, we have to operate with several additional data like availability in time and intersection between bidding date and rental time also for auction ending time (stop time for an item where user should decide who have won the deal). All this variables make automatic and transparent decision impossible to implement, besides this in case of renting lender reputation makes difference. In this case, decision for auction results will be done manually by user.

After the item is placed as ready for auction, all user can propose offer that will include the several parameters, Pledge, Fee, start date, duration, also automatically Borrower will receive reputation info about the Lender. All proposals could be visible for everybody, and before the auction will end anybody can modify his proposal. After auction have been completed Borrower should decide the proposal he will accept, also here is possible to accept several proposals in case if they are not intersected in time. After decision is made Borrower and Lender will agree by messaging on how they will meet. After the goods are taken by lender Borrower should confirm this and this auction will be transferred to open contract/agreement stage. After the goods will be returned and no claims will appear, Borrower and Lender should confirm in Open Agreement that this agreement is closed and they can leave feedback.

Reputation system

In order to provide better service reputation service will be applied for Borrowers and Lenders. Reputation will include some basic KPI questions with answer of 1 to 5 also possibility to leave short comment. Possibility to appreciate a user will be open only when an auction is closed and borrowed item is returned to the Borrower.

Bonus program

Need to discuss if those points will be implemented where and how this should work

Claims situation management

Need some more info how the system will work in case of claims are open for any contract

User Roles

System will have several user roles:

- Unregistered user – description is above
- Registered user - description is above
- Special registered user – need to decide the privileges for this user
- Administrator – Have access for
 - management of the site articles and texts
 - Management and access for all financial activities
 - Approve new items to be visible in auction
 - Management of users – create update delete
 - Management for all financial transactions
 - Management for all items that are online
 - Management for all Open Contracts/Agreements
 - Claims management
 - Support management
- Moderator – Need to decide what access it should have from the list of administrator access

Financial part of the project

Module	description	unit	Price (\$)
Technical description	System technical description, also creation of sequence diagram for main processes	1	150
Design	Depending on the number of pages need to be designed average price for a page in such project is provided	?	35
Interface implementation	Depends on the number of pages need to be created	?	35
Payment Module integration	Depends on which provider will be selected for this payment (average price is provided)	?	400
Payment automation module	This module is created to manage all payments make refund and automation for all payment releases and fees	?	250
Create item module	Module that let users to create, make invisible, make visible, edit items they would like to rent	1	100
Auction module	This module let the auction process to work as described above, proposals, agreements, open contracts, close contracts	1	800
Automatic contract	This module will create automatic contract for each agreement with all needed details, this contract could be signed on personal meeting between Borrower and Lender	1	200
Claims system	Need to have more info about mediation of contract claims, (price is estimated approximately)	1	300
User roles module	This module will allow website to separate functionalities for each user types (this price is approximated and depends on amount of functions to be implemented)	1	200
Bonus Program	Need to have more info about mediation of contract claims, (price is estimated approximately)	1	300
Messaging module	Module that will let users to communicate via messages also include system messages and notifications email	1	350
Searching for items	This module will let users to search for items based on keyword and location	1	200
Geo coding	This module will let user while using search to set distance range based on selected location, also this module will automatically find the location on registration,	1	350
Data input constrains	This will allow all data that are entered by users to validate for some constrains like emails phone numbers (approximated price, depends on amount of fields that needs to be validated)	1	200
Interactive help	this will work like GMAIL help for all new features, live interactive with highlighting some areas and with division in several steps.	1	500