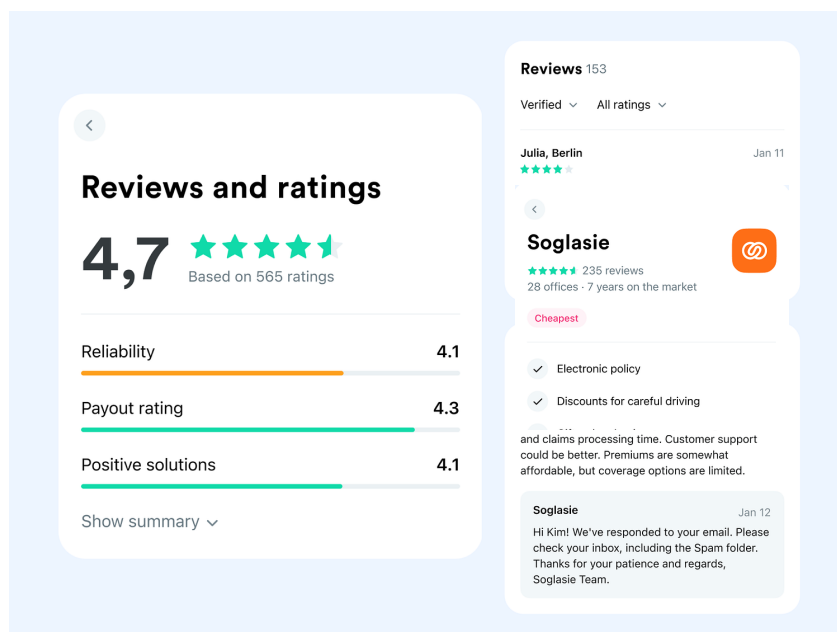# Project Proposal - Droppe Marketplace Reviews Center

1. Introduction

Wouldn't it be cool to develop something that will be used by international companies already from the first version of your software and receive real-time feedback from the actual B2B customers? Wouldn't it be cool to learn and follow how a fast-growing marketplace startup operates and grows in several markets? Are you interested in working on creating a **world-class review system** like that of Airbnb and dipping your toes into the **exciting world of marketplaces** as well as possibly even **predicting patterns** based on that data? Then we have the perfect project for you and your team**.**

But first, what's Droppe? We're Europe's most comprehensive product catalog for professional buyers. You could think of us as a one-stop shop for all your industrial wholesale. In other words, a business-to-business marketplace, connecting European businesses to Europe's top equipment manufacturers. This means we tackle all kinds of cool problems with tech, like fintech, logistics, and e-commerce all connected together. Essentially, we save our industrial buyers' time and money via using our wholesale marketplace and help in reducing emissions via more efficient logistics and less packaging waste. Think of it in this way—our industrial buyers can pick products from tens of different suppliers in different countries and checkout with the click of a button and we handle the rest. This means that an industrial buyer from Finland can order work gloves from Germany and overalls from Italy but gets them all into one checkout and on one invoice.

In the last three years, we've grown to over 1000 B2B customers which include some of the biggest & coolest companies in Finland including—Myllyn Paras, Oura, Hesburger, Verkkokauppa.com, HKScan, and more. We're also live in several European countries and with a truly international team of 30 living in over 7 countries. We currently have two offices, one in Helsinki and one in Cologne, Germany. Droppe is funded by Finland's #1 venture capital fund, Lifeline Ventures, as well as Miki Kuusi (Wolt) and Ilkka Paananen (Supercell).

The team that chooses Droppe will have the opportunity to learn about cutting-edge B2B marketplace development and building solutions used by some of the biggest companies in the Nordics and DACH. **Droppe is looking to hire ambitious developers to continue full-time in the Product team after the project.**

2. Project goals

On the abstract level, the Droppe Marketplace Reviews Center is to build a semi-stand-alone platform that will be **piloted in real life for giving, receiving, and responding to reviews** between our **1000+** industrial buyer organizations and on the other side our **150+ suppliers** that are live on our marketplace. We're looking to pilot a world-class review system much like Airbnb's where buyers can rate and review their products, deliveries, orders, and suppliers in a holistic way and the suppliers can interact with them based on the given reviews and potentially review the buyers in a similar fashion.

The project has proposed sub-modules for maximal learning as described below as guidance. Suggested subgoals:

1. **Buyer side**—Center that incentivizes to give reviews for products, deliveries, orders, and suppliers
   - To name some of the features, we will give the ability to give reviews to bought products, orders, deliveries, and suppliers. The reviews can have text, multiple ranking criteria as well as overall ratings. The buyers can view, manage, edit, sort and request to delete reviews that they've given. As buyers are a part of a bigger company the team can see common reviews on their organisation's products and hence control better their purchases and the succeeding suppliers that they're thriving with. The reviews and ratings are compiled and aggregated together in insightful ways for buyers and buyer organizations to better understand their spend and best-performing brands and products. A part of the detailed review process is publicly accessible for other buyers and part of the feedback is privately shared to the supplier.
   - Great way to learn of top UX design and how to manage and visualize review data from customers
2. **Supplier side**—Center to receive, respond, report and manage feedback
   - Enable suppliers to view and respond to the reviews left by buyers. Suppliers can engage with feedback, address concerns, and highlight positive interactions. The tooling will help the suppliers to improve, gather new market insights, and develop their quality and offering according to buyer feedback. For problematic and unfair cases the supplier can also choose to escalate the situation by reporting it to be archived by Droppe's staff if needed. There should be keyword-based filtering and searching as well as sorting functionalities in the various manage views for easier segmenting and reading of reviews. All in all, provide functionalities to generate insights that help suppliers understand their performance with different buyers and how they can grow their sales & improve customer retention further.
   - Deep dive into how feedback & reviews can be made helpful, insightful & actionable to allow hundreds of businesses to grow their sales and successes by listening to customers in new ways
3. **Marketplace admin side**—Moderate, modify, and resolve
   - As an internal admin of Droppe—see, manage, moderate, edit, and resolve any conflict situations based on inappropriate buyer or supplier reviews. The normal filtering, searching, and sorting will be extended for internal admins to segment based on one or more suppliers at a time as seeing marketplace-wide patterns will be valuable for marketplace operators.
   - The internal admin can also bulk import and add reviews that are collected by other means from other platforms, in a sense aggregating existing reviews for products, the center should enable an efficient importing and addition of these—the difference between these imported reviews and the buyer submitted reviews is that one is classified as "external review" and other class of reviews done via center is "droppe buyer verified review"
4. **Communicate and resolve**—Features to escalate conflicts to become dispute conversations
   - Include the possibility to turn reviews and feedback into a private dispute resolution conversation between buyer and seller as well as visibility and chance for Droppe to intervene and collaborate in conversation if needed as sometimes the shit can hit the fan and situations need to be mended
   - Learn about real-time collaboration & communication tooling!

3. Technologies

The team can propose the technologies they are most familiar with or which would suit the project goals best. The project is quite full-stack and provides a good opportunity to play with and learn from a variety of domains such as integrations, analytics, frontend implementation, data visualisation, and trends & patterns.

The platform should be a browser-based application for desktop and mobile built on NextJS (basically React), as Droppe's developers can help greatly in the process. Familiarity with cloud services (AWS, GCP) will be helpful for students. It's beneficial to know how to consume larger APIs as some APIs are existing from before from Droppe's backend to save and manage reviews for different domains. We expect the use of git as version control (GitHub) and proper public CI tools (e.g. CircleCI, GitHub actions) for testing and deploying the software. Code reviews in the form of pull requests. Additionally, the code must be well documented, tested, and additional documentation of the system constructed as a part of the project.

4. Requirements for the students

1. First and foremost we look for impact-driven, motivated, and ambitious developers who want to learn in a completely new field.
2. Open-minded & flexible, it's very likely in these projects that the scope changes possibly multiple times—a vision that extends over the very next project subgoal, an eye for the bigger picture.
3. Working as a team—this is how all successful software project teams work.
4. Willingness to question things—what to build and why to build it, ways of working, processes, tedious tasks.
5. Being creative & challenging the status quo.

We also appreciate close co-operation with Droppe & stakeholders to lead us all in the correct direction. The project difficulty level is moderate to demanding.

5. Legal Issues

Intellectual Property Rights (IPR): 2. The client gets all IPRs to the results.

Confidentiality: 1. Signing the NDA included in the Aalto's contract template is required. The client might share some confidential information with the students in order to enable the student team to work with enough knowledge to guarantee success in the project. No other legal issues.

6. Client

The team will be given a cloud server to develop and run the application.

We encourage the team to work physically together for better collaboration, Droppe's offices at Maria01 in Helsinki city center can be used freely if wanted for team collaboration. In addition, the use of hackathon / code sprint / specified office days is greatly encouraged (success-oriented approach in previous SWP projects). Currently, Droppe's team is working in hybrid mode in close to 10 countries and across 2 offices.

Client representative(s)

Henrik Helenius will be the product owner in the project and can support in web technologies if needed. Henrik is very familiar with the Aalto SWP as he acted as the Scrum Master (and part-time developer) in Software Project 2018 and was awarded the Accenture Software Quality Award for "Feedbacker Forum". Droppe also took part in the 2021 and 2022 Software Project courses as a client.

Henrik Helenius, technical product owner
henrik@droppe.fi

Henrik is well experienced with the domain of the project. The project's outcome has real business value and we are committed to supporting the project team as required. Droppe can give access to the company's designer for UI/UX support as well as host workshops for topics such as unit testing, cloud hosting, or other technical topics to help the team in quick learning. Droppe also wishes to support code quality by having mid-project code reviews where senior developers can peer-review architecture and code of application. We believe that communication and staying in sync is key and as such both the student group and we get the most benefit by discussing the project regularly on a biweekly or weekly basis.

7. Additional information

Technical implementation, documentation, and source code must be written in English.

If you have any questions regarding this project, please do not hesitate to contact the client representatives. As mentioned, Henrik has participated in this course before and should be able to answer any related questions you might have. We are happy to discuss the proposal further in a casual setting, for example, henrik@droppe.fi or @henrikhelenius on telegram.

We're hiring ambitious talented developers. A good skill set, plain enthusiasm & true will to **solve big problems** with tech is what we appreciate the most. This is a great opportunity for us to get to know each other and for you to learn more about Droppe and the mission-driven environment for curious people we aim to create. **We want you to succeed together with us and therefore successful completion of the project will be celebrated**.

Find out more about us and our story online at https://droppe.com/