

Marketplace for Reptiles



Overview:

The project required developing a website to offer an online marketplace to facilitate advertising, selling and buying of reptiles e.g. Pythons, boas, etc. The advertisers are essentially the reptile sellers who are required to provide certain essential details of the reptiles they want to put for sale. These advertisements are categorized under three heads – gold, silver and platinum. Payment is facilitated through PayPal. Every sale facilitated through the marketplace results in the client for this project, being the owner of the marketplace, earning a certain percentage of the financial transaction.

Client details:

Name: Confidential | **Type:** Retail | **Location:** USA

Technologies:

Ruby on Rails, PostgreSQL, jQuery, HTML, CSS, Active PayPal Adaptive Payment, Devise

Project Description:

The parent company has the distinction of working in a very unique and interesting area. It offers services in shipping of live non venomous reptiles and reptile supplies to and from business and residential addresses. Their intent is to help reptile breeders and hobbyists ship reptiles and supplies easily, securely and affordably. They are a certified partner of FedEx for shipping of live reptiles and the most distinguished player in this industry. Besides offering affordable and discounted shipping rates to its customers, the company also provides them with the required shipping kits in case they want to avail them.

With the intent of taking their interest forward, the client came up with the idea of building an online marketplace dedicated towards advertising, selling and buying of reptiles like Pythons, boas etc.

The advertisers are essentially the reptile sellers who advertise their reptiles with information about category, price, gender, buy it now option, etc. to sell in a time period. They buy tokens from the site using PayPal to post advertisements. Advertisements are



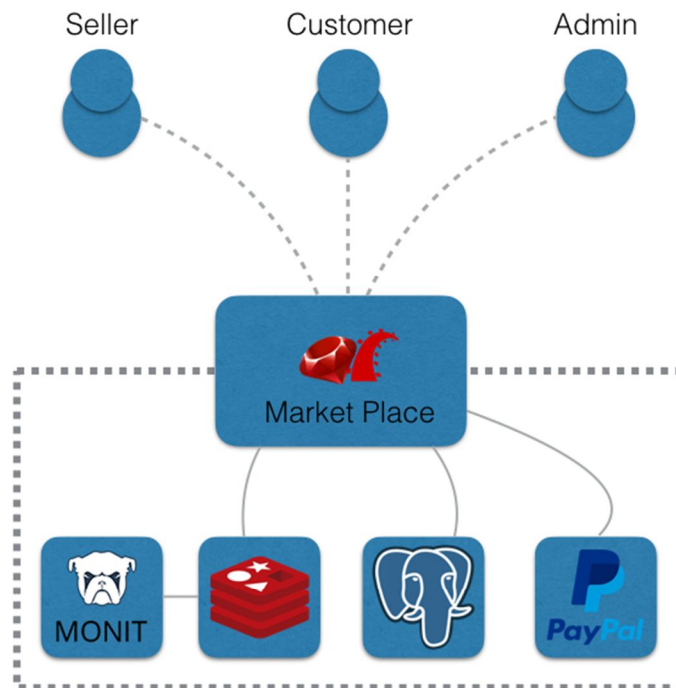
Marketplace for Reptiles

categorized as of 3 different types (Silver, Gold, and Platinum) and get listed under their respective categories for as long as the they are active. They are auto renewable and can be re-posted on the site after expiry.

Given their needs, buyers search for reptile advertisements mentioning the required category, price, gender, weight, buy it now, etc. options. A buyer can then choose the reptile he wants to buy and submit the contact information and make the payment through PayPal. The site gets a certain percentage of every financial transaction, corresponding to a sale, as fees. The rest gets deposited in the seller's account.

The administrator of the website manages all the sellers, advertisements, tokens at its end. Control is made available to activate, deactivate the advertisements and sellers in the back-end.

Architecture:



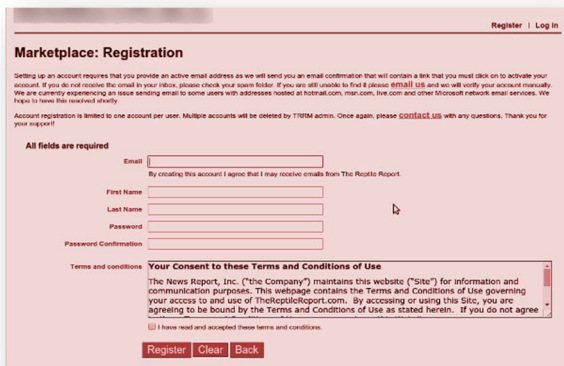


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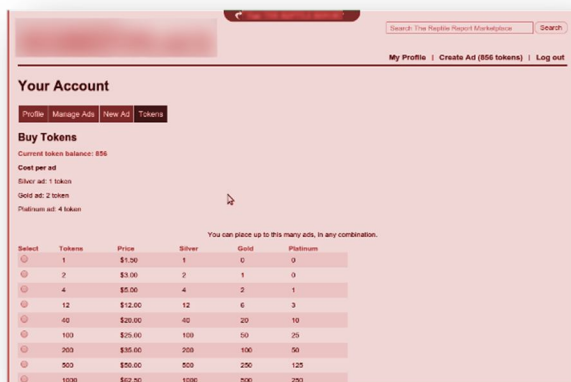
Screenshots:



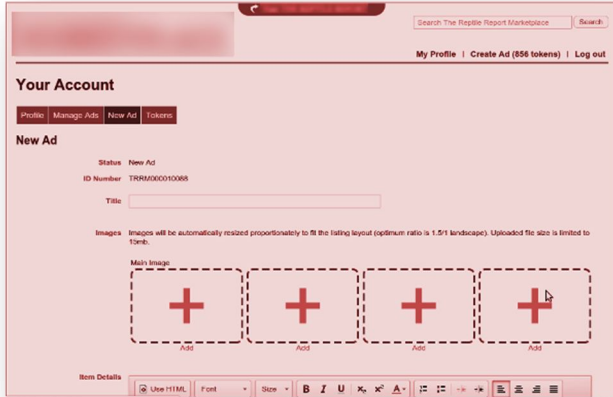
1: Home Screen



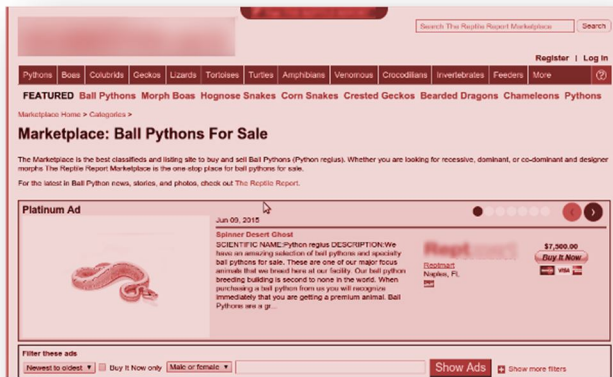
2: Registration Screen



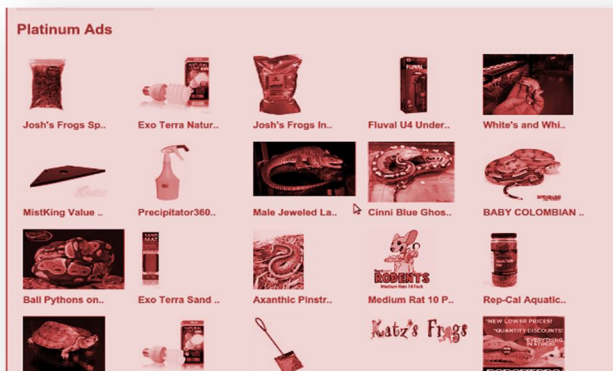
3: Buying Token



4: Advertisement Account Screen



5: Advertisement Screen



6: Platinum Advertisement Screen



Marketplace for Reptiles

Filter these ads
 Newest to oldest | Buy it Now only | Male or female | Show Ads | Show more filters

Jun 06, 2015
 Mojave Ball Pythons on sale for \$75.00 to \$85.00
 Mojave Ball Pythons on sale for \$75.00 to \$85.00 Food: It might take your new ball python a little bit of time to adjust to its new surroundings. Avoid handling your Ball Python until it has eaten on its own. In the beginning it might be a stubborn eater. It is best if you feed your Ball Python at night. Baby ball pythons eat fuzzy mice once a week. You can increase the size of the food as...

ReptiMart
 ReptiMart
 Xenia, OH

Price varies

Jun 06, 2015
 Desert Pastel Ball Pythons on sale for \$149.99
 Desert Pastel Ball Pythons on sale for \$149.99 Food: It might take your new ball python a little bit of time to adjust to its new surroundings. Avoid handling your Ball Python until it has eaten on its own. In the beginning it might be a stubborn eater. It is best if you feed your Ball Python at night. Baby ball pythons eat fuzzy mice once a week. You can increase the size of the food as L...

ReptiMart
 ReptiMart
 Xenia, OH

\$149.99

Jun 06, 2015
 Pastel Mimosa
 SCIENTIFIC NAME: Python regius DESCRIPTION: We have an amazing selection of specialty ball pythons for sale. These are one of our major focus animals that we breed here at our facility. Our ball python breeding building is second to none in the world. When purchasing a ball python from us you will recognize immediately that you are getting a premium animal. Our ball python breeding building is second to none in the world. When purchasing a ball python from us you will recognize immediately that you are getting a premium animal. Our ball pythons are a great pet for...


ReptiMart
 ReptiMart
 Naples, FL

\$1,000.00
[Buy it Now](#)

7: List Ad Screen

Marketplace Home > Pythons > Ball Pythons

Pastel Mimosa



Pastel Mimosa

Posted by: [Redacted]

[Follow](#)

Location: Naples, FL 34104
 Phone: (239) 455-7064
 Email: sales@reptimart.com
 Url: http://www.reptimart.com/
 Facebook: https://www.facebook.com/ReptiMart?ref=ymt_homepage_panel

Price \$1,000.00
 Shipping \$0.00
 Will Trade No
 Quantity 1

[Buy it Now](#)

Item Details

SCIENTIFIC NAME: Python regius

DESCRIPTION: We have an amazing selection of specialty ball pythons for sale. These are one of our major focus animals that we breed here at our facility. Our ball python breeding building is second to none in the world. When purchasing a ball python from us you will recognize immediately that you are getting a premium animal. Our ball python breeding building is second to none in the world. When purchasing a ball python from us you will recognize immediately that you are getting a premium animal. Our ball pythons are a great pet for many reasons. Ball Pythons usually mix out at around 8 feet so you don't have to worry about housing a large python. They also eat up most of the time so they don't require a large enclosure. Most are very docile to the red or overly aggressive snakes. Second with our Specialty Ball Pythons they come in more color morphs than any other python available. Please make sure to check out all of our Ball Pythons for sale. We update our site daily with new animals.

MAXIMUM ADULT SIZE: 7 - 9 feet as adults

8: Sample Ad Screen

Your Account

[Profile](#) | [Manage Ads](#) | [New Ad](#) | [Trackers](#)

Manage Ads

Status: **Show All**

Keyword Search:

Posted:

Category: **Choose Category**

Subcategory: **Choose a Subcategory**

Sub-subcategory: **Choose a Sub-subcategory**

Number of views:

Price range:

Buy it now: **Yes and No**

[Filter Ads](#) | [Clear](#)

Title	Status	Category	Posted	Expires	View	Buy it Now	Actions
Ball Python	Inactive	Colubridae/Kingcobras	03/14/2015	2	No	Full Edit Trackers Delete	
Ball Python	Inactive	Colubridae/Kingcobras	01/14/2015	2	No	Full Trackers Delete	
Ball Python	Inactive	Crocodilians	03/06/2014	1	No	Full Trackers Delete	
Ball Python	Inactive	Colubridae/Monacans	10/22/2014	2	No	Full Trackers Delete	
Ball Python	Inactive	Pythons/Mojave Pythons	10/22/2014	2	No	Full Trackers Delete	
Facebook Ad	Inactive	Pythons/Mojave Pythons	10/22/2014	0	No	Full Trackers Delete	

9: Managing Ad Screen