Mobile Bidding Training

1. Connect to Wifi on the smartphone, tablet, or laptop.
This will vary depending on the event location and the phone.
- Apple iOS : You can touch the center of the screen and drag to the bottom of the screen to open the *Search* bar. Type in "settings" and it will bring it up. You'll no longer need to search through all of the apps to find *Settings*.
- Android: You can drag your finger from the top of the screen to the bottom of the screen and reveal a little gear. Click the gear and you are in *Settings.*

Question (Q): Are you able to do this on an Android device? How about an Apple device like an iPad or an iPod or even an iPhone? Let Aaron know if you need help!

2. Open a browser window and type in bforg.com/csdemo.
To get to the mobile site, type in bforg.com/ followed by the organization's URL. All biddingforgood.com sites can be abbreviated to bforg.com. So if an organization's site is biddingforgood.com/csdemo it can be typed into a phone as bforg.com/csdemo and you'll end up in the same place! This short version means less typing and faster help.

Q: Are you familiar with opening a browser on an iPhone? How about an Android?

3. Familiarize yourself with the site. This is the auction homepage.

Login: This is where a registered bidder can log on to access the mobile bidding functionality.

Register: This is where a bidder can register for an account. If they already have an account, they should use the *Login* button instead.

Home: No matter where you are in the site, if you click on *Home*, you will return to the auction homepage.

More: If not logged in, this brings you to a menu that includes *Search Items* and *Show Closed Items*.

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Home   Login   Register   More

CS Demo ← **Organization Name**
CS Demo 3/26/14-4/9/14 ← **Auction Name**

Enter Item Name or Number

Search for Items

Search Bar: This searches for terms included in the item name, description, special instruction, and lot number.

Browse Items: This brings you to a screen to browse items by category e.g. sports memorabilia, tickets, art, dining cards, etc.

Browse Items   Donate Now   Items with No Bids

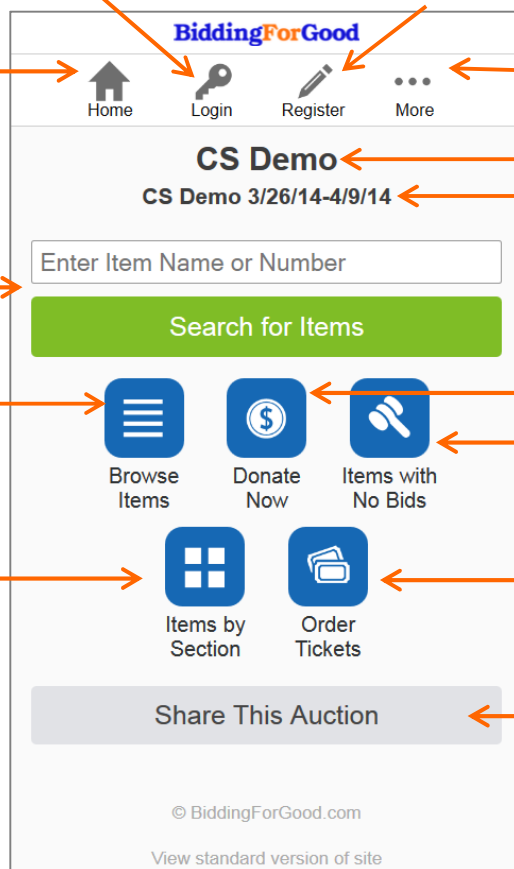**Donate Now**: This brings you to a screen donate cash.

Items with No Bids: This brings you to a screen to browse items without any bids.

Items by Section: This appears if sections are added, such as item tables.

Items by Section   Order Tickets

Order Tickets: This brings you to a screen to order tickets.

Share This Auction

Share This Auction: Tools to share the auction via Facebook, Twitter, and LinkedIn.

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View standard version of site

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Home:

No matter where you are in the site, if you click on the *Home* button you will return to the auction homepage screen.

- When a guest comes up and says something isn't working, immediately click on the *Home* button. Often times they been clicking around and have gotten lost.
- **ALWAYS MAKE SURE YOU ARE ON THE CORRECT AUCTION HOMEPAGE!** Check that the correct organization is listed on the auction homepage. If you are in another auction: go to the browser's address bar and retype the URL (bforg.com/csdemo). Some guests can end up on another auction for a different organization, and it is your job to get them back to the correct auction.

Login:

This is where a registered bidder can quickly access all of the mobile bidding functionality (i.e. bid). There are three ways for a user to register: they can purchase a ticket to the event through BiddingForGood, they can register from their computer/phone, or they can register at a registration computer at the event. In each case, they will exist in the system and can log in with their email address and password.

- There are two options for forgotten passwords:
    - Click the forgot password link (it will send them an email to click on).
    - Find a BiddingForGood employee and ask them to reset the password. It is frequently easier to have the BiddingForGood employee reset the password.
- More than one person can share a device. Two bidders can take turns logging in and out of the bforg.com/csdemo site and both can enjoy the bidding experience. To log out of the site click *More* at the top of the bforg.com/csdemo site and then click *Log Out* at the bottom of the list. In this case, it is better for both bidders to place max bids, so they do not miss out (see point 6 on page 4).
- Two guests can share an account e.g. two members of a couple. Open up the browser and navigate to bforg.com/csdemo and login on both devices. All items, notifications, and alerts will go to both at the same time. Be sure to tell the guest to look at the item closely before bidding because they may be listed as the *Leading Bidder* if they are the current high bid. This will prevent the couple bidding against each other!

Search Bar:

This will search for terms included in the item name, description, special instructions, and lot number. Usually the easiest and fastest way to identify an item is to search by item/lot numbers.

- Since the search feature is very specific, it does better with one or two words rather than long phrases. So it is better to search for *Italy* rather than *4 night trip to Italy* because you will get more results.
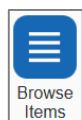
Browse Items:

Once clicked, this organizes the items by category (e.g. tickets, travel, unique experiences etc).

- Sometimes people get frustrated viewing items by category when they are not familiar with the back button on their browser. When they are browsing by category and look at an item, instead of going back to the home screen to start the process again, encourage them to use the back button to get back to the main category page. For example, instead of *Home >> Browse Items >> Tickets >> Red Sox tickets for 4 >> Home >> Browse Items >> Tickets >> Patriots tickets for 4*, a more efficient search is *Home >> Browse Items >> Tickets >> Red Sox tickets for 4 >>* **Back button** *>> Patriots tickets for 4*.
- If you can't find an item using the browse functionality or the search box, find a BiddingForGood employee and they will assist the auction administrator in identifying what went wrong.

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4. Register with BiddingForGood.com. (You will become a member of our bidder community when complete).

- Registration is done in two steps on the mobile site to make the process seem faster. We collect contact information first, and then ask for credit card details when you try and place your first bid.
- When assisting guests with the registration process it is sometimes helpful for you to use their phone to assist and have the guest tell you the information. This can be helpful for slower typers and those less familiar with technology. Once you have permission to use their phone, you can type the information into each field as the guest provides the information.
- You can say: "You know what, I do this every weekend. I'm happy to type if you want to tell me the info." Or "Would you mind if I type while you give me the information? I want to give you VIP treatment!" Or even "You know what, this font is a little small. If you let me type for you and we can get going stat!"

Q: What are your thoughts on registration? How did you feel it went while entering in your personal information?

5. Familiarize yourself with site now you have logged in.

The main change is in the primary navigation menu, where the options now include *My Items* and *Messages*. Once logged in, bidders are ready to place a bid.

- To log out of an account, click on the *More* button, then scroll to the bottom of the list and click *Log Out.*
- To add a credit card to an account, click on the *More* button, then scroll to *Credit Cards* and click on the button. You then have the option to *Add New Credit Card.*
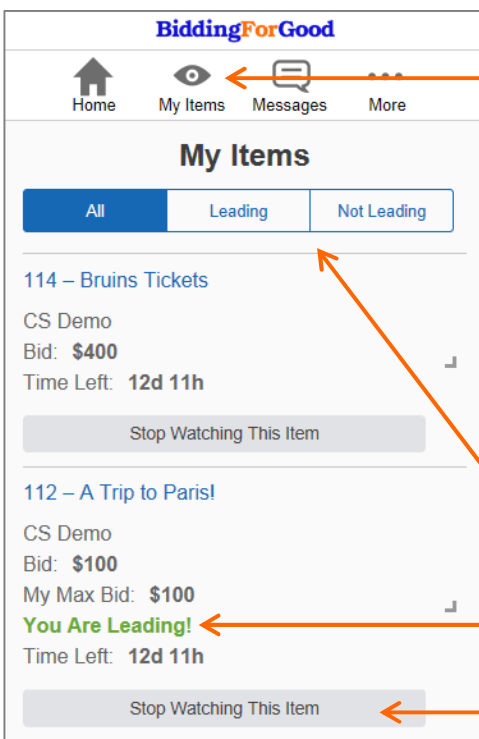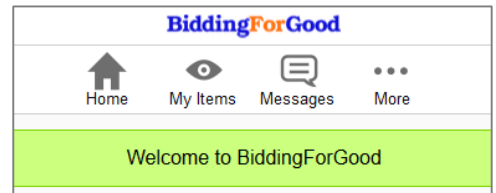
My Items:

When a user is logged in, *My Items* will appear in the top menu. There are two ways something can get added to *My Items*. Either you place a bid on an item OR you click the *Add to My Items* button on an item page.

- At the start of the night, encourage guests to use the *Add to My Items* functionality to save time. If they are in any way interested in placing a bid, suggest that they add the item to *My Items* so they do not have to navigate throughout the other 200+ items on the site to find it again. When they are ready to bid, they can easily access *My Items* and place a bid.
- The default view for *My Items* is *All*. You can also sort *My Items* by *Leading/Not Leading*.
- When viewing the list on *My Items,* it will say *You Are Leading!* if that bidder currently has the high bid. There is no need to raise your bid if you are the leading bidder.
- To remove an item from *My Items* simply click *Stop Watching This Item* below the item name. This does not remove a bidder's bids.
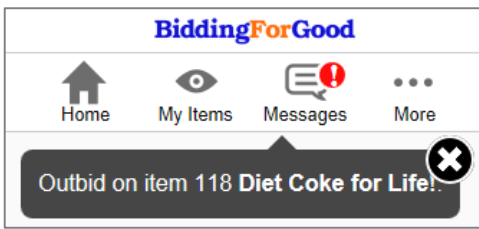
Messages:

Keeping bidders engaged is vital for increasing fundraising revenue. The *Messages* button helps through outbid notifications.

- Outbid notifications appear across the screen of the mobile bidding site when they occur. Also, an email and text message is sent to the user notifying them that their bid has been topped.
- The default view is *Unread Messages,* but you can also view *All Messages.*
- Once on the *Messages* screen you'll see a full list of items that have received outbid notifications. Click on the outbid message and place another bid!
- Messages are automatically removed when the user clicks on it. You can also manually remove a message by clicking *Mark Message As Read.*
- If there are a lot of unread messages, you can scroll to the bottom of the page, where there is the option to *Mark All as Read.*
- The red exclamation mark will remain until there are no unread messages.
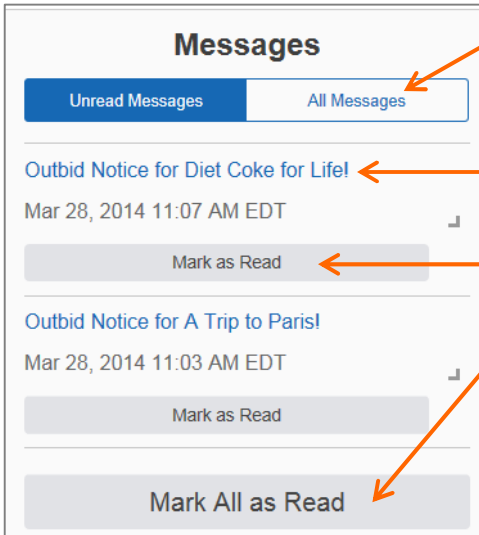
6. There are two types of bids.

Bid exactly this amount: a bid for a specific amount.

Bid up to this amount: a value to bid up to in the assigned bid increments (default option).

<u>Example</u>: A trip to Italy with a current bid of $700 and a bid increment of $50.

- I can place a bid for exactly $750, by selecting *Bid exactly this amount*. Once someone places an $800 bid, I get an outbid notification and need to place another higher bid.
- Alternatively, I can place a maximum bid by selecting *Bid up to this amount.* I can say the most I would pay for the trip is $1200. If the trip is currently at $700 and I select *Bid up to this amount,* the system will place a $750 bid on my behalf and the rest of the guests will see a bid for $750. Once someone places an $800 bid, the site automatically outbids them to $850. In essence, the technology will bid on your behalf up to your maximum amount. Once your *Bid up to this amount* is surpassed, you will receive an outbid notification.
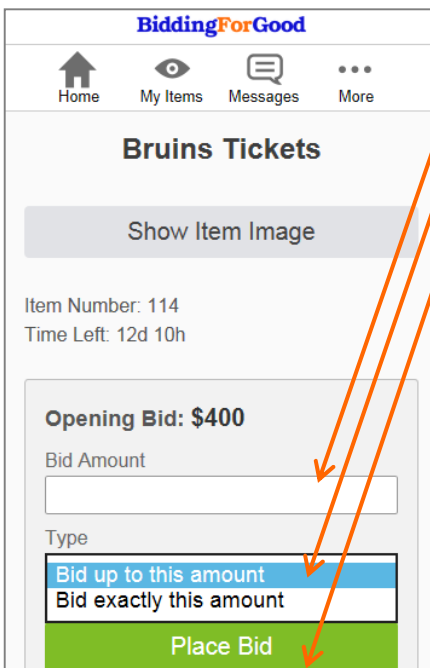
7. To Place a Bid.

- On an item screen, type in a bid amount.
- Select the type of bid you would like – either *Bid up to this amount* or *Bid exactly this amount*. The default is *Bid up to this amount*.
- Press *Place Bid.*

- You will be greeted with the following message for *Bid up to this amount* or a similar message for *Bid exactly this amount.*
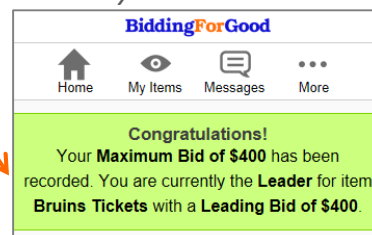
- Once your *Bid up to this amount* is surpassed, you will receive an outbid notification.
- If someone enters *Bid up to this amount* instead of *Bid exactly this amount*, find a BiddingForGood employee.

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