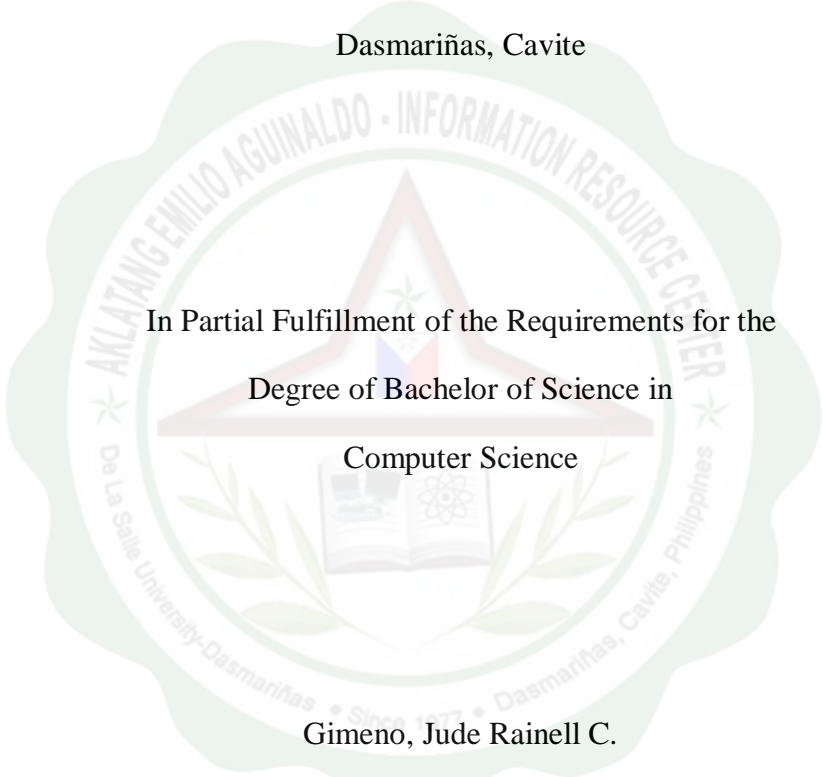




De La Salle University-Dasmariñas

CRYPTOVER : THE COMMUNITY WHERE GREAT DEAL HAPPENS

An Undergraduate Research Presented to
The College of Science and Computer Studies Department
De La Salle University – Dasmariñas
Dasmariñas, Cavite

A large, light green watermark seal of De La Salle University-Dasmariñas is centered on the page. The seal features a central emblem with a star and a cross, surrounded by a circular border containing the text "AKLATANG EMILIO AGUINALDO - INFORMATION RESOURCE CENTER" and "De La Salle University-Dasmariñas • Since 1972 • Dasmariñas, Cavite, Philippines".

In Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in
Computer Science

Gimeno, Jude Rainell C.

Mojica, Kamil L.

Viray, Rinni Jun N.

March 2013



Abstract

Cryptover is a web based community that provides social networking and business services for small business. The objective of the developers is to develop a website which can be used by different individuals to fully understand how the concept of social networking can be applied in ways that will help them grow their businesses. The proponents believe that businesses, no matter how big or small, can be applied in the concept of social networking to help grow businesses. The system is capable of providing users unique features like like image filter, unlimited number of friends, uploading of games and creating a market of your own that will make this system more convenient and easier to use. It is designed to develop a social networking site with a user friendly interface. Objects are placed properly and three click rule was followed in its implementation. The developers take into consideration that the design should be simple as it is in order to avoid confusion and difficulty in using the system.

In order to determine what features are to be added, the proponents consulted students, teachers and friends that are familiar to social networking sites. Survey was also made in order to determine if the proposed system is acceptable. The gathered data from the respondents plays a pivotal role for the further improvements that can still be made in the system and at the same time it also serves as the feedback from the users that will know its effectiveness.

The proponents decided to use ASP. This software uses Microsoft .NET Framework 4.0 which provides the services that the proponents need in order to create



the proposed website. A Microsoft SQL Server 2008 database is used to store and retrieve all the data that includes personal information, transactions, reports and other information related to functions being done within the system.





Table of Contents

Chapter 1: Introduction

Project Context	1
Statement of the Problem	3
Purpose and Description	4
Objective of the Study	7
Scopes and Limitations of the Study	8

Chapter 2: Review of Related Literature

Facebook	10
LinkedIn	11
TagWorld	12
Koolkart	13
Direct Marketing	14
Talkbiznow	16
Multiply	17
Sulit.com.ph	18



AyosDito.ph	19
Lazada Philippines	20
Chapter 3: Technical Background	
Research Paradigm	22
Concept of the study	28
Conceptual Operation	32
Conceptual Process	34
Software, Hardware and Human Resource Requirements	37
Operational Definition of Terms	39
Chapter 4: Design and Methodology	
Project Development	43
Development Planning	63
Analysis Requirements	64
Evaluation of the Project	65
Chapter 5: Results and Discussion	
Instruments used to Gain Result	71



Presentation of Results and Discussion	73
Interpretation of Data based from the objectives of the study	78
Chapter 6: Conclusions and Recommendations	
Conclusion	81
Recommendations	83
Bibliography	85
Appendices	86
A. Data Flow Diagram	
B. Survey Questionnaire	

