De La Salle University - Dasmariñas

An Online Pinoy Social Marketplace

Palitang Pinoy

A Special Problem

Presented to

The Computer Studies Department

College of Science and Computer Studies

De La Salle University – Dasmariñas

In Partial Fulfillment

of the Requirements for the Degree of

Bachelor of Science in Information Technology

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February 2013

ABSTRACT

The emergence of e-commerce websites is becoming to conquer the internet world and is starting to build up their own name in terms of business-related practices. Most of these websites primarily serve as the bridge between home-based businessmen and home-based consumers. But as technology grows, the ordinary businesses in the industry tend to utilize this kind of strategy in order to become more accessible to their consumers. However, some companies remain to perform traditional commerce, because they need to have personal touch to their customers.

Businesses of different categories and forms are becoming more and more interested to electronic commerce because of several reasons which includes: a cheaper marketing strategy, a pool of potential consumers, and most of all a lesser time and effort for managing. With the following reasons, the rise of e-commerce in the internet world and the business world also increased in order to accommodate the needs of their consumers.

PalitangPinoy is an online Pinoy social marketplace where users can buy and sell their products and/or services to other users. The website includes a combination of the good features of other e-commerce websites that already exist and is now widely used by different consumers. Additionally, the website introduces several

new features that will be of great help for both buyers and sellers. One of these is the Credibility Level of a seller, which can help buyers to ensure that the product or service that they are purchasing is reliable. Another is the account type, where users can choose between Personal Account Type and Business Account Type both of different purposes. Another added feature is the SMS-type notification where users can receive alerts about their products (e.g., new comments, new feedbacks). Email type notification is also an added feature. Another one is the premium features which include: ads on top of searches, DIY banner ads, and Premium accounts all can be purchased using Coins. And lastly, the main feature for swapping items, which is almost the same as selling a product but of different purpose.

The proponents of this study are on a pursuit of finding whether or not users of PalitangPinoy will perceive the website's goals and objectives complete. Through user feedbacks from those who used the website, the proponents developed and enhanced new prototype implementations according to what users want and need. By reviewing these feedbacks, the proponents made several modifications and eliminations during the development to build not the best online marketplace but a very usable online marketplace.

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