

**1. Problem Background**

- Sales across the UPRM campus are done by different means and can be tedious for students, especially new students.
- Students are forced to visit different institution managed websites or social media spaces to be able to find what they are looking to buy, such as: food, books, lab coats, etc.
- Students should be able to find everything they are looking for without having to visit too many places or waiting a lot of time in a line.

**2. Target**

- The goal is to have created, by November 2022, a platform where students and personnel (cafeteria, library, and administration workers) can buy, sell, or advertise items, services, etc. in an organized and simple way.
- Students, as well as other personnel, feel they have a safe space where they can get all the services they need.

**3. Causes**

- Problem: Sales across the campus are done in very different ways, causing some to not receive the attention at all or are difficult to find for students.
- Why? There is no consolidated platform for sales in the UPRM campus.
- Why? Information about sales is dispersed through institutional websites, social media, email, etc.
- Why? Students must search all over the place to get the service they need.
- Why? Advertisements for events or activities are sometimes placed in outdated institutional sites.
- Why? Current sites are not user or attractive towards students.

**4. Countermeasures**

- As a web application, the tool can be used by cafeteria, library, and institution personnel, as well as students, to advertise or conduct sales.

| Category                 | Possible Countermeasures   |
|--------------------------|--|
| Cafeteria/ Food Services | Personnel can add a daily menu of what is available.                                       |
|                          | Students can create a pickup order, helping reduce lines.                                  |
| Library                  | Personnel can add what materials are available daily.                                      |
|                          | Students request service through an order or digital ticket.                               |
| Institution              | Personnel can organize the different institutional sales such as the zeal for the parking. |
|                          | Professors can sell their books through app.   |
| Students                 | Students can add used books or materials to sell.  |
|                          | Students can advertise association or club sales.  |

**5. Check/Evaluate**

- The project's success can be determined by various factors:
  - A growth in users, and a high percentage of active users.
  - Surveys ran periodically to guarantee user satisfaction.
  - Use of data to revise which parts need to be tweaked for efficiency.
- Platform would be advertised by the institution itself to bring more users. Social media, emails, or activities such as free workshops can help spread its use.

**6. Act/Standardize**

- User feedback will be essential for the project's continued growth, helping improve deficient areas. This will also help advertise the project more.
- Improvements may include servicing other institutions or even local food businesses around the campus area.