



### IT223 – Advance Database Systems PROJECT PROPOSAL

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**Title:**

**BizShowcase: Interactive Advertisement Platform for Businesses**

**Proponents:**

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**Kyla Jalique – UI/UX Designer**

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**Project Description:**

The **BizShowcase** System is a web-based platform that enables physical shop owners and business owners to showcase their products in a preview-only format. Customers can browse these products, leave comments, and provide ratings while also viewing shop details such as location and shop type. The system is designed to enhance business visibility and customer engagement through interactive feedback and structured business profiles.

The proposed website follows a structured workflow to ensure smooth interaction between business owners, customers, and administrators. Business owners register their shops and upload product previews with descriptions and images. Before their shops and products are visible on the platform, they must receive permission from the administrators for review and approval. Customers can browse the listed products, view shop details, and engage by leaving comments and ratings. An admin panel is integrated for system management, allowing administrators to oversee user activities, approve business registrations, and moderate content. The system also incorporates a search feature to help users filter businesses by category and location, improving accessibility and user experience.

**General Objectives:**

To develop an interactive advertisement system that allows business owners to showcase their products while enabling customers to preview, comment on, and rate these products effectively.

### **Specific Objectives:**

- **Develop a user-friendly platform** for business owners to register their shops and display product previews.
- **Implement a customer interface** where users can browse products, leave comments, and provide ratings.
- **Provide an admin panel** to manage business and customer accounts, moderate content, and generate system reports.
- **Integrate a structured search functionality** to allow customers to filter shops based on location and category.

### **Scope and Limitations:**

#### **Scope:**

The system allows business owners to create and manage shop profiles, upload product previews, and receive feedback through customer comments and ratings. Before their business profiles and products become publicly visible, they must be reviewed and approved by the admin to ensure quality and authenticity. It includes an admin panel for content moderation and user management while providing an intuitive search feature for customers to find businesses based on their category and location. The system aims to enhance business exposure and customer engagement through an interactive platform.

#### **Limitations:**

The system does not support direct online transactions or product purchases, as it is designed solely for advertisement purposes. Real-time messaging or chat functionalities are not included, limiting direct communication between customers and business owners. Additionally, customers cannot request orders through the system, and all business verifications must be manually approved by the admin to ensure authenticity.