



MOLE
Market Place Of Legends

**Kampus
Merdeka**
INDONESIA JAYA



IF PROGRAM STUDI
TEKNIK INFORMATIKA
POLIBATAM

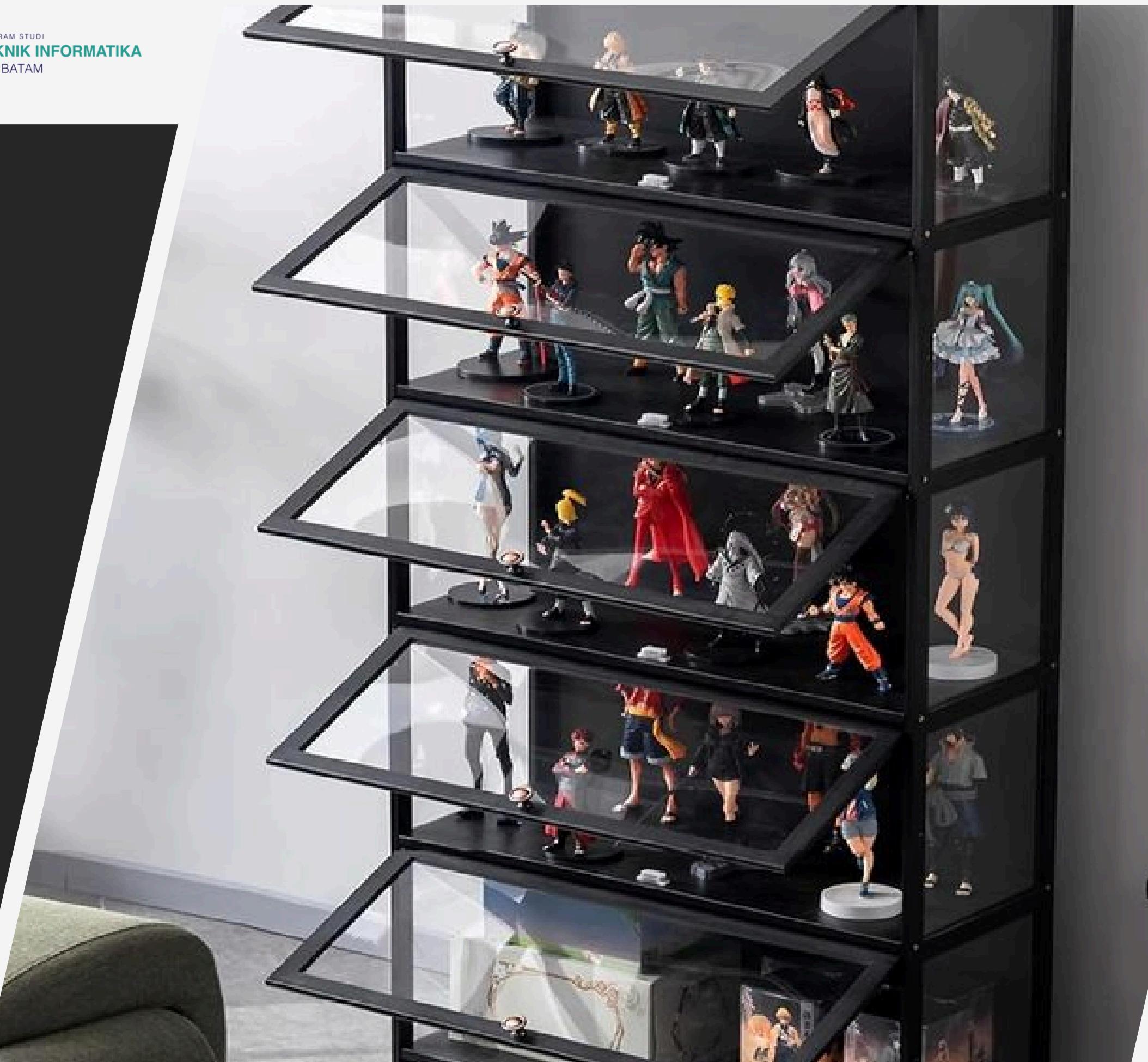
P R E S E N T A T I O N

WEBSITE FOR ACTION FIGURE

MANAGER PROYEK

Yeni Rokhayati, S.Si., M.Sc

× × × ×





TEAM PROJECT

working together to create MOLE (Marketplace of Legend) –
a platform dedicated to action figure collectors.



3312401014
WAHYUDI (Leader)



3312401010
Vincent Bayu Pradya Putra



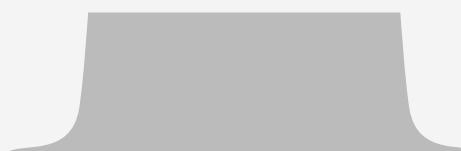
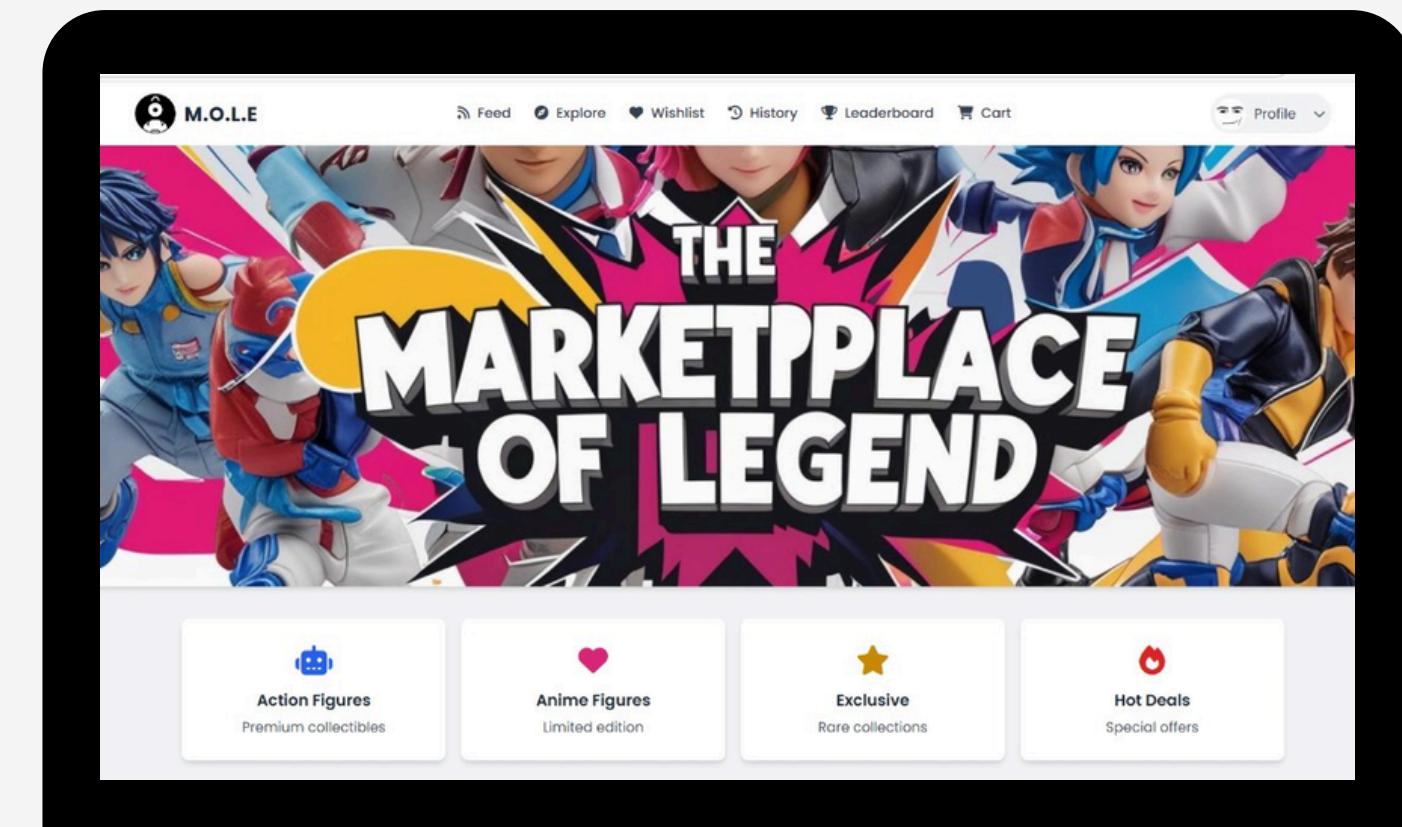
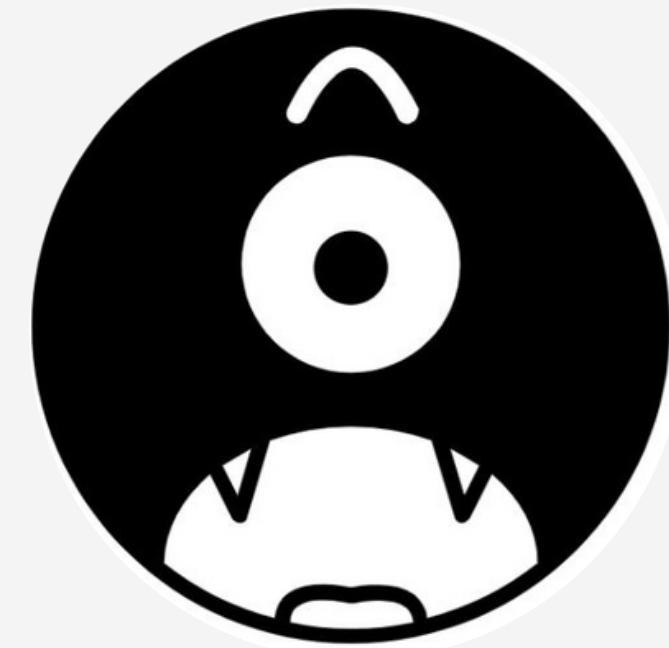
3312401005
Marsel Vicentius
Paltakma Naibaho



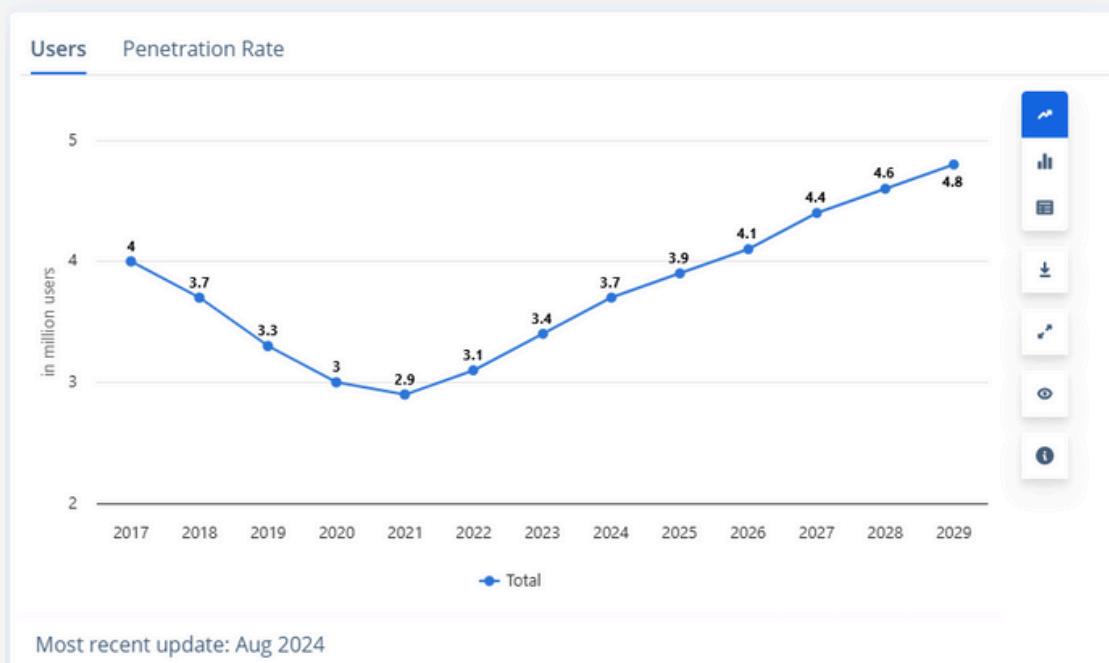
3312401029
Firli Hanifurahman

WHAT IS M.O.LE ?

MOLE (Marketplace of Legends) is a dedicated web platform for action figure collectors—combining trusted transactions, community interaction, and buyer appreciation.



Market Insights & Competitive Landscape



Market Insight – Action Figures User Growth

Key Insights:

- User base is growing significantly (2.9M to 4.8M)
- 30–40% of market share is held by minor brands
- Big players focus on production, not community

Market Share Analysis by Company

Company Name	Estimated Market Share (%)
The LEGO Group	18-24%
Hasbro	14-20%
Bandai Namco Holdings Inc.	10-16%
Mattel	8-12%
Spin Master	6-10%
Other Companies (combined)	30-40%

Competitive Landscape – Action Figures Market

Our Positioning:

- A curated marketplace and social platform for collectors
- Empowering discovery, buying, and engagement

BACKGROUND: REAL-LIFE PROBLEM



In recent years, interest in action figures and collectible items related to games, anime, and movies has significantly increased. both **newcomers** and **experienced** collectors face key challenges:



No centralized platform for action figure-focused trading

Users are overwhelmed by irrelevant products on general marketplaces



Lack of beginner-friendly experience

New users have no idea what to collect or how to start



Absence of a strong collector community,

limiting interaction and engagement.



Because of these problems, we created MOLE (Marketplace of Legend) – a platform that not only connects collectors, but also welcomes and guides new enthusiasts into the world of collectibles.





THE SOLUTIONS !

Leaderboard

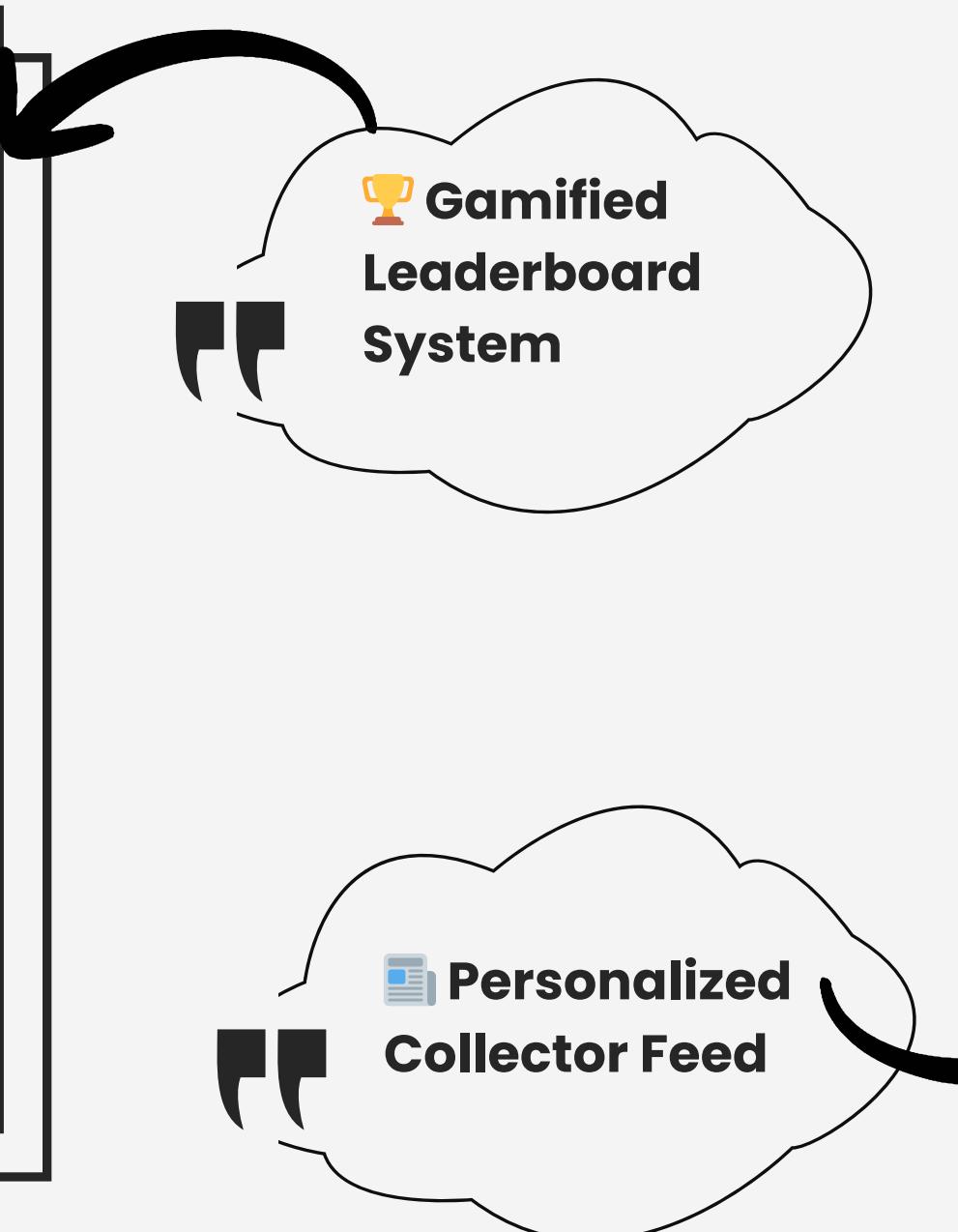
1st

12

4 Belum ada peserta Slot kosong 0 EXP

5 Belum ada peserta Slot kosong 0 EXP

6 Belum ada peserta Slot kosong 0 EXP



MoFeed

Sukses! Post disukai!

admin 12 seconds ago

[Limited Edition] Naruto Uzumaki – Sage of Six Paths Action Figure

Rasakan kekuatan penuh mode Rikudo Sennin! Action figure Naruto Uzumaki dengan detail tinggi, dilengkapi tongkat hitam dan cloak transparan. Cocok untuk kolektor sejati.

Tinggi: 20 cm

Material: PVC premium

Termasuk box eksklusif

Hanya tersedia 100 pcs!

NARUTO Sage of Six Paths Mode

ANIME HEROES

UZUMAKI NARUTO

SAGE OF THE SIX PATHS MODE

MOM TOYS

1 0 Comments

▼ "By combining social interaction and gamification, MOLE becomes a space for both newcomers and expert collectors."

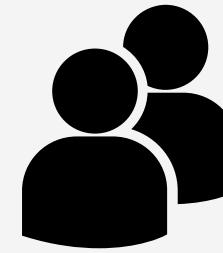


SYSTEM DESCRIPTION



SELLER : MANAGE PRODUCTS, PROCESS PAYMENT TRANSACTIONS

"MOLE is more than just a marketplace – it's a social hub for passionate collectors."

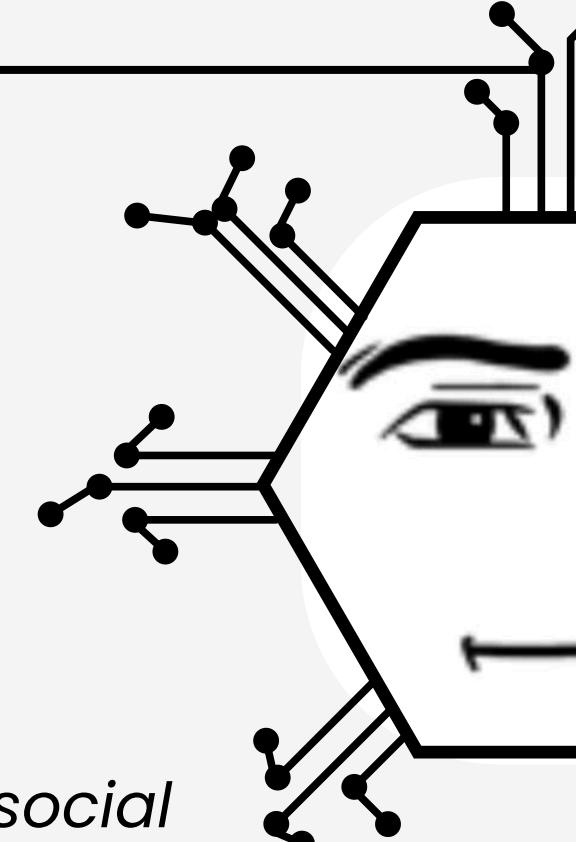


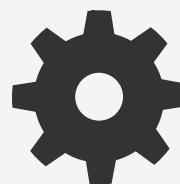
BUYER : CAN REGISTER, LOG IN, ADD ITEM TO WHISLIST, SEARCH PRODUCT AND BUY ITEM



⚙️ Core Features:

- Curated action figure marketplace
- Interactive content feed (like, comment, share)
- Secure checkout system with purchase history
- EXP-based leaderboard (Bulk Buyer, Loyal Hunter, Premium Collector)
- Wishlist, user profile





SYSTEM DESCRIPTION

Functional Requirements

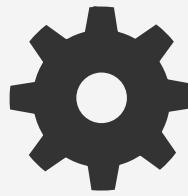
No	Function	Description
FR-001	User Authentication	Users can register, login, and manage profiles
FR-002	View & Manage Orders (Seller)	Seller can view order list, process, and update order status
FR-003	Sales report (Seller)	Display sales data and store activity data
FR-004	Product CRUD	Seller can manage (add, delete, edit, view) products
FR-005	Transactions	Buyers can place orders, make payments, and track orders
FR-006	Leaderboard & achievement system	A reward system for buyers based on activity on the website, each purchase will generate EXP
FR-007	Post Feed	Posts feature for community forums Users can create, like and comment on posts
FR-008	Ratings & Reviews	Buyers can leave reviews on products sold by sellers
FR-009	Product filter & search	Data can be shown based on certain conditions as desired
FR-010	Wishlist	Wish list to store dream products
FR-011	FaQ & Contact us	Help center to assist users if there are some difficulties encountered

Functional Requirements

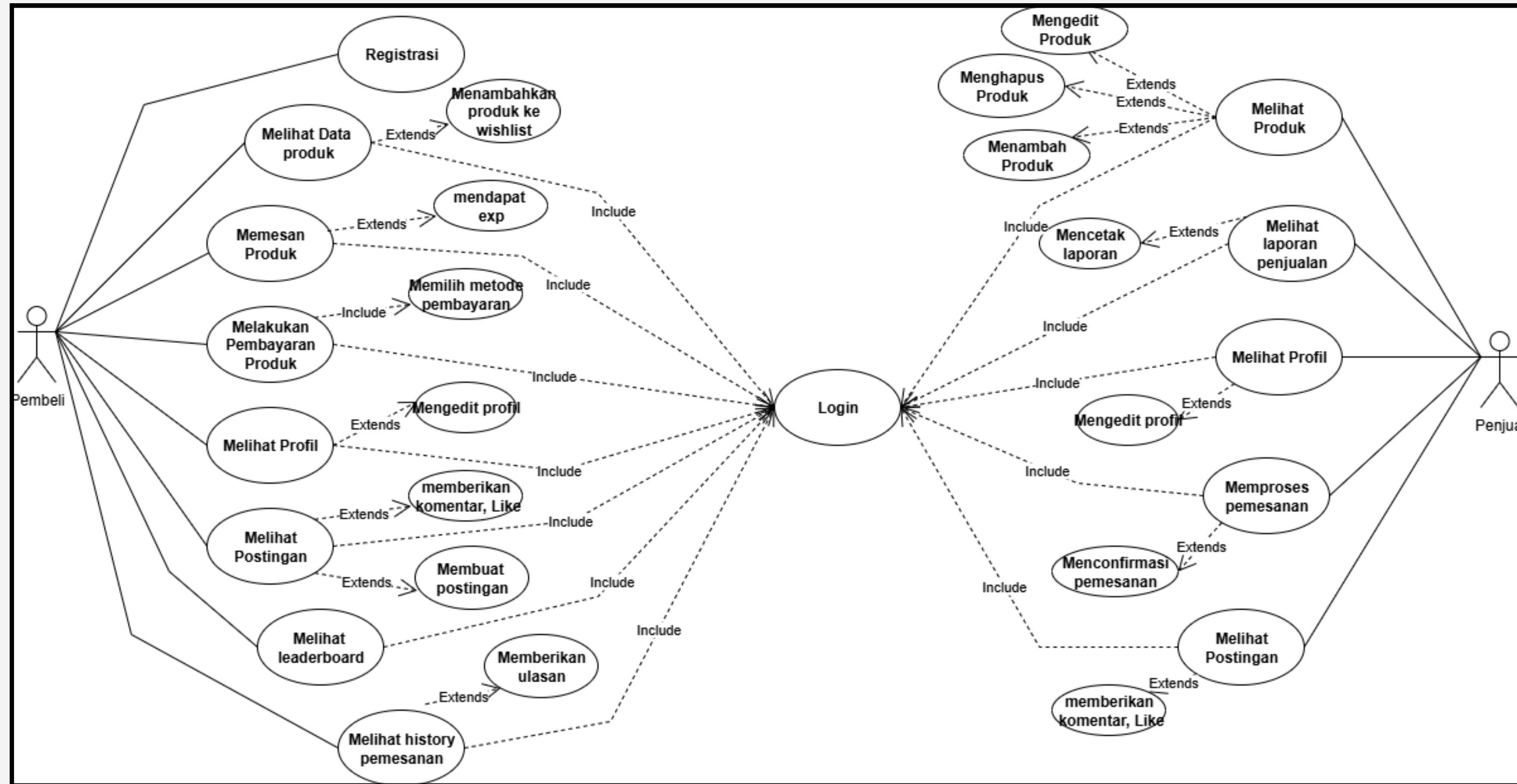
FR-012	Notifications	The system should provide alerts for certain activities performed by the user.
FR-013	Order History and order tracking	The system displays the purchase history and can display the status of ongoing orders.
FR-014	Product Recommendation	the system can display product data based on certain conditions (Shopping history, best-selling products, and products with product reviews)

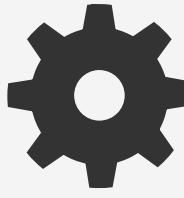
Non-Functional Requirements

NO	FUNCTION	DESCRIPTION
NFR-001	Security	The system should have encryption on user and transaction data
NFR-002	Responsive	Can be accessed comfortably on desktop
NFR-003	Fast Performance	Page loading time should be fast for a good user experience
NFR-004	User-Friendly Interface	Design that is easy to use and does not confuse the user

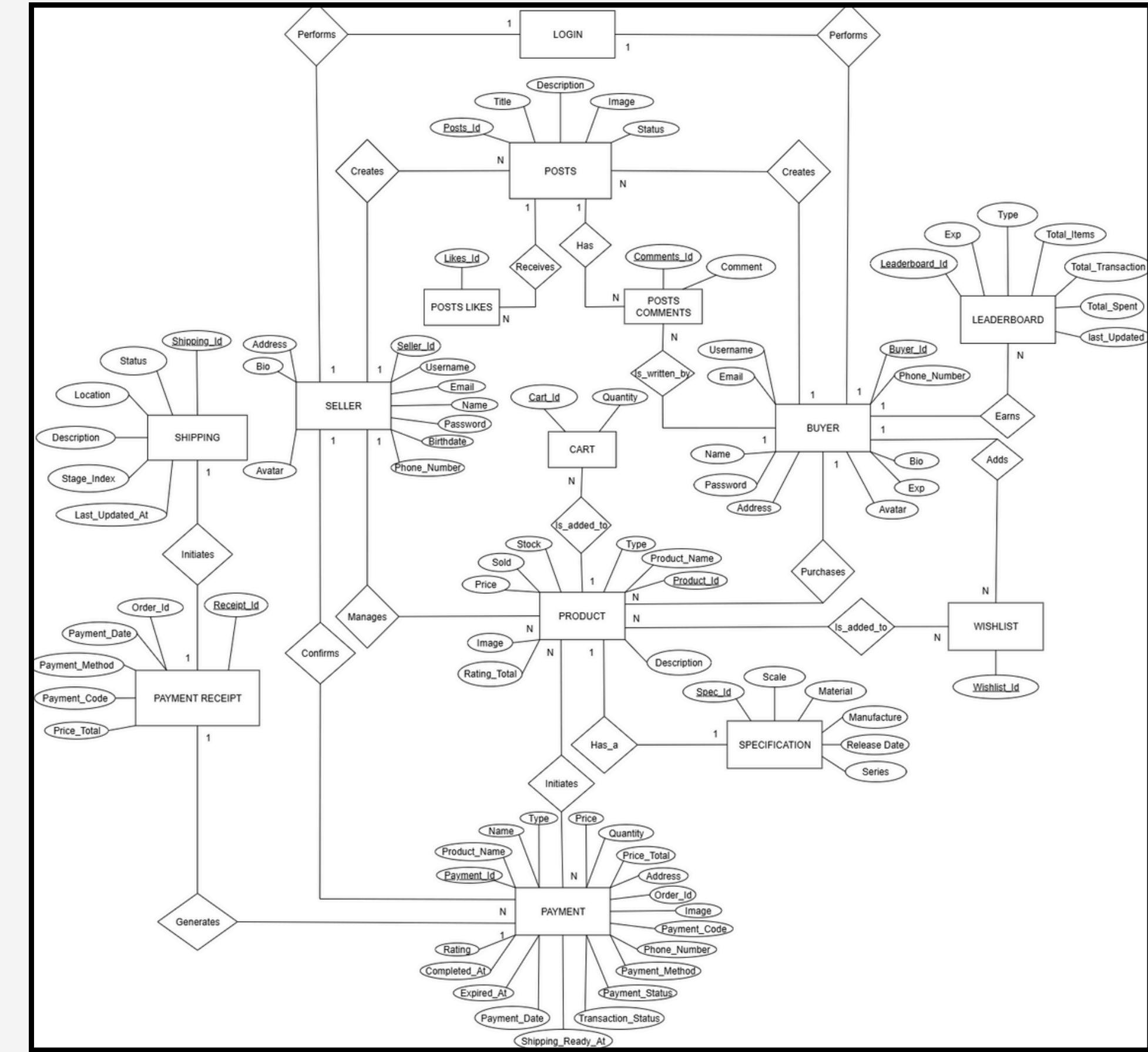


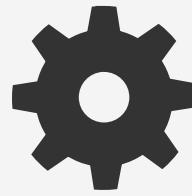
Use Case Diagram



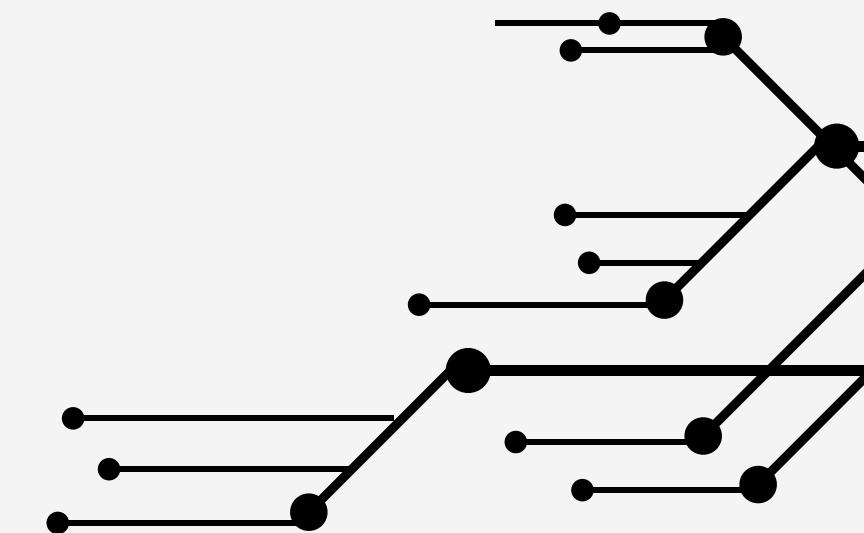
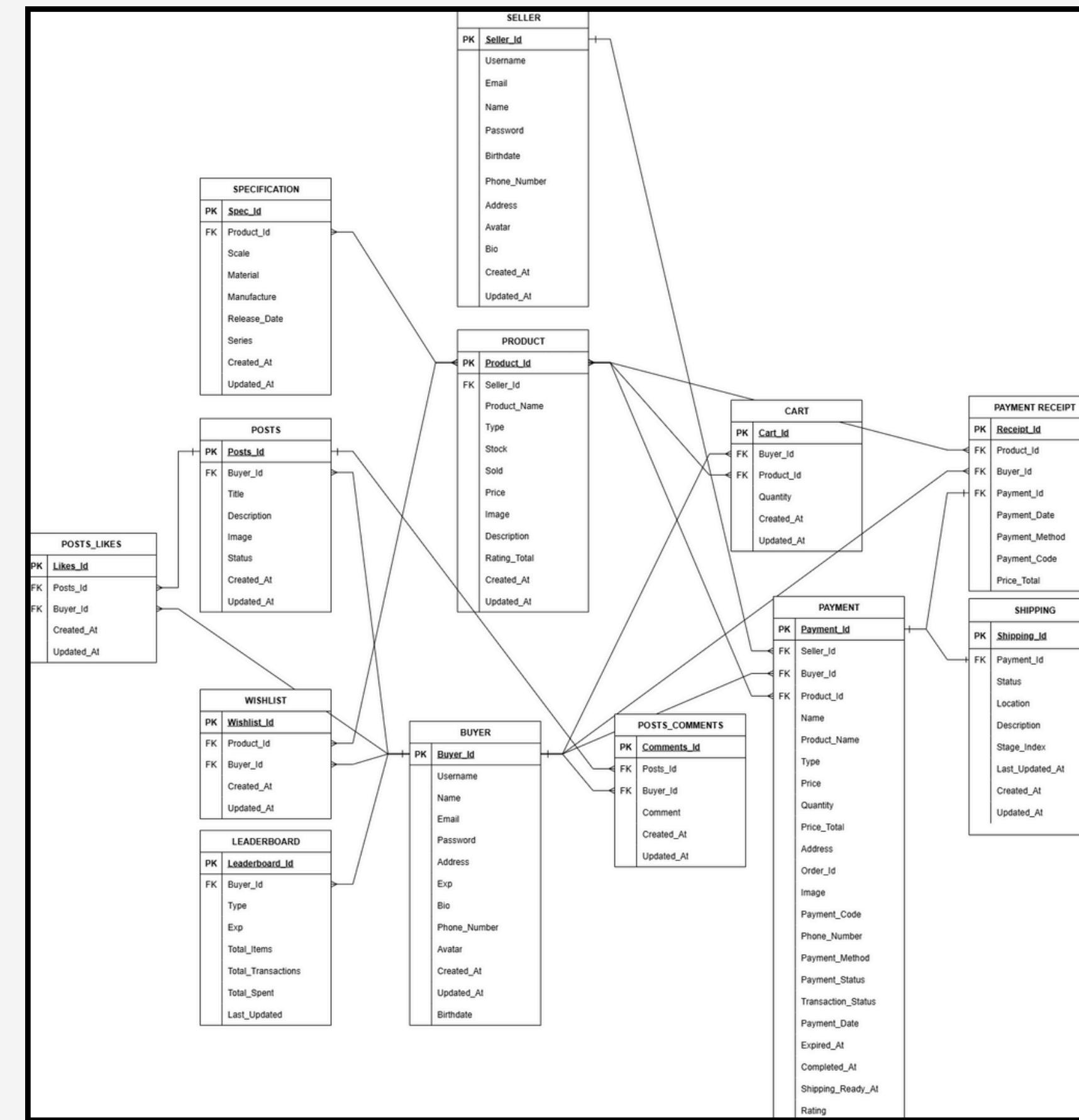


Entity Relational Diagram





Schema Relasional

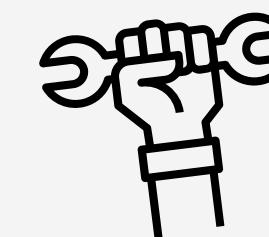




TECHNICAL CHALLENGES & TOOLS USED



WE FACE **CHALLENGES** IN FIXING BUGS,
RESPONSIVENESS AND DATA SECURITY



To solve these, we used: Figma for design,
Tailwind CSS for layouts, Laravel & MySQL for
backend, and tested everything to make
sure it works perfectly

Thank You
