

Cebu Institute of Technology – University  
College of Computer Studies

CCS 615 – Project Proposal Sheet

<b>Proponents</b> <ul style="list-style-type: none"><li>• Apas, Andri</li><li>• Keh, Danrave</li><li>• Oppura, Judiel</li><li>• Pacaña, Vincent</li><li>• Pajares, Josemar</li></ul>
<b>Pain Point</b> <p>Various users of digital marketplaces like "<b>ByteMarket</b>" may encounter several challenges that impact their experience. Difficulty in discovering desired products can make navigation cumbersome, especially with a vast inventory of games and software. Payment processing may be inconvenient, with users facing issues like slow e-wallet transactions or insufficient funds. Additionally, customers may lose track of items they intend to purchase, missing out on promotions or discounts. Managing orders and downloads can also be complex, particularly for users who need easy access to their digital products. Lastly, a tedious sign-up process may discourage potential users, leading to abandoned and hassle registrations.</p>
<b>Solution</b> <p>Solutions can be implemented to address pain points in digital marketplaces. Enhancing the product search feature with advanced filters and personalized recommendations based on users' browsing and purchase history can simplify product discovery. Streamlining the payment process with faster transaction times and immediate confirmation reduces frustration during purchases. Strengthening the rating and review system encourages users to provide feedback, helping others make informed decisions. Enhancing the wishlist with automated notifications ensures users don't miss deals. Improving order tracking with detailed history and download links aids post-purchase management while simplifying user registration with social media sign-in speeds up the onboarding process.</p>
<b>Title</b> <p><b>"ByteMarket"</b> Project</p>
<b>Features</b>

- **Cart Feature:** This adds to cart.
- **Wishlist Feature:** A user can add a product to their wishlist.
- **E-Wallet Feature:** A user can load electronic money.
- **Rating Feature:** A user can rate a product.
- **Product Search:** A user can search a product.
- **User Registration/ Login feature:** A user can create an account and have.
- **Analytics/Dashboard:** This feature will provide users with insights into their shopping habits, while offering sellers and administrators real-time metrics on sales performance and customer preferences to inform business decisions and enhance marketplace activities.

**NOTE:**

- 1.) Write 100-word paragraph for PAIN POINT and SOLUTION.
- 2.) Enumerate the FEATURES in bullet format. Use another sheet if needed.
- 3.) In specifying the features (proposed features), make sure each feature is SMART
  - Specific, Measurable, Attainable, Realistic, Time-bound
- 4.) Provide a brief description for each feature.
- 5.) Include Analytics in your proposal.