GROUP 1 – NTUMART

A new & better NTU Marketplace with enhanced user experience
"By NTU students, for NTU students"

ABSTRACT

The NTUMart project is an innovative online marketplace designed to meet the buying and selling needs of the Nanyang Technological University (NTU) community. This platform aims to provide students and staff with a convenient and secure space to exchange a wide range of items, from textbooks and electronics to furniture and event tickets.

This marketplace is set to have a positive impact in the NTU community, promoting sustainability through item reuse and reducing the financial burden on the students.

METHODOLOGY

PROJECT INITIATION

1. Defining project scope, objectives and constrains.

2. Split up according to relevant skills

3. Identify target audience

MARKET ANALYSIS

1. Conduct surveys on NTU student body to gather feedback on needs and feasibility

2. Analyse feedback gathered to refine product to improve product-market fit

DESIGN AND DEVELOPMENT

1. Create a user-friendly interface

2. Develop the platform including user registration, item listing, messaging

3. Implement security measures
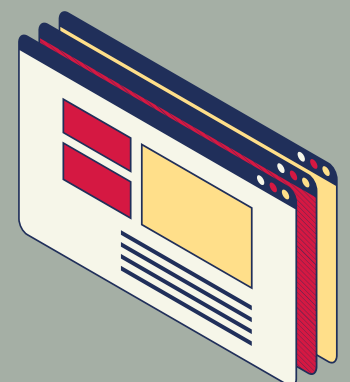
TESTING AND QUALITY ASSURANCE

1. Test for bugs and errors

2. Security and integrity testing

3. Assess success of transactions conducted through app

INFORMATION ENGINEERING & MEDIA DESIGN AND INNOVATION PROJECT