

ELBIDS: A WEB-BASED ONLINE AUCTION SYSTEM FOR UPLB STAKEHOLDERS

ABSTRACT

Facebook groups were used as an alternative platform for an online marketing tool to provide accessibility without lacking time and distance. The Facebook group named “ElBids” was not efficient to handle many bidding items at once and was not safe because of the non-existing authentication. The study was used to fully utilize the modern technology available to create an official ElBids web application that can provide better user experiences and user interfaces while ensuring safer transactions. By using the System Usability Scale (SUS), the web application got a score of 84.28 which exceeds a passing score of 68.00; hence, the web application is considered effective and usable.

Keywords: auction, electronic commerce, social media platform, marketing tool

