

West Visayas State University
COLLEGE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY
La Paz, Iloilo City



Pasabay

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PROPOSED TITLE

Pasabay

ABSTRACT

The informal *pasabuy* (personal shopping) and *padala* (package sending) economy in the Philippines represents a massive, yet highly inefficient and insecure market, currently operating through chaotic social media groups. This project proposes the development of **Pasabay**, a mobile application designed to formalize this existing peer-to-peer behavior by creating a structured and trustworthy marketplace. Pasabay functions as a crowdsourced logistics platform, connecting users needing items delivered with ordinary commuters already traveling along a specific route. Core features designed to build trust and efficiency include user profile verification, a transaction logging system for confirming external payments and key delivery milestones, a transparent two-way rating system, and a streamlined interface for posting trips and requests. By leveraging pre-existing travel, the platform aims to provide an affordable logistics alternative for inter-town deliveries, create supplemental income opportunities in alignment with SDG 8 (Decent Work and Economic Growth), and contribute to more sustainable communities (SDG 11). Ultimately, Pasabay seeks to build a layer of digital trust upon a deeply ingrained Filipino practice, turning community-based logistics into a secure, viable, and scalable enterprise.

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PROBLEM

In the Philippines, a vast and vital informal logistics network thrives on the cultural practices of *pasabuy* (requesting a purchase) and *padala* (sending items). Millions of Filipinos, particularly those connecting urban centers like Iloilo City with their provincial hometowns, rely on this peer-to-peer system daily to transport goods, access items, and stay connected with family.

Currently, this multi-million peso economy operates almost entirely within the chaotic and unstructured environment of social media platforms like Facebook and Messenger. While accessible, this system is fundamentally flawed, suffering from critical deficiencies:

- **Lack of Security.** Transactions are based on pure trust, leaving users highly vulnerable to financial scams, item theft, and damage with no formal recourse or payment protection.
- **Gross Inefficiency.** Users must manually sift through hundreds of disorganized, non-chronological posts to find a traveler going their way, leading to significant wasted time and missed opportunities.
- **Absence of Accountability.** There is no standardized system for verifying a user's identity or tracking their reputation, making it impossible to distinguish reliable community members from potential fraudsters.

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The consequences of this flawed system are significant: legitimate online sellers are hesitant to serve provincial customers, students and families are forced to pay exorbitant fees to formal couriers as their only safe alternative, and potential earnings for honest commuters are lost amidst the digital noise and lack of trust.

Therefore, the central problem is the absence of a dedicated digital platform that can formalize this existing, high-volume behavior by providing the necessary layers of security, efficiency, and trust that the current informal system completely lacks.

CURRENT SOLUTION

While there is no direct competitor that perfectly replicates the peer-to-peer, crowdsourced logistics model of **Pasabay**, the problem is currently being addressed by a combination of three distinct solutions. Pasabay positions itself by taking the best attributes of each while solving their critical flaws.

1. The Informal Social Media Ecosystem (Primary Current Solution)

This is the largest and most direct competitor, as it's where the target behavior currently resides.

- **How It Works:** Transactions are initiated and coordinated within public or private Facebook Groups (e.g., "Iloilo Pasabuy & Padala," "Antique Online Market") and managed through private chats on Messenger. Payments are typically made via direct, irreversible transfers on GCash or Maya.
- **Strengths:**
 - **Massive User Base:** Nearly the entire target market is already on these platforms.
 - **No Cost:** There are no platform fees or commissions.
 - **Low Barrier to Entry:** Anyone with a Facebook account can immediately participate.

- **Weaknesses (The Opportunity for Pasabay):**

- **Zero Security:** High prevalence of scams, ghosting, and theft with no financial protection.
- **Highly Inefficient:** Discovering a traveler for a specific route is a manual, time-consuming process of scrolling through a chaotic, non-chronological feed.
- **No Accountability:** There is no formal reputation or rating system, making it impossible to assess the reliability of a stranger.
- **Disorganized:** Managing multiple requests or tracking an item's status is a logistical nightmare for both parties.

2. On-Demand "Pabili" & Delivery Apps (Secondary Competitor)

These are the established tech players in the logistics space.

- **Competitors:** Grab (Grab Pabili, Grab Express), Lalamove (Purchase Service), Maxim.
- **How It Works:** Users book a professional or semi-professional rider to perform an immediate task, such as buying an item from a store or delivering a package from Point A to Point B.
- **Strengths:**
 - **Speed & Convenience:** Excellent for urgent, on-demand needs.
 - **Platform Trust:** The transaction is backed by a corporate entity with customer support and GPS tracking.

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- **Weaknesses:**

- **High Cost:** The formal, distance-based fee structure makes them significantly more expensive than informal methods.
- **Limited Geographic Scope:** Their model is optimized for **intra-city deliveries** (e.g., within Iloilo City proper) and is not cost-effective or widely available for inter-town or provincial routes.

3. Traditional Courier Services (Secondary Competitor)

These are the legacy, branch-based logistics providers.

- **Competitors:** LBC, J&T Express, JRS Express.
- **How It Works:** Customers bring a pre-packaged item to a physical branch, fill out paperwork, and pay for shipping. The company then transports the item through its hub-and-spoke logistics network.
- **Strengths:**
 - **Security & Reliability:** Very secure for sending valuable or important items.
 - **Nationwide Network:** They can reach almost any destination in the Philippines.

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- **Weaknesses:**

- **Cannot Handle "Pasabuy":** Their service is strictly for *padala*; they will not purchase an item on a customer's behalf.
- **Slow:** Deliveries, especially to provincial areas, can take several days.
- **Inconvenient:** Requires the sender to package the item and travel to a physical branch during operating hours.
- **Cost:** While reliable, they can be an expensive option for small, low-value items.

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PROPOSED SOLUTION

The proposed solution is **Pasabay**, a peer-to-peer mobile application designed to formalize, secure, and streamline the informal *pasabuy* and *padala* economy in the Philippines. The application functions as a two-sided marketplace, connecting a "Requester" (a user needing an item bought or delivered) with a "Traveller" (a user who is already making a journey along the required route). By creating a centralized platform, Pasabay replaces the chaotic, inefficient, and insecure nature of social media groups with a structured and reliable system.

What sets Pasabay apart is its unique **crowdsourced logistics model**. Unlike on-demand delivery apps that dispatch a rider for a special trip at a premium cost, Pasabay leverages the millions of pre-existing, routine journeys made by ordinary commuters, students, and drivers every day. This makes the service fundamentally more affordable and perfectly suited for planned, inter-town, and provincial deliveries that are currently underserved.

Furthermore, unlike the high-risk environment of social media, Pasabay introduces a critical **scaffolding of trust** through three core features: **(1)** a formal transaction logging system where users can confirm external payments and delivery milestones to create a digital paper trail; **(2)** a user verification process to ensure accountability; and **(3)** a transparent, two-way rating system to build a community of reliable and reputable users.

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OBJECTIVES

This mobile application aims to revolutionize the informal peer-to-peer logistics network in the Philippines by providing a secure, efficient, and community-driven platform for *pasabuy* and *padala* services.

Specifically:

1. **To develop a mobile application that** serves as a centralized and organized marketplace connecting 'Requesters' with 'Travelers' for inter-town and provincial deliveries.
2. **To integrate a transaction confirmation and dispute resolution system,** where users can formally log external payments (e.g., by uploading a screenshot of a GCash transfer), confirm key stages like pickup and delivery, and report issues with supporting evidence, thereby creating a digital paper trail to enhance user accountability.
3. **To provide** a significantly more affordable and reliable logistics alternative for individuals and small businesses compared to traditional couriers and on-demand delivery apps, especially for provincial routes.
4. **To be able to** create supplemental income opportunities for ordinary commuters and drivers, allowing them to monetize their

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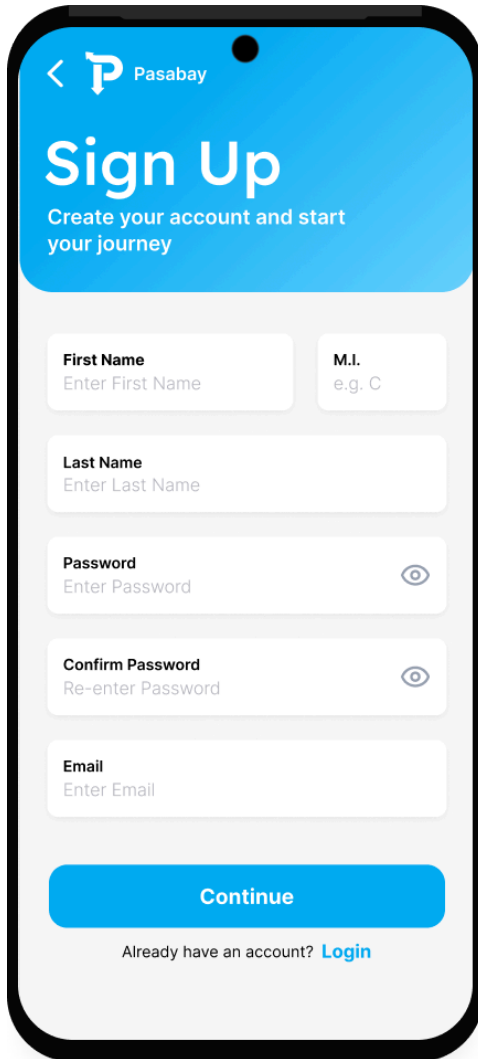
existing travel routes and contribute to a more efficient and interconnected community-based economy.

MOBILE APP PROTOTYPE



Figure 1. Landing Screen

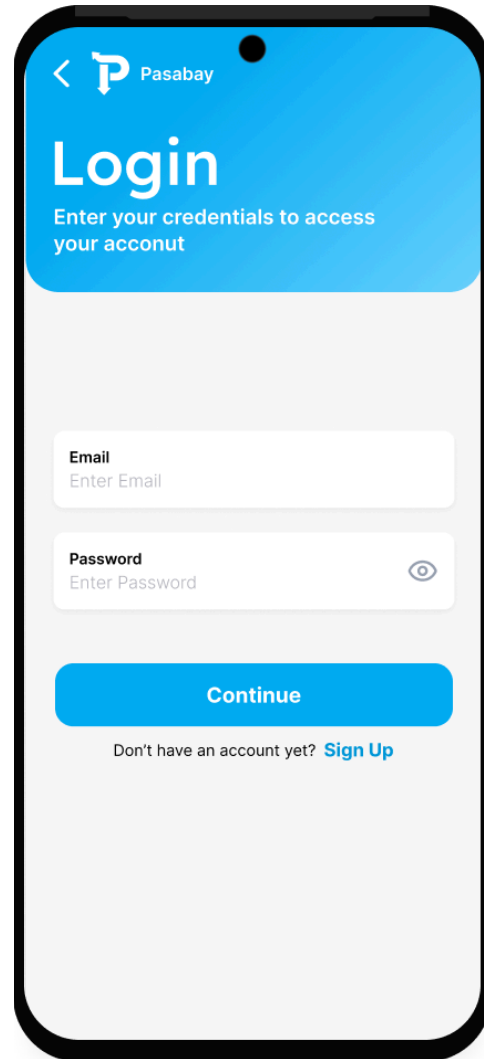
The landing screen displays the Pasabay logo, tagline, and main navigation buttons.



The Sign Up screen features a blue header with a back arrow, the Pasabay logo, and the title 'Sign Up'. Below the header, the subtitle 'Create your account and start your journey' is displayed. The form includes fields for 'First Name' (with placeholder 'Enter First Name'), 'M.I.' (with placeholder 'e.g. C'), 'Last Name' (with placeholder 'Enter Last Name'), 'Password' (with placeholder 'Enter Password' and an eye icon), 'Confirm Password' (with placeholder 'Re-enter Password' and an eye icon), and 'Email' (with placeholder 'Enter Email'). A blue 'Continue' button is at the bottom, with a link 'Already have an account? Login' below it.

Figure 2. Sign Up Screen

The Sign Up screen allows new users to create an account by entering their personal details such as name, email, and password.



The Login screen features a blue header with a back arrow, the Pasabay logo, and the title 'Login'. Below the header, the subtitle 'Enter your credentials to access your account' is displayed. The form includes fields for 'Email' (with placeholder 'Enter Email') and 'Password' (with placeholder 'Enter Password' and an eye icon). A blue 'Continue' button is at the bottom, with a link 'Don't have an account yet? Sign Up' below it.

Figure 3. Login Screen

The Login screen enables returning users to access their existing accounts by entering their email and password.

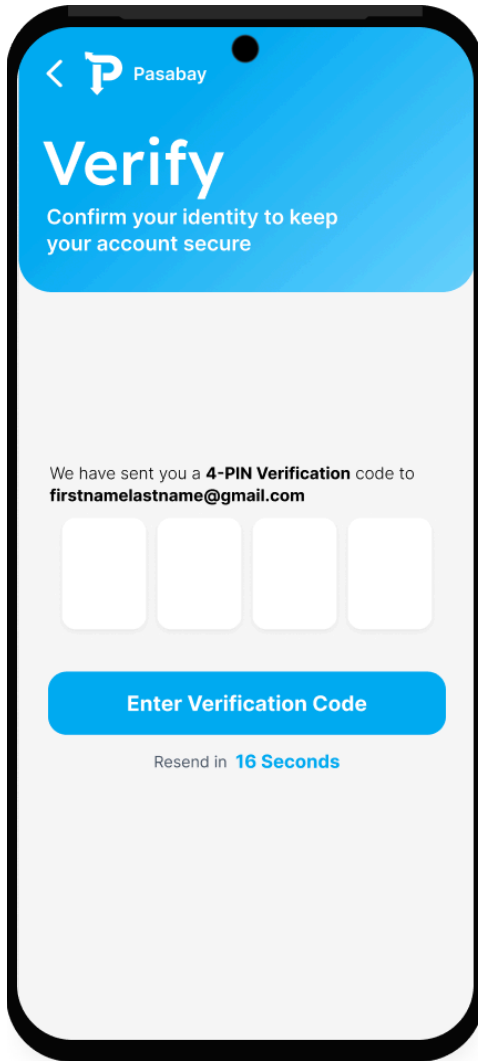


Figure 4. Verification Screen

The Verification screen prompts users to enter a 4-digit PIN sent to their email address to confirm their identity and secure their account before proceeding.

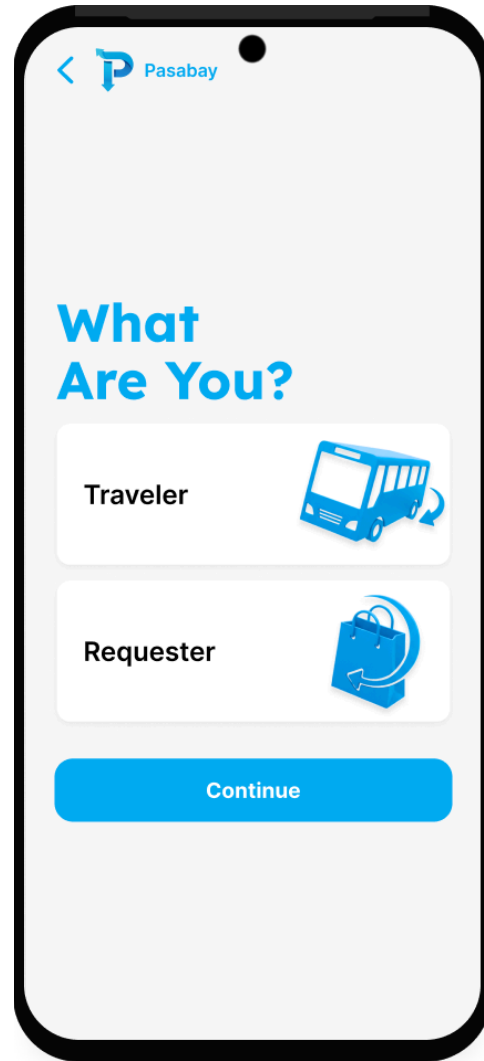


Figure 5. Role Prompt Screen

The Role Selection screen asks users to choose between two roles: Traveler or Requester, helping tailor the app experience based on their intended use of the platform.

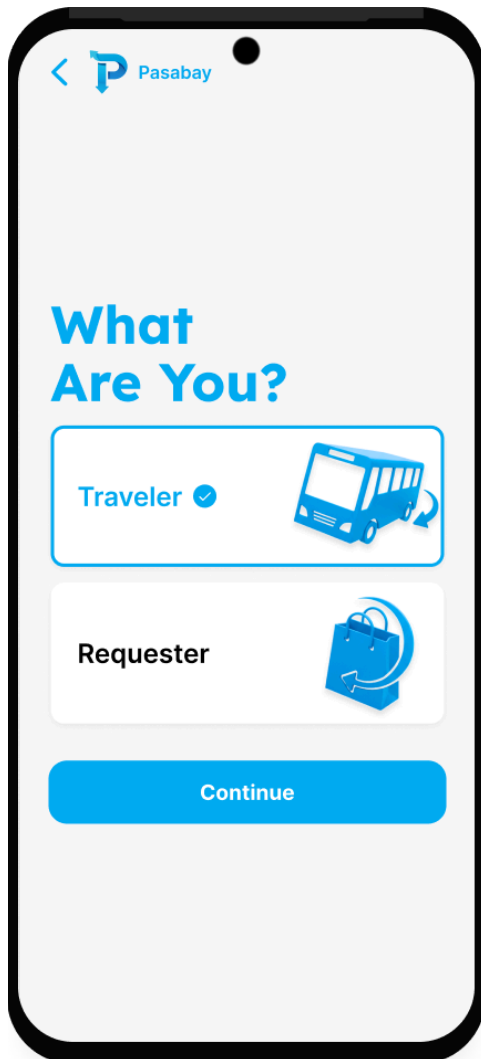


Figure 6. Traveler Role Selection

User selecting the Traveler role, indicating their intent to deliver items for others. This step determines the functionalities for the next parts of the app.

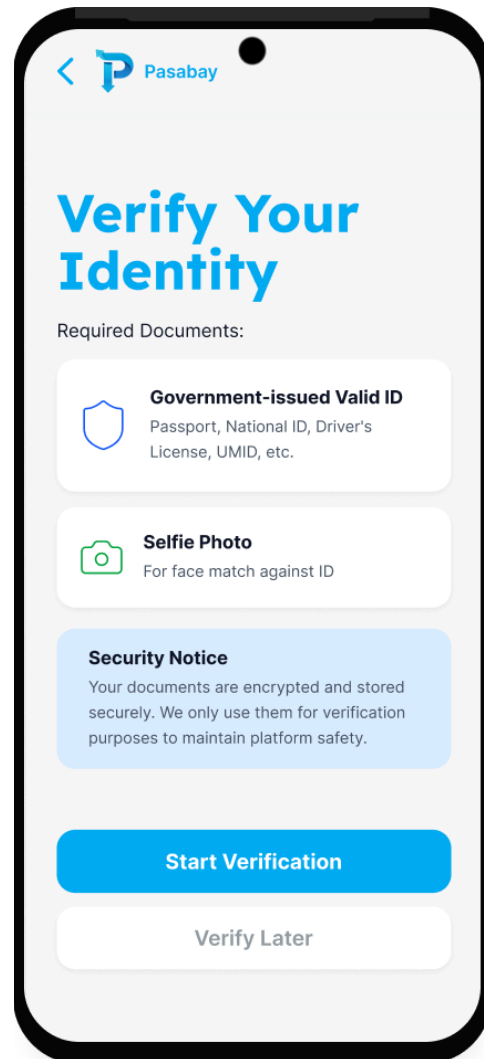
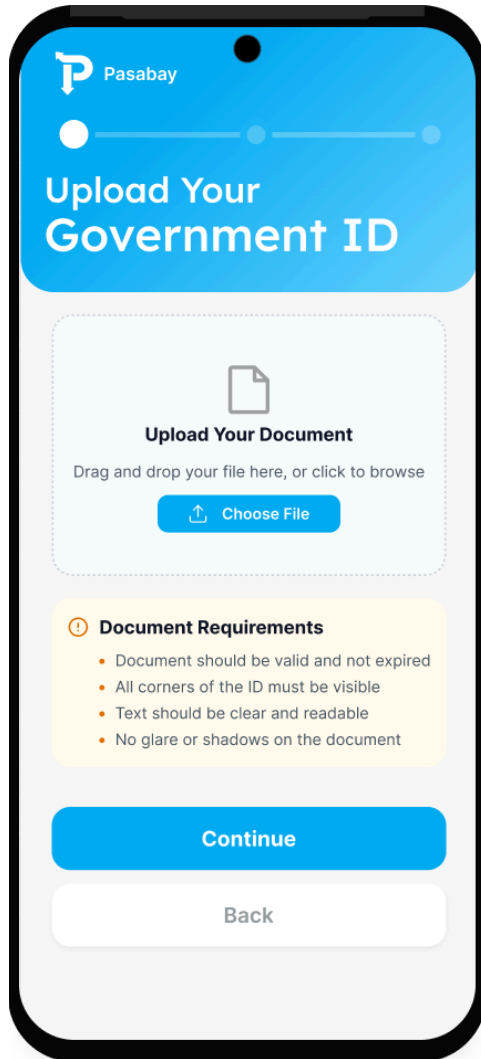


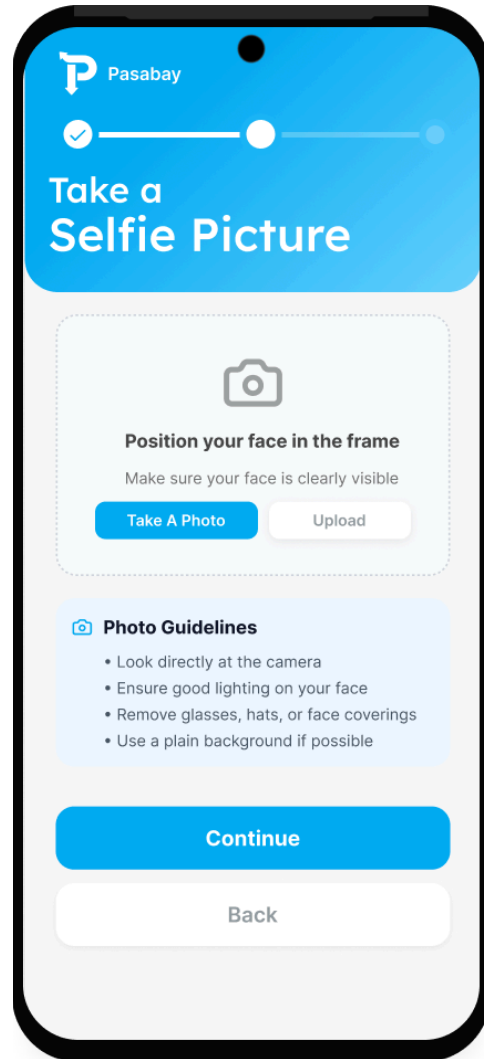
Figure 7. Identity Verification

The Identity Verification screen requires users to submit a valid government-issued ID and a selfie photo for authentication. A security notice informs users that their information is encrypted and used solely for verification to ensure platform safety.



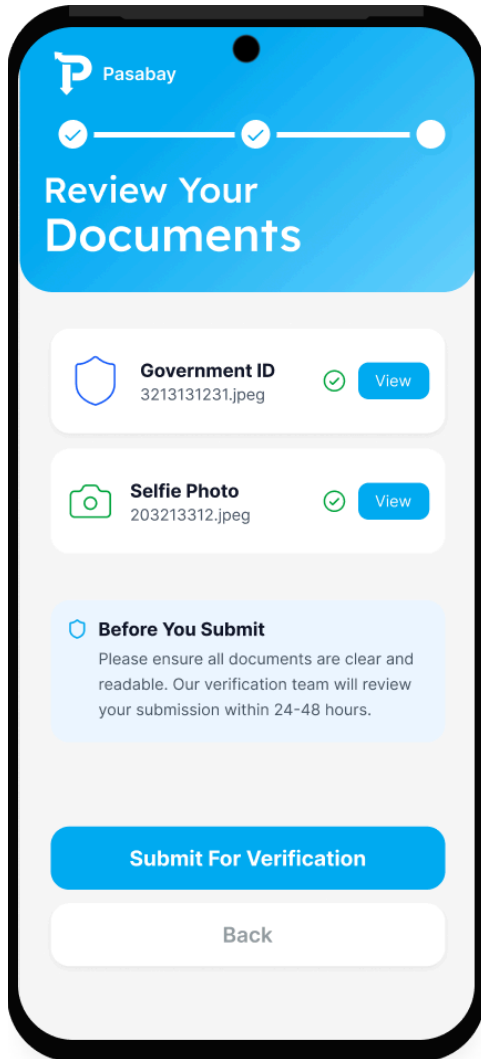
**Figure 8. Government ID Portal
(Step 1)**

The Government ID Upload screen prompts the user to upload a valid government-issued ID. It includes document requirements to ensure clarity and authenticity, such as visibility of all corners and readable text.



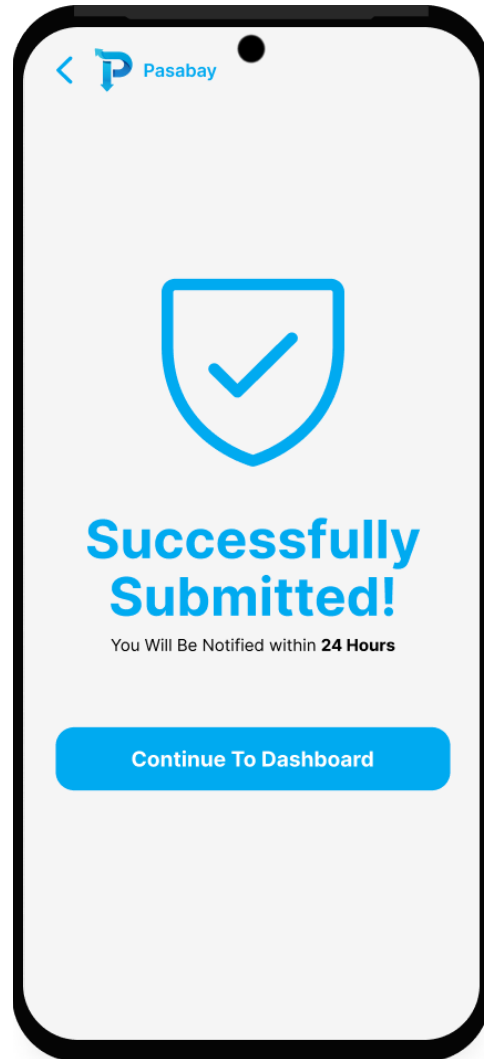
**Figure 9. Selfie Photo Portal
(Step 2)**

This Guides the user to take or upload a clear selfie photo for identity verification. It provides photo guidelines to ensure proper lighting, visibility, and background quality for accurate face matching.



**Figure 10. Document Review Screen
(Step 3)**

The Document Review screen allows the user to review their uploaded government ID and selfie photo before submission. This step ensures that all documents are clear, readable, and meet the verification requirements.



**Figure 11. Submission
Confirmation Prompt**

The Submission Confirmation screen notifies the user that their documents have been successfully submitted for verification. It indicates that the user will receive an update within 24 hours.

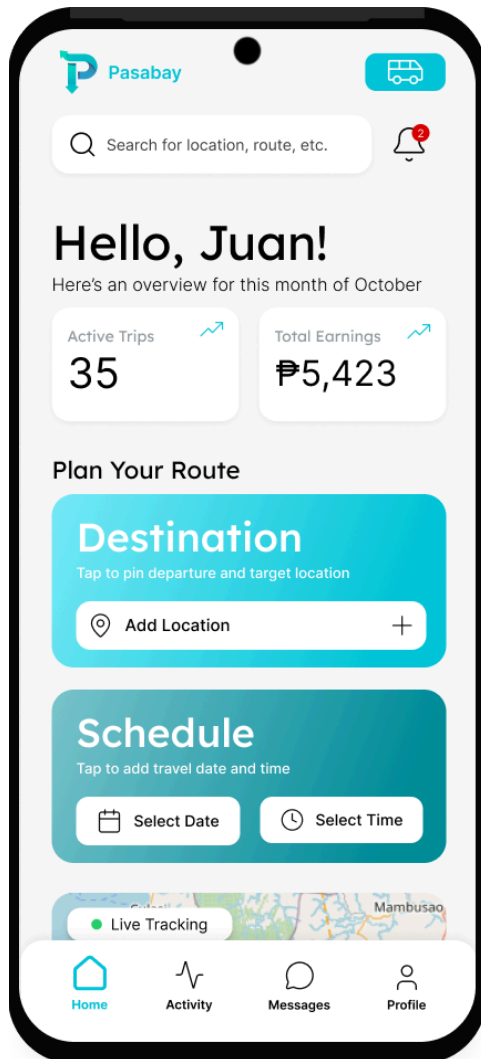


Figure 12. Traveller Home Screen

After the user has been verified, The app provides an overview of the user's active trips and total earnings for the month. It allows travelers to plan routes by adding destinations, selecting travel dates and times, and accessing key features such as live tracking, activity,

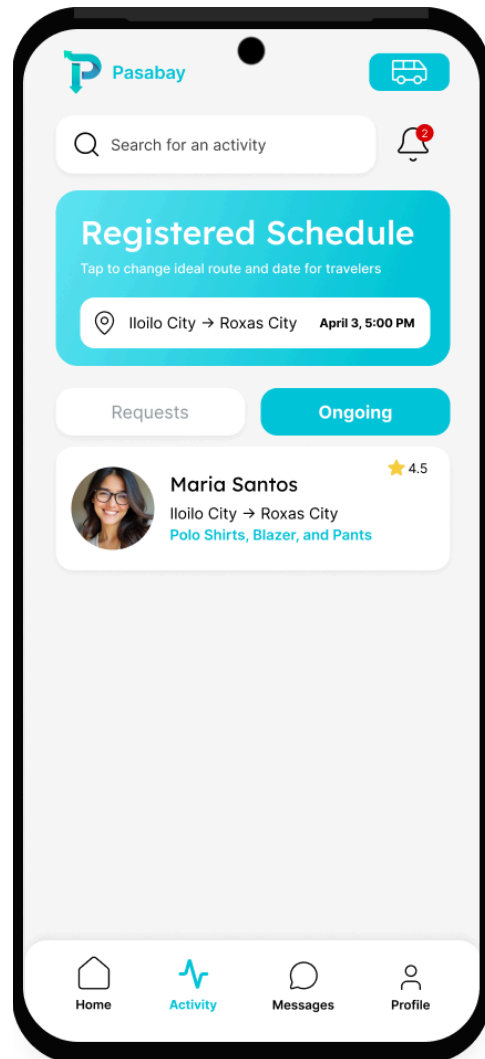


Figure 13. Activity Tab (View Ongoing Requests)

The Activity Page displays a traveler's registered Pasabay schedule and current requests. Users can view **ongoing requests**, check details, and manage their transactions efficiently.

messages, and profile through the navigation bar.

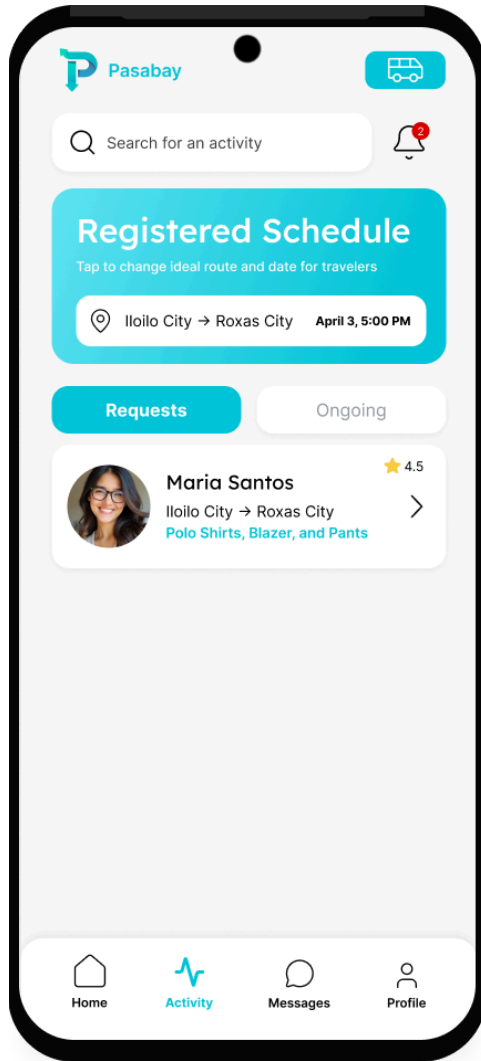


Figure 14. Activity Tab (View New Requests)

The Activity Page displays a traveler's registered Pasabay schedule and current requests.

Users can view **new Pasabay/Pabakal requests**, check details, and manage their transactions efficiently.



Figure 15. Accept Request Modal

The Traveller is prompted whether to accept or reject the request.

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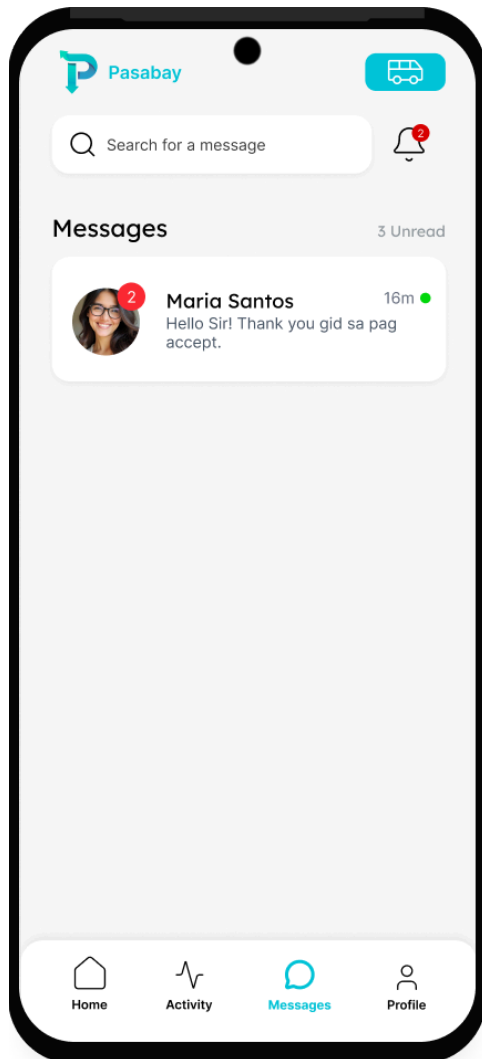


Figure 16. Messages Tab

The Messages Page allows users to communicate directly within the app, ensuring smooth coordination between requesters and travelers for delivery updates and confirmations.

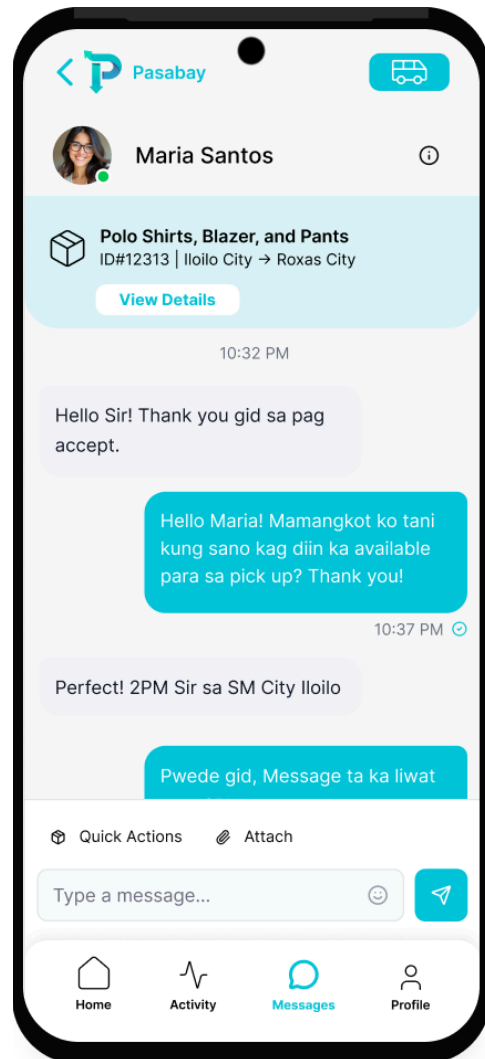


Figure 17. Activity Page

The Chat Interface enables real-time messaging between requesters and travelers, allowing them to coordinate delivery details and confirm pickup or drop-off arrangements efficiently.

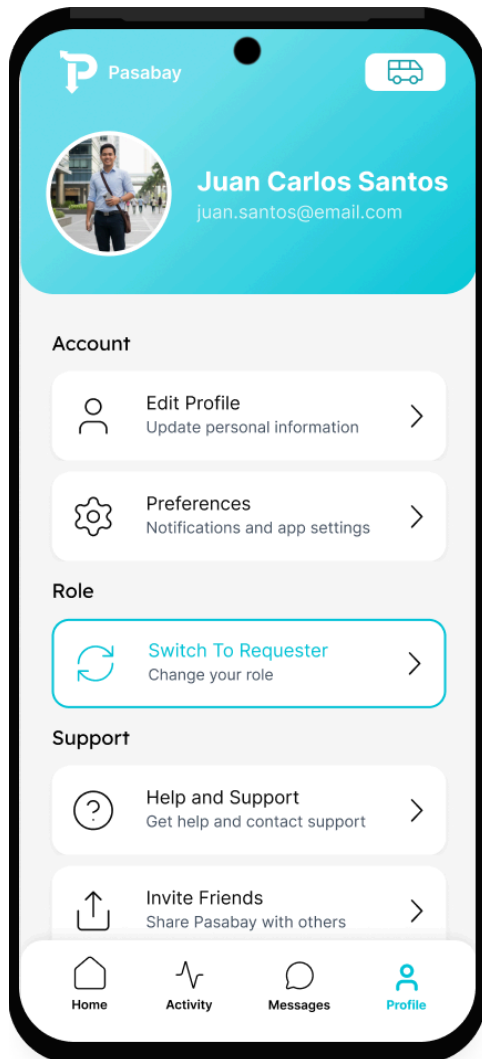


Figure 18. Profile Tab

Profile screen which acts as the central hub for account management. From here, the user can navigate to edit their information, switch between their "Traveler" and "Requester" roles, and access support features.

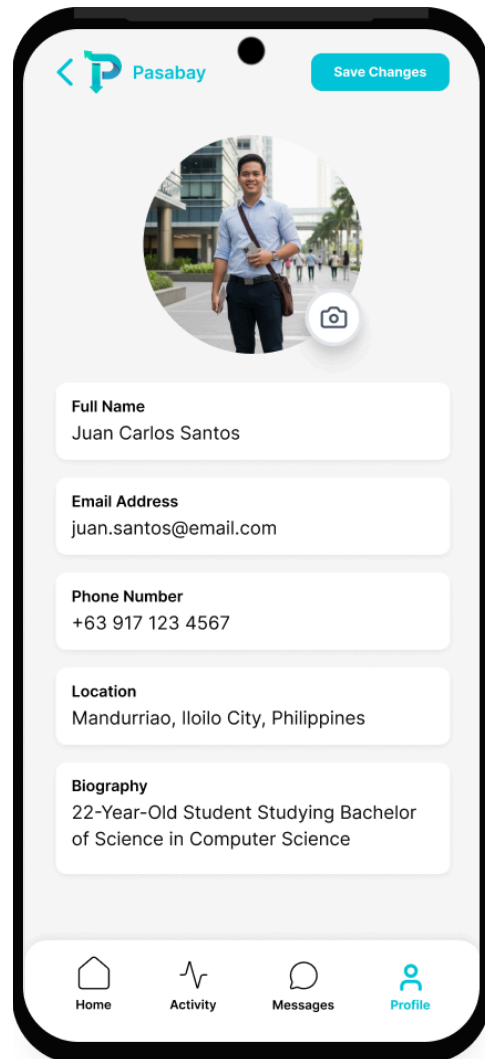


Figure 19. Edit Profile Screen

Edit Profile screen allows users to view and update their personal details and contact information. Filling out this section helps build a trusted identity on the platform, which is essential for both Requesters and Travelers.

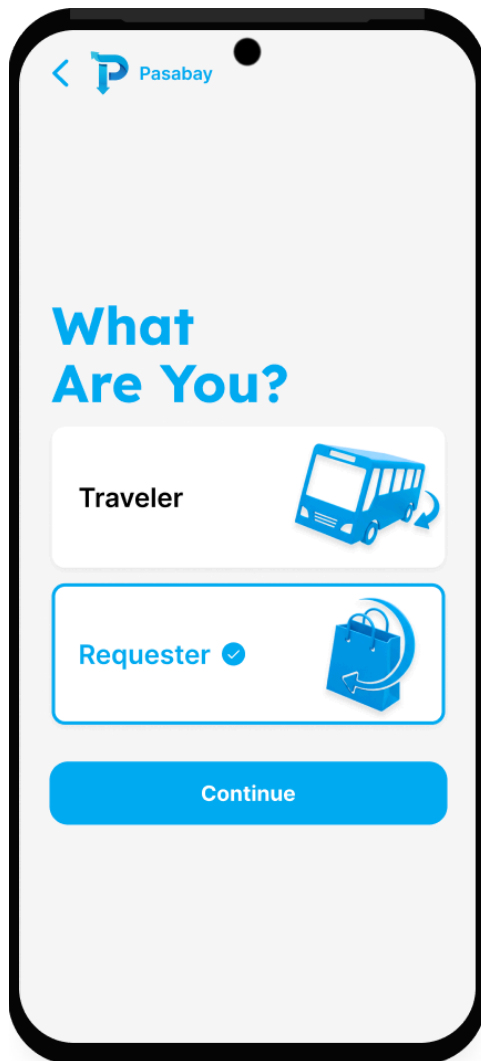


Figure 20. Requester Role Selection

User selecting the Traveler role, indicating their intent to deliver items for others. This step determines the functionalities for the next

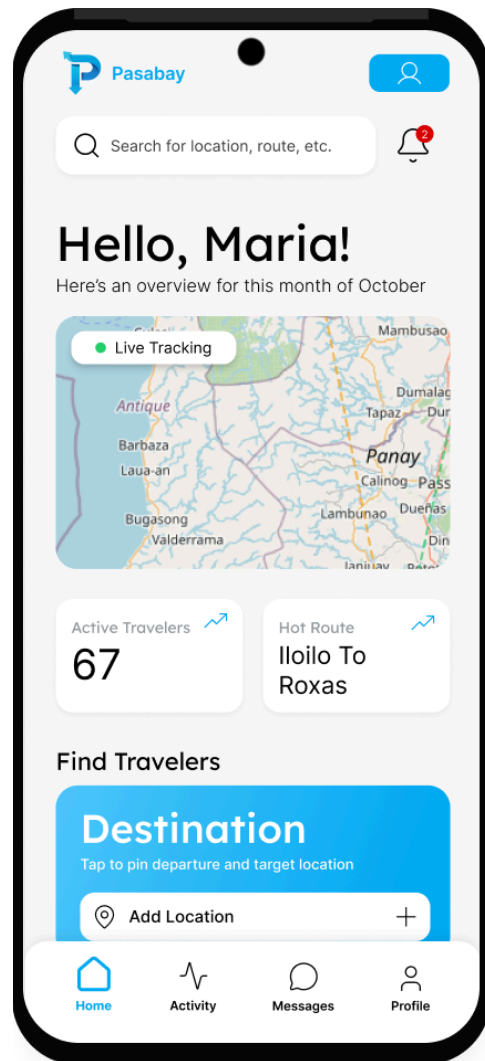


Figure 21. Requester Home Page

This is the main dashboard for a "Requester." It features a prominent search bar to find travelers by destination, a clear call-to-action to 'Find Travelers', and a feed of recent

parts of the app.
(Exact verification is done with
both roles. Fig 7-11.)

successful pairings to build
community trust.

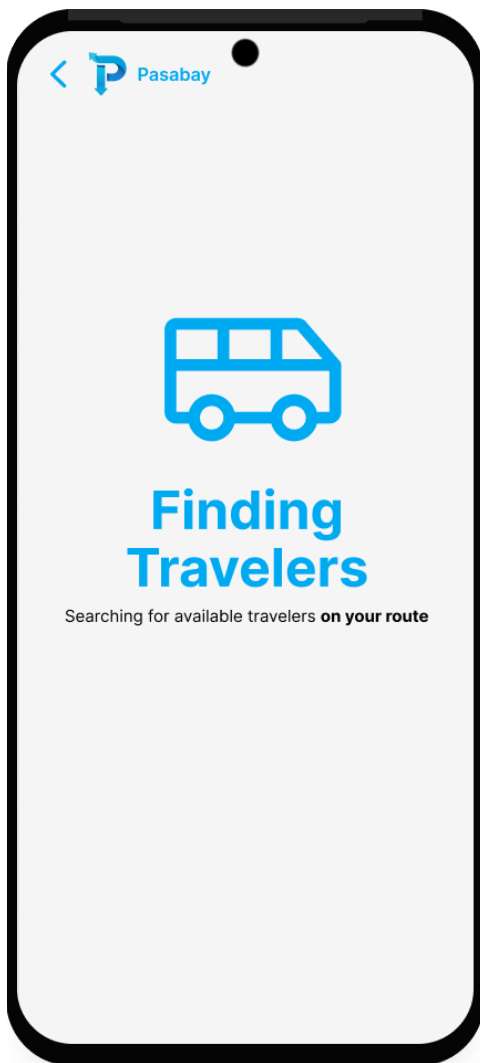


Figure 22. Finding Travelers Screen.

This serves as an engaging loading or intermediate screen. The animation provides visual

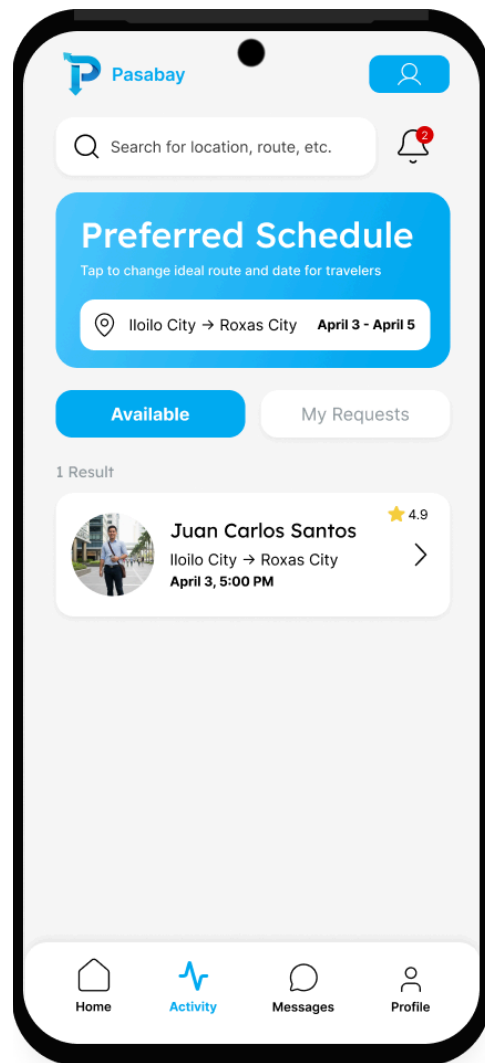


Figure 23. Activity Page (See Available Travellers)

The **Activity Page** allows users to set a 'Preferred Schedule' for their deliveries. It then

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feedback to the user, confirming that the app is actively searching for available travelers who match their specified route and schedule.


displays a list of available travelers, like Juan Carlos Santos, who match their specified dates, making it easier to plan ahead.

×


Choose Service Type

Pabakal


(Pasabuy)





Pasabay



<

 Pasabay

 Pabakal



Traveler
Juan Carlos Santos
[View Profile](#)

Primary Details

Product Name

Enter Specific Brand Name

Store Name and Location

Enter Complete Address and Store Name


Cost in Philippine Peso

Enter Exact Cost


Additional Description

Enter Additional Details

Attachments



Take A Photo



Upload File

Total Fee

₱3,201

[Submit Request](#)

Figure 24. Choose Service Modal

This modal appears when a user initiates a new request. It clearly presents the two core services—'Padala' (sending a package) and 'Pasabuy' (requesting a purchase), directing the user to the appropriate workflow.

Figure 25. Pasabay Request Form

This screen is where a Requester creates a detailed order for an item they want purchased. It includes fields for product and store names, specific instructions, photo uploads for clarity, and a transparent breakdown of the total estimated cost, formalizing the request process.

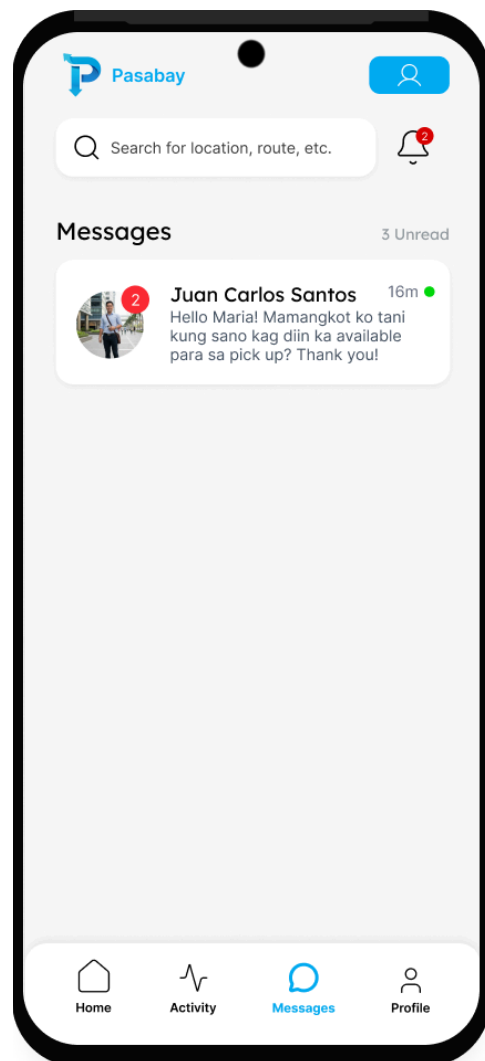
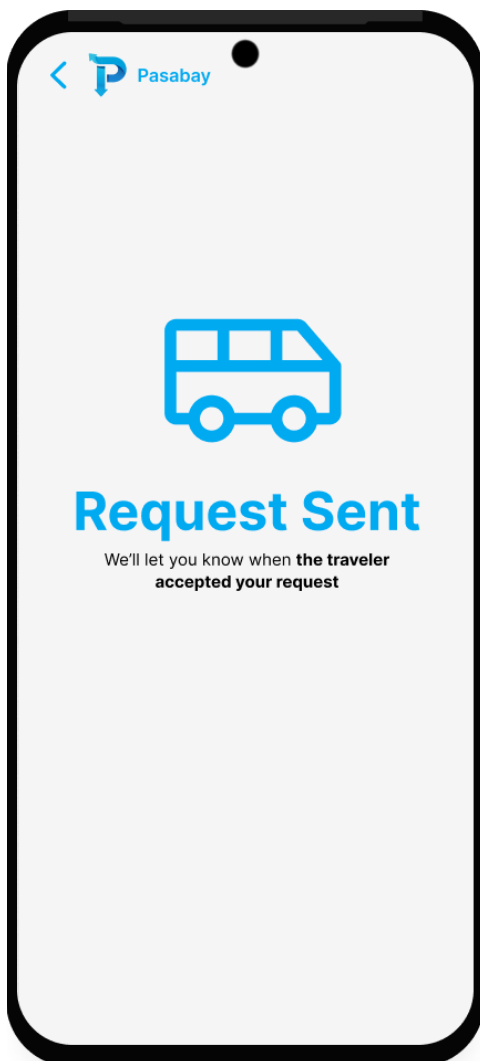


Figure 26. Request Sent Confirmation

This screen is a simple but vital feedback mechanism. It clearly informs the user that their *pasabay* or *padala* request has been successfully submitted and is now awaiting acceptance from a traveler, providing peace of mind. check details, and manage their transactions efficiently.



Figure 27. Messages Screen

The main **Messages Screen** acts as the user's inbox, listing all active conversations with other users. Each entry shows a preview of the last message for quick navigation and management of ongoing transactions.

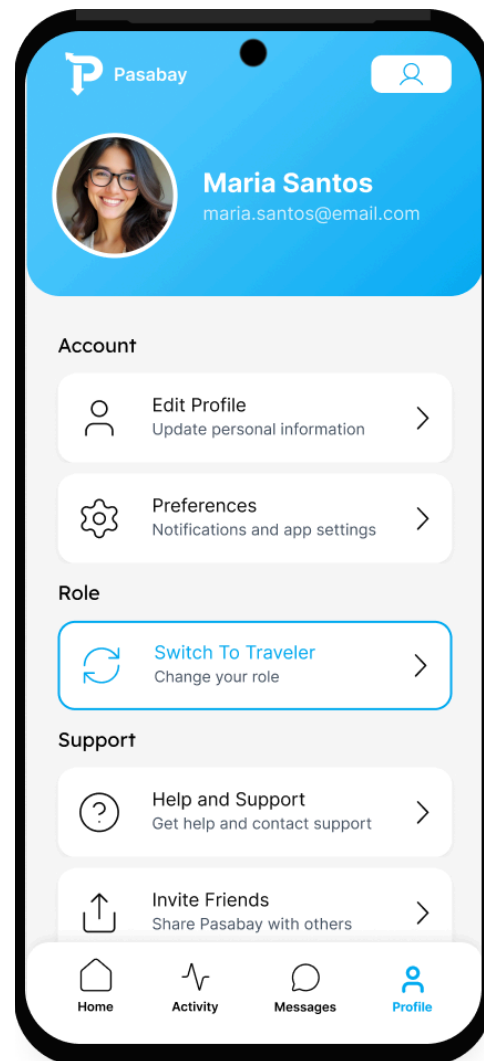


Figure 28. In App Chat Screen

This is where a Requester and Traveler coordinate logistics for a specific transaction. Beyond standard messaging, it includes a crucial 'View Details' button that links directly to the transaction summary, ensuring all information is easily accessible.

Figure 29. Requester Profile

The main **Profile Screen** is the user's central hub for account management. It provides access to editing personal information, changing app preferences, switching roles, and finding support options.

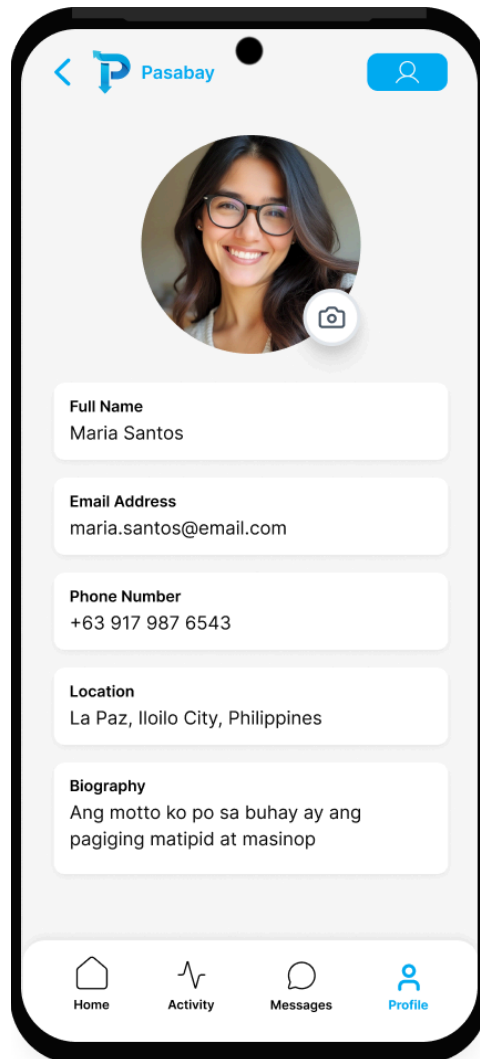


Figure 30. Requester Profile Details

This screen (accessed from 'Edit Profile') displays the user's full name, contact information, location, and a short biography. This information is essential for building trust and accountability within the Pasabay community.