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BSIT 3-5

1. Survey, list and classify 5 technology products or services in your barangay/locality/area that you think will be beneficial or of great help to other people. Also, identify if the product or Idea is to be created or manufactured, needs software or hardware development, innovation, or enhancement.

What is your current resident address: Sumapang Matanda Malolos Bulacan

List 5 existing technology products or services in your barangay:

- Facebook page
- Radio Communication
- PowerPoint Presentation
- CCTVs around the streets
- Electronic Payments

List 5 technology products or services do you think your community needs: Justify.

Technology products or services:	Classification:	Reasons/Justification:
Virtual health services	Information and Communication Technology	Health is one of the most importing things in life. I do recommend having a virtual health service because in a barangay there are people who cannot afford to go on a check-up. This project will help their people to consult online using telephones through video call, text messaging and other communication that is available. This will help to reduce time since they will not need to go in a hospital or clinic.
Information System	Information and Communication Technology	Since they are managing people personal information. Having this kind of system makes the job easier. Instead of saving the details in a paper. It is best way to make the documents computerized to keep it safe from dangerous things like damage or something.

Appointment System	Information and Communication Technology	The barangay is always busy in different kind of activities. Having an appointment system organize the schedules of everyone. Also, to avoid inconvenience since some people are far from the barangay hall. If they have this, they can check if the day is available then if confirmed then they can request or ask if they need something.
Micro Business Enterprise Online Registration System	Information and Communication Technology	This system will help the people in Barangay to ask for assistance if they want to build their own small business. Here they can register and pass all the required requirements whether to be approve by the officials. This will help to have a better environment even though in such a small group.
Crisis Management System	Information and Communication Technology	This will track all the risk in the organization cause inside or outside. It can help to analyze what to improve and avoid making a good service for everyone.

2. List technology products or service factors that may affect market segment:

Factors that may affect the Market (Segment)						Product/Idea (creation, development, innovation, enhancement)
	Behavior	Psychological	Demographic	Geographic	Company/ developed information systems	
Wants	Purchasing apple products even though it is pricey is still fine to people. Having a phone is a necessity but choosing apple is preferable by most people since the quality that it gives makes the customers satisfied.	Being classy or feeling rich is one the people desire to show their selves into the society. Having an apple gadget makes them feel that they are having a good life. As the society judges the people all over the world the apple brand affects the market segment by proving its high standards.	Most people have apple products is in the age between 15 – 30 years old. It is a characteristic especially in gen z because they like clout chasing. Women around that age are dominant in using apple. Since it has a feature of good camera and smoothness of its software. People who are rich or above average in terms of income has the capability of buying this product.	Physical locations are mostly in urban places since it is a high-quality product that attracts the rich people in most cities. This can be bought from malls like SM.	Apple	Gadgets
Needs	This insurance is one the	People who cares about their health	Population characteristic in people may	This type of product or service	Intellicare	Health Care Insurance

	<p>most needed compared to other type of insurance .</p> <p>Purchasing or applying for it will make the customer will feel at ease when he or she is admitted in a hospital.</p>	<p>buys health insurance. This are people who may experience health problems, overthinkers, or worry about their health future.</p>	<p>vary from working people since there are companies offers or requires applying for an health insurance.</p>	<p>are in cities since they are offered by the companies.</p>		
Problems	<p>Purchasing products may be convenient to all. But what if the item that you are looking for is not there and it can be bought from far away?</p> <p>The usage occasion of shopee helps its consumer</p>	<p>Everyone can order in Shopee despite of their financial difference. Poor, middle class, or even rich. It is open for everyone to order what they need or want.</p>	<p>The characteristics of people who buys from Shopee are kids to adults. People who are not “techy” may find it hard to understand the interface of the said application.</p>	<p>Shopee is an online website that can be visited through our internet. Having a physical warehouse in all cities and provinces where every parcel is stored and ready to be deliver in individuals house.</p>	Shopee	E-Commerce

	to buy products from all of its varieties.					
Opportunities	<p>The use of LinkedIn helps people to find jobs easier since it is online. There are many varieties they can choose from their skills. Since adult life needs a job to survive life it is needed to find a job.</p>	<p>Everyone needs a job to secure money for their needs and wants. There is no social status when it comes on looking for jobs. This is a life cycle.</p>	<p>The quantifiable population characteristics are mostly 18+ years old since you need to be legal age when working.</p>	<p>All of places has an offer to have a job whether it is a province or cities.</p>	LinkedIn	Job Hunting