



HOLY ANGEL UNIVERSITY

OBJECT-ORIENTED PROGRAMMING

SCHOOL YEAR 2025-2026

1ST SEMESTER

MARKETPLACE

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Background/Introduction of the Project

A marketplace is a platform or a physical venue where buyers and sellers gather to conduct transactions involving the purchase and sale of goods, services, or various other items. It serves as a hub that enables the exchange between multiple participants, fostering an environment that supports trade and commercial activities.

The specific products and services available in a marketplace vary depending on the type of items it specializes in. Common examples you might encounter include physical goods, digital products, various services, event tickets, handmade or artisanal creations, pre-owned or secondhand items, rental offerings, and even virtual assets.

The variety of products and services offered in a marketplace can be extensive, addressing the different needs and preferences of both buyers and sellers across a wide spectrum of interests.

Scope

The aim of this project is to deliver a user-friendly, high-quality marketplace service that anyone can easily navigate. Rather than aiming to be the most advanced or complex platform, the project's main objective is to become the most reliable option among the many available alternatives. The core features of this marketplace include the following:

Scope 1:

Digital Marketing - This marketplace is designed to offer a platform for aspiring entrepreneurs and other sellers to promote their products without the burden of face-to-face advertising. It introduces a more convenient, digital approach to marketing, making it easier for sellers to reach their target audience.

Scope 2:

Convenient Shopping - Our platform ensures that shopping or placing an order is as easy and accessible as possible. It allows customers to find the products they need with minimal effort, eliminating the difficulty of extensive searching.

Scope 3:

Gateway Services - The marketplace also features integrated gateway services. These services act as direct links to the official websites of the stores, helping to display and promote their products within the platform more effectively.

Scope 4:

Stock Market - The marketplace incorporates elements of the stock market, which serves as a meeting place for buyers and sellers to trade equity shares of public companies. Stock markets are essential to a free-market economy, as they offer open access to investment opportunities and capital exchange, while also supporting effective price discovery and trade execution.

Scope 5:

Technology Market - This aspect of the marketplace covers a wide range of smaller, specialized technology-related markets. It includes products and services related to smartphones, smart devices, the internet, virtual reality, and more, reflecting the vast scope of the technology sector.

Objective of the Proposal

1. Incorporate features that boost user interaction and foster a trustworthy community, such as personalized user profiles, dynamic product listings, and a comprehensive review and rating system.

2. Design a user-friendly shopping experience that includes robust search and filtering options, personalized product recommendations, and a streamlined, efficient checkout process.
3. Make sure the marketplace platform is fully responsive and optimized for mobile use, enabling users to access and navigate it smoothly across different devices.
4. Plan for continuous platform maintenance, regular updates, and timely upgrades to stay aligned with user feedback and evolving market demands, ensuring the platform remains relevant and competitive.
5. Develop a reliable and scalable online marketplace infrastructure that accommodates a wide range of product categories, guarantees secure transactions, and offers intuitive navigation throughout the site.

Application Features and Description

Product and Service Listings: Users can list physical items, digital goods, and various services across multiple categories. Each listing should include thorough descriptions, high-resolution images, and videos to effectively showcase the offerings.

Customized User Profiles: Both buyers and sellers will have personalized profiles that display reviews, ratings, and transaction histories. Buyers can bookmark preferred sellers and products for faster access in the future.

Feedback and Rating Feature: Buyers are encouraged to provide ratings and written feedback on products, services, and sellers. This promotes transparency, builds trust among users, and helps others make well-informed choices.

Wishlist and Cart Functionality: Users have the ability to create wishlists, add products to their shopping cart, and proceed to checkout with ease, ensuring a smooth and enjoyable shopping experience.

Customer Support and Messaging: A built-in chat feature allows direct communication between buyers and sellers. Additionally, a dedicated customer support center is available for inquiries and resolving issues efficiently.

Method and Approach

Creating a successful online marketplace requires careful planning, strategic decision-making, and a well-organized development process. This includes conducting thorough market research, conceptualizing the platform, choosing the appropriate technology stack, designing the interface for optimal user experience, implementing secure user authentication, integrating reliable payment gateways, and establishing a functional review and rating system. It also involves rigorous testing and quality assurance, executing a strong launch and marketing strategy, gathering user feedback for continuous improvement, ensuring the platform is scalable for future growth, adhering to legal and regulatory standards, and providing ongoing maintenance and support. By following this holistic approach, an online marketplace can effectively serve both buyers and sellers, creating a vibrant space for commerce, collaboration, and sustainable growth.

Action Plan

Week 1-3

Conduct a research about marketplace to gather informations

Week 2-3

Develop a services for sellers and buyers.

Week 4

Conduct a group discussion about developing the website

Week 5-6

Compiling informations about products

Week 7-8

Develop a guide or manual that can help the seller to input or post their product.

Week 9-10

Develop a guide that can help the buyer to find what they want to buy.

Week 11

Conducting another discussion for checking and revising.

Week 12

Testing and debugging of the website

Week 13-14

Check and finalize the website.

References

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