

DoDeal.ps

An Electronic system that enhance customer interactions



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Introduction

We proposed a pull based C2C electronic system that facilitate buying goods and services without the need for an intermediary .

The customer can log in to his page and clarify the proposed product or service and the cost that he would pay for the specified qualifications , other customers can view this advertisement and respond using a different communications details provided like e-mail , mobile number ...etc

The Electronic Purchasing system process

The Purchasing process is done in two phases:

1. Customer order the product:

- Customer log in to system using his credential .
- Customer can add ,delete, update an advertisement listing his order wither a product or service .
- The features, price , special conditions stored in a database.

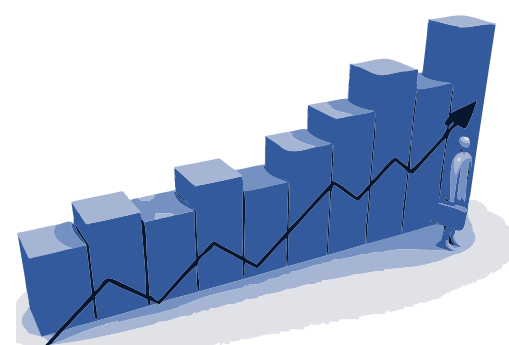
2. Customer Respond to Order:

- Customer Read many orders that arranged according to advertisement Category Like electronics ,Mortgages...etc.
- Customer can contact others using Details provided if he can afford the order.

Revenue Model

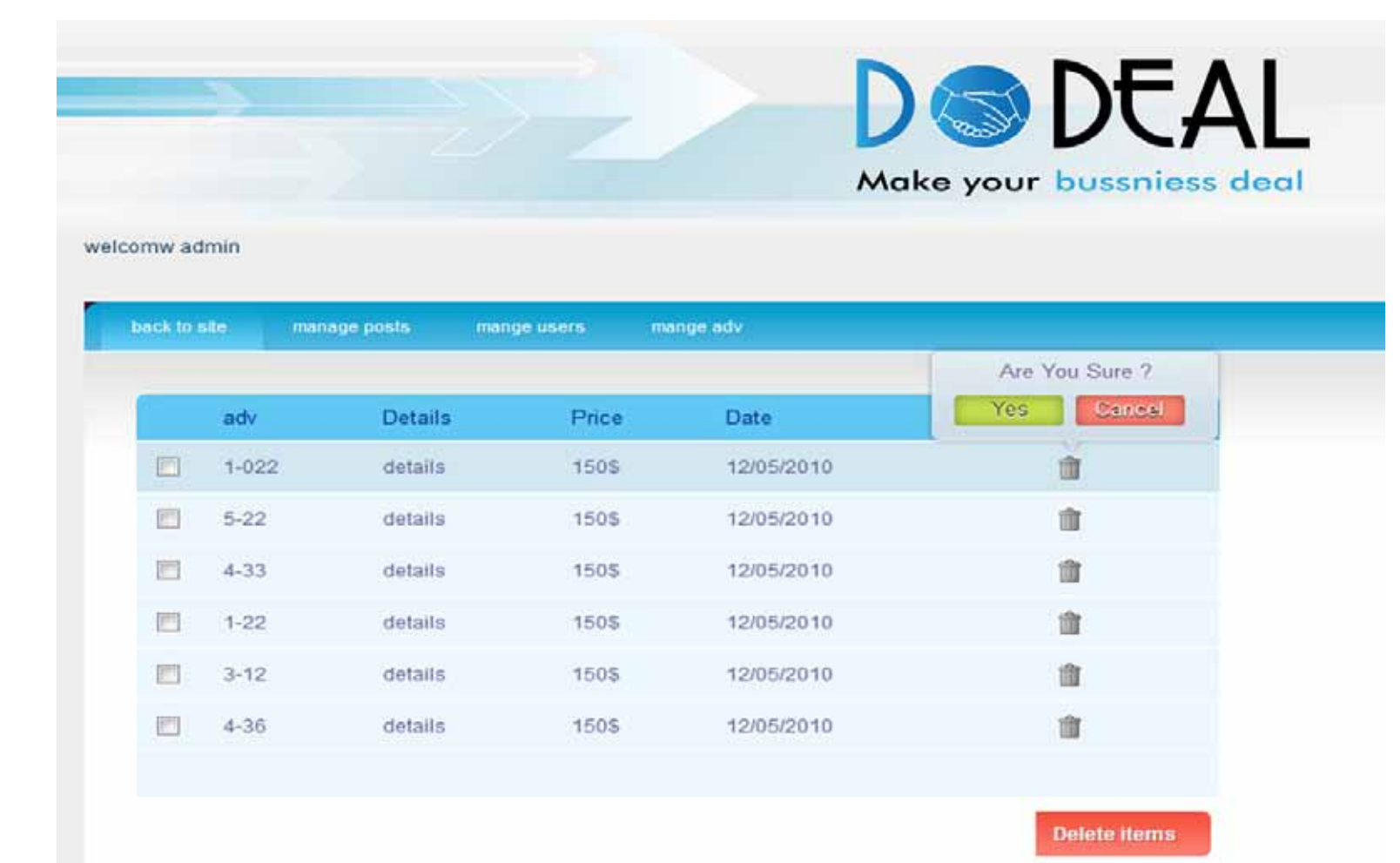
We have Decided to Choose the advertisement Model and that's for many reasons:

- Efficient to Customers.
- Will attract many customers as no registration or interaction fees required
- Establish a presence in cyberspace
- Leverage advertising costs



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The proposed System, shown in the Figure, Proposed a simple dynamic interface.



The Admin Screens that shows his credentials

Conclusion and Future work

- Dodeal.ps is the first electronic system that works according to pull based strategy in the Palestinian Market
- It is user friendly web based system that should attract many customers
- System security was a functional Point that we have take in mind
- We would enhance system in future and make it more efficient for users and makes more revenue for project team
- We would like to focus on another markets in near future and makes it global
- We would like to facilitate the payment method , the customer can pay directly from the system or he can use the mobile system for paying.

