



REGISTRATION FORM

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Project description (less than 100 words):

Focused on the design of an online platform that contains local businesses in Huarmey. Each business will handle its own products. Customers will be able to see the products of each business, buy products and see the social networks of the business. Customers will also be able to communicate with the business through a chatbot, that is, create an effective and solid communication bridge between the customer and the seller to facilitate the purchase of one or more products, so that the customer has satisfaction and confidence to answer your queries through this means of communication.

NOTE: Those invited to go to Phase 2 will obtain the video before the date established in the calendar to the email address that will be provided in the invitation.

1. Summary

Currently the city of Huarmey, located in the Ancash region in the country of Peru, does not have an online platform on the different businesses of the local city, which prevents the exponential growth of tourists to this city called "ciudad de la cordialidad".

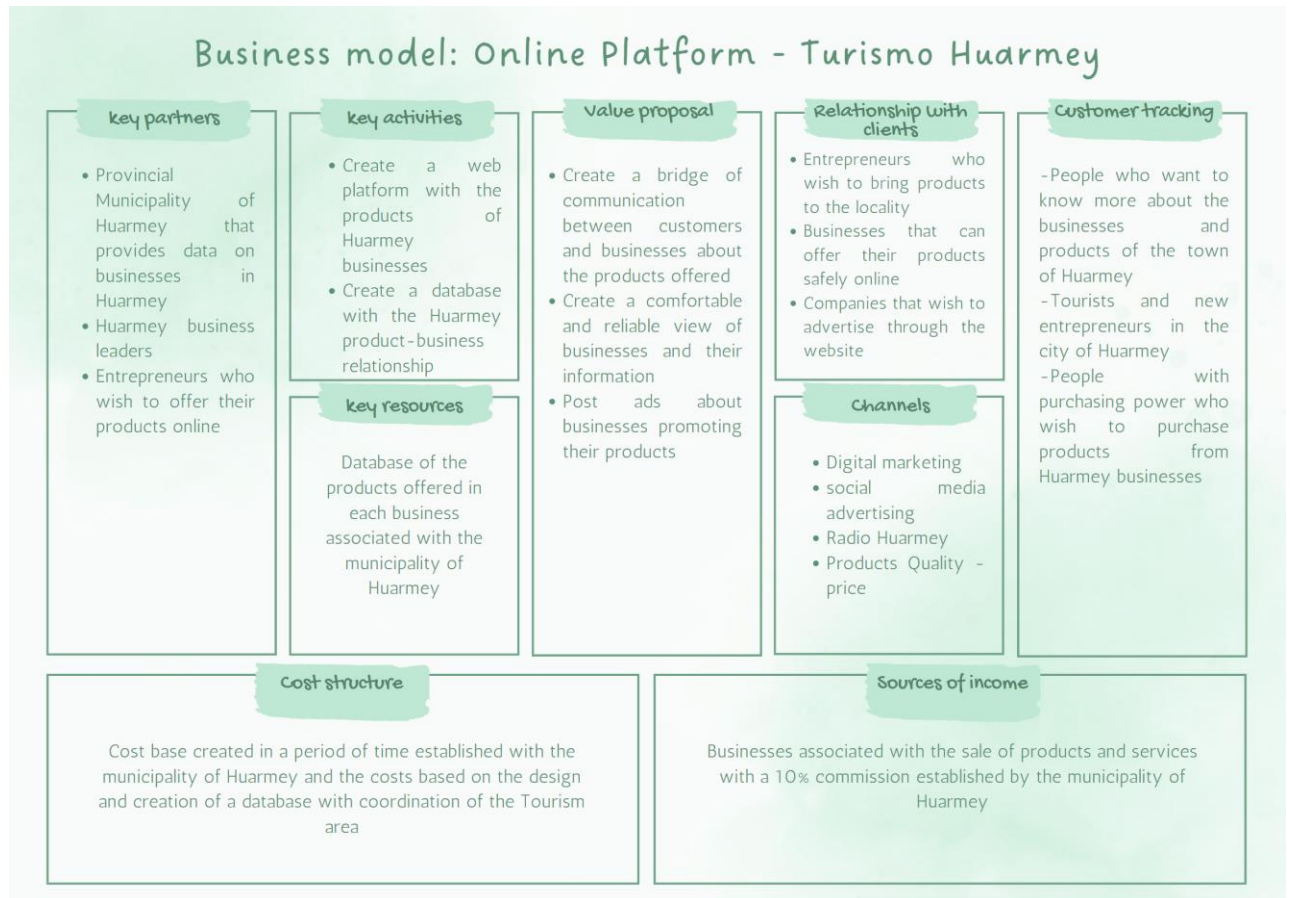
This project's mission is to implement an online platform that contains local businesses in the city of Huarmey, as well as their products and social networks. Customers (citizens and people from other cities and countries) can learn more about what the city of Huarmey offers. The innovation that this online platform offers its competitors is having an associated Chatbot to maintain firm communication between the customer and the seller, being able to strengthen the connection of these two actors with the core product.

This online platform will have a database of all the businesses and products offered by the municipality of the city of Huarmey, with which it will be able to provide better service and communication with businessmen, clients and potential advertisers and buyers. within this online platform.

2. Problem definition

In the world of business and buying and selling products online, the key to success is communication between the customer and the buyer. The main problem is that online businesses do not contain a means of communication compatible with most of users, who have doubts or questions about their business that they cannot answer. This leads to customers being dissatisfied with the business and, possibly, having a bad experience by staying with questions that were not resolved at the time.

3. Business model CANVAS



4. Product market fit

The online platform offers not only an opening to the knowledge of local businesses in the city of Huarmey, but also satisfies customers with their possible doubts and questions about the product offered by the business. It is proposed to use a Chatbot, a means of communication between the client and the seller about the products and the business itself.

This chatbot will answer all the doubts of the frequent questions and answers of the users about a product or a business in itself and will be able to maximize the communication between the client and the seller so that these clients have a better experience in the purchase of a product this means that a chatbot can learn from the questions and answers of the customer unit that is in an online platform so that they can improve the quality of service that each business provides about the product it offers.

5. User profile

Within the online platform there will be two user profiles:

- The vendor profile can enter the online platform with an account managed by the Municipality of Huarmey. This profile will have access to the database, where you can implement the creation, updating and deletion of your products.
- The customer's profile will be able to register on the online platform, view businesses, ask questions through the chatbot, view business social media, purchase products, cancel product orders, and rate a business.

6. Product functionalities

Based on the user profile, whether client or seller, and the implementation of the chatbot, the online platform will have the following features:

- Register Business
- Register Customer
- Register Products
- Buy Products
- Sell Products
- Cancel Products
- Update Products
- Remove Products
- Update User Profile
- Communicate With the Business
- Ask Questions Using the Chatbot Chat

7. Minimum viable product

The online platform “Turismo Huarmey” offers a reliable, effective, educational and dynamic means of communication between client users and the seller user, through the implementation of chatbots in each business.