ONLINE AUCTION SYSTEM

Thae Su Aye, Khaing Khaing Soe
Student, 5th Year, B.C.Sc.
University of Computer Studies, Hinthada

Supervised By
Dr. Mi Khine Oo
Department of Information Technology Supporting and Maintenance
University of Computer Studies, Hinthada

Abstract. The Online Auction System is a dynamic platform designed to facilitate the buying and selling of goods through competitive bidding over the internet. This system aims to provide a user-friendly interface for both buyers and sellers, ensuring a seamless and secure auction experience. Key features include user registration, product listing, bidding mechanism, and automated winner selection. The Online Auction System aims to enhance the traditional auction experience by leveraging the advantages of digital technology, offering greater accessibility, convenience, and efficiency for all participants.

Keywords: auction, system, bidder, product, winner

INTRODUCTION

In today's digital age, online auction systems have revolutionized the way people buy and sell goods and services. These platforms provide a virtual marketplace where individuals and businesses can engage in bidding processes to acquire items of interest. Unlike traditional auctions held in physical locations, online auction systems leverage the power of the internet to reach a global audience, making transactions more efficient and accessible.

PROBLEM

Nowadays, marketing plays an important role. It is also important for Myanmar, which is a developing country. In Myanmar, between traditional marketing and digital marketing, traditional marketing is stronger and digital marketing is weaker. If digital marketing can be increased more, marketing in Myanmar will definitely be able to penetrate the world. The Online Auction System is an innovative digital platform designed to revolutionize the traditional auction process by harnessing the power of modern web technologies. This system facilitates the buying and selling of items through competitive bidding in a secure, efficient, and user-friendly online environment.

The Online Auction System represents a significant advancement in the auction industry, leveraging modern web technologies to create a robust, user-friendly, and secure platform. The system also aims to foster the adoption of digital marketing in Myanmar, bridging the gap between traditional and digital marketing methods. This system is a new experience and has greatly impacted the lives of consumers in its short time of existence. By familiarizing users with digital marketing techniques and leveraging effective marketing strategies, the platform can attract a broader audience and increase participation. Furthermore, the system promotes economic opportunities by supporting small businesses and individuals,

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encouraging entrepreneurship, and driving competitive pricing through increased buyer competition.

APPROACH

This system consists of two roles. There are Administrator and Bidders On user side, the user can visit and view from four different pages: home page, auction page, pages, contact page and users can easily register or login every page. If users can do bidding process, they can first login sure. If the user has never used this system, they need to sign-up first to apply for bidding. If the account creation is successful, the user can log in by entering the user's name and password. And there, users are prompted to input their bidding price for their favorite products.

On the administrator side, the process begins when the admin starts their session. The admin is prompted to log in by entering their credentials. If the credentials are incorrect, the flow terminates or returns the admin to the login screen. If the credentials are correct, the admin is granted access to the system. Upon successful login, the admin is directed to the admin dashboard, which provides access to various management features like customers, products, categories. Moreover, admin can view contact message and winner list. Once the admin has completed their tasks, they can sign out of the system to ensure security. The flow ends after the admin has signed out.

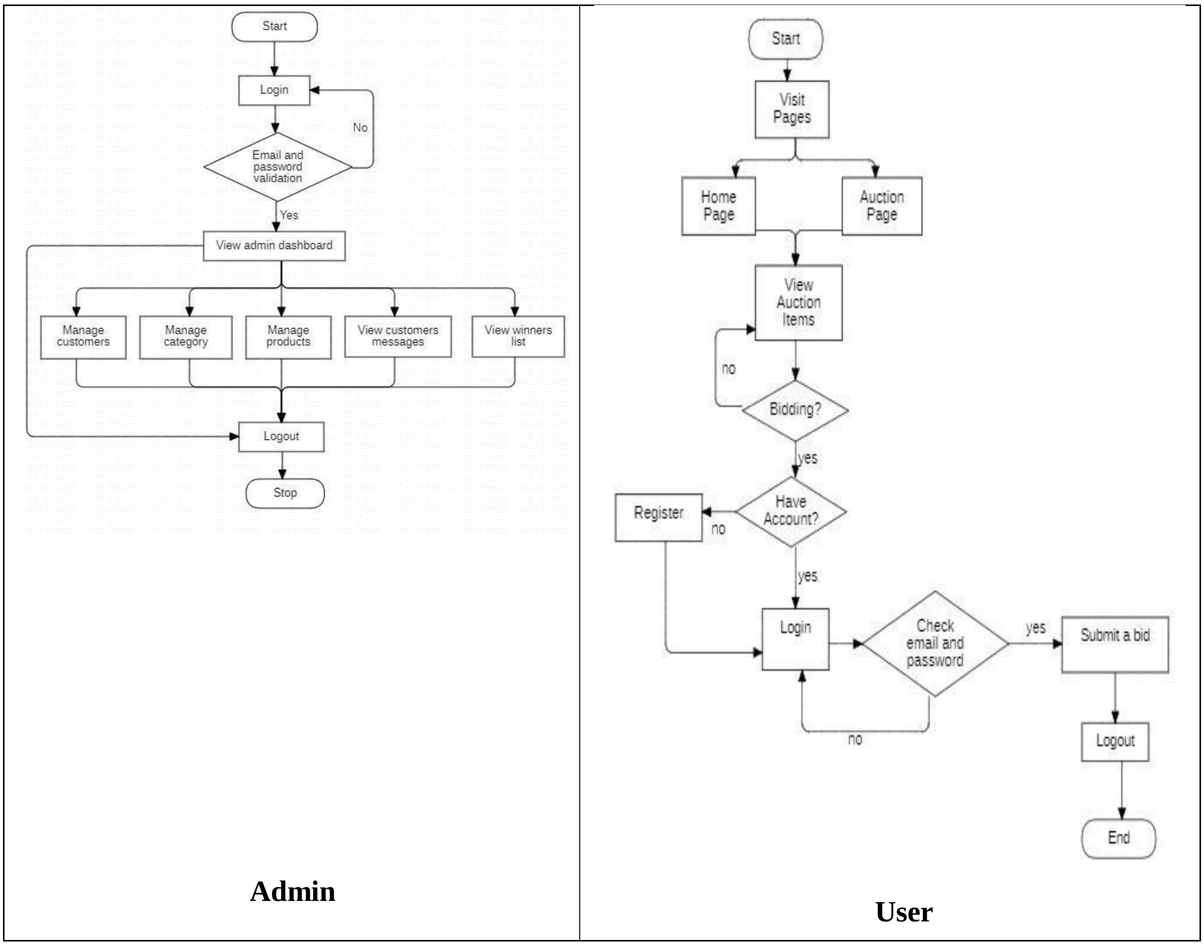

Figure 1: System Flow Diagram

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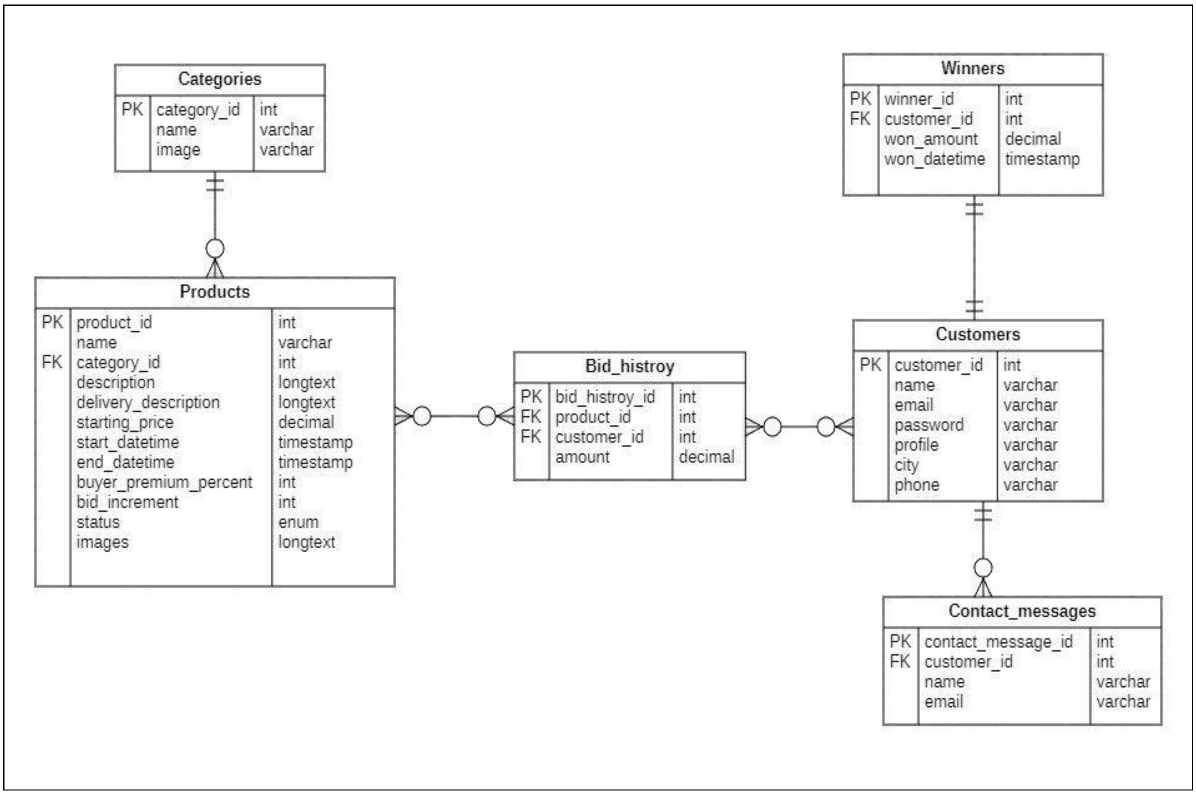

Figure 2: Database Design

The provided ER diagram represents a database schema for an online auction system. The schema consists of six primary tables: Categories, Products, Bid_history, Customers, Winners, and Contact_messages, each serving a distinct role in managing the auction process.

RESULTS

The online auction system allows users to browse products, view detailed descriptions, and see prices, with the option to place bids within a set timeframe. Users can acquire unique and rare items, making the platform highly appealing for collectors and those seeking special goods. From a marketing perspective, this system is excellent for driving profits by encouraging competitive bidding. The admin side of the platform provides easy-to-use CRUD operations for managing all menus, allowing efficient control over the auction process. Additionally, admins can view bid histories and track winners on a day-to-day basis. Overall, the system is well-suited for Myanmar's market, offering both users and administrators a streamlined, profit-boosting experience.

Moreover, the design of the online auction system is convenient and user-friendly for both users and administrators. The interface is intuitive, making it easy for users to browse products, place bids, and track their progress. On the admin side, managing auctions, viewing statistics, and performing CRUD operations are all efficiently streamlined. To further enhance usability, the system includes a detailed user guide and FAQs section, ensuring that users and admins can quickly find answers to common questions and navigate the platform with ease. This comprehensive design ensures a smooth experience for all participants in the auction process.

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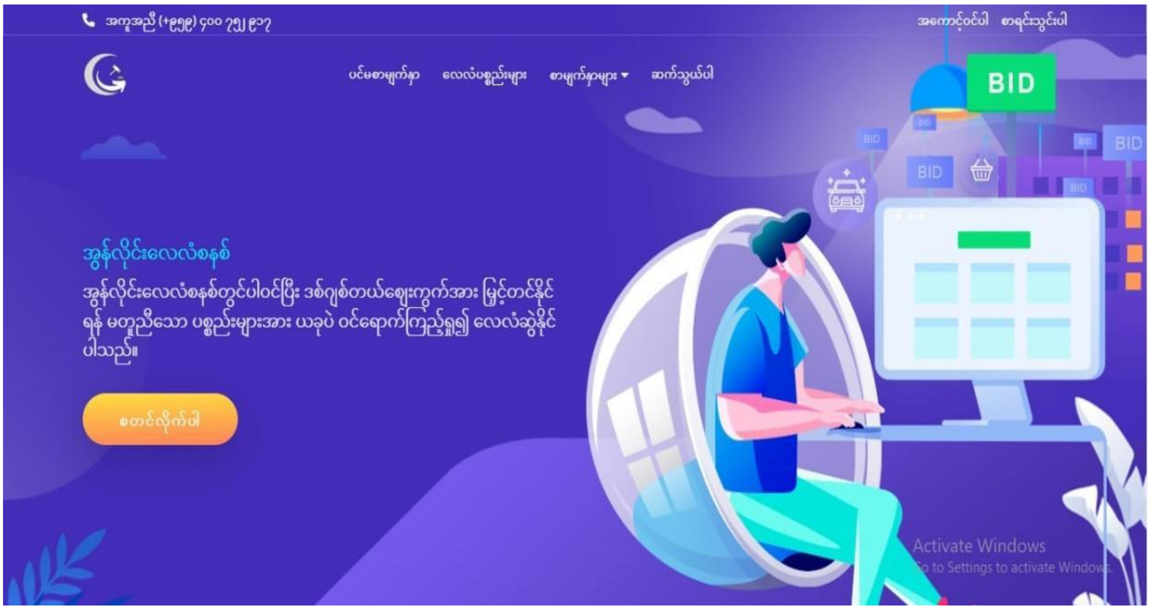

Figure 3: Implementation of this system

CONCLUSION

The Online Auction System is a comprehensive solution designed to revolutionize the auction process. By enhancing accessibility, engagement, security, and trust, it provides a superior auction experience for users. This platform not only meets the current needs of buyers and sellers but also positions Myanmar to penetrate the global market more effectively, driving economic growth and digital advancement. The Online Auction System offers numerous benefits that enhance the auction experience for both buyers and sellers. This system is different from traditional auction system. Traditional auctions are limited by location, often restricting participation to local bidders. The online auction system eliminates these geographical barriers, allowing users from different regions to participate, thus expanding the potential market. Unlike traditional auctions that occur at specific times and locations, online auctions are accessible 24/7, offering users the flexibility to bid and list items at their convenience. This accessibility can increase user engagement and participation.

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