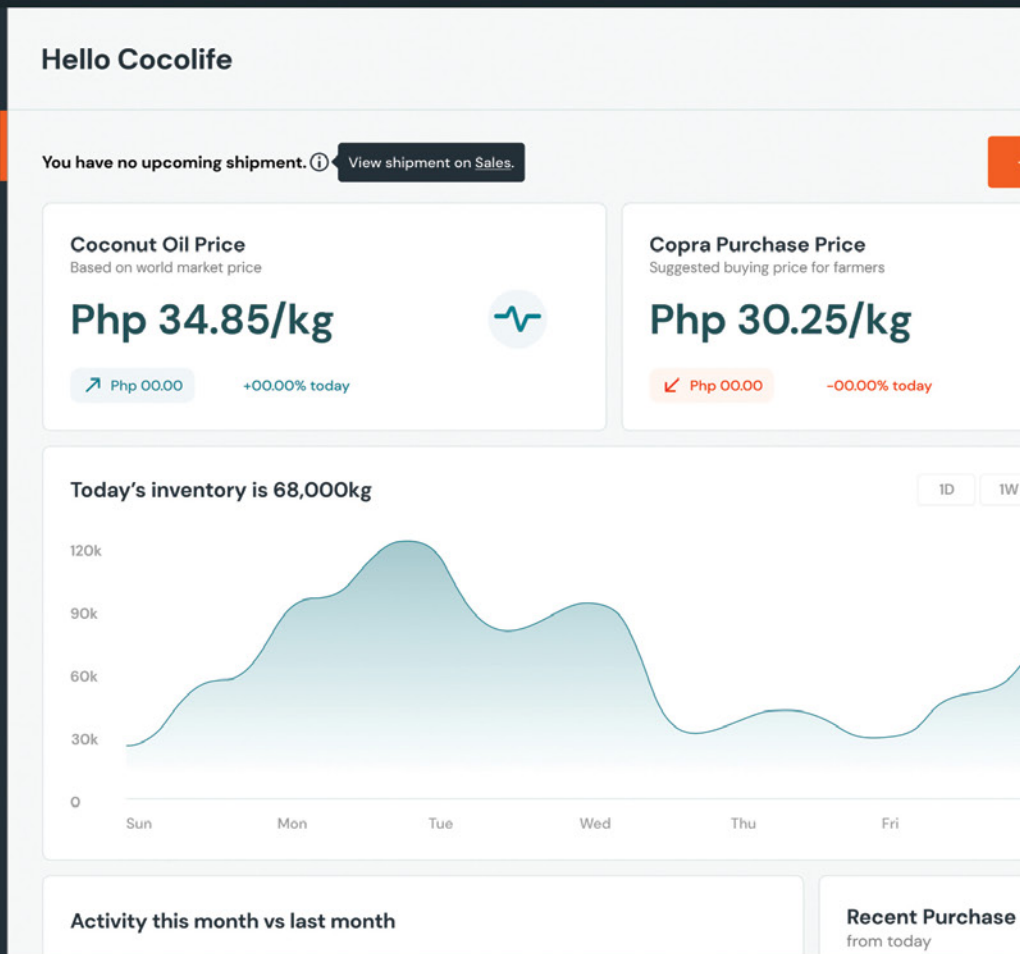
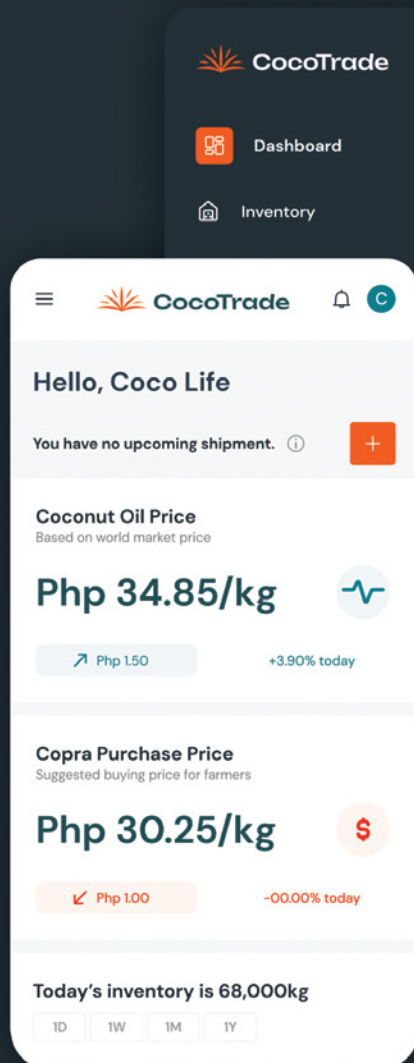




# CocoTrade

## One-stop web app to streamline copra trading



Designed and Developed by Team Eevee

Kathreen Nervez, Eliza Francisco, Jennifer Mallari, Hazel Lao  
Akifumi Hayashi, Sacha Asano, Prathibha Wejitunga, Hisashi Ishihara



# Contents

## Project Overview

Background	4
Opportunity	4
Solution	5
Target Market	5
Main Features	6
Competitor Analysis	7
Project Timeline	8

## Design Overview

User Personas	10
User Flow	12
Wireframes	14
Branding	16
UI Kit	19
Mockups	20

## Technical Overview

System Architecture	22
Component Tree	23
Data Model	24
Tech Stack	25
Design System	26

## Business Model

Ethics and Social Responsibility	28
Key Metrics	29
Marketing Strategy	29
Business Model	30
Future Features	31

The Team	32
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References	34
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# Project Overview

## Background

The idea started when one of our team members shared the struggles her family is facing with their copra buying and selling business. A copra business owner typically starts their day by checking yesterday's transactions and calculating how much cash is needed for today's business. This also involves monitoring market rates to calculate and update the rate for copra sellers. Afterwards, customers come in to sell their copra, and each transaction is logged manually. Before the end of the day, they recheck their inventory and sales to ensure everything matches. All of these processes are done manually, making them time-consuming and tedious.



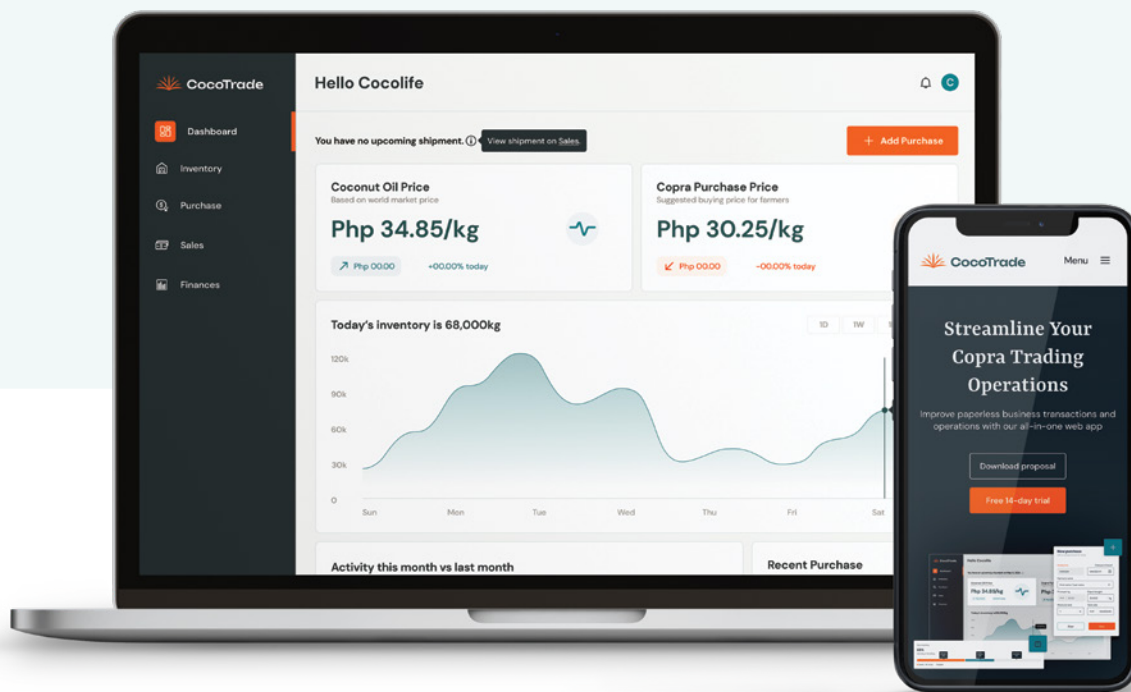
Coconut meat being dried under the sun, also known as copra.

## Opportunity

The daily fluctuation of market rates is challenging to calculate and update for copra sellers. Logging stocks and inventory is done manually, making it time-consuming to keep track of copra from each seller. Our team found an opportunity to help copra business owners address the problems with their manual processes.

## Solution

CocoTrade is an all-in-one web app that offers a paperless inventory and sales management system to copra traders. With CocoTrade, business owners can easily view their monthly and daily transactions. Additionally, they can set their own copra prices based on the world market price and keep track of their purchases, observing trends from daily to yearly.



### Target Market

CocoTrade targets the lucrative market of copra traders, particularly focusing in the Southeast Asian countries such as the Philippines and Indonesia, renowned globally for their copra production. CocoTrade seeks to improve efficiency and profitability for small family-run and medium-sized copra traders within this agricultural industry.





# Main Features

## Simplified Finance Management

Users can keep track of copra sales and purchases, with detailed yearly, monthly and weekly reports to monitor and analyze profit margins and the business's financial status.



## Real-time Market Pricing



Users can monitor the fluctuations and trends for coconut oil in the world market. In addition, the real-time market pricing will automatically adjust the suggested purchase price of copra for users.

## Inventory Management

Users can monitor and track inventory status, providing them with real-time updates and notification reminders when the warehouse capacity is ready to make a shipment.



# Competitor Analysis

	 <b>CocoTrade</b>	<b>SAP</b>	 <b>Arctic Data</b>
<b>Real-time Trade Market Price</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Inventory Management</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Financial Management</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Digital Record Database</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Adaptable to SME Operations</b>	<input checked="" type="checkbox"/>		
<b>Tailor-made for Copra Trading</b>	<input checked="" type="checkbox"/>		

SAP offers multiple features that streamline solutions and can be tailored to various industries. However, the broad spectrum of these features can be a disadvantage, as customizing SAP to fit specific business operations can be complex and may require specialized expertise, leading to additional costs and time.

Arctic Data offers customizable software tailored to specific industries and enterprise sizes. However, it is resource-intensive and may require dedicated roles, making it less ideal for smaller businesses like copra trading.



# Project Timeline



## Week 1

### Concept Ideation

We conducted interviews to understand current market needs to initiate the project. Subsequently, we convened to exchange ideas, define the problem, identify opportunities, propose a unique value, and assign team roles.

#### Deliverables

User Interviews	Lean Canvas
Project Ideas	Team Roles



## Week 2 & 3

### Pre-Design and Development

We focused on the preliminary design and development planning over the following weeks. This included creating user flows and low-fidelity wireframes, selecting the technology stack and designing the database, and plotting the system architecture.

#### Deliverables

User Flow	System Architecture
Low-fidelity Wireframes	Database Model
Tech Stack	



## Week 4, 5 & 6

### Branding, Interface Design and Prototype, Backend Development

We were at the peak of design production during these weeks. We have mostly completed branding, created high-fidelity mockups, and developed prototypes to demonstrate interactions and animations, while establishing backend development.

#### Deliverables

Branding and Logo	Prototype
UI Kit	API Development
High-fidelity mockups	



**Week 7 & 8****Design Hand-off and Frontend Development**

We proceeded to enhance our backend and initiate frontend development upon finalizing our designs. Also, we began drafting our project proposal.

**Deliverables**

Design Hand-off  
Project Proposal, Draft  
Frontend Development

**Week 9 & 10****Alpha Milestone**

We conducted an Alpha Bug Bash to identify and report bugs and errors in both the frontend and backend. We finalized our project proposal, created social media assets, and refined our UI Kit to enhance its visual appeal.

**Deliverables**

Project Proposal, Final	Social Media Assets
UI Kit, Final	Bug Fix

**Week 11 & 12****Beta Milestone**

As we approached the conclusion of the web application production at the Beta Milestone, we finalized the development phase, continued to address bug fixes, and prepared a presentation deck to showcase our product.

**Deliverables**

Presentation Deck  
Development Phase, Final

**Week 13****Presentation and Launch Day**



# Design Overview

## User Persona 1

### Bio

Alice comes from a family with a long history in copra trading. She inherited the business from her parents and has been managing it for the past 25 years. She is based in Tarlac and operates a small warehouse where she buys copra from local farmers, processes it, and sells it to coconut oil manufacturers.

### Pain Points

- Challenges in monitoring fluctuating market prices
- Problems in manual and prolonged record-keeping and calculation of purchase/sales leading to miscalculation and profit loss
- Poor inventory monitoring and management that leads to overstocking

### Needs and Expectations

#### Real-time Market Price Tracker

Real-time access to market prices and trends for easy business decisions.

#### Automated Calculations

Daily purchase computations and sales transactions to reduce errors and save time.

#### Inventory Management

Inventory tracking to ensure adequate stock levels and prevent overstocking of copra.

#### User-Friendly Interface

Easy to navigate platform that integrates smoothly with her existing workflows.



**Alice Leal Guo, 53**

**Small-scale copra trader**

Bamban, Tarlac, Philippines





**Emily Chen, 38**

**Operations Manager at a  
copra trading company**

Jakarta, Indonesia

## User Persona 2

### Bio

Emily has a background in finance and has been working in the copra trading industry for over 12 years. She currently manages operations at a medium-sized copra trading company based in Jakarta, Indonesia overseeing domestic sales.

### Pain Points

- Challenges in monitoring the gain of the company due to poor financial management
- Challenges in manual data entry errors and lack of real-time monitoring of coconut oil market prices
- Difficulty in tracking copra inventory across multiple warehouses

### Needs and Expectations

#### Finance Management

Real-time financial monitoring including cash flow, profit margins, and expense tracking of copra trading operations.

#### Sales and Purchase Overview

Sales orders, purchase transactions and invoicing status to manage revenue and expenses efficiently.

#### Market Price Monitoring

Access to live market prices and historical data to analyze trends, negotiate better prices, and forecast market movements.



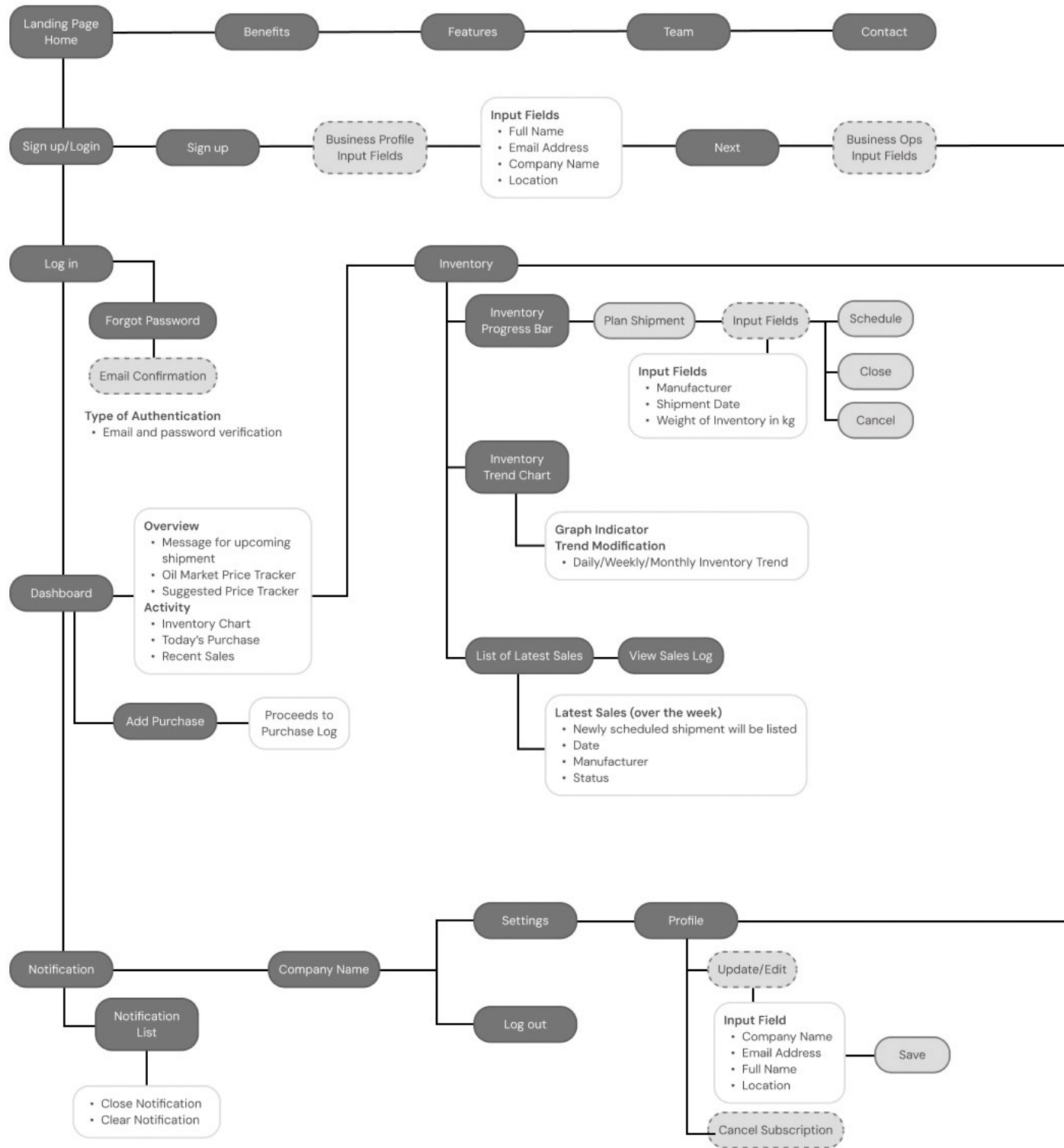


# Userflow

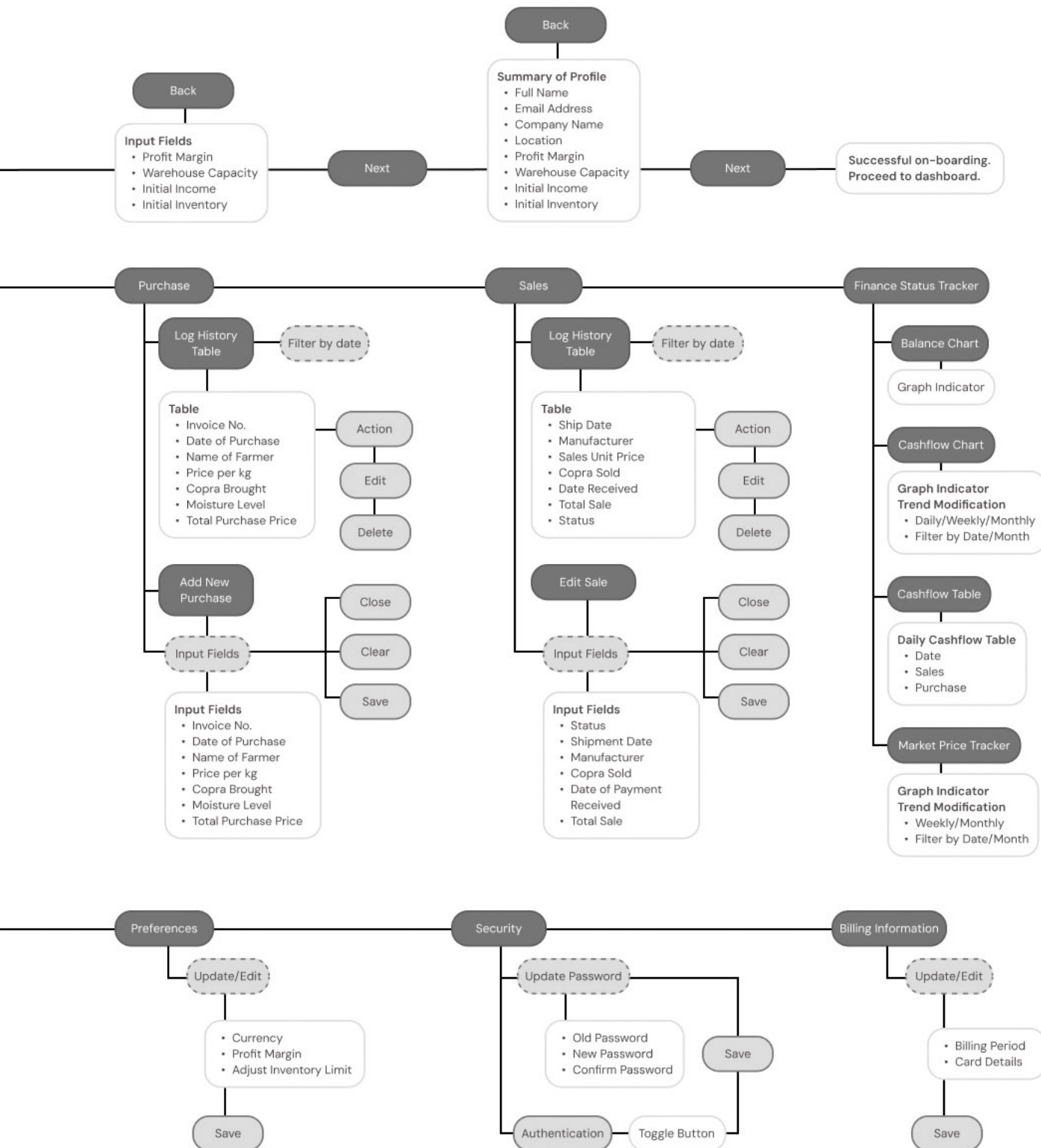
## Legend

User Action

User Input









# Wireframes

## Purchase

CocoTrade

Dashboard

Inventory

Purchase

Sales

Finances

Purchase Log

Supporting text here

🔔 cocolife

Add New Purchase

January 2024

Sort by date Today

Invoice no.	Seller name	Copra sold	Moisture %	Price/Kilo	Total purchase	Action
010124A04	Katherine Bernardo	500 kg.	6%	Php 32.00	Php 16,000.00	✎ 🗑
010124A03	Juan Dela Cruz	300 kg.	7%	Php 32.00	Php 9,600.00	✎ 🗑
010124A02	Jane Dela Cruz	1000 kg.	3%	Php 32.00	Php 32,000.00	✎ 🗑
010124A01	Junjun Dela Cruz III	500 kg.	5%	Php 32.00	Php 16,000.00	✎ 🗑

< 1 2 >

## Sales

CocoTrade

Dashboard

Inventory

Purchase

Sales

Finances

Sales Log

Supporting text here

🔔 cocolife

All

Filter by date This month

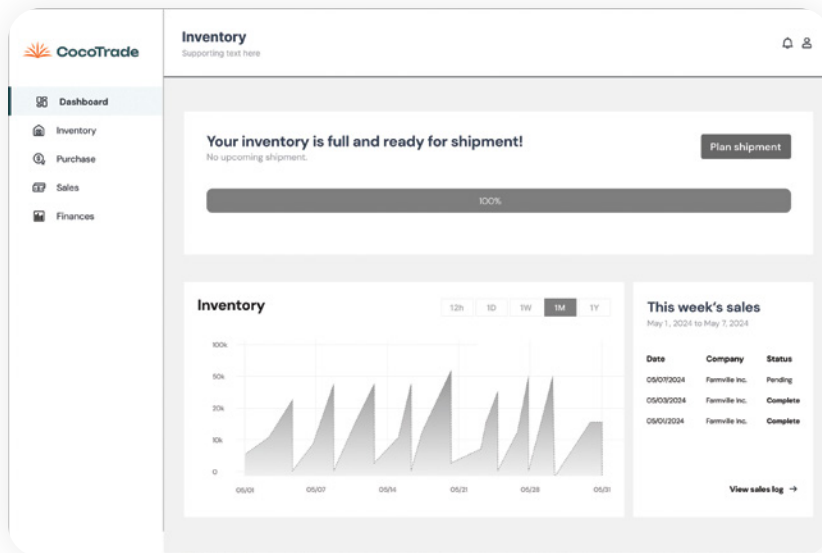
January 2024

Ship date	Manufacturer	Unit sales price	Copra sold	Received on	Total sale	Status	Action
01/01/2024	Farmville Inc.	Php 37.00 / kg	22,000 kg	Pending	Pending	Pending	...
01/10/2024	Farmville Inc.	Php 35.00 / kg	22,000 kg	01/15/2024	Pending	Ongoing	...
01/20/2024	Farmville Inc.	Php 33.50 / kg	22,000 kg	01/27/2024	Php 730,000	Complete	...

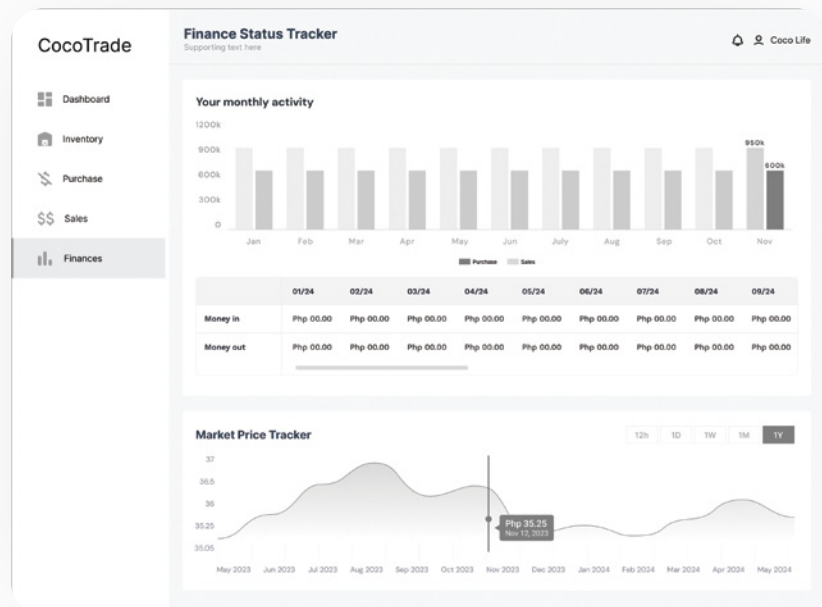
< 1 2 >



## Inventory



## Finance

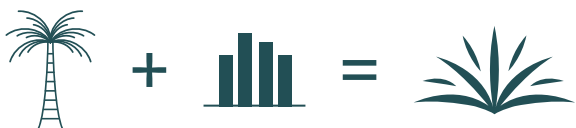




# Branding

## Logo

The logo of Cocotrade is a representation of palm leaves, which symbolizes sustainability and the tree where copra is from, with the bar charts representing the platform's data-driven insights and analytics.



### Logo Icon



### Logo Lockup



### Logo on Color

On dark background



### Clearance



On white background



## Colors

Orange was used because of its warm color and bluegreen that represents nature and stability.

### Primary



orange/500	orange/400	orange/300	orange/200	orange/100
#FF5B04	#FF8340	#FFAA7D	#FFDBC8	#FFF6F1

### Secondary



blue/700	blue/600	blue/500	blue/400	blue/300	blue/200	blue/100
#224F55	#245E66	#0C7F8E	#06ABC2	#86BBC7	#DAE5E7	#F1F7F8

### Neutral



neutral/700	neutral/600	neutral/500	neutral/400	neutral/300	neutral/200	neutral/100	neutral/50	neutral/0
#000000	#243037	#566065	#7D7D7D	#9C9C9C	#D3D3D3	#F1F1F1	#F6F8F8	#FFFFFF

### Warning



yellow/200	yellow/100
#E29500	#FFF2D9

### Error



red/100
#FE2E00



## Typography

### Primary Type

# Rasa

Rasa typeface was chosen to be used for headings because of its classic serif characteristics with modern details. This serif font also conveys a sense of tradition and reliability.

**Bold**      **SemiBold**

**Aa**    **Aa**

### Secondary Type

# DM Sans

DM typeface was chosen for body texts and headings in dashboard. Its clean lines and simple forms ensure that text remains clear and readable. It also has a nice contrast with the serif style of Rasa.

**SemiBold**    **Regular**

**Aa**    **Aa**

### Landing Page Type

## H1

Rasa Bold – 64pt / 110%

## H2

Rasa Bold – 44pt / 110%

## H3

Rasa SemiBold – 26pt / auto

Paragraph

DM Sans Regular – 18pt / auto

### Dashboard Type

## Display

DM Sans Bold – 40pt / auto

## H1

DM Sans Bold – 28pt / auto

## H2

DM Sans Bold – 24pt / auto

Paragraph

DM Sans Regular – 16pt / auto

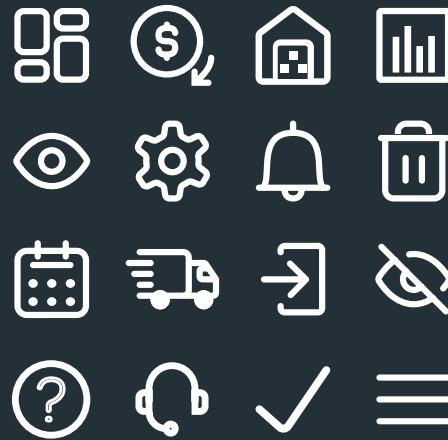
# UI Kit

## Icons

### Default Color



### On Dark Background



## Graphs

### Market Price Tracker

1D 1W 1M 1Y



### Your inventory

68%

68,030kg of 100,000kg

Available  
32%



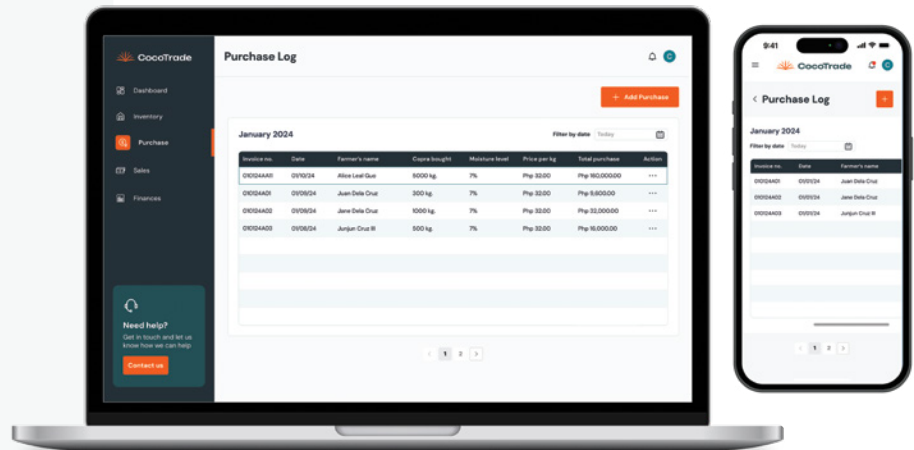
● Stored ● To ship ● Available



# Mockups

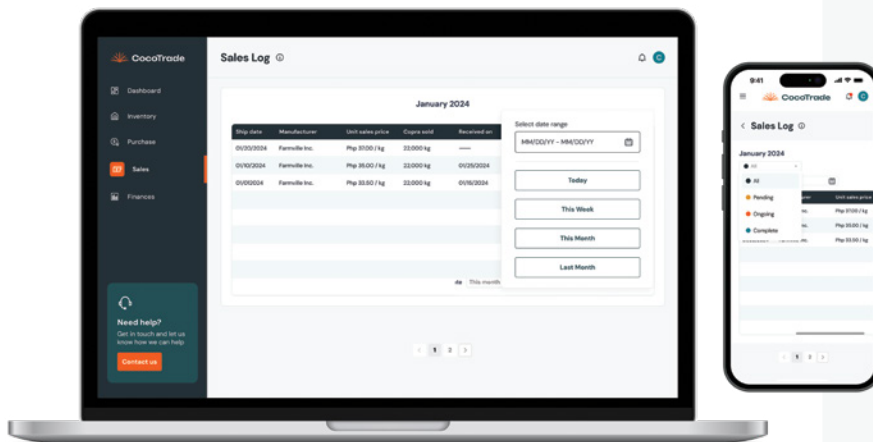
## Purchase

Tracks all copra purchases, providing detailed logs of transactions, farmer details, and prices. Ensures accurate records and efficient inventory management.



## Sales

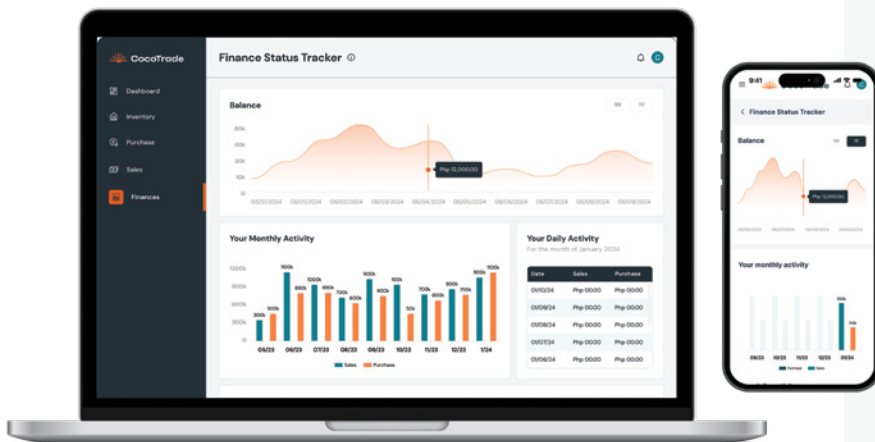
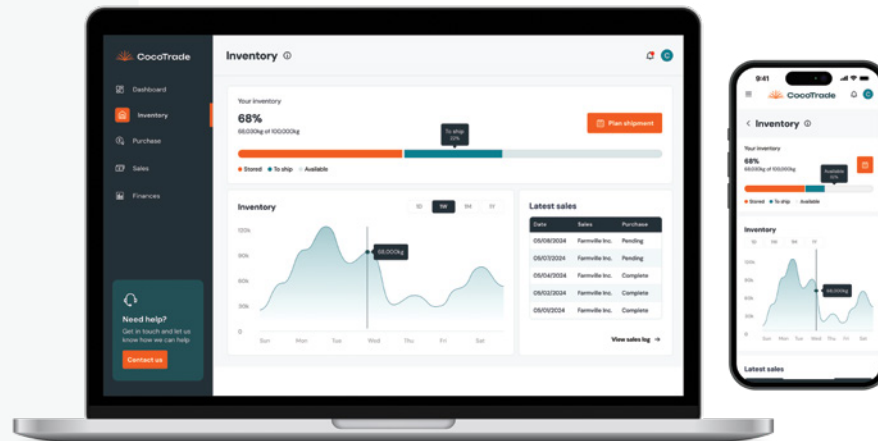
This feature streamlines copra sales by enabling easy listing and order tracking. It offers real-time sales updates and in-depth reports to optimize operations and boost profitability.





## Inventory

Keep track of your purchases and observe the trend from daily to yearly.



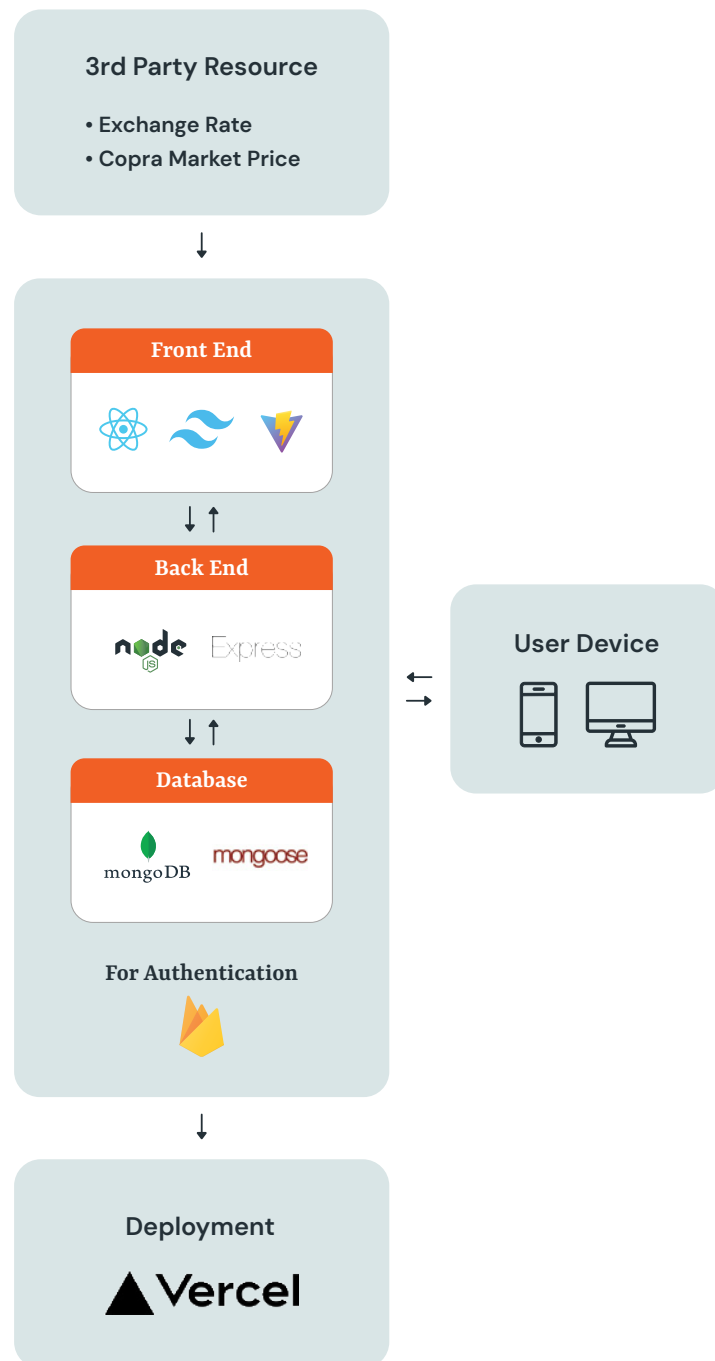
## Finance

Take a quick glance at your monthly and daily activity to track purchases and sales.

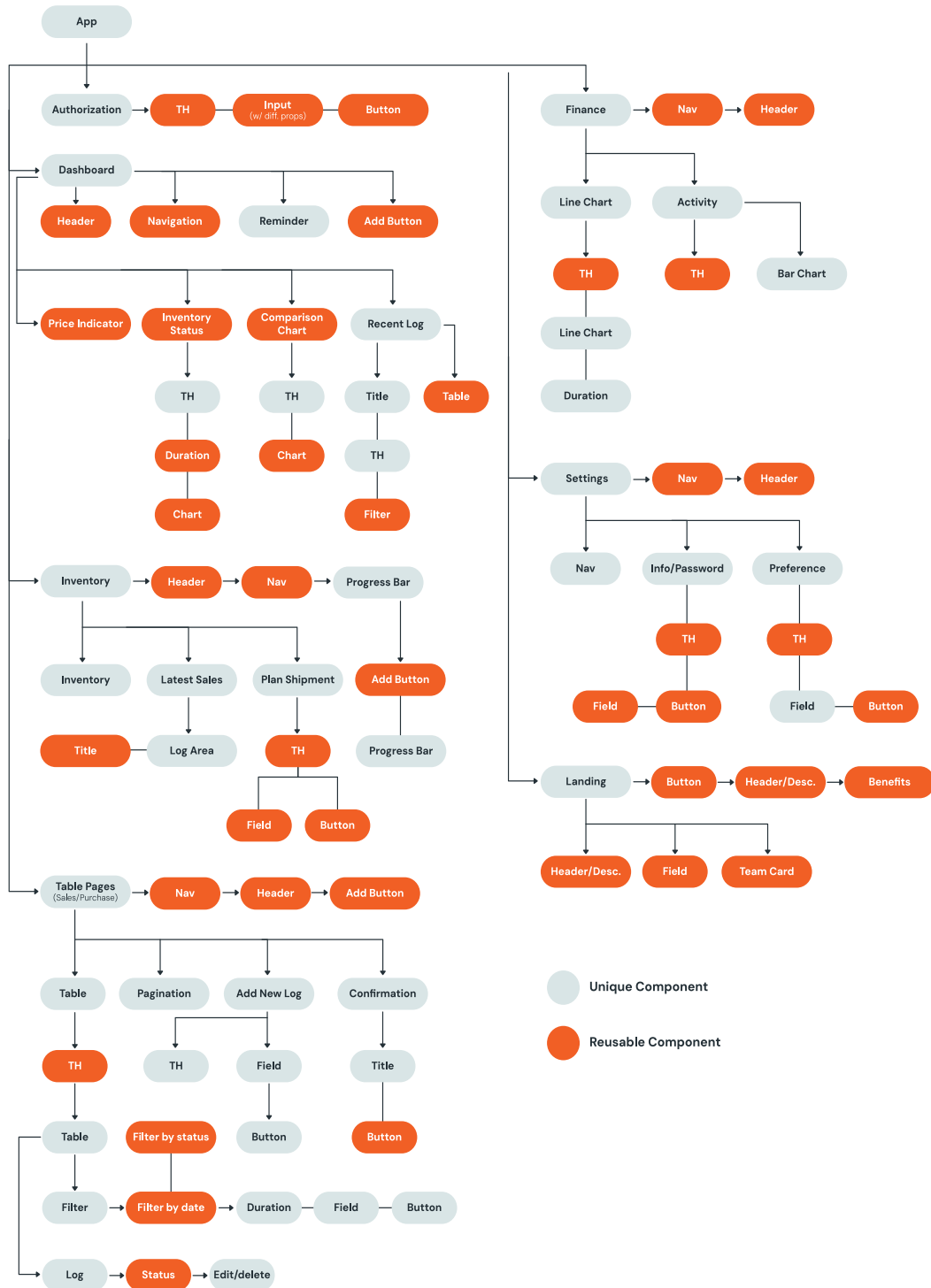


# Technical Overview

## System Architecture

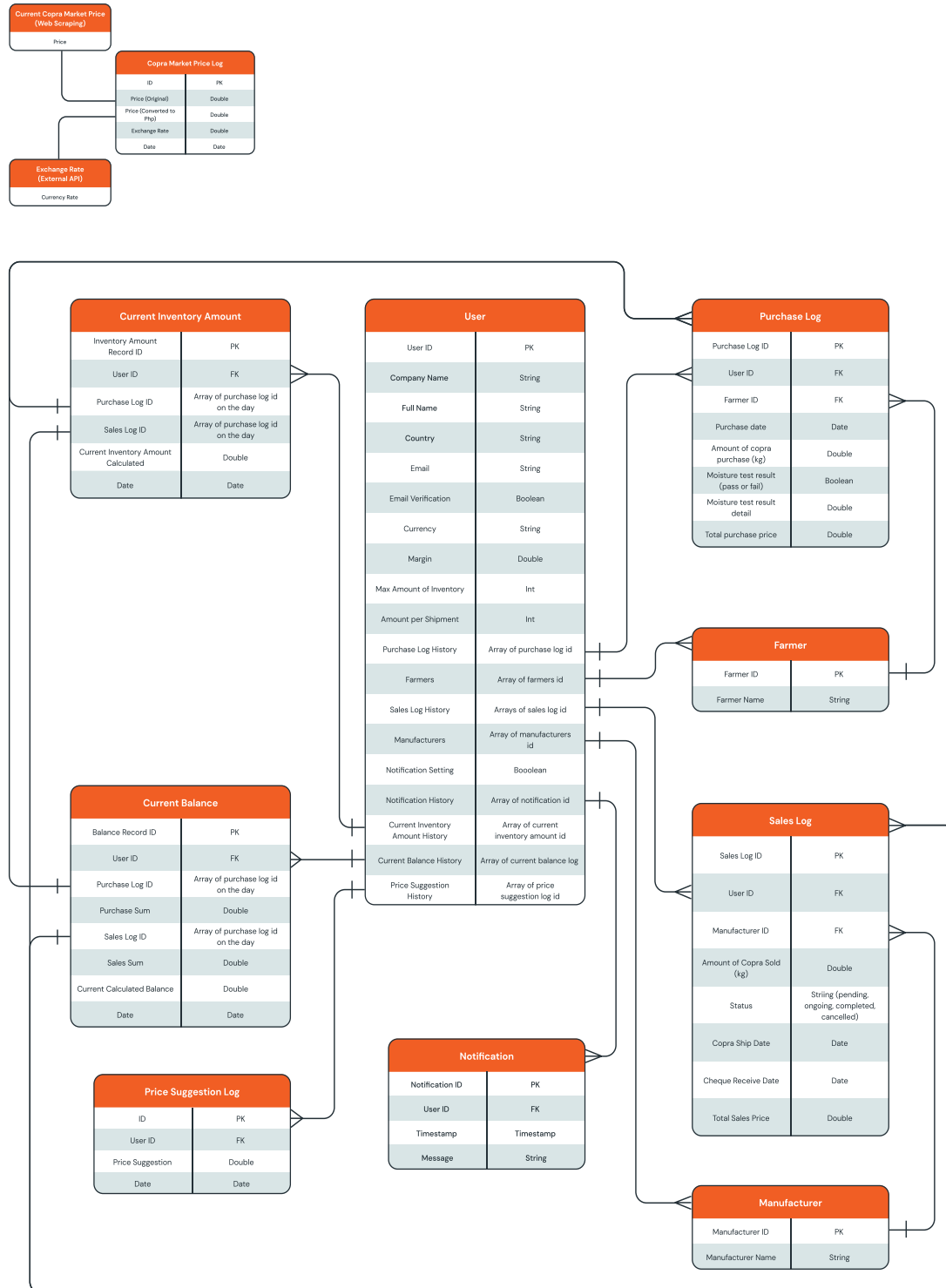


# Component Tree





# Data Model



# Tech Stack

## Frontend Development

The frontend uses React for component-based development and data reactivity, with Tailwind for consistent styling. Vite optimizes local development, and Vercel ensures smooth, continuous deployment.



## Backend Development

The backend relies on Node.js which is the prominent Javascript runtime environment to create server. Express.js is used for effective routing for RESTful API and integration with DB. User authentication is ensured by Firebase. MongoDB was used which is the most popular NoSQL for the sake of flexibility of schema and versatility of complex query.



## Design

Figma is used in developing the design system, from user flows to UI kits, wireframes, mockups, and prototype. Figma was invaluable for collaborating with developers by providing comments and feedback. Additionally, it served as a comprehensive guide for developers during frontend development using Devmode Feature.

In parallel, Photoshop is used for image enhancements, Adobe Illustrator for branding assets, and Adobe InDesign for project proposal.



## Project Management

Slack is used for the team's efficient communication and collaboration during decision-making and file sharing. Github is used primarily by developers for version control, code repositories, pull requests and issue tracking. Lastly, Jira was utilized for creating epics and tasks and sprint management to oversee the progress of each tasks.



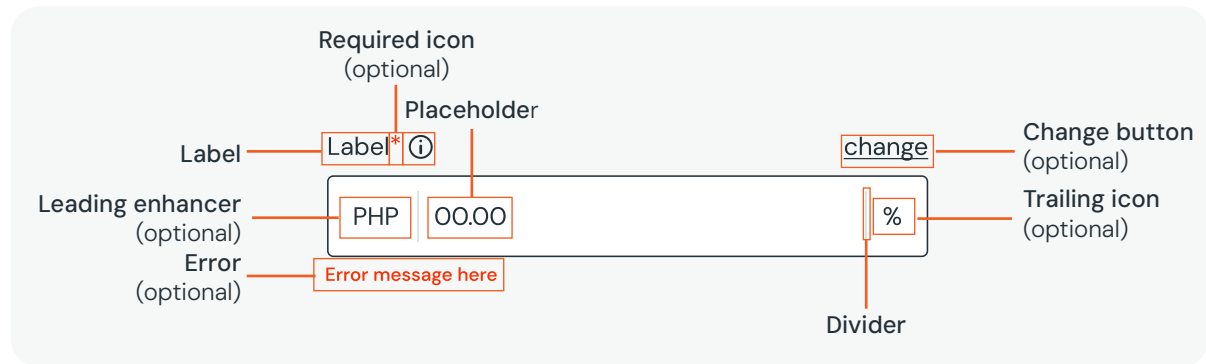


# Design Systems

## Input Fields

Input/text fields are containers that let users add or their information and data. Our input field has three sizes: large, medium, and small. We also set four different states: default, disabled, hovered, and error.

### Anatomy



#### Default

Label\* ⓘ change

PHP

00.00

%

Container background: #FFFFFF  
Text and icons: #243037  
Divider: #DAE5E7  
Required icon: #FE2E00

#### Active

Label\* ⓘ change

PHP

00.00

%

Container background: #FFFFFF  
Container outline: #0C7F8E  
Text and icons: #243037  
Divider: #DAE5E7  
Required icon: #FE2E00

#### Disabled

Label ⓘ change

PHP

00.00

%

Container background: #F1F1F1  
Text and icons: #566065  
Divider: #9C9C9C

#### Error

Label\* ⓘ change

PHP

00.00

%

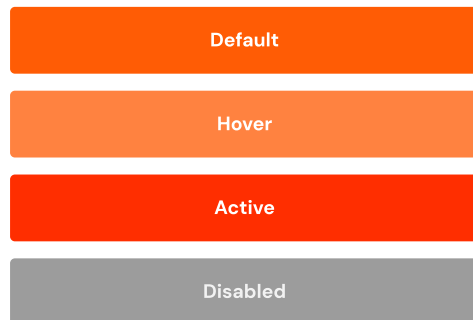
Error message here

Container background: #FFFFFF  
Container outline: #FE2E00  
Text and icons: #243037  
Divider: #DAE5E7  
Required icon: #FE2E00

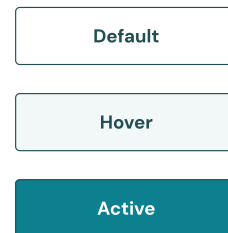


## Buttons

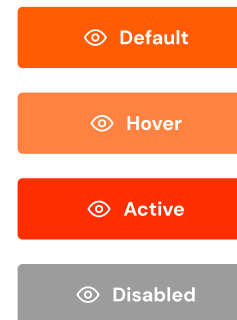
### Primary



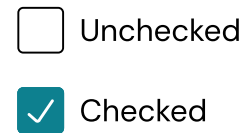
### Secondary



### With Icon



### Checkbox

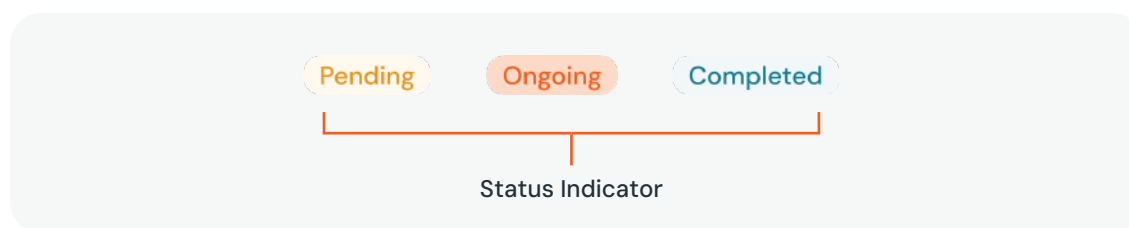


## Badges

A badge is a component used to display information regarding updates and notifications.

## Sales Log Indicator

### Anatomy



### Colors

#### Pending

Label: #E29500

Background: #FFF9ED

#### Ongoing

Label: #FF5B04

Background: #FFDBC8

#### Completed

Label: #0C7F8E

Background: #F1F7F8

### Size

W: 100%

H: 22px



# Business Model

## Ethics and Social Responsibility

### Compliance With Laws, Standards, Agreements, And Regulations

CocoTrade will strictly adhere to any laws, regularization and standardization requirements implemented by the region of operation.

### Protecting Confidential Information

Unless required by law or authorized by the user, in-app databases, records, financial and operational information of the user will remain classified and protected as private and confidential information.



### Upholding User Relations

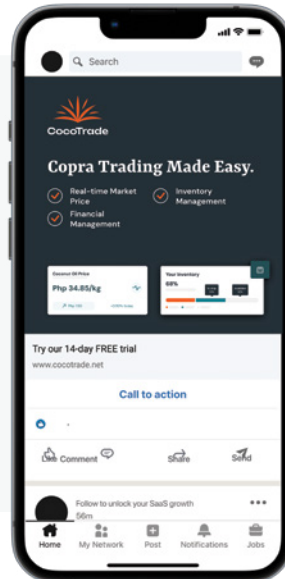
CocoTrade will boost user retention by maintaining a professional, transparent relationship built on trust, respect, and mutual benefit. This includes honoring commitments, providing timely support, and recognizing sustainable copra farming.

### Advocates for Sustainable Coconut Oil

Focusing on small to medium enterprises, the platform helps independent coconut farmers thrive locally, reduce environmental impact, and promote fair trade, unlike deforestation-causing corporate farms.

## Marketing Strategies

- Word of mouth
- Expo and tradeshow events
- Social media presence
- Google ads



## Key Metrics

- Subscription Rate
- Retention Rate
- Customer Satisfaction Rate



## Business Model

Users can sign up for Cocotrade with a 14-day free trial, followed by a choice of monthly or yearly subscriptions. Both plans offer full access to all features, providing flexibility to meet business needs.



## Our Pricing

	MONTHLY PHP 14,999	YEARLY PHP 149,999
Infinite number of purchase and sales log	✓	✓
Unlimited inventory management	✓	✓
Access to real time copra market price	✓	✓
Customer support during business hours	✓	✓

## Future Features



### Role-based Access Control

It allows users to access platform sections based on their roles, ensuring they interact only with relevant information and enhancing security by limiting access to authorized personnel.



### User Activity Logs

This feature allows users to track actions taken by each user (owner, employers) within the platform. This helps in monitoring operations and ensuring accountability.



### Real-time Shipment Tracking

This feature allows users to view real-time status updates of their shipments. It will include details such as current location, estimated time of arrival, and delays.



### Expanded International Availability

Currently, CocoTrade is available only in the Philippines. We plan to expand our services to other countries, primarily in Southeast Asia, in the near future.



# The Team

## Design



### **Kathreen Nervez, Project Manager & UI/UX Designer**

Oversaw projects from start to finish, ensuring that deadlines were met. Worked with the design team from UX to UI and collaborated with the development team to ensure proper implementation.

[/kat-nervez](#)  [dribbble.com/kgnervez](#)



### **Jennifer Mallari, Lead UI/UX Designer**

An engineer transitioning to UX design adept in critical thinking. Collaborated on sitemap, user flow, user personas and components. Created dashboard and inventory pages from wireframing to prototyping.

[/jennifergmallari](#)  [behance.net/penguini](#)



### **Hazel Lao, UI/UX Designer**

A UI/UX designer with a graphic design background. Handled research, user flow structure, onboarding setup, and making intuitive sales/purchase logs. Ensured cohesive, functional design through team collaboration.

[/hazellao](#)  [hazellao.myportfolio.com](#)



### **Eliza Francisco, UI/UX Designer**

An experienced graphic designer shifting into the field of UX/UI design. Worked with the team throughout the whole process. Designed the landing page, components, and the proposal document.

[/elizafrancisco](#)  [behance.net/franciscoelizajean](#)



## Development



### Hisashi Ishihara, Dev Lead & Full Stack Developer

Organized system design and made strategic decisions for the team. Developed REST APIs to enhance backend for the finance module. Integrated frontend with robust state management for complex data visualizations.

[in](#) /ishi-hisashi [GitHub](#) IshiHisashi



### Sachi Asano, Full Stack Developer

Created and enhanced the frontend interface, ensuring smooth user interaction and accessibility. Developed efficient API endpoints. Architected the optimized database structure based on business logic.

[in](#) /sachi-sacha-asano [GitHub](#) c-est-sa



### Akifumi Hayashi, Full Stack Developer

Developed API endpoints, frontend user interface with React and integrated them together. Interpreted business logic into data manipulation logic and coded it to ensure the data integrity around sales management.

[in](#) /akifumi-hayashi [GitHub](#) Akiodesukedo



### Prathibha Wijetunga, Full Stack Developer

Developed and maintained frontend and backend functionalities, created API endpoints, ensured seamless integration, maintained database functionality, and collaborated on implementing features such as sales, purchases, and notifications.

[in](#) /shehani-wijetunga [GitHub](#) shehani-wijetunga



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[www.cocotrade.net](http://www.cocotrade.net)