



# CocoTrade

One-stop web app to streamline copra trading

The image displays the CocoTrade web application and its mobile app interface. The web dashboard on the right shows a 'Hello Cocolife' message, a 'You have no upcoming shipment' status, and two main price metrics: 'Coconut Oil Price' at Php 34.85/kg and 'Copra Purchase Price' at Php 30.25/kg. It also features a line chart showing inventory levels over a week and a comparison of activity between the current and previous months. The mobile app interface on the left shows a similar layout with the 'Hello, Coco Life' message, the same price metrics, and a 'Today's inventory is 68,000kg' summary. Both interfaces include navigation buttons for 1D, 1W, 1M, and 1Y.

**Hello Cocolife**

You have no upcoming shipment. i [View shipment on Sales.](#)

**Coconut Oil Price**  
Based on world market price

**Php 34.85/kg**

↗ Php 00.00 +00.00% today

**Copra Purchase Price**  
Suggested buying price for farmers

**Php 30.25/kg**

↖ Php 00.00 -00.00% today

**Today's inventory is 68,000kg**

1D 1W 1M 1Y

**Activity this month vs last month**

**Recent Purchase**  
from today

Designed and Developed by Team Eevee

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



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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.



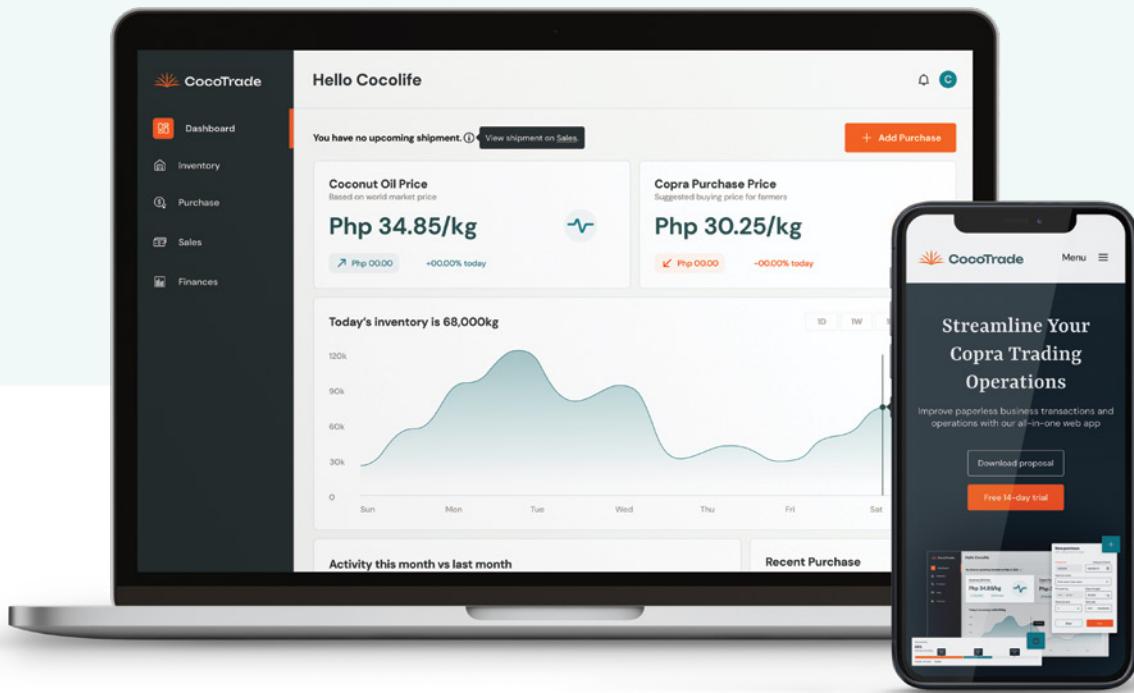
Coconut meat being dried under the sun, also known as copra.

## 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

	 CocoTrade	 SAP	 Arctic Data
Real-time Trade Market Price	✓	✓	
Inventory Management	✓	✓	✓
Financial Management	✓	✓	✓
Digital Record Database	✓	✓	✓
Adaptable to SME Operations	✓		
Tailor-made for Copra Trading	✓		

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.

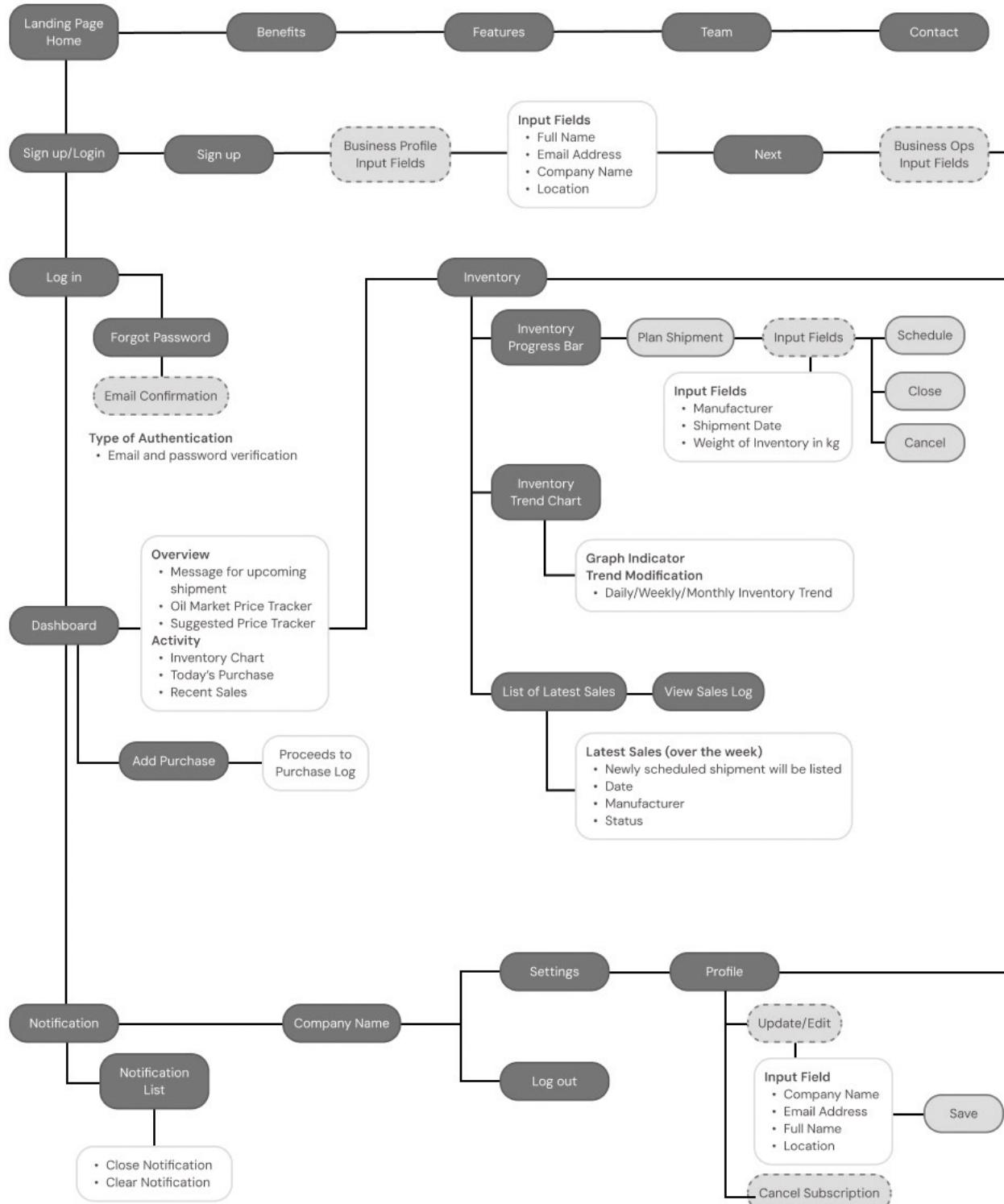


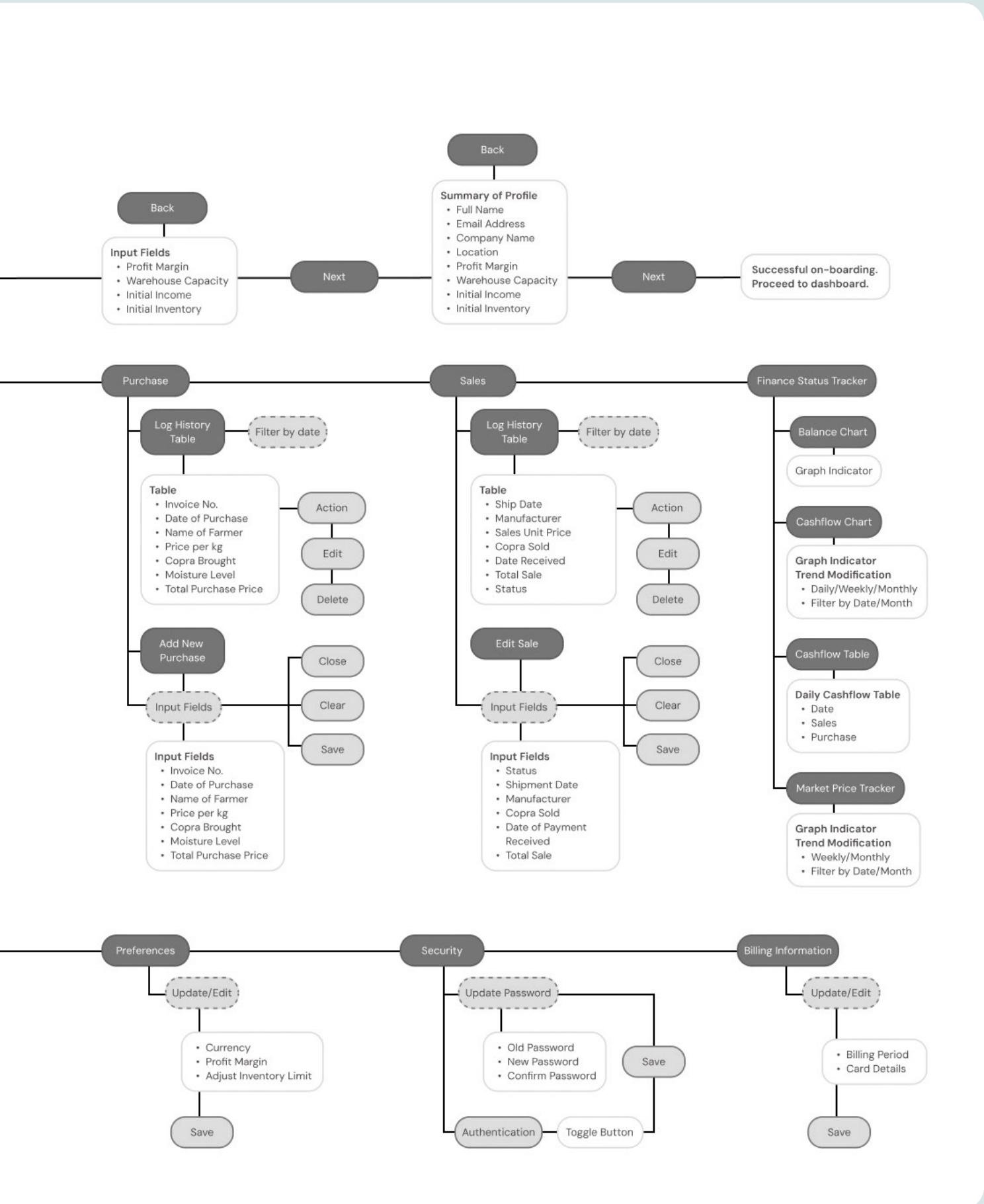
# Userflow

## Legend

User Action

User Input







# Wireframes

## Purchase

**CocoTrade**

**Purchase Log**  
Supporting text here

**cocolife**

**Add New Purchase**

**January 2024**

Sort by date

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 II	500 kg.	5%	Php 32.00	Php 16,000.00	

## Sales

**CocoTrade**

**Sales Log**  
Supporting text here

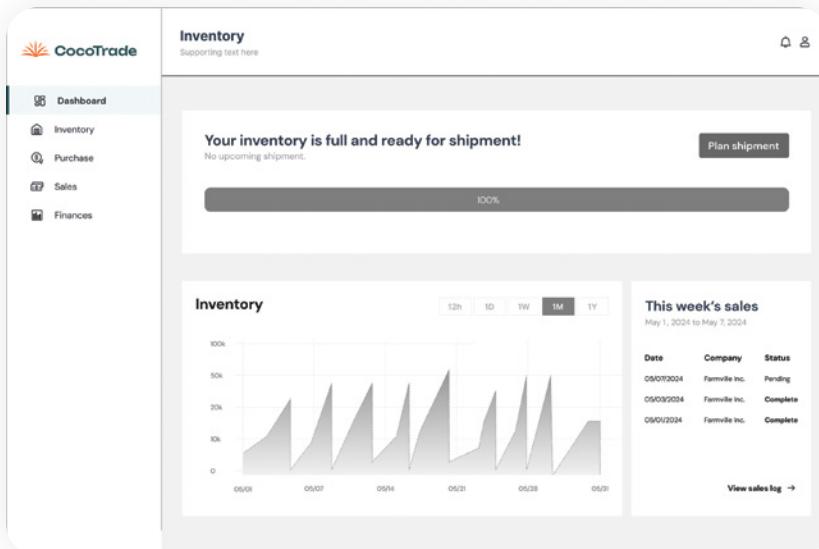
**cocolife**

**January 2024**

All Filter by date This month

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	

## Inventory



**Inventory**  
Supporting text here

Your inventory is full and ready for shipment!  
No upcoming shipment.

Plan shipment

100%

**Inventory**

12h 1D 1W 1M 1Y

100k  
50k  
20k  
10k  
0

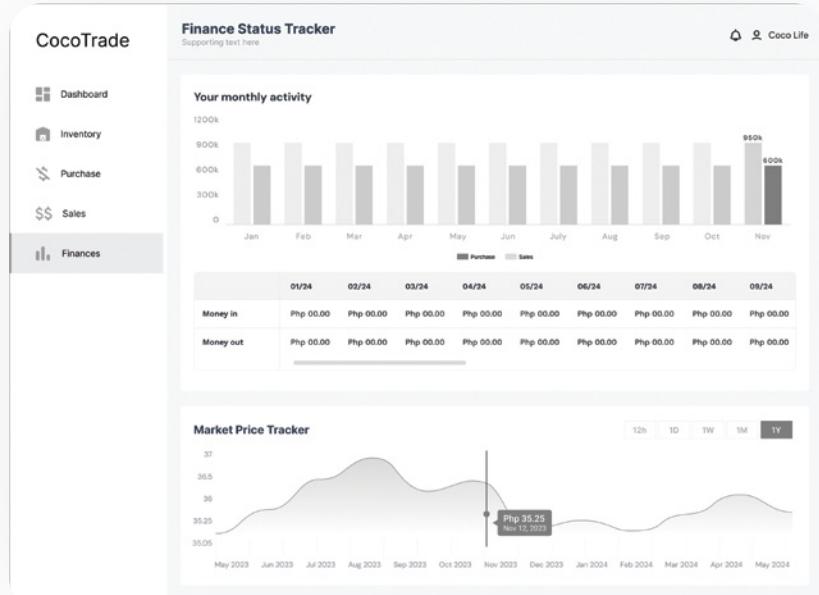
05/01 05/07 05/14 05/21 05/28 05/31

**This week's sales**  
May 1, 2024 to May 7, 2024

Date	Company	Status
05/07/2024	Farmville Inc.	Pending
05/09/2024	Farmville Inc.	Complete
05/09/2024	Farmville Inc.	Complete

[View sales log →](#)

## Finance



**Finance Status Tracker**  
Supporting text here

**Your monthly activity**

1200k  
800k  
600k  
300k  
0

Jan Feb Mar Apr May Jun July Aug Sep Oct Nov

**01/24 02/24 03/24 04/24 05/24 06/24 07/24 08/24 09/24**

**Money in**  
Php 0.00 Php 0.00

**Money out**  
Php 0.00 Php 0.00

**Market Price Tracker**

12h 1D 1W 1M 1Y

37  
36  
35.25  
35.05

May 2023 Jun 2023 Jul 2023 Aug 2023 Sep 2023 Oct 2023 Nov 2023 Dec 2023 Jan 2024 Feb 2024 Mar 2024 Apr 2024 May 2024

Php 35.25 Nov 15, 2023



# 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



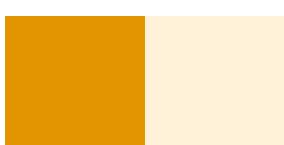
blue/700      blue/600      blue/500      blue/400      blue/300      blue/200      blue/100  
 #224F55      #245E66      #0C7F8E      #06ABC2      #86BBC7      #DAE5E7      #F1F7F8

### 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

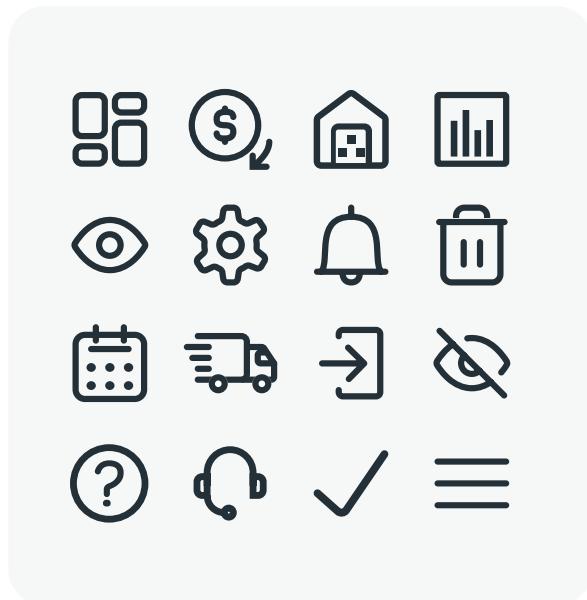
### Paragraph

DM Sans Regular – 16pt / auto

# UI Kit

## Icons

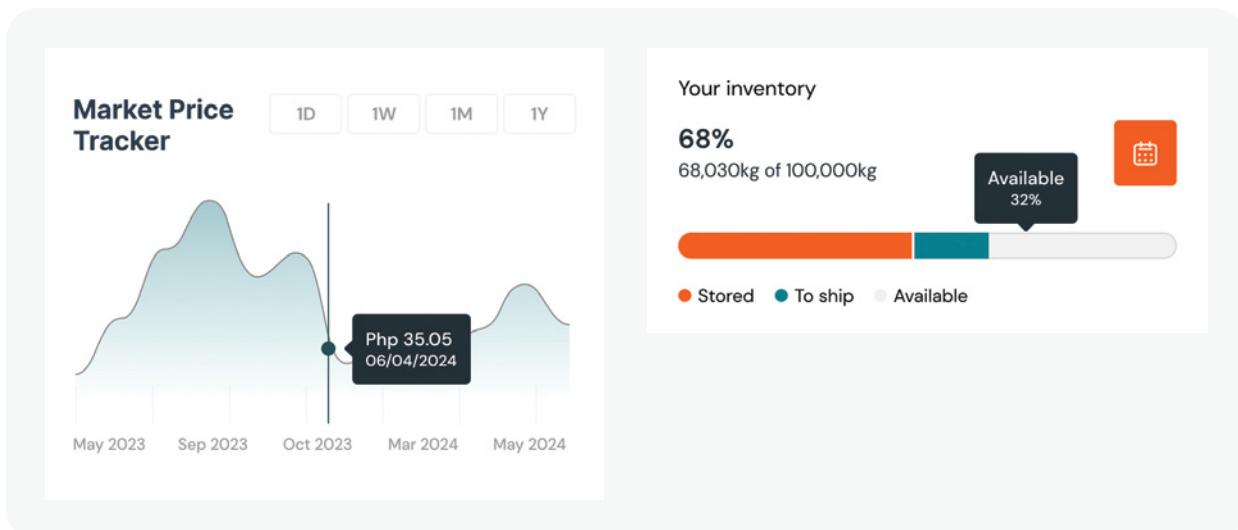
### Default Color



### On Dark Background



## Graphs





# Mockups

## Purchase

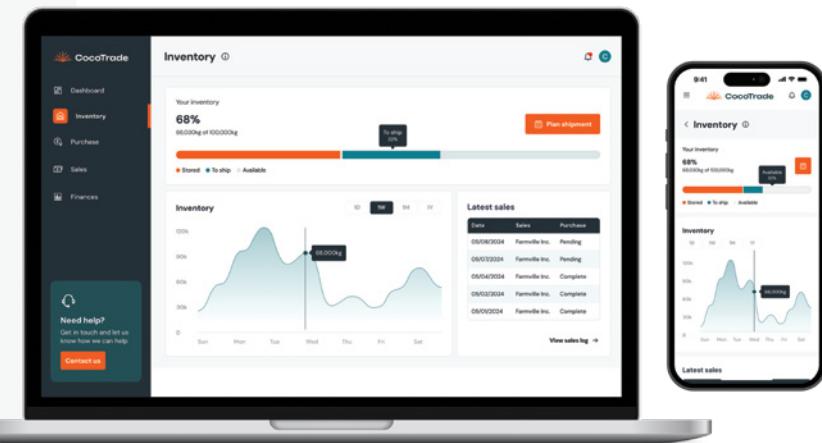
Tracks all copra purchases, providing detailed logs of transactions, farmer details, and prices. Ensures accurate records and efficient inventory management.

## 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.

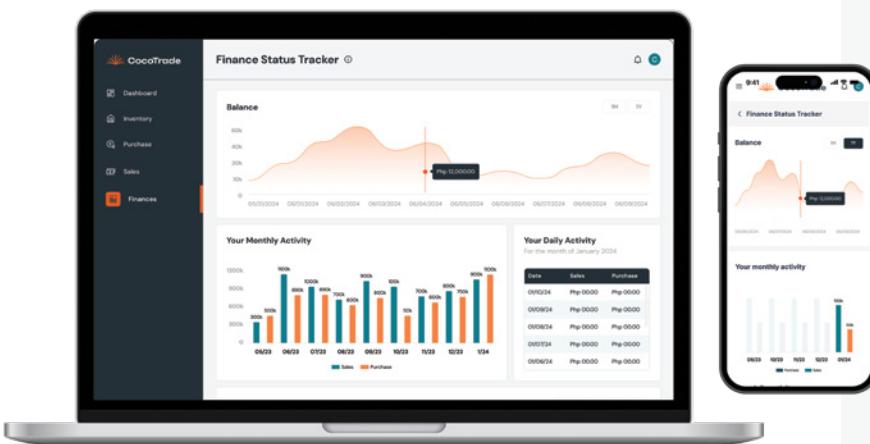
## Inventory

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



## Finance

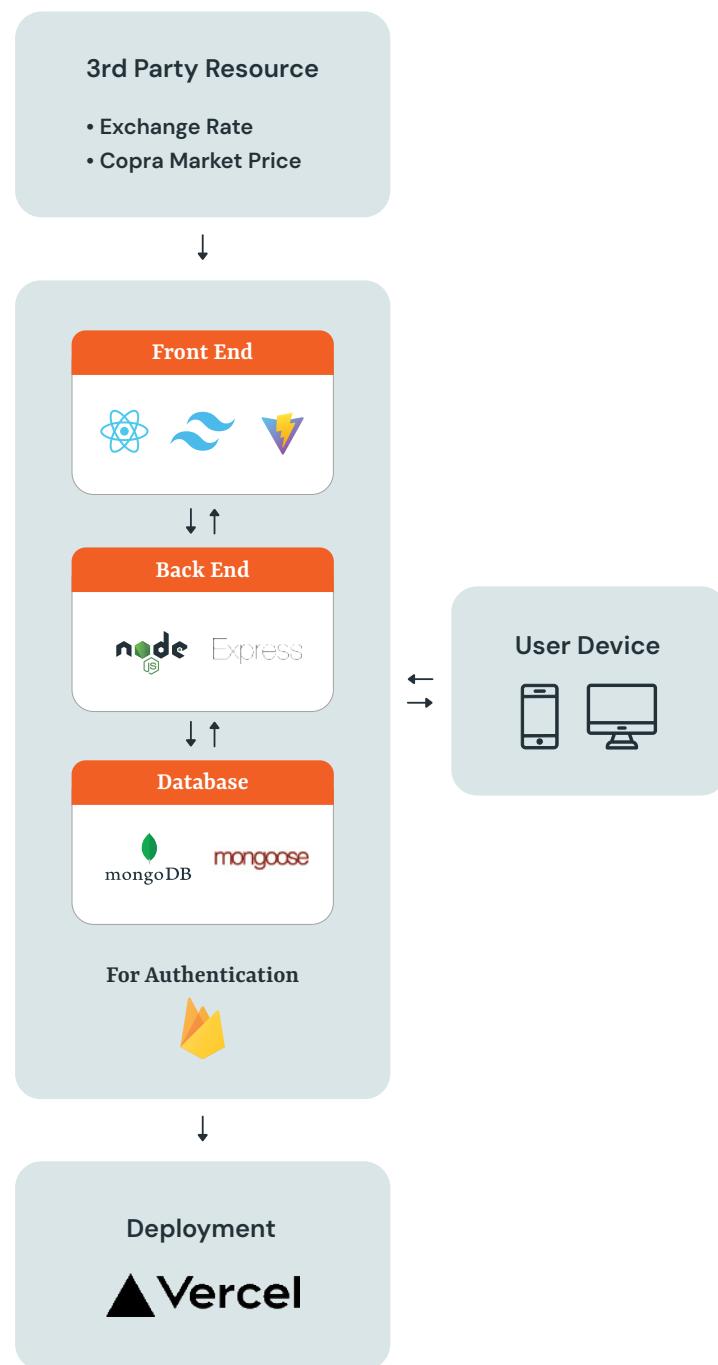
Take a quick glance at your monthly and daily activity to track purchases and sales.



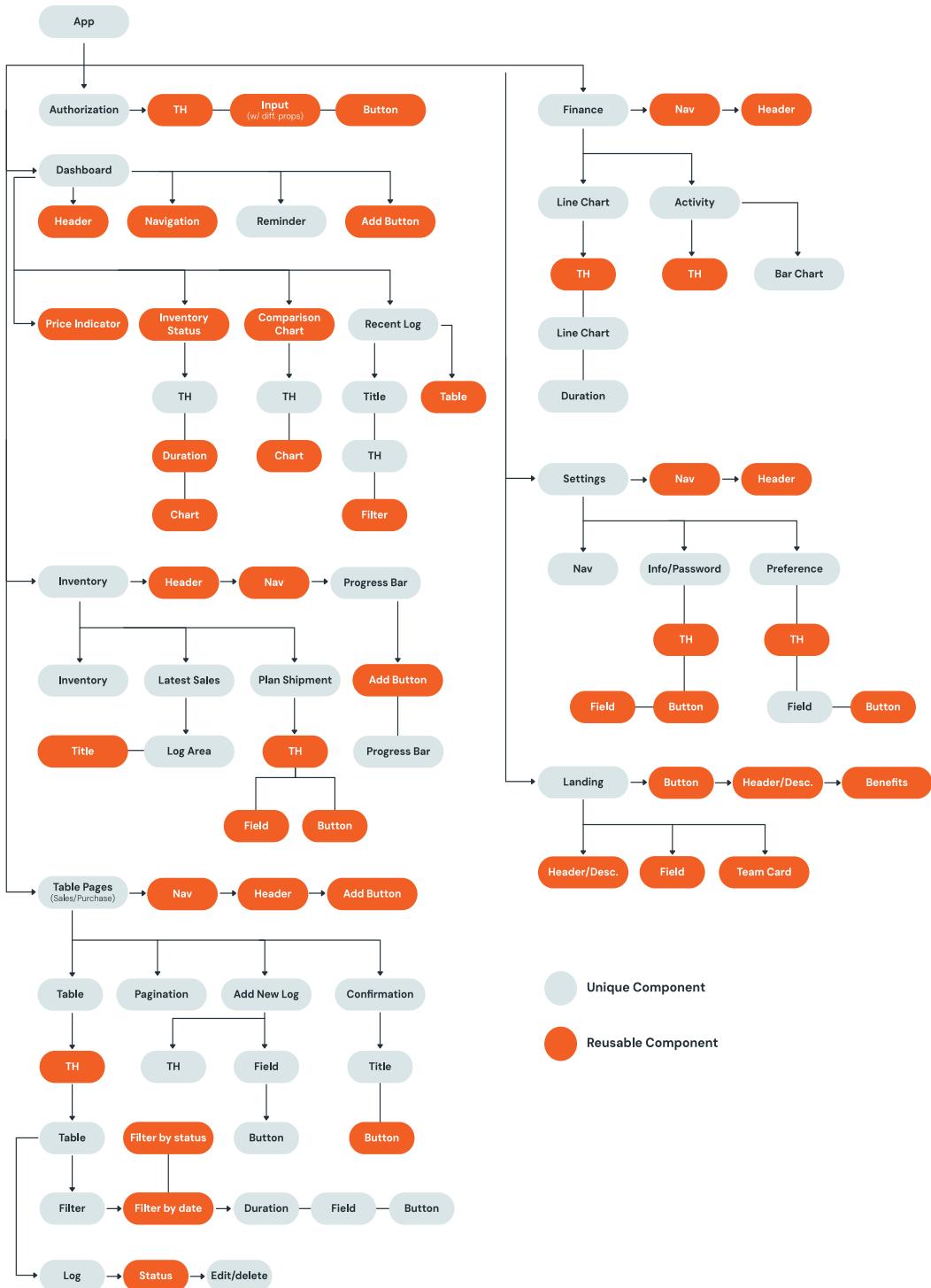


# Technical Overview

## System Architecture

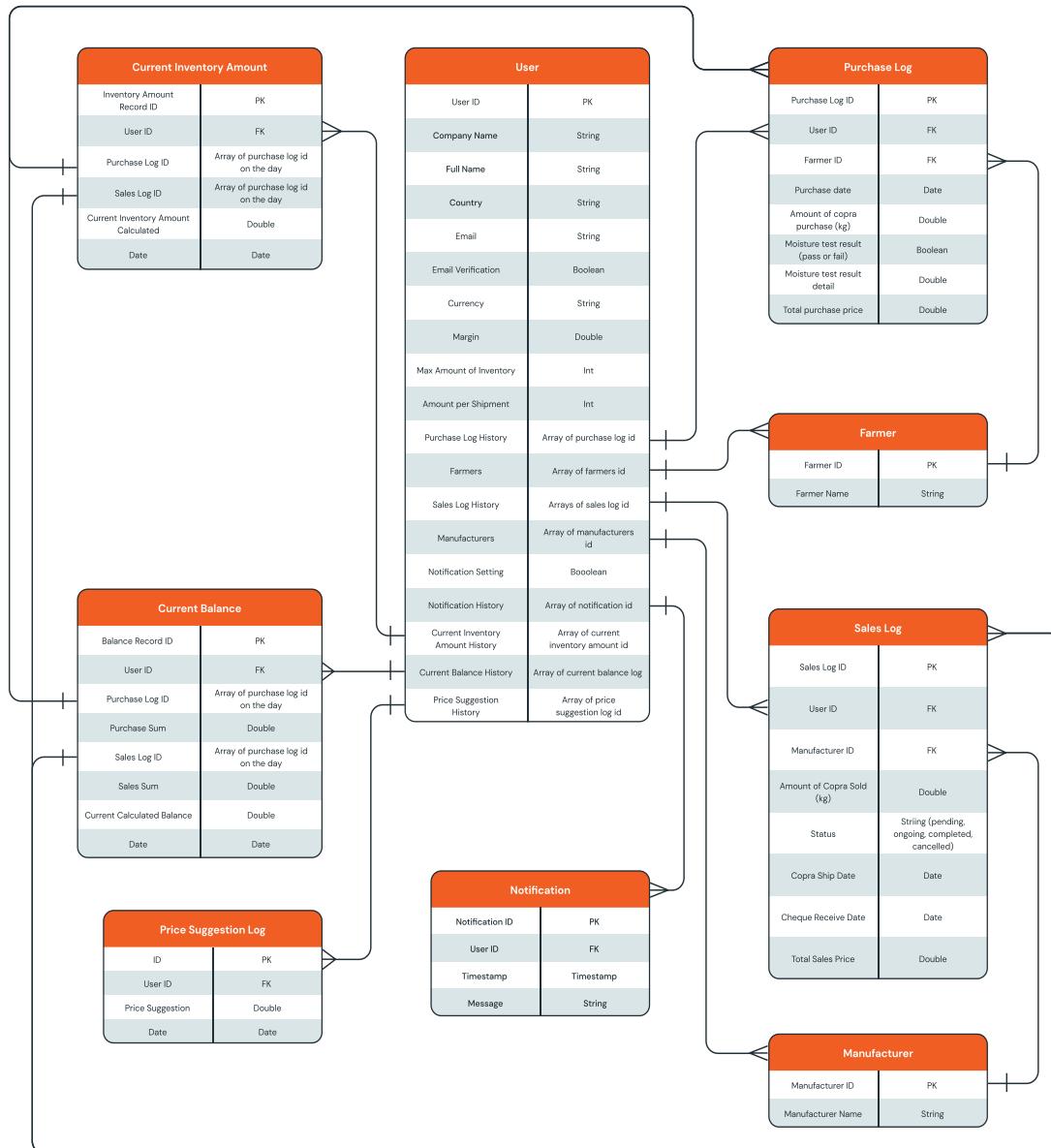
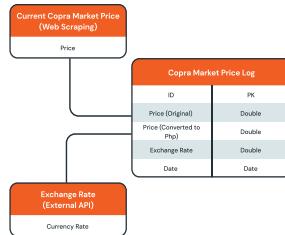


# Component Tree





# 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 prototypes. 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 proposals.



## 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.



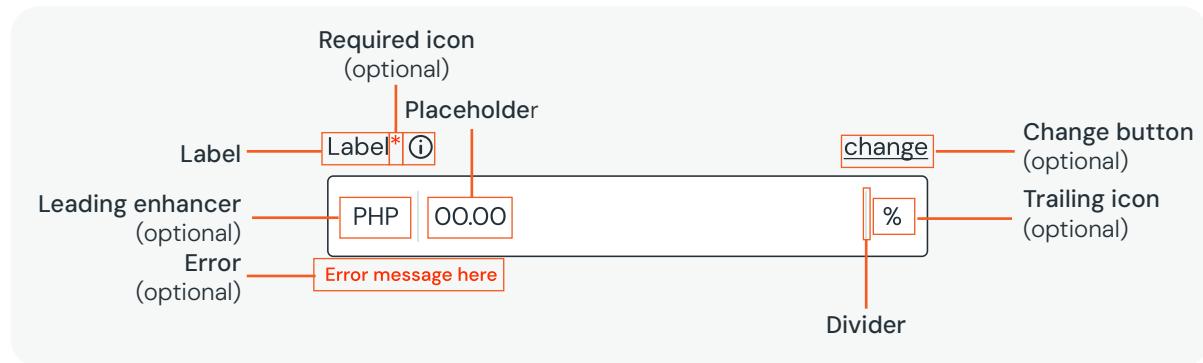


# Design Systems

## 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



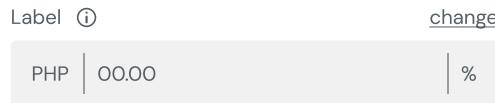
Container background: #FFFFFF  
Text and icons: #243037  
Divider: #DAE5E7  
Required icon: #FE2E00

### Active



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

### Disabled



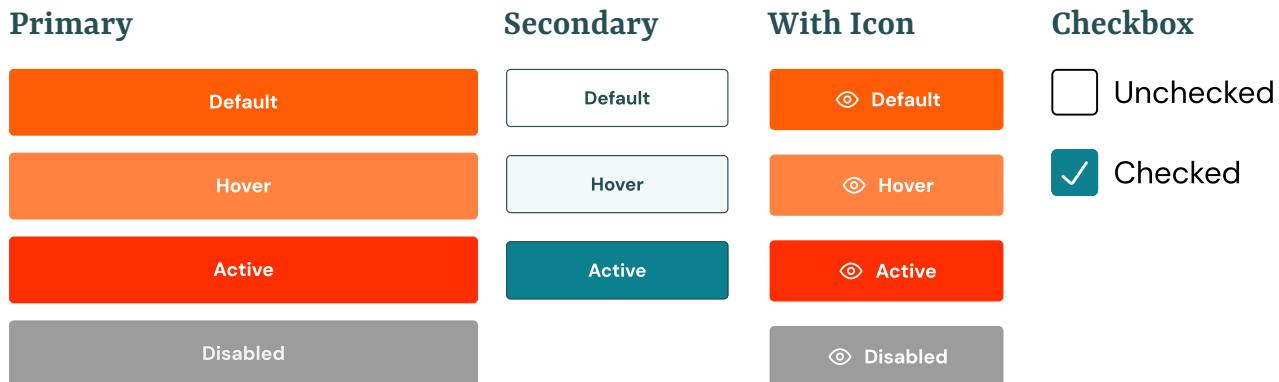
Container background: #F1F1F1  
Text and icons: #566065  
Divider: #9C9C9C

### Error



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

## Buttons

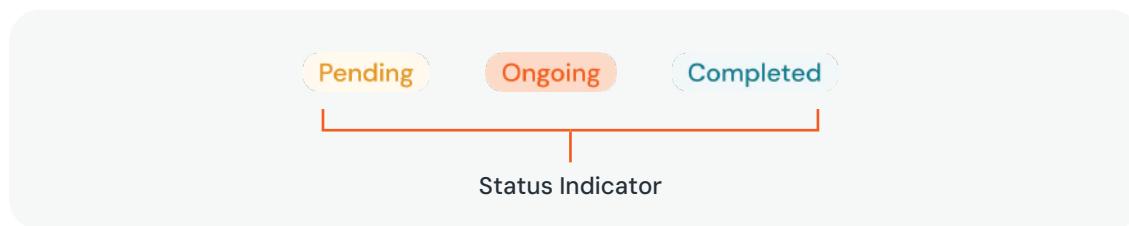


## Badges

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

## Sales Log Indicator

### Anatomy



### Colors

Pending	Ongoing	Completed
Label: #E29500	Label: #FF5B04	Label: #0C7F8E
Background: #FFF9ED	Background: #FFDBC8	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

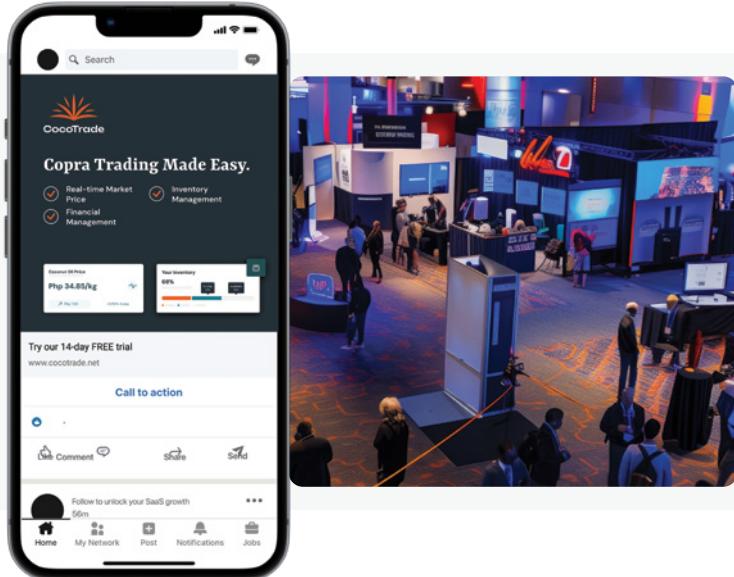
CocoTrade will boost user retention by maintaining a professional, transparent relationship built on trust, respect, and mutual benefit. This includes honoring commitments, providing timely support, and recognizing sustainable copra farming.

### 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



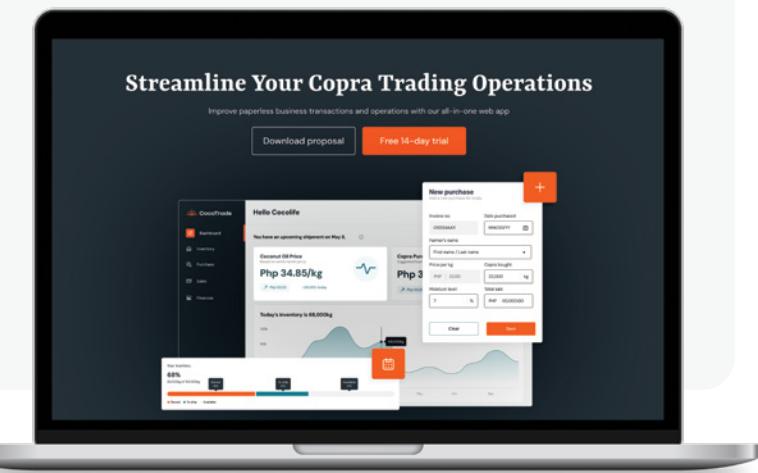
## Key Metrics

- 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



### Kathleen 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.

[in /kat-nervez](https://www.linkedin.com/in/kat-nervez) [dribbble.com/kgnervez](https://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.

[in /jennifergmallari](https://www.linkedin.com/in/jennifergmallari) [behance.net/penguiin](https://behance.net/penguiin)



### 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.

[in /hazellao](https://www.linkedin.com/in/hazellao) [behance.net/hazellao.myportfolio.com](https://behance.net/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.

[in /elizafrancisco](https://www.linkedin.com/in/elizafrancisco) [behance.net/franciscoelizajean](https://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](#) [Q 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](#) [Q 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](#) [Q 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](#) [Q shehani-wijetunga](#)



# References

T. Lao, personal communication, May 17, 2024.

(n.d.). Palm Oil PRICE Today | Palm Oil Spot Price Chart | Live Price of Palm Oil per Ounce | Markets Insider. Markets Insider. <https://markets.businessinsider.com/commodities/palm-oil-price>

Mnirat, M. Portrait Working woman Asian wearing a black suit, smiling, Crossed hands looking at the camera with confidence [Photograph]. <https://stock.adobe.com/>

Images, O. Close up confident Asian grandma wearing eyes glasses stand in the park [Photograph]. <https://stock.adobe.com/>

Studio, C. (2017). Brown Coconut on the Ground [Photograph]. <https://www.pexels.com/>

Macedo, J. Smiling woman selling fresh coconuts at local market [Photograph]. <https://stock.adobe.com/>

Macedo, J. Tropical coconuts in market setting [Photograph]. <https://stock.adobe.com/>

Panumas, P. Young couples farmer gardening, checking quality together in the coconut garden. Agricultural concepts. [Photograph]. <https://stock.adobe.com/>

Macedo, J. Variety of fresh coconuts in market stall [Photograph]. <https://stock.adobe.com/>





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