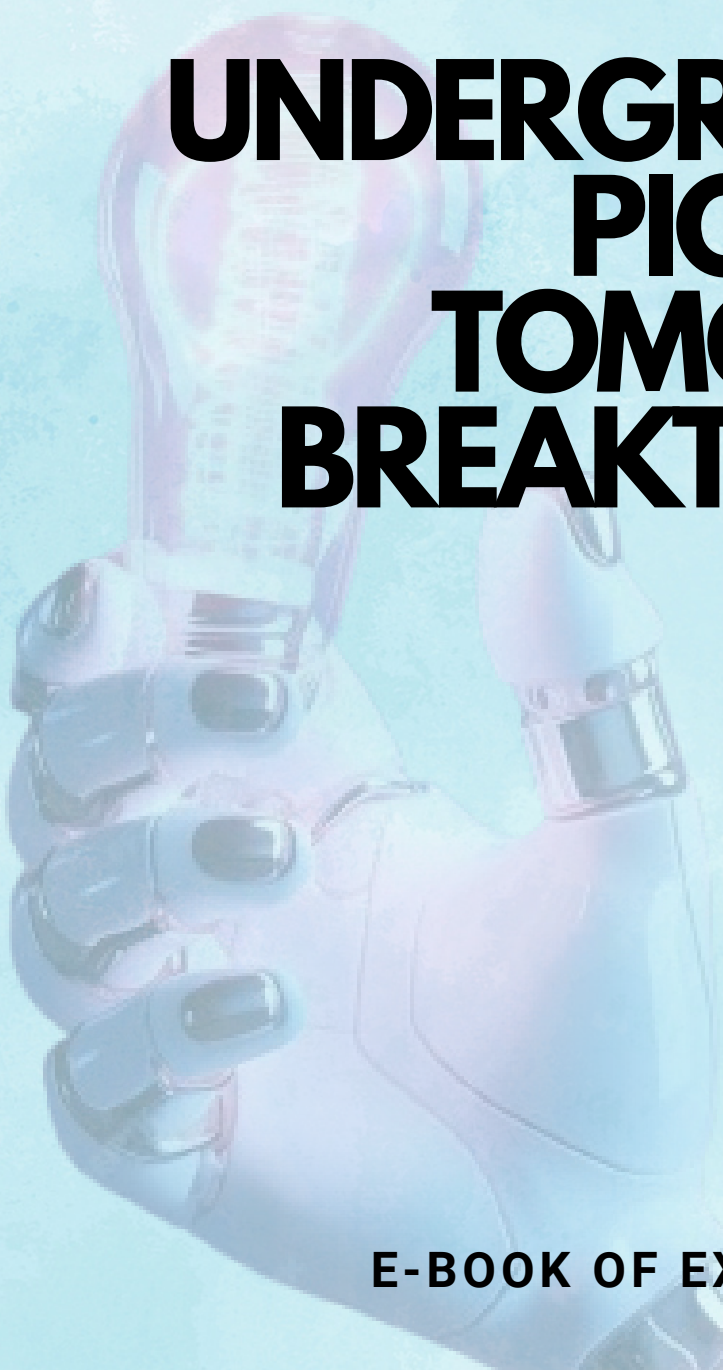


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INNOVATION, INVENTION AND DESIGN



**UNDERGRADUATES
PIONEERING
TOMORROW'S
BREAKTHROUGH**

E-BOOK OF EXTENDED ABSTRACTS

ONE APP, EVERY NEED: CAMPUS LIFE WITH SeTigo

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ABSTRACT

SeTigo is a mobile application designed for Universiti Teknologi MARA (UiTM) Seremban students. It provides a centralised platform for campus announcements, events, and student-driven entrepreneurial activities. The project addresses the absence of a unified communication channel and the lack of visibility for student sellers. Thus, it enhances convenience, safety, and decision-making on campus. The project has a user-centric interface with integrated features such as real-time news feeds, a student marketplace, secure payment systems, and intelligent search capabilities. Advanced technologies, including Artificial Intelligence (AI), Big Data Analytics, and Sentiment Analysis, are embedded to personalize user experiences, automate notifications, and deliver data-driven insights to student entrepreneurs. The system is built on cloud computing, which means users can access it easily from anywhere, while data is stored and managed securely in the cloud. SeTigo can significantly enhance student engagement, support small-scale entrepreneurship, and improve communication across the university. It introduces a novel, intelligent decision-support ecosystem that enriches student life by combining a marketplace with a campus information hub to build a smart, connected, and collaborative community.

Keywords: *Student Marketplace, Decision Support System, Sentiment Analysis, Artificial Intelligence, Big Data Analytics*

INTRODUCTION

SeTigo is a mobile application developed to enhance campus communication and entrepreneurship among students of UiTM Seremban. The platform is a centralized hub for announcements, events, and a student marketplace. It aims to improve accessibility to campus information while supporting entrepreneurial initiatives. Its creation was motivated by the need to integrate digital solutions into campus life. This will promote a connected and informed student community. Designed to assist UiTM Seremban students, SeTigo addresses the lack of a dedicated system for real-time updates on campus events and student activities. Announcements are often limited to on-campus boards or social media platforms, which are unreliable or inaccessible to all students. It gets worse when they are posted on channels accessible only to those residing in university accommodation. Furthermore, student entrepreneurs face difficulties promoting their products or services as social media post threads often get lost among other posts. As a result, students are required to repost frequently throughout the day to maintain the visibility of their products.

OBJECTIVE

The objectives of this project are: (1) to provide students with centralized access to announcements, events, and updates, (2) to create a safe and structured space for student businesses to grow, and (3) to design a user-friendly app for students to enhance income opportunities.

DESCRIPTION

SeTigo begins with a simple login or sign-up for students. The home page displays a centralized feed of announcements, programs, and events, which can be searched and filtered. A built-in AI algorithm learns from students' interests and activity, recommending events, products, or services they will most likely explore. Students receive personalised notifications and find what they need more quickly. In the marketplace, sellers can upload listings with images, prices, and details, while buyers browse, add items to cart, and pay via e-wallets or online banking. Once a transaction is complete, buyers are encouraged to leave feedback through ratings and reviews. This input is processed using Sentiment Analysis through Natural Language Processing (NLP), which helps sellers improve the quality of their products and services. On the seller side, entrepreneurs can monitor their performance through a profile dashboard, which displays sales statistics, order histories, and customer insights. At the system's back end, Big Data Analytics tracks and analyses user activity such as popular products, event trends, and sales performance, which helps student entrepreneurs make informed decisions about what to sell or promote. Cloud Computing provides secure storage and ensures the app is accessible anytime and on any device. SeTigo offers all students reliable, innovative, and user-friendly experience with these technologies.



Figure 1: Image of SeTigo logo

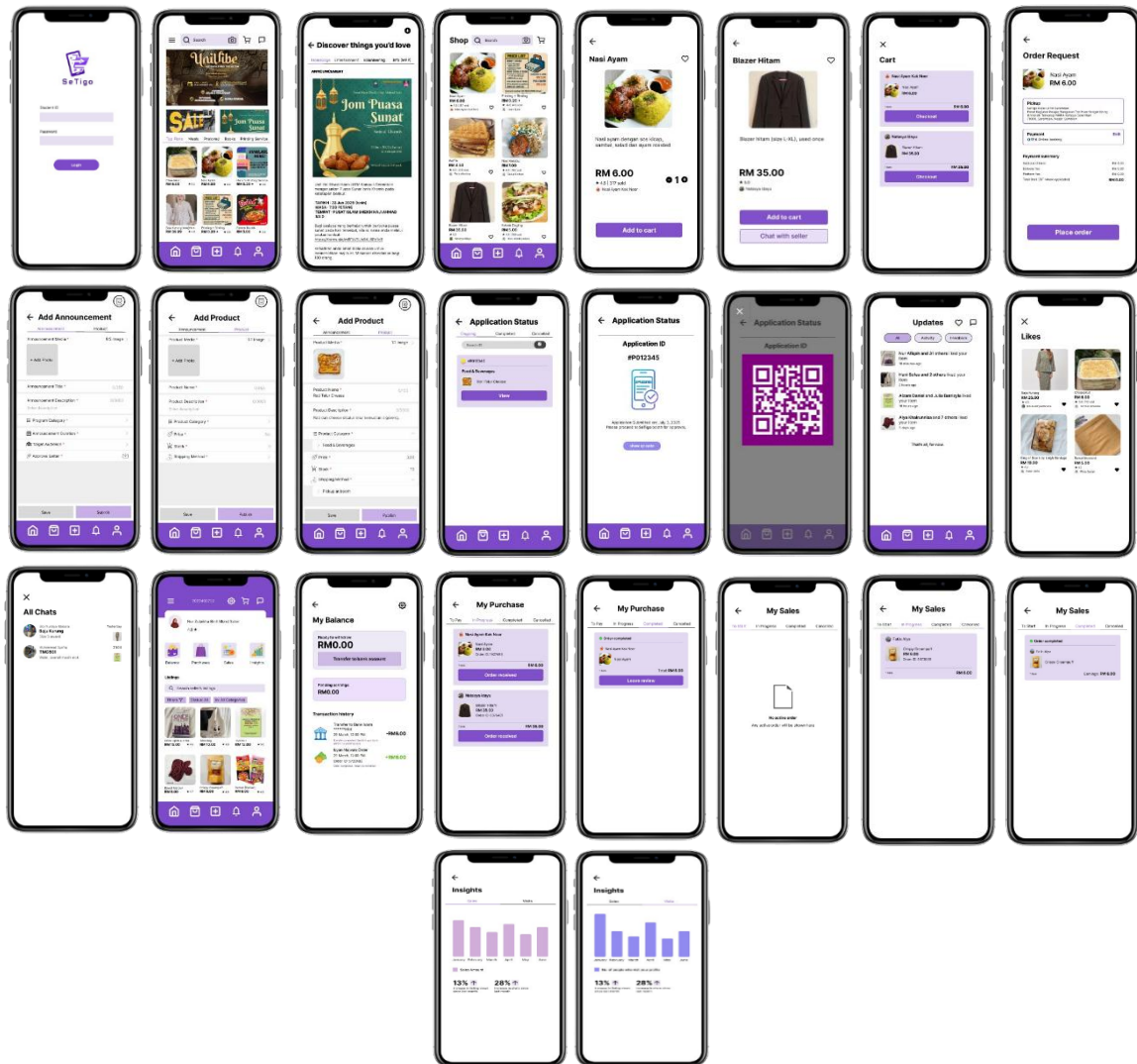


Figure 2: Prototypes of SeTigo User Interface Design

NOVELTY

The main feature is a centralised announcement feed that provides real-time updates on campus events, programs, and official news. It helps students stay informed without relying on scattered or unreliable communication channels. The app also includes a student marketplace where users can sell products or services such as food, pre-loved items, or personal services. Listings are simple to create, with options to upload photos, descriptions, and prices. A search and filter function allows students to quickly find events, announcements, or products, saving time and effort. SeTigo integrates secure payment methods, including e-wallets and online banking, to ensure safe transactions. Sellers can create and manage their profiles, showcasing products professionally to build trust with buyers. With these features, SeTigo improves communication and supports students in becoming entrepreneurs.

The uniqueness of the products can be summarized as: (1) the usage of AI plays a significant role in the personalisation experience of the users, which also provides intelligent decision-making and guarantees the platform stays dynamic, engaging, and centered around the users. Next, (2) Big Data Analytics, which assist in processing, analyzing extensive amounts of user-generated data, and further provide real-time insights into sales performance, product demand, and trends in student engagement. Moreover, (3) Sentiment Analysis Natural Language Processing (NLP) to derive valuable insights from product reviews and

comments. Finally, (4) the technological backbone for SeTigo's reliability and accessibility to real-time data is the application of cloud computing.

CONCLUSION

SeTigo is an innovative and practical solution that improves communication and entrepreneurship among UiTM Seremban students. By combining a centralised announcement system with a student marketplace, the platform makes it easier for students to stay informed and run their businesses safely and efficiently. Using technologies such as AI, Big Data, Sentiment Analysis, and cloud computing, SeTigo provides a personalised and reliable user experience. The platform helps students save time and access real-time information, supports income-generating opportunities, and builds a stronger campus community. SeTigo is a valuable tool that brings convenience, safety, and innovation to student life.

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