



جامعة النجاح الوطنية

An-Najah National University

كلية الهندسة | Faculty of Engineering

وحدة الجودة والاعتماد - مركز ABET

Quality and Accreditation Unit - ABET Center



**Project Title:** CraftCommunity

**Department Name:** Computer Engineering

**Academic Year:** Fifth Year

**Group Members:**

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## Project's Abstract:

The significant increase in the number of home-based businesses has created an urgent need for a dedicated platform that supports these projects and helps them reach a wider audience. Many home business owners face challenges in promoting their products, communicating with customers, and participating in exhibitions. Therefore, the importance of this project lies in providing a centralized platform that enables home project owners to display their products, communicate with users, and grow their businesses, while also allowing users to discover and support local projects easily.

This project focuses on several important aspects, including providing a user-friendly interface, supporting different types of users (beneficiary user, seller, and exhibition organizer), enabling product management, and facilitating communication through an internal messaging system. In addition, the system provides social features such as posts, comments, and community interaction. It also allows exhibition organizers to create and manage exhibitions, helping connect project owners with real-world opportunities. The system also integrates an AI-based recommendation engine that analyzes user behavior and preferences to provide personalized product suggestions, thereby enhancing user engagement.

The main objective of this project is to develop a mobile application based on a social networking concept to support home-based businesses, by enabling project owners to display their products, interact with users, and participate in exhibitions. It also aims to create a community environment where users can discover projects, share experiences, and communicate directly within the application.

The methodology of this project includes analyzing system requirements, designing the application, developing and implementing it, and finally testing the system to ensure it functions correctly.

There is currently no dedicated application that fully focuses on supporting home-based businesses by combining product display, communication, community interaction, and exhibition management in one platform. This project aims to provide a specialized solution that supports home business owners and helps them showcase their products, communicate with users, and participate in exhibitions.