

The location based application providing customers with best offers

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Abstract - Nowadays there are a number of benefits (offers) provided to customers both at local and global level. But these benefits don't reach too much of the customers due to no proper communication channel between the customer and the vendor and also unawareness.

Here we are proposing an application that makes the customers aware of the best offer available for a particular category (food, clothing, footwear etc.) at the current city he is present in as well of the city he is interested in. Here an algorithm is used which better suits the customer's needs and offers him a reliable way to do shopping, which saves his both TIME and MONEY. The local street shops will post their offers and the customers using our application can view those and are also notified with those if interested so that they don't miss the best deal. In the end, the strategies used for better business reach too many customers as a benefit of saving in a technological era where offers are still broadcast via SMS and newspapers.

Key Words: e-Business Applications, Data-mining, Offers, Location-based application. Local street shops

1. INTRODUCTION

In the past, vendors/sellers used to promote their product differently from what vendors of the current technological era do to promote their products. Vendors back there used to advertise their product via TVs, radios, newspaper and also outdoor marketing.

Now some of the vendors are so acquainted with the technology that they advertise their products through blogs, websites etc. This leads to tremendous growth in the e-commerce.

Due to which the sales of the product of street/local shops reduced. So to attract more and more customers the vendors try to come up with various marketing strategies. This strategic include providing various coupons, offers such as Buy 1 Get 1 free, Flat 50% Off, Lucky draw, etc. just to increase his sale. These offers advertised via news, TVs, radio, websites, banners don't reach a larger audience. This occurs due to the communication gap between the vendors and the customers.

So here we have proposed a web-based and mobile based application which forms a bridge between the two. The user can view offers posted by vendors for the specific category. Also, a user can view notification pushed by a vendor. He can

have the option to change which notification he wants to view, for e.g.: users want only hotel/clothing related notification then he/she can change the preference according to that.

It is a location-based application wherein user will be notified of the best offers prevailing in his surrounding so as to save his time from shop hopping and also saves his money.

2. ANALYSIS

A survey was conducted before starting the application production. The survey comprised of data collection, on how much the public does the local street shopping and are they aware of offers which are being offered in their city. This helped to know the current scenario of the business advertisement and public reach.

In the survey, it was seen that local street shops were favored more for purchase than a mall or online shopping.

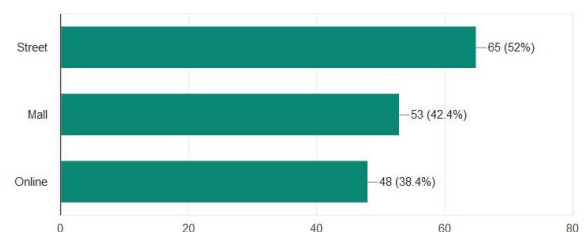


Fig -1: Shopping Preferences

The advertisement reach of local street shops was observed very less. The Figure shows how much of the public came to know about the street shops.

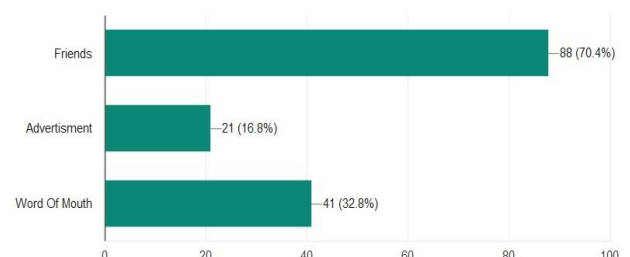


Fig -2: How public came to know about the shops

The result shows the shop awareness by advertisement is the least in front of word of mouth and friend's suggestion. The money spent by local shops in advertisement yields attraction of very few customers.

Taking offers into consideration, almost all of the public preferred to be informed, but in contrast of the reach, more than half of the public didn't know about the offers that were availed to them. The unawareness of offers to the public layouts that there is no good platform for offers to reach the customers.

The figure shows the likelihood of the application which provides location-based offers by the conducted survey.

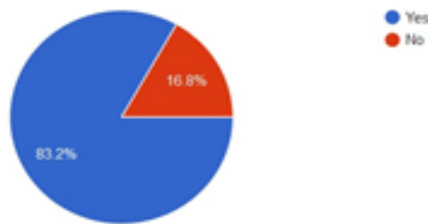


Fig -3: The Likelihood of an application which provides location-based offers

3. PROPOSED SYSTEM

The customer can use the application on both IOS and Android to connect to the server. The application uses the GPS location of the user to identify offers nearby the customer.

The vendor utilizes the application to add offers and view the statistics of the offers, he or she published.

A. Objectives of the application

- Platform for users to get location-based offers.
- Platform to vendor to reach out to customers who are interested in their offers

4. ARCHITECTURE

A. Modular flow of Customer Application

The customer uses the mobile-based application to log in, sign up and view the offers from the application. The user can log in or register to the system via Facebook, Google+ or email/phone and password. After successful login, it requires the location of the user and the category, he or she wants to view offers of.

The server queries the database to fetch relevant offers according to location and category selected by the customer. The relevant offers will be sent to the user's mobile, the offer page will display out the offers to the customer. The customer can view the details of offer listed and see the location of the street shop which offers it.

The figure-4 shows the detailed flow of vendor application.

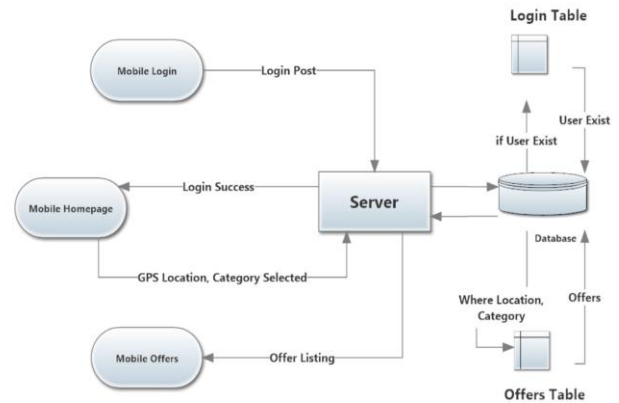


Fig -4: Modular flow of Customer Application

A. Modular flow of Vendor Application

The vendor uses the web-based application to log in, sign up and create his offers from the application. The vendor can log in or register to the system via Facebook, Google+ or email/phone and password. After successful login, the vendor can view the statistics and upload the offers.

The server inserts the newly created offers into the database according to vendor's location and category selected. The vendor can view their offer listed and can also edit them.

The figure-5 shows the detailed flow of vendor application.

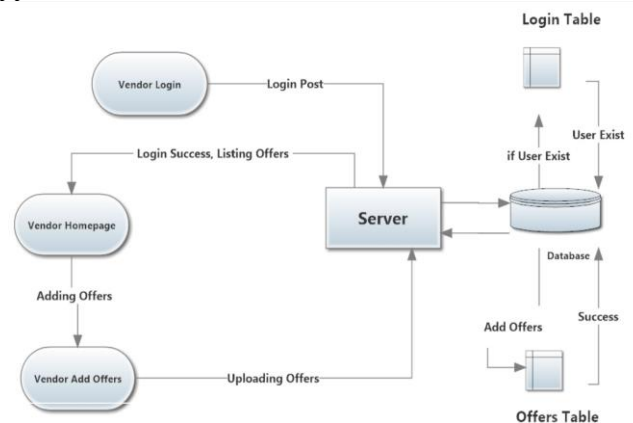


Fig -5: Modular flow of Vendor Application

5. CONCLUSION

In this paper, we have designed architecture on the basis of the analysis of vendor's and customer's requirements which we accumulated through our survey.