Promoting Business on Android Mobile Phone

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ABSTRACT

Lots of time we have seen people go to new area and waste there lots of time in finding there required business. Also we have seen, well-located business do well just because of location though they do not provide quality project. Now day's mobile users are increased day by day. Mobiles are replacing personal computers. Each and every user has mobile phone now days. So we thought it would be great if end user will get information of most recommended/popular business nearby user's location on Android mobile phone. This project will help end user to find popular businesses like Restaurants, ATMs , Petrol pumps in their area. With help of GPS systems mobile user can get the location of business.

General Terms

Android application, business promotion.

Keywords

Android Mobile Phones, GPS, Promoting Business, Reward points.

1. INTRODUCTION

The main objective of this project is to develop a web-based and android based mobile application to promote business. This application is used by mobile users to search for business near their locality. The application will display business by rating which are registered to the system according to the category selected by the mobile user. It also provides some additional facilities such as user can select hotels according to his budget. The users can view their present location as well as the location of the business using Google map. The user will get reward points depending on the number of times he clicks on the business. Once user will have enough reward points, it would be possible for user to claim items against the point.

- WCF services will provide end user (android phone) requested data from database server.

- In this system, there will be three actors

    1. Businessman

    2. Mobile users

    3. Administrator

The businessman registers themselves by creating an account. Businessman will add information about their business location and business type. All this information will be stored in the web application database (SQL server).The mobile user will search and view the business location. User will see the location of the business on the Google map. Once user clicks on the listed business, user will get some reward points. The server will maintain users reward points. If the reward point reaches certain points then the user will get some products for free by applying from web application. The administrator will have rights to approve newly registered business. Business will not visible to end user till the time administrator is not approving it. Administrator will have rights to update any business information or data and to manage the reward point products , to set reward points to particular product.

2. LITERATURE SURVEY

Initially we were using mobile phones only for voice communication but now a days the scenario has been changed, voice communication is just one aspect of a mobile phone. There are other aspects which are also equally important. Two such major factors are web browser and GPS services. Some of the recent researches in the field are given in the section. In the year 2009, Sandip Kumar, Mohammad Abdul Qadeer, Archana Gupta *{Department of Computer Engineering}[1]* proposed the idea of **Location Based Services using Android** . This project is a platform that

provided information services based on the current or a location, using the electronic map. The location information (latitude and longitude coordinates) of mobile end user can be obtained through the mobile communication network or the Global Navigation Satellite Systems (GNSS). In order to allow users to access the hardware directly and design customized applications and GPS enabled services and to allow users to program the other hardware components like camera, android based open source mobile phones were released. In this paper the facilities available in android platform for implementing LBS services (geoservices) are discussed. Significant increase in the use of mobile phones has demanded a need for developing variety of light weighted Operating Systems as well as applications that would allow user to get results as per his requirements. Now-a-days smart phones have grown significantly in terms of both processing power and well user interface design in order to satisfy user requirements. But there are limitations in existing tracking based applications that will reduce the scalability of using mobile phones by anyone at any location. demanding the need for Ubiquitous applications to be deployed in a smart phone, Ananya S, Venkatalakshmi B (Mobile and Pervasive Computing Department), TIFAC-CORE in Pervasive Computing Technologies[2] introduced a project **Location Based Intelligent Mobile Organizer.** This project aims at developing an integrated application namely Location Based Intelligent Mobile Organizer that will facilitate user with information of location services. Retailers could also publish their product information by registering into our web site. All users with this application will get benefit through this application. This module is developed using *Jdk 6, Android 2.2*(Froyo) *and*, *Eclipse3.5* (Galileo) installed on Windows Operating System. The use of location tracking is been also noticed in **Android City Tour Guide System Based on Web Service** proposed by Li Liu1, Yanfang Jing2 [3]. This framework introduced the three-layer architecture of Web development into mobile phone. The city guide system can give the information for hotel, restaurant, scenery, traffic, etc. The rapid development of mobile positioning technologies, communication technologies, and OS provide technical conditions for the development of tourism industry. With the help of technology, Junliang Lu1 & Gaojian Sun2 from School of Management, Zhejiang University, China [4] proposed the project **Location-based Intelligent Services of Scenic Areas** in this project it is possible for scenic areas to

provide a variety of personalized and intelligent location services. With the wide spread of Windows phone, iOS and Android mobile phone OS, tourists can enjoy the tourism at any place. tourists demand for intelligent services, a mobile phone application is designed to provide tourists with a variety of personalized and intelligent location-based services combined with the popular social demand. In the year 2012, IEEE First International Conference on Mobile Services Abbas Attarwala, Abhishek Das & D'Andre Wilson from University of Toronto[5] proposed a project called **Mobile platforms: A new frontier for market research.** This research reports the status of an Android-based mobile application 'Quiz Market' that allows market researchers an easy and efficient way to collect trends distribute surveys, in market data and give information on what motivates consumers to answer surveys. The goal of this research is to show the increasing popularity of smart phones and present a mobile application (Quiz Market) that can collect market research data from users right on their phone. Users are surveyed based on their location, topic of interests, questions appear directly to the user and they are given rewards or points/coupons as soon as the question is answered.

3. RELATED WORK
31. TheFind

It is an application designed to give consumers the ability to leverage TheFind's powerful shopping search capabilities and comprehensive local store data from anywhere, via the Apple® iPhone. It helps consumers as the leading shopping search engine for goods, Our lifestyle products, to find and purchase products in local neighbor shops. Siva Kumar is the co-founder and CEO of TheFind. This application bridges the gap between online research and offline purchases. It enabling shoppers to compare products and pricing and ensuring that they find exactly what they're searching for, quickly and easily within their neighbor shops. TheFind's iPhone application aims to be the best resource for savvy shoppers. TheFind: Where to Shop has signed up some testers, they will begin testing the application this month. This application will go through Apple's approval process in August and will be available to consumers for download from the iTunes App Store immediately upon official approval.

3.2 Nokia Nearby

Nearby is an application by Nokia that search and find places close to where you are present. It is a free app to find the

nearest coffee shop, pub, transit station, ATM and more. You can share, Save places that you like, Read more about the places like ratings, reviews, and you can also call to given numbers there.

3.3 Hands On With Facebook Nearby

 A New Local Biz Discovery Feature That Challenges Yelp And Foursquare. It Reviews Facebook's impressive first attempt at local business search, discuss their potential to earn money while delighting user's, and explains why it spells trouble for apps like Foursquare and Yelp. Each month around 250 million of Facebook user's tag posts with location. Today that data can work for you in a major revamp of Facebook's Nearby feature for its iOS and Android apps. Built by Gowalla team and Josh Williams. Nearby helps you to search restaurants, shopping, nightlife and more based on recommendations of your friends and other users.

4. CONCLUSION

This work presents a location-based business promoting system. The proposed system is able to provide mobile users a convenient way for searching required local business according to the ratings given by mobile users. In addition, mobile user will get reward points for every login. As for future work, the mobile advertisement publishing system can still be improved, using colorful background with logo and music but does not interfere with the visual presentation of the advertisements.

5. ACKNOWLEDGMENTS

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