iSearch Location Based Mobile System

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Abstract: iSearch location based mobile system this is the project has GOAL of Instant Alert Messenger which will give alerts before particular time depends on current location of user and tasks to be perform. Location is tracked by using GPS. User can search for shops available in local area. It also provides the facilities to user to retrieve the information like location of vendors and advertisement publishing. This application provides facilities to vendors not only to edit advertisement, but also to publish advertisement in low cost. It mainly depends of location based information, which allows marketers to reach specific target public. This system is able to implement digital advertisement publishing.

Keywords- GPS, Location based, Mobile Advertisement, Publishing system.

I. INTRODUCTION

In these days, time is very important thing; to utilize it properly we have to schedule our daily activities. Completion of daily tasks is important but valued when completed within time. Now days we are getting alerts on exact time which we have set but it has no use when activities are at different location. Hence we are providing alerts before particular time depending on current location and destination to reach. By using this system customer get the advertisement anywhere and anytime. By using mobile devices the activities for product selling are transferred to the customer. The system provides a publishing interface that combines text, image and location based information [1].

Integration for Global Positioning System (GPS), WI-FI, 3G, advertisement in Short Message Service (SMS). Depending on the current location of user it will search for the destination. Then it will calculate the destination and time to reach destination. Mobile advertising is a form of advertising that targets users for handheld wireless devices such as mobile phones and personal digital assistance.

It helps to user when he wants to search some shops, theatres, etc. Then user’s request process on the location of the user. It also gives the details of that theatres or shops which is nearer to the user. Mobile advertisement systems implemented, such as an easy to use, platform independent mobile application that enables a user to see images [5]. Mobile marketing platform provided will be forced to integrate identity and context information offered by the mobile network, in order to improve the efficiency of application [4]. Vendor can use text to describe product contents and images to express appealing looks [1].

II. LITERATURE SURVEY

1) D. Drossos and G.M. Giaglis, “Mobile Advertising Effectiveness: an Exploratory Study”.

In Mobile Advertising Effectiveness, Mobile message advertisement effective factors are found out. It also contains number of factors which increases the effectiveness of the mobile message advertisement.

2) M. Hirakawa and J. Iijima,”A study on Digital Watermarking usage in the Mobile Marketing Fields”.

It gives the various techniques of mobile marketing system.

3) Q.H. Mahmoud,” Provisioning Context Aware Advertisement to Wireless Mobile users”.

Most of the users handle the wireless device like mobile for using many applications, internet and advertisement publishing. It mainly gives the information and design about the system for provisioning context aware advertisement of mobile phone users.

4) M. Maron and S. Maguns,”An Empirical Study to Evaluate the Location of Advertisement Panel using Mobile Marketing”.

Mobile marketing is the part of mobile commerce. It uses the Bluetooth technology. This will helps to collect the marketing new researches and information. It helps to transfer the advertisement related contents.


The system takes the gateway an area of advertisement which is depends on the information of location.

6) S. Debrov, S. Das, A. Chakrababorty, P. K. Das and S. Paul,”MyPULSE: Mobile Yellow Pages with User Interest and Location Sensing Ensemble”.

It is very simple to use. It is mobile application which does not depend on platform. It allows customer to see the advertisement and user can also get the other important information like offers on product.

III. SYSTEM ARCHITECTURE

System is mainly divided into three parts vendor, server and consumer. Vendor uses this architecture for make some updating advertisements. The server can stores advertisement related information in the database.
Consumer receives advertisement from server. Vendor can use advertisement editing interface and upload advertisement to the server, and Server can store advertisement and publish them via socket or encoding to form as QR code [1].

Vendor contains AD Editor provides facility to edit advertisement. Map Handler inserts the vendor’s location information into advertisement. Picture format mainly resize the images. Link Connector it establish the connection between advertisement and consumer. AD Selector selects the advertisement for uploading. AD previewer previews the advertisement after making some changes in it.

AD Manager stores and updates the advertisement information. Server contains Communication Unit which is main function for communication between consumer, vendor and server. AD Manager stores the advertisement information. Advertisement information created by vendor for encoding that information QR Encoder is used. Then this information is publishing by using Publisher. Consumer receives advertisement information through communication unit. OR Decoder converts that encoded information into plain text form. AD collector stores the advertisement selected by consumer. Map Engine gives vendor location information into the map format.

IV. IMPLEMENTATION PROCEDURE

The main components of iSearch system are client, web server, database and vendors. Clients are the users of system with GPS-Enabled mobile phones and access web server with the help of internet where they can view their schedules, select tasks from list. The task could be location dependent, so when user select destination, system will calculate position, distance between current and destination and time to reach that place. As user select destination, the system shows path and help user to navigate. In case, if user is moving in opposite or wrong direction then it will immediately notify user about the same.

A. Mobile Client Functions

1) iSearch Registration:
To use the iSearch service, the user should register by entering username and password to create registry file. And this registry file will be sent to the web client.

2) iSearch Login:
The user is ready to login into the iSearch service by inserting the username and password once the registry file is created and this information will be sent to the web-client in order to determine, whether the user can access the iSearch service or not.

3) View schedules:
After successful login, the user will able to see the schedules arranged by him for the day. Then he can select the task and look for the destination into the map.

4) Add/Delete schedules:
While viewing the schedules, user is able to add the some new task or also able to delete or postponed some task. User can also make schedule for the next days.
5) Select destination & view map:
After selecting task, user will enter the destination and view the map to get the direction towards the destination.

B. Web client(Server) Function

1) Registration Action:
The web-client receives the registration information and writes them into users tables in the repository.

2) Login Action:
When web-client will receive the login information, it will make sure that the user has an access to the iSearch or not by matching the information with once stored in the repository.

3) User Management:
When the user registered to iSearch service, server gets login information and then it adds the new member to the user list.

4) Update Location:
The web-client receives the co-ordinates of user location and stores them in repository. The web-client allows the application to update member location, time and distance between user and destination.

5) Alerting Action:
User will get alert before particular time depending upon user current location and destination. While navigating if user goes in a wrong direction and he will not able to reach destination within time then he will get alert.

C. Vendor Function

1) iSearch Registration:
To use the search service, the user should register by entering username and password to create registry file. And this registry file will be sent to the web-client.

2) iSearch Login:
Vendor is ready to login into the iSearch service by inserting the username and password once the registry file is created and this information will sent to the web-client in order to determine, whether the user can access the iSearch service or not.

3) Product Advertisement:
After successful login, vendor can add his shop and advertise available products in the shop. He is also able to display different offers and discounts available on those products.

The web server provides alarm according to the schedule set by the user and the location.

V. FUTURE SCOPE
This application Provides a platform to directly share communicates with friend and others. This system will improve by using music also. In future this application will be very useful for the user to find out the school, shops, theatres, restaurants which are near to him.

VI. CONCLUSION
This system will provide simple method of publishing advertisement to vendors. This application provides the information to user about their destination and also gives the map for reaching to the destination. It gives the alerts depending on the time & distance. So, this system is very useful in our day today life. By using this system user can make their schedule for the next day.
REFERENCES


