

SPOTU-An Application for Customers and Vendors

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Abstract - spotU is a novel technology which uses a digital platform with marketing as its main scope. This tool helps the user to attain details of the product to be purchased. The buyer gets the specifics such as the cost, its description, nearest outlets, availability of the product etc. through this tool. spotU integrates google map to spot the product at the exact location. The product to be purchased is searched through keywords which will help the buyer to locate their product in need. The item searched is then processed to identify the category of the product. The retailers will be sorted out to match the identified product. The user can add filters in accordance with their choices like accessibility, popularity etc. Once the priorities are set, the database of the available retailers are accessed and compared in terms of cost, offers available, delivery options etc. This tool synchronizes wide categories of people ranging from different age groups, different sections etc. Since online platforms take the economy nowadays, everything from selling to purchasing happens here. spotU provides a platform for sellers to sell their products according to their wish by providing the details of their product. In addition to this, offers and discounts provided can attract more consumers. The discount of the products will be published in particular time, so that sellers can sell enough which will increase the profit during their hard time. This tool can also be used to post advertisements through which anyone can market their products or establishments with ease. spotU demands no extra effort from its user. Just a search needs to be done. If the user purchases a product often, then this tool will inform relevant recent updates regarding the product through popups. This technology is user friendly, effective and cost beneficial

1. INTRODUCTION

Today, there are numerous applications available for E-commerce[4]. One of the primary problems while purchasing things online is that there is little information about the Quality of Products.

Also other loopholes involve unauthorized sellers, additional Charges, lack of privacy, etc. Online Shopping platforms can be convenient, but how will we overcome these above mentioned issues?

Our platform is mainly designed to assist customers and vendors, to sell their desired product via advertisement at ease and to locate a product's cost, nearest outlet and other information with the aid of search engine mechanism.

2. BACKGROUND

Advertisements are finished and painted in such a creative manner that they suddenly fascinate the customers' awards. Nowadays every businessman wants to sponsor every program that is extremely popular. They represent most usual things in such a creative manner that one can start imaging in television shows. Advertisements are the main source of revenue for magazines, newspapers, and television. They are beneficial both for shoppers and manufacturers. On spending on ads, the producers also make a revenue.

Many times, they prove a polished way of cheating the naive public. Shoppers got hurt because it adds to the cost of production. Instead, glamorous posters make a way for a lot of accidents at the crossings. They spoil the beauty of walls too.

Speaking of a situation, let's assume a person reached at a random location where he has no idea about the shops. He may enquire with some random people about the shops and they will tell him about the well known shops in that locality or the area. He may visit those shops and makes his purchase. By using our app, the person who needs to purchase will first of all search for the product. Then the list of all shops with the product in that locality will be shown. So this is helpful for the buyer to easily identify the best offer of his choice. It will be both easy for the buyer and the seller as the seller can also sell his product.

3. OBJECTIVE

The main objective of this search engine mechanism [1] app is it is beneficial for both the consumer and the seller. This is particularly made by acting as a connecting link between the seller and the buyer. From the viewpoint of the seller, he can place those items which he want to be marketed according to his priority. So here, the seller who wishes to sell his/her products promotes through advertisement. The ad gives the information which the seller has to exhibit. It is a cost efficient way to market the products. From the standpoint of the consumer, he can exactly find the product which he needs at the location of the seller. The consumer can also locate the product of his need at lower price by searching through spotU rather than buying the same product at a higher price. It guarantees lesser price than the market rate. The buyer is given the chance to compare and choose from different choices available depending on his concern.

4. PROPOSED METHOD

The core idea of our spotU shopping app is to facilitate “easy-to-buy” and “where-to-buy” criteria.

We realize it by checking the current distance between the users and the shops. The current distance of the user is obtained by the GPS functions on ordinary smartphones. Our system allows the users to select the maximum distance in the searching results. Once the system obtains the searching results, the suggested shop will be listed on the user interface. Moreover, they will be displayed on a navigation map. In this project, we are developing a shopbot app system (spotU) on smartphone that can search and filter the nearby shops which sell the desired products at the best offer. spotU can improve the efficiency of shopping for the consumers, as they can search and review the product more quickly. Our contributions are summarized as follow: We are developing a shopbot app spotU, that can contain all product category which has offers. Text input is allowed for the users to input keywords into the search engine. We consider the “easy-to-buy” criteria in the searching and provide distance-based shops searching in our system. A navigation map is used to lead users to the suggested shop.

5. SYSTEM DESIGN

The system is divided into six modules

- (1) Registration
- (2) Home Page
- (3) Searching Result
- (4) Direction to the Store
- (5) Vendor Details
- (6) Add Advertisement

5.1 Registration

Registration page consists of procedures which are common for both customer registration and vendor registration. The customers can create their account by providing their username password. Once the registration is completed, they will be asked to turn on the GPS to identify their location and to recommend the stores near them. The registration process for the vendor is the same as that of the customer. After registration they will be directed to the homepage.

5.2 Homepage

Customers and vendors have a common page for the homepage. The homepage includes normal advertisements of the product as well as the hot deals. The hot deals will be in the top section which can be scrolled from left to right. The hot deals include those product ads which have a timeline for maximum one day. The normal advertisements will be below the hot deals which can be

scrolled from top to bottom. This page has a search icon through which customers can search the products.

5.3 Searching Results

Customers have a common page for the searching results. After login, both customers will be directed to the homepage which has the search icon. The customers can search for their desired product. They can see their searched products store details. This page shows the details of different stores which have products the customers have searched. This page includes details like distance to each store, location of the store and additional details of the store like the phone number. For the vendors, they can also use this page to search for products that they want. They can also see the details of other vendors which have the product that they searched for.

5.4 Direction to Store

Customers have a common page for the direction to the store. This page involves the map[3] features of the selected store. The customers can see the location of the store from which they want to buy the product.

5.5 Vendor Details

This page can only be used by vendors for providing the details of the store. In the homepage, vendors will direct to a page where they will update the details of their store. Only the vendors can access this page. So in this page, the vendors will give the store details which includes the type of business, shop name, shop location, description etc..

5.6 Add Advertisement

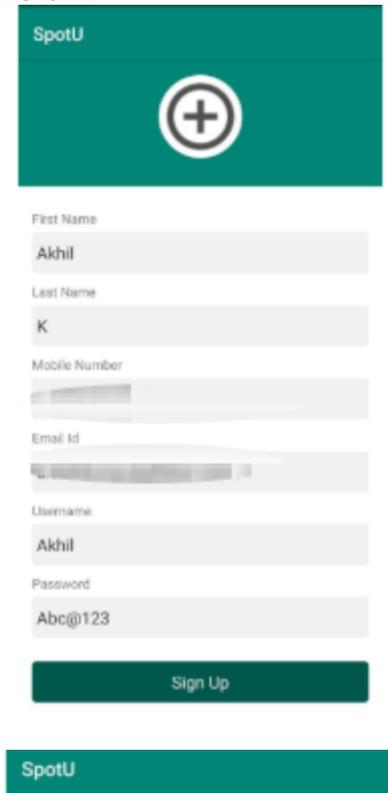
This page can only be used by vendors for adding the advertisements. After providing the details of the shop like the type of business, shop name, shop location, item name, offer name and description[6], they can upload the advertisements through this page. From this page, the vendors can upload the image and give the product name and description. The vendors can also set the timeline for their product ads. There is also a status enabled feature called offer status which indicates the hot deals. They can add a timeline which is set for one day.

6. TECHNOLOGY USED

- Android Studio
 - XML for Layout Design
 - Java for Activities
- CSS
- Javascript
- Bootstrap
- PHP
- MySQL DB
- XAMPP Server

7. RESULTS & DISCUSSION

- The Login and Sign up Page of spotU Application for Customer is shown in Figure 1. The Customers can Signup and Login to this platform using this form.



SpotU

First Name
Akhil

Last Name
K

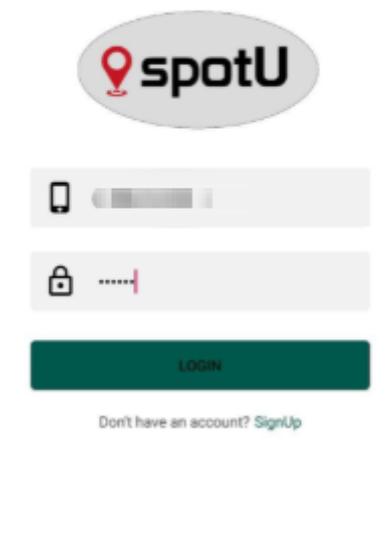
Mobile Number

Email Id

Username
Akhil

Password
Abc@123

Sign Up



SpotU

spotU

Mobile Number

Password

LOGIN

Don't have an account? SignUp



SpotU

First Name
Akhil

Last Name
K

Mobile Number

Email Id

Username
Akhil

Password
Abc123

Home Search Profile

Fig -1: Sign Up & Login Page of Customer

- Homepage of the application consists of various offers posted by the shopkeepers with detailed description & The customer can see a status enabled feature called 'Hot Deals' provides product discount valid for one day as shown in Figure 2

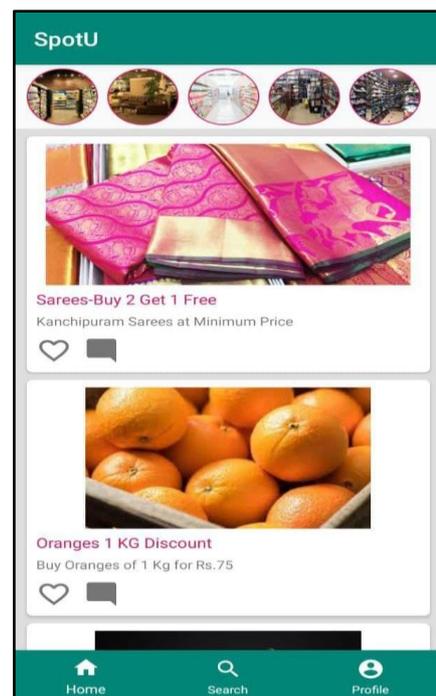
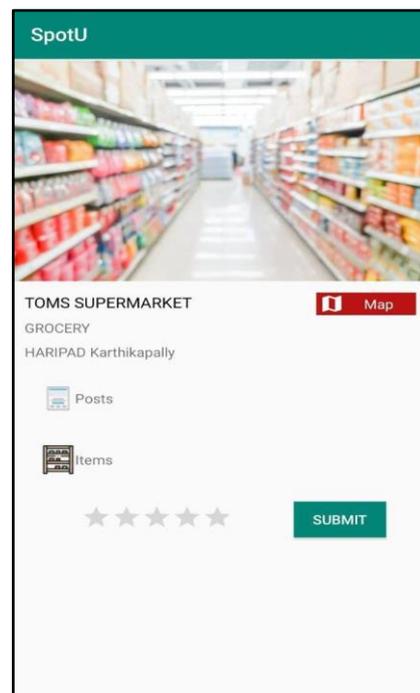
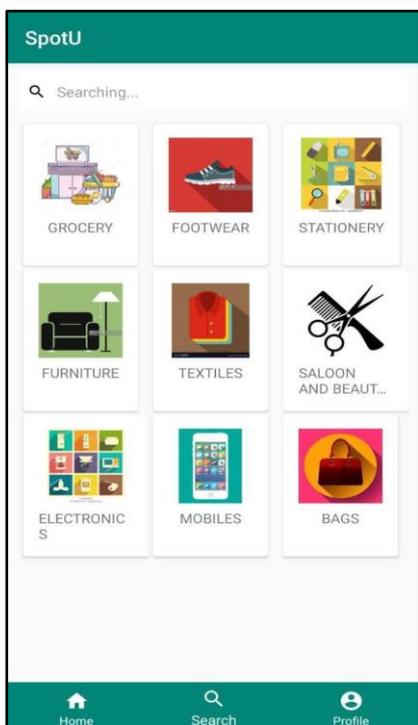
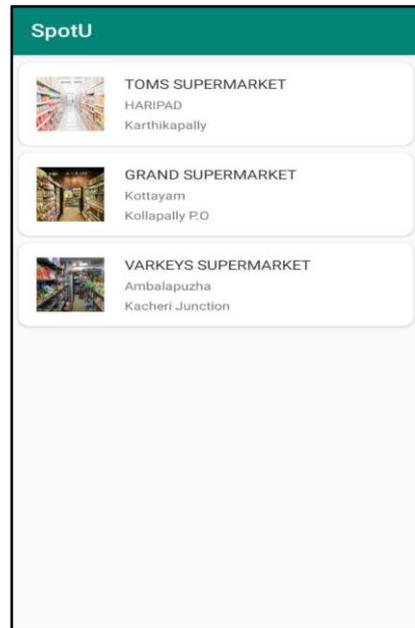




Fig 2: Homepage of Customer & Hot Deals-Discout for One Day

- Searching Results shows various shop categories, different shops in each category and the items[2] and posts of each shop as given in Figure 3.



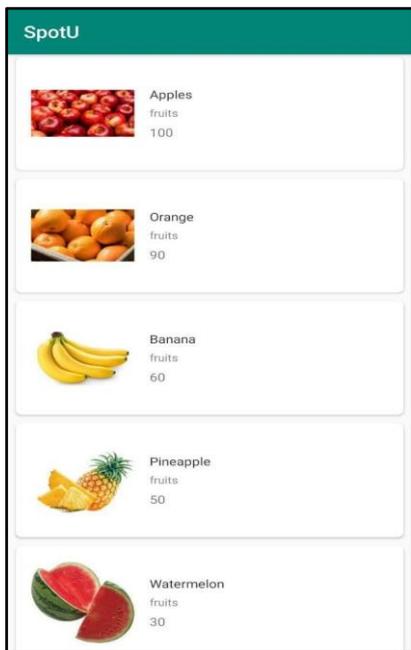


Fig -3: Searching Results of Shops

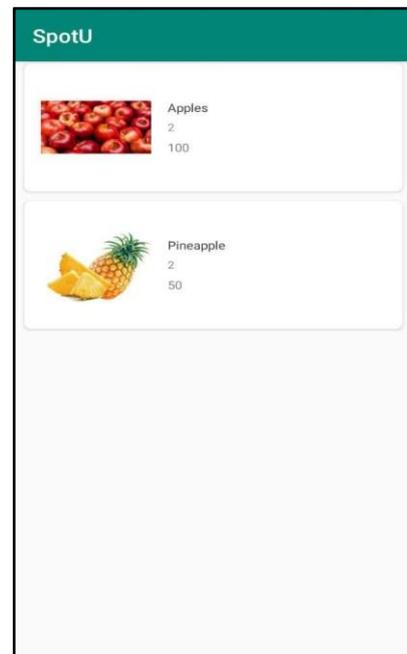


Fig -4: Search Bar to identify particular shops and items available in spotU.

- The Customer can also search any particular item or shop as shown in Figure 4
- The Customer can buy the product from the shop via, location of the map[5] as shown in Figure 5.

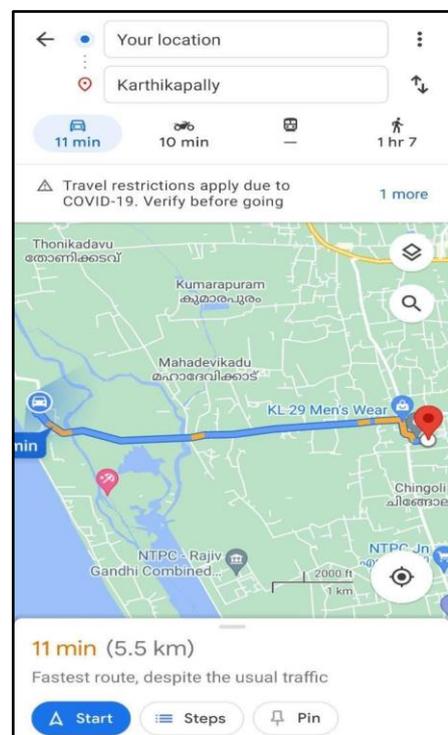
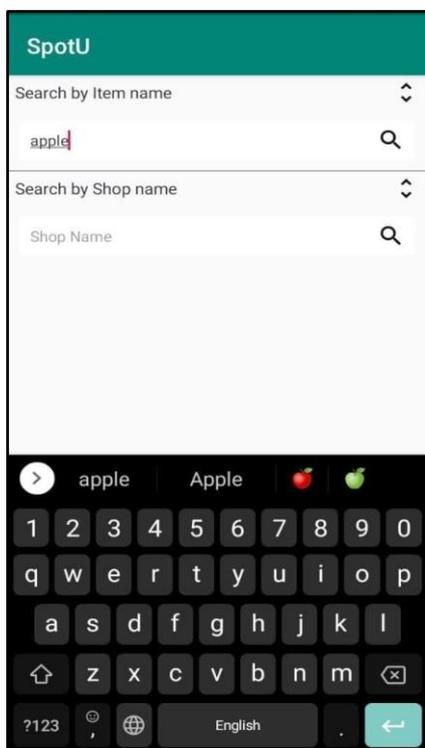


Fig -5: Direction of the Shop

- The Login Page of spotU Application for Vendor is shown as in Figure 6. The Vendor can login to this platform[7] using this form.

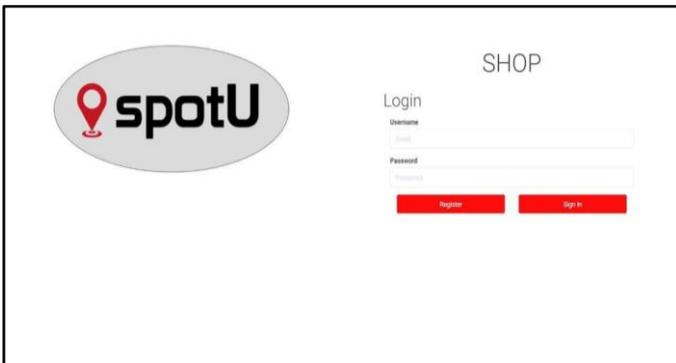


Fig 6:- Login Page of Vendor

- Homepage of Vendor consists of Ratings, Offers, Items, Offer Status and Profile tab as shown in Figure 7. The Shop Owners can view the profile, rating of the shop given by different customers, can add items, offers and offer status.



Fig 7:- Home Page of Vendor

- The Vendor can view and update the profile details of the shop as shown in Figure 8.



Fig 8:- Profile of Vendor

- The Vendor can add items of the shop specifying item name, quantity, category, size, image, status and description of the product respectively as shown in Figure 9.

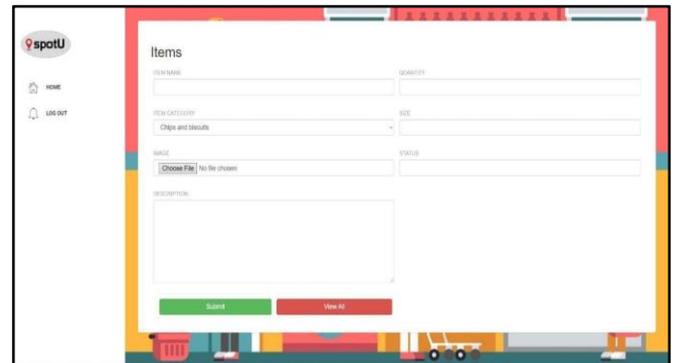


Fig 9:- Adding Items of Shop

- The Vendor can add offers by specifying offer name, image, description of the offer, offers end period, the URL and thumbnail of the video (optional), type of advertisement whether its image or video as shown in Figure 10.

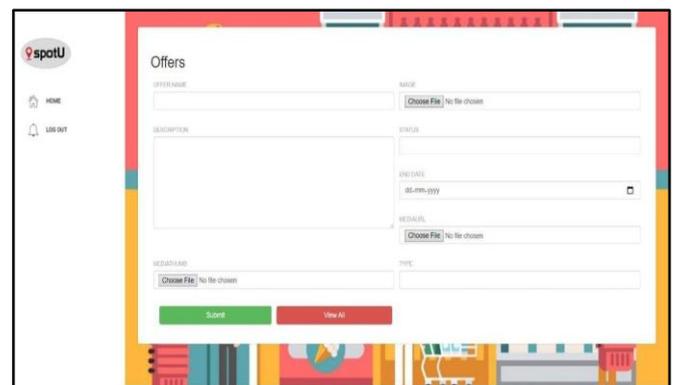


Fig 10:- Adding Offers of Shop

- The Vendor can also add offers which are valid for one day by specifying the image of the offer and the offer date as shown in Figure 11.



Fig 11:- Offer Status for One Day

7. CONCLUSIONS

SpotU is a Digital Marketing [7] Application in order to sort out various problems while selling or buying things in online platform. The Customers are facing several problems while buying products online There will be certain items that will not meet the expectation of the user, Lack of interactivity, Lack of Significant Discounts, Lack of Touch and Feel so in order to get rid of the problems customer can directly buy their desired products from the nearby shops and sellers who are facing issues like items that are not getting enough attention can market their products to be sold out with perfect discounts in a particular period of time.

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