Smartphone App-Location Based Information Finder

Client is a location based service startup having headquarters in Berlin.

The Vision

The Vision was to develop a location based service on the mobile platform for users to connect with their friends who are nearby and find nearby places, promotional offers/deals and other activities to meet/visit/socialize.

Application Objective

- The primary objective of this application was to help people connect with each other if they are in the same location / area.
- To provide a platform for the user to bring their connections from different social networking sites and their contacts under same roof and connect with them.
- Businesses can promote their place/services to users who are in the same location/area as that of the business

End Users

- Smartphone user, who can download the App and use for connecting with their friends and check out the deals and stores in their nearby location.
- Retailers, these users can create their business with multiple locations and manage their ads and deals using a backend web portal
- Super Admin, Is a client's administrator who can manage the platform by adding new retailers, managing their subscriptions, tracking key reports and so on.

Business Drivers

Below shown were the basic drivers:

- On social Networking sites available this date does not display automatically the current location of the friends and acquaintance people have in their Network.
- Many a times people in the same city or area aren't able to catch up with each other as they are not aware of each other's presence so nearby.
- Businesses can generate intrest for their offerings among users in their vicinity and improve the sales
- Job and real estate websites are the standard for advertising today but there is no solution to show these offerings location based.
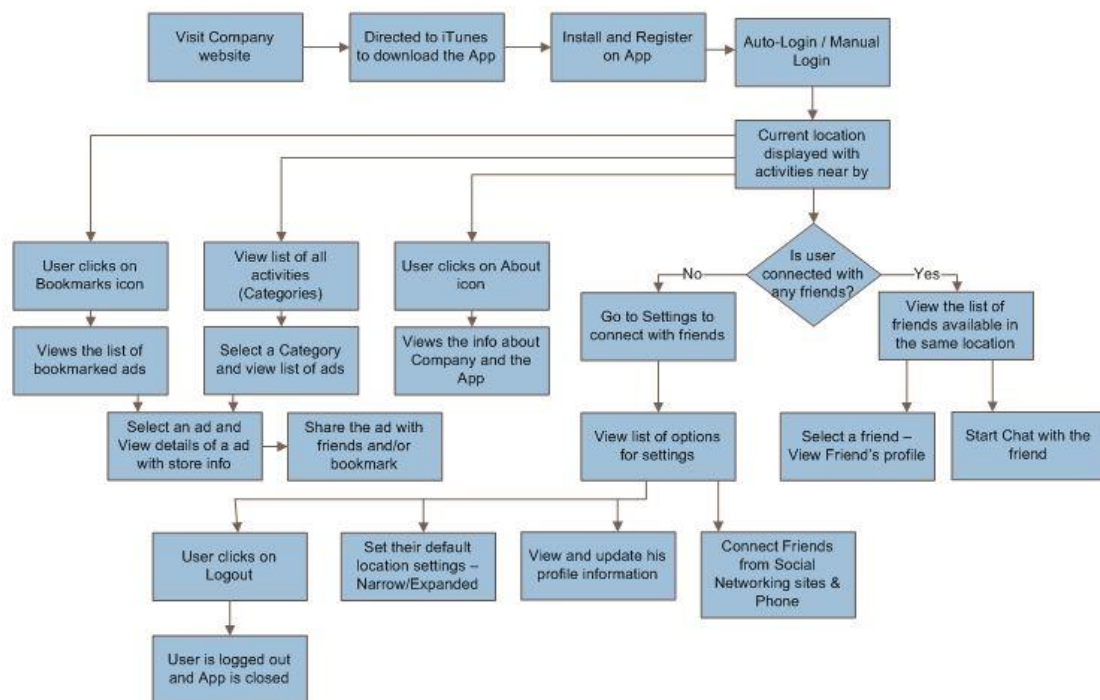
Application Overview

The application is divided into main two application parts based on their accessibility and users. Out of which one is iPhone/Android application that is accessible from Smartphones and other is a web application accessible from a web browser.

iPhone/Android Application:

- It is an end user interface which can be download from iTunes App Store & Google Play.
- Users would be directed from the Company site to download this App and register themselves.
- Once registered users can connect to their Facebook, LinkedIn, Google Plus & Phonebook connections. Users can check if any contacts are in the same location of the user and can connect with them using instant messaging feature or tap to call/email features. Users can also view the list of various ads from retailer's services and offerings in the vicinity and share that with their friends

iPhone/Android application Workflow:

Major Functionalities:

- Registration/Login
- View Location
- View Friends near by
- Chat with online Friends
- View Friends Profile
- Activity List
- View activity related Ads List
- View Ad description
- View own Profile
- Geo and Profile Settings

Server Application:

- A Web Browser based Application for super admin and retailers where they can login and manage their respective information.
- Super Admin is the one who can overlook the performance and information of Retailers.
- The retailer can register and can manage their business information through this Browser based Application which would be displayed to the iPhone App users.
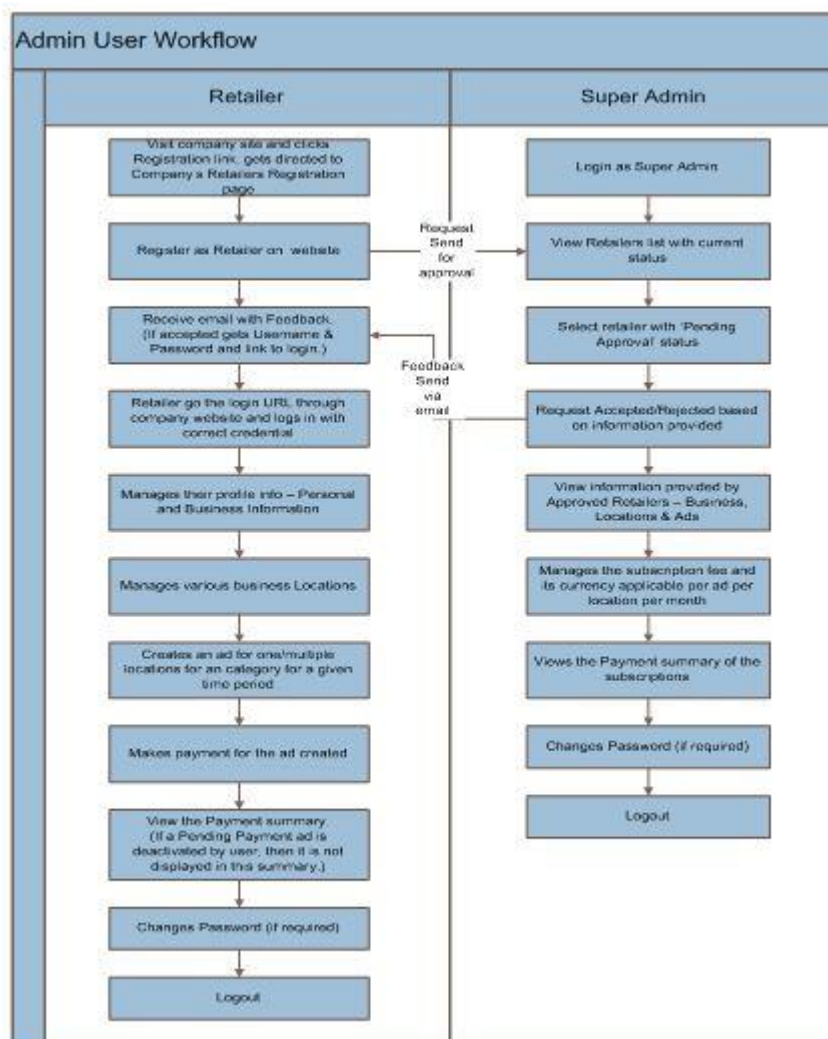
Major Functionalities:

Super Admin:

- View status of all Retailers
- Retailers Management- personal and business related info
- View Location info of the retailers
- View Retailer's Ads
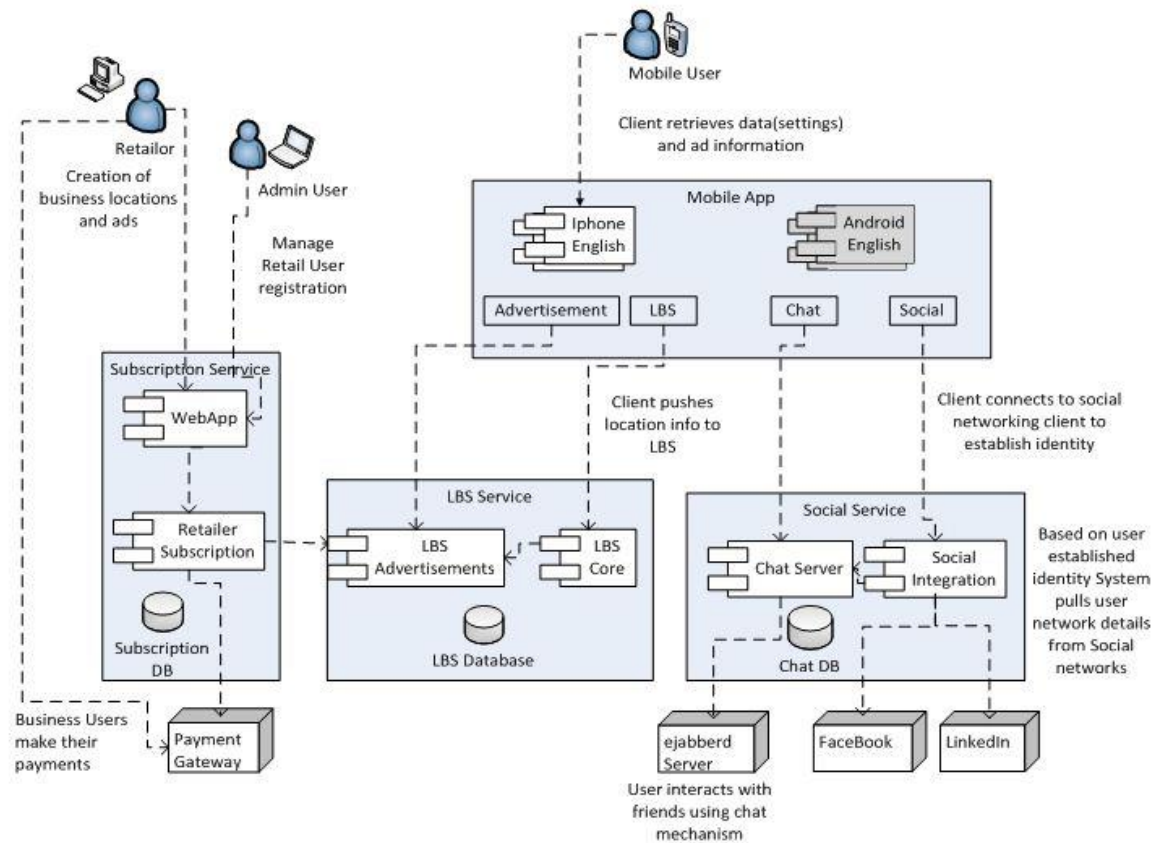- Manage Subscription
- View Payment Details

Retailer:

- Retailer Registration
- Profile Management
- View Location list
- Add/Edit Locations
- Add/Edit Ads
- View Payment Status and Details

Server application Workflow:

The system is a client server application. The server side is composed of a series of components that each cater to a specific functionality. The components interact with each other via a web-service interface.
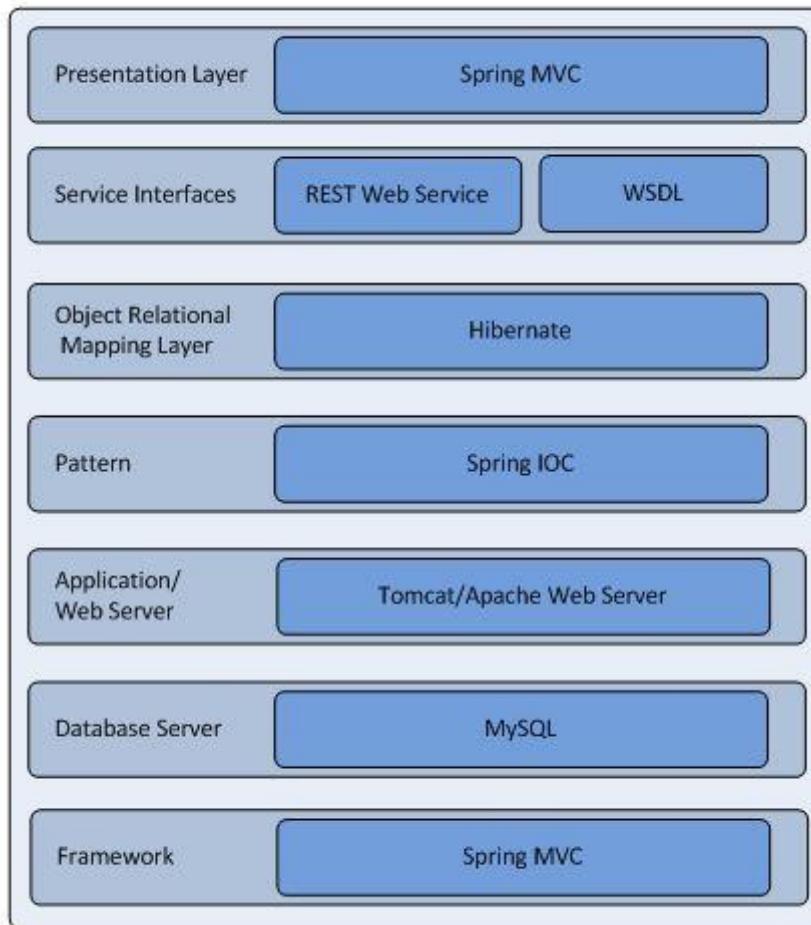
The clients interact with the system using a web based interface (via browser) or a mobile based interface (via mobile apps).

The architecture is broadly composed of the following components:

- Chat Server Application
- Retail User Web Application
- Social Network Plugins
- Location Based Systems (LBS) Core Application
- SmartPhone Application
- Payment Gateway
- Mobile app clients

Technology Stack

Presentation Layer	Spring MVC
Service Interfaces	REST Web Service · WSDL
Object Relational Mapping Layer	Hibernate
Pattern	Spring IOC
Application/ Web Server	Tomcat/Apache Web Server
Database Server	MySQL
Framework	Spring MVC

- Programming Languages:
  - Client Side:
    - Java
    - Objective C
  - Server Side:
    - Java 1.6
    - Spring Framework 3.1.1
- Chat Server – ejabberd
- Social Networking Sites integrated till date- Facebook,LinkedIn
- Payment Gateway- PayPal

Bottom Line

e-Zest team demonstrated high capability in creating a revolutionary Application for Smart Phones to connect friends on the move; which goes beyond social networking, and also involve businesses.

e-Zest