

GiftEase – Smart Gift Card Transaction Platform

Brahmaiah, MS; Yong Zhuang, Ph.D.

Abstract

With the rise of online shopping, gift cards have become a popular and convenient option for discounts, gifting, rewards, and special promotions across various platforms and occasions. However, many users encounter difficulties when exchanging, verifying, or reselling unused cards due to security issues, fraudulent listings, limited resale options, and a lack of trustworthy platforms or services. Our solution offers a secure, transparent, and user-friendly marketplace to seamlessly buy, sell, and verify gift cards from leading brands like Amazon, Flipkart, and Myntra. By simplifying transactions, ensuring authenticity through rigorous checks, and enhancing the overall experience, we empower users to manage their gift cards confidently—all in one place, anytime and anywhere, with complete peace of mind and full transparency throughout the process.

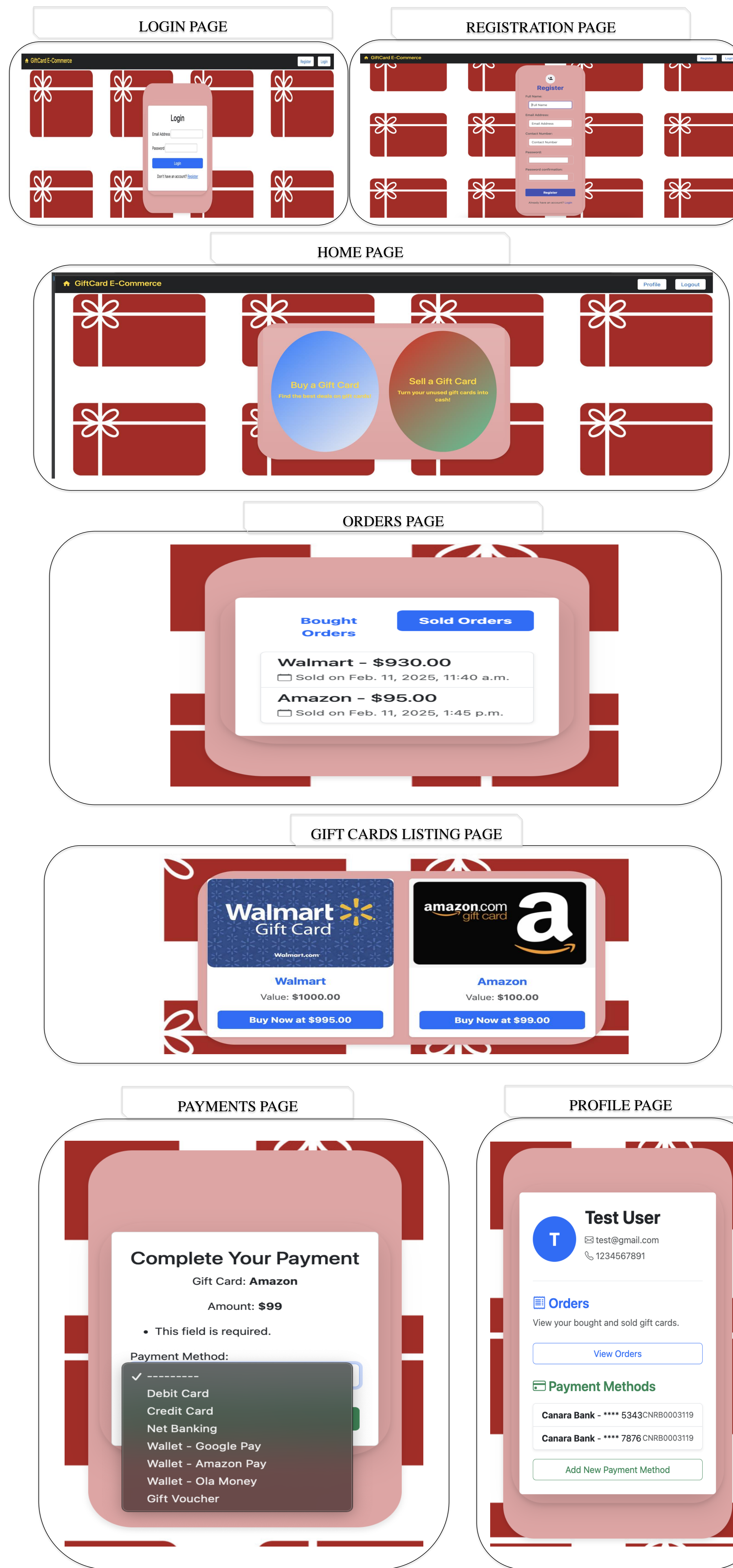
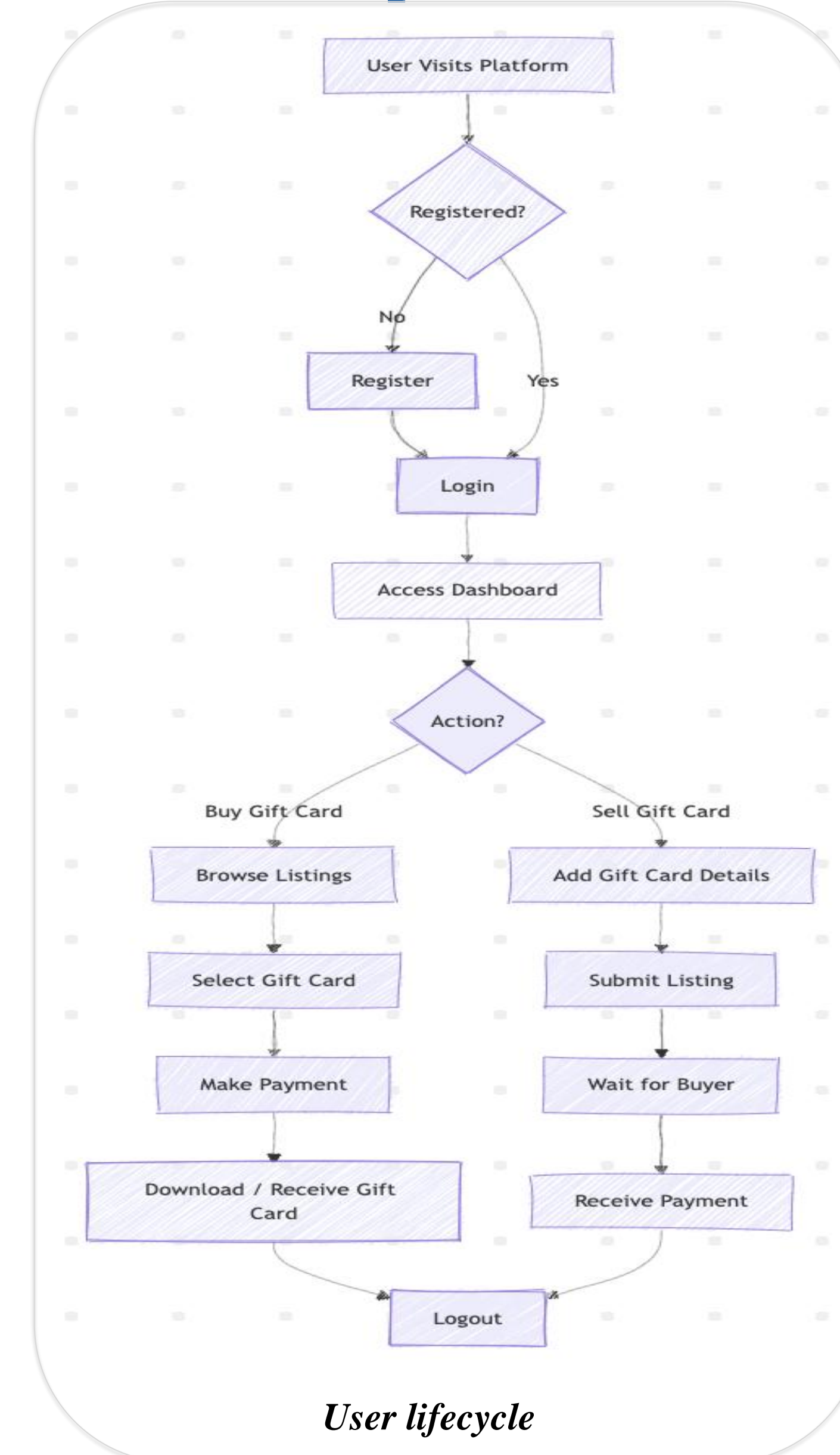
Introduction

Gift cards have become a popular alternative to cash and a convenient option for gifting, rewards, and online shopping across various platforms. Whether for special occasions or everyday purchases, they offer flexibility and ease of use. However, despite their growing popularity, many users face significant challenges when attempting to exchange, verify, or resell unused gift cards. Issues like lack of trust, fraudulent listings, limited resale options, and unclear verification processes often leave users frustrated and hesitant. To address these concerns, our platform introduces a dedicated and secure marketplace tailored specifically for buying and selling gift cards from leading brands such as Amazon, Flipkart, Myntra, and more. We prioritize user-friendliness, safety, and transparency at every step of the process. Users can confidently list their unused cards, browse available offers, and complete transactions without worrying about scams or complicated procedures. By centralizing all gift card activities into one trusted hub, we empower users to take full control of their gift card value and unlock real savings in a simple, reliable way.

Features

- Buy gift cards from popular brands like Amazon, Flipkart, Myntra, etc.
- Sell unused or partially used gift cards without needing a seller profile
- No registration needed to start selling gift cards
- Search and filter gift cards by brand, value, or expiry date
- Instantly receive gift card after payment (download or email)
- Multiple delivery options: instant download or email receipt
- Add gift card details easily to create listings
- View transaction history and payment status
- Real time payment tracking and updates
- Simple listing form with brand , value and expiry fields
- Basic validation for card details to avoid incorrect inputs
- Seamless and secure payment handling

Results/Implementation



Technical Details

Frontend:

- HTML
- Tailwind CSS
- Material UI

Backend:

- Django (Python)
- SQLite3 Database

Authentication: Django auth system with session handling

Payment Integration: Stripe Email Handling: SMTP for email notifications and gift card delivery.

Security:

- Input validations
- CSRF protection

Future Work

- Implement an advanced gift card verification system to ensure authenticity.
- Integrate a digital wallet for storing and managing gift cards securely.
- Enable tracking of partially used gift cards with updated balance information.
- Add a ratings and reviews feature for buyers and sellers to build trust.
- Develop a mobile application for better accessibility and user convenience.
- Introduce referral and loyalty programs to increase user engagement.
- Integrate multiple secure payment options like cryptocurrencies.
- Implement AI-based fraud detection to prevent suspicious and fraudulent activities.
- Offer multilingual support to cater to users from diverse regions and backgrounds

Bibliography

- Amazon Gift Card Official Website: <https://www.amazon.in/gift-card>
- Flipkart Gift Card Information: <https://www.flipkart.com/the-gift-card-store>
- Myntra Gift Card Store: <https://www.myntra.com/giftcard>
- Razorpay Payment Gateway Documentation: <https://razorpay.com/docs/>
- PayPal Developer Guide: <https://developer.paypal.com/home/>
- Django Documentation: <https://docs.djangoproject.com>
- React.js Documentation: <https://react.dev/>