Shopping mall management

ABSTRACT

This project focuses on developing a mobile application designed specifically for a city mall to enhance customer engagement and improve the overall shopping experience. The application will serve as a one-stop platform for accessing detailed store information, including virtual storefronts where users can explore product offerings, descriptions, and prices. This feature enables customers to plan their shopping efficiently before visiting the mall.

The app will also feature a movie ticket booking system integrated with the mall's cinema, simplifying the process of reserving seats and accessing show timings. To keep users informed and engaged, the app will provide notifications about upcoming events such as sales, exhibitions, or live performances in the mall. Personalized recommendations based on users' shopping preferences and history will also be offered, ensuring a tailored experience.

Other features may include navigation assistance within the mall and feedback options for customers. An interactive feedback system will allow users to rate and review stores, food outlets, and other services, fostering a transparent and customer-focused environment. Additionally, the app will integrate online shopping, enabling users to purchase products from the mall's stores for home delivery or in-store pickup, providing added convenience.

By combining convenience, accessibility, and functionality, this application aims to enhance user engagement and streamline mall-related activities, benefiting both customers and store owners.

Features

1. PersonalizedRecommendations:Suggeststores,offers,oreventsbased onusers'shoppinghistoryandpreferences

2. EventNotifications:Alertsforupcomingeventsinthemall,suchassales,exhibitions,orlivep erformances.

3. InteractiveFeedbackSystem:Enablecustomerstoprovidefeedbackor ratingsforstores,foodoutlets,andotherservices

4. OnlineShoppingIntegration:Allowuserstopurchaseproductsfromthe mall'sstoresdirectlythroughtheappforhomedeliveryorin-storepickup.

5. VirtualStorefronts:Allowstorestoshowcasetheirproductsorservices,includingphotos,de scriptions,andprices,enablinguserstoexploreitems beforevisiting

6. Storedirectorywithdetailssuchaslocation,productcategories,and contactinformation.

7. Display of ongoing offers and discounts from stores.

8. Movie ticket booking system integrated with the mall's cinema.

9. Navigation assistance within the mall.

10. Notifications about upcoming events in the mall.