**MEMORANDUM**

DATE: June 6, 2015

TO: Rick, Leader of Security

FROM: Arthur Xu, Project Manager

SUBJECT: Activity Report for May 2015

**INTRODUCTORY SUMMARY**

On May 25 you asked that I study ways our project can improve skills for the research on the mobile e-commerce using a location based service. I agreed that the project would take about two or three weeks and involve three phases.

Phase 1: The collection on the survey on the e-commerce

Phase 2: Analyses the information and draw the conclusion

Phase 3: Write the formal report after the research

Until now, there has been done on the Phase 1 and Phase 2. We should continue to finish the work to complete the project. There are some methods to consider the program.

**WORK COMPLETED**

In the first month of the project, I have collected as many as information on mobile e-commerce using a location based service. Then in the following month, I has analyzed the information and drawn the conclusions.

**Collection Information**

I used the google to find the necessary scholar papers and viewed a lot of similar articles in the past. The essential is about on the recent convergence of computing and telecommunications technologies with the tremendous success of the Internet, the World Wide Web, and Mobile Communications.

1. LBS technologies

Knew the conception about the LBS (Location Based Services) on the first day of the project. Then I study the connection between the innovative LBS service applicable to the Mobile Marketing industry sector. I found that this kind of information is correlated with some types of services.

1. ­­­­­Motivation and service overview

On this is about the e-commerce, it must be with the business, there are such advertisements to be known. Firstly, the mobile advertising, Mobile marketing can be described as all the activities required to communicate with the customer through the use of mobile devices in order to promote the selling of products or services and the provision of information about these products and services

1. System architecture

During the design of information systems that support Location Based Services, emphasis is given to scalability, distribution and interoperability through the use of well-documented flexible ontologies and broadly accepted information access protocols.

**Analyze the information**

This information collected above must be gathered together, and find the connection after the appearances and the model must be found to make full use of the business model. After collecting the information, I began to draw the conclusions in the thousands of documents, and when being more familiar with it, it is more clearly to me that there must be some rules.

1. Participating Entities

This part can support the proposed service.

1. Service Viability

The advertising Service Provider’s revenues come from companies which are interested to communicate their product promotions to mobile subscribers. These revenues should cover the operational cost of the service.

**WORK PLANNED**

There also are some work need to be done, with all the pre-work has finished, it’s time to accomplish the following tasks for the rest project.

May 25-28: Framework Built

May 28-30: Abstract Finished

June 1-5: To accomplish the body of the formal report and write the necessary materials and the conclusions

June 6-8: Complete the format and appearance of the papers and submissions of the final report to the teacher

**CONCLUSION**

This project give a full view of watching of the trend of the new access to information and service anywhere and anytime via LBS. I can strongly feel that the technology makes our life more convenient and more quicker. Now I want to have a time to make the paper done. That phase will prepare a good foundation of my research later this month. I believe this major can upgrade our technical training considerably.

I would be glad to hear any suggestions you may have about my work on the rest of the papers. For example, please call if you can have any questions you want asked during the conclusions drawn.