



ShopSmart

"Discover the best deals and offers near you with just a tap
- all in one place!"

Theme

Digital Customer Experience




INTRODUCTION

- 01 The app is called "ShopSmart" and is designed to help you save money on your purchases by showing you the latest offers and promotions available from your bank when you visit certain stores.
- 02 When you visit a store, the app will automatically detect your presence and display the available offers and promotions for that store on your screen.
- 03 You can save your favorite offers for future reference or share them with friends and family.



SCOPE

- The scope of the "ShopSmart" project involves developing a mobile application that is designed to provide users with real-time information about the latest offers and promotions available from their bank when they visit certain stores.
- The application will need to be user-friendly and easy to navigate, with features that enable users to easily search and filter offers by store, product category, or other criteria.
- To build this app, the development team will need to work closely with the bank to ensure that the app can access the latest information about promotions and offers.

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- The app will also need to be integrated with location-based services to identify when a user is in a store that has a promotion or offer available.
 - In addition to the app itself, the project will also require the development of a back-end system that can manage and update the information about promotions and offers.
 - This system will need to be able to handle large volumes of data and support real-time updates to ensure that users have access to the latest information.

Overall, the scope of the project is focused on delivering a mobile app that provides users with a simple and effective way to save money on their purchases by taking advantage of the latest promotions and offers available from their bank.



FEATURES

- 01 Location tracking:** The app uses your device's GPS to track your location and identify nearby stores and businesses.
- 02 Bank integration:** The app connects to your bank account to identify offers and deals available to you based on your location.
- 03 Real-time notifications:** The app sends you notifications when you're near a store with available offers or deals, so you never miss a chance to save.



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Personalization: The app offers personalized offers and deals based on your shopping preferences, purchase history, and location.

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User profile: The app lets you create a profile with your preferences, contact information, and consent settings to receive offers.

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Search function: The app includes a search function that allows users to find offers and deals based on keywords, categories, or locations.

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User interface: The user interface can be designed using native platform UI frameworks, or cross-platform UI frameworks such as React Native or Xamarin.Forms.




Tech Stack

- The Tech Stack used to design the application are:-
- Flutter
- Dart
- Google MapsAPI
- SQLite
- Figma



Application of idea-

- **Banking and financial services:** Banks can use the app to offer location-based discounts and rewards to customers, encouraging them to use their credit and debit cards more often.
- **Retail and e-commerce:** Retailers can use the app to drive foot traffic to their physical stores by offering location-based discounts and promotions.
- **Travel and tourism:** Tourist destinations, hotels, and travel agencies can use the app to offer location-based discounts and packages to travelers.

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- **Entertainment industry:** Cinemas, theaters, and amusement parks can use the app to offer location-based discounts and promotions to attract customers.


Food and beverage industry: Restaurants, cafes, and bars can use the app to offer location-based discounts and promotions to attract customers.



FUNCTIONALITIES

Based on the given description, the following functionalities can be implemented in the "ShopSmart" mobile application:

- **Location-based services:** The app can use GPS technology to detect when a user is near a store and automatically display available offers and promotions for that store.
- **Bank integration:** The app can be integrated with the user's bank account to show the latest offers and promotions available from the bank.
- **Offer categorization:** The app can categorize the available offers based on the user's preferences and interests.

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- **Offer sharing:** The app can allow users to share their favorite offers and promotions with friends and family through social media or messaging platforms.
 - **Notification alerts:** The app can send push notifications to the user's phone when new offers or promotions become available.
 - **Redemption options:** The app can provide information on how to redeem the offers and promotions, such as scanning a barcode or entering a code at the checkout.

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Thank you!

