

Footpon!

Team J³

Jacky Li

Te-Chun Chao

Tang Jiang



What is Footpon?

Combine real-world
walking and coupons

Shopping



11.7 Billions \$

Spend by shopper every day

In August 2010
By the report of U.S Census Bureau

Shopping

- Spend lots of time walking
- Not rewarding
- Shopping on Internet?

What if we can save money by
walking?

Coupons

Speedy Rooter
NEED A PLUMBER? SAVE MONEY
\$10 OFF ANY SERVICE
 Trenchless Sewer Line Replacement
 Drainfield Restoration
 Backflow Prevention
 Line Location
 Commercial & Residential Repair Plumbing
QUICK SERVICE (For first-time customers only; not valid for estimates)
Speedy Rooter Plumbing & Drain Cleaning
 Charlottesville 979-5414 | Crozet 923-3300 | Palmyra 591-0125

\$10 off
Your Next Junk Box Rubbish Removal over \$90*
*Only one coupon allowed per job
Call: 250-658-3944

JUNK BOX RUBBISH REMOVAL

LEGOLAND CALIFORNIA
SAVE \$8 on one-day admission
 Coupon entitles bearer to \$8 off up to six one-day full-price admissions. Valid only on day of purchase at LEGOLAND® California. Cannot be combined with other discounts, pre-purchased or online tickets, hopper admission or other offers. Children 2 and under admitted free. Prices and hours subject to change without notice. Restrictions apply. Not for resale; no cash value. Offer expires 12/31/2009.
LEGOLAND® California
 One LEGOLAND Drive, Carlsbad, CA
 (760) 918-LEGO • www.LEGOLAND.com
©2009 The LEGO Group. LEGOLAND CALIFORNIA is a part of THE WELLS ENTERENTAINMENTS GROUP. The following rules and restrictions apply to discount offers. Not valid with any other offer, discount, special ticketed event, special pricing, advance rate ticket or any other purchase. Valid for single day admissions only. Not valid for membership or annual pass purchase. Not for resale. Coupon has no cash value. Prices and hours subject to change without notice. Parking not included. Valid only through expiration date noted on coupon. Additional postage ID may be required. ©2009 California Travel and Tourism Commission.

Print out these coupons and redeem at any of our Upstate locations

The Great Escape Coupon \$5 OFF good for any purchase over \$50.00 or more One Coupon Per Store Visit Not valid with any other discount or sale items Expires Dec 25, 2002	The Great Escape Coupon \$10 OFF good for any purchase over \$120.00 or more One Coupon Per Store Visit Not valid with any other discount or sale items Expires Dec 25, 2002
The Great Escape Coupon \$10 OFF Radio Controlled Firebird II or Firebird XL Airplane Set One Coupon Per Store Visit Greenville & Spartanburg Only Not valid with any other discount or sale items Expires Dec 25, 2002	The Great Escape Coupon 20% OFF Brio & Thomas the tank wooden trains One Coupon Per Store Visit Greenville & Spartanburg Only Not valid with any other discount or sale items Expires Dec 25, 2002


Pannullo's Italian Restaurant
BUY ONE PIZZA, GET ONE FREE
 TOPPINGS ADDITIONAL
 LIMIT TWO FREE PIZZAS PER ORDER
 CANNOT BE USED WITH ANY OTHER DISCOUNT OR SPECIAL OFFER
 LIMITED TO TAKEOUT ONLY

25% OFF ANY USED XBOX GAMES LIMIT 3
 Not valid with any other offer. Offer valid on up to 3 games only. Limit 1 coupon per customer. Coupon must be surrendered upon use. See associate for details. No dealers. No Resellers. Offer valid in the United States, Puerto Rico and Guam only. Offer expires 04/30/09.
GameStop
 Sign up at www.GameStop.com/Email to get deals like this delivered right to your inbox.
COUPON CODE: EBC3009111

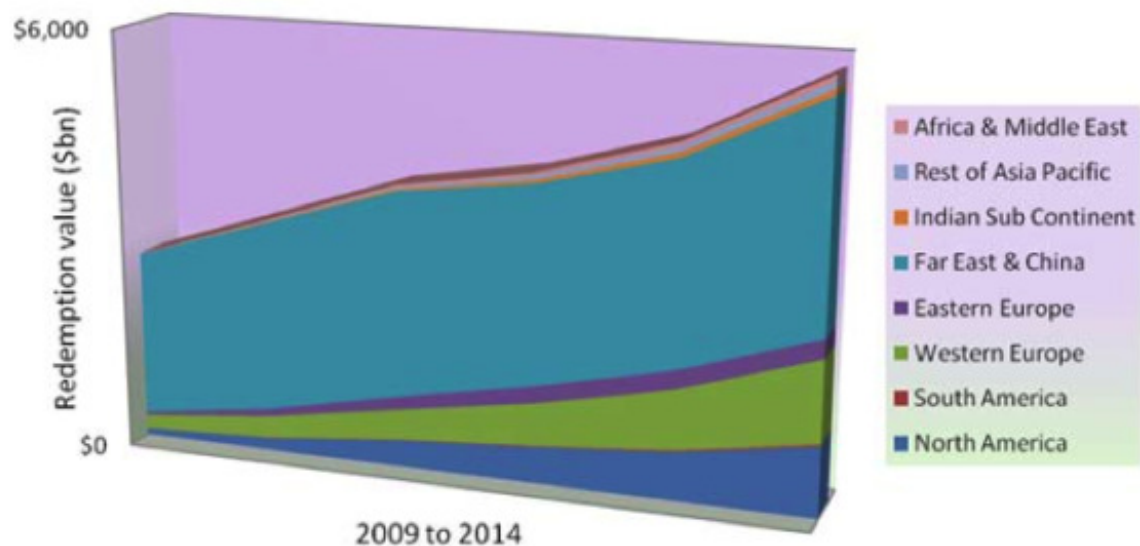
GREAT SUITS AT THE LIMITED
30% off YOUR PURCHASE OF \$100 OR MORE
 THE LIMITED

BLOCKBUSTER
RENT ANY MOVIE FOR ONLY 99¢
 Movie coupon valid Wed April 21 through business on Friday, April 24
5600A8000

\$25.00
QUALITY HOME
 for Home Buyers
 Call (540) 672-3525 to u

Mobile Coupon Will Reach 6 Billions by 2014

Figure 1: Total Mobile Coupon Retail Redemption Value (\$m) 2009 to 2014



Source: Juniper Research

Coupons

- Not different from paper coupons
- Can't get the deal you want
- Managing coupons is a waste of time

Combination



Footpon!



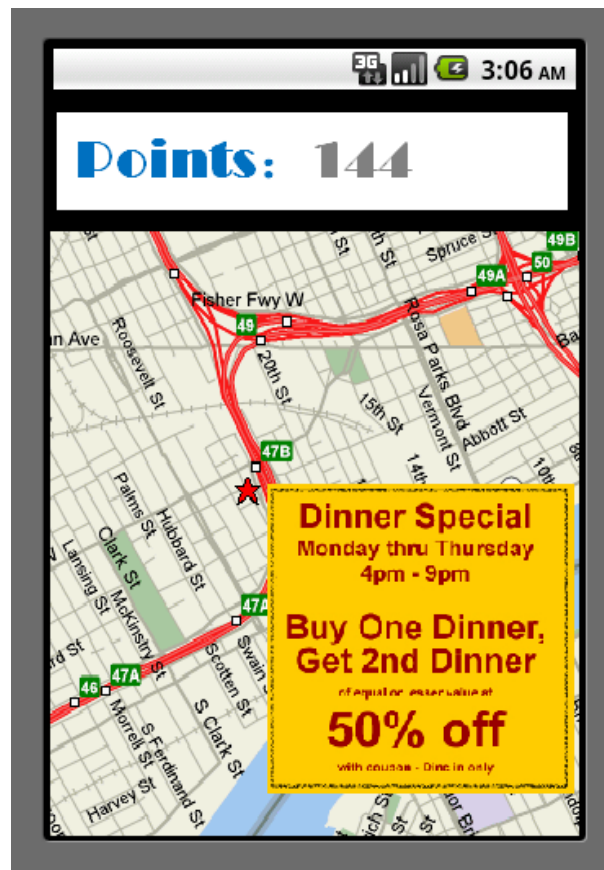
FootPoint

The more you walk, the more you get



Preference

Knowing where you live and give the coupons that you want



Health

Reward for being healthy



5 Abstraction

What is this project?

Location based coupon

Record your steps

Give you reward

Analysis of your area

Provide the coupon you want

Footpon on business side

- Spend more time in your shop
- More customers
- Level of coupons
- Find the shopper hot spot

Social Service Provider

You can't live without them



Facebook



Foursquare

Competitions



Yowza!!



My Coupon



Groupon

What we want to achieve?

In next 8 week

A Pedometer



Coupon API

`/get/coupons`

Map view with coupon information



Show Coupon On Phone



Technical Solution

- Android side:
 - Accelerometer
 - Touch screen
 - Camera
 - GPS/Google Map API
 - Foursquare/Facebook API
- Server side:
 - PHP/Ruby/HTML
 - MySQL

Question ?

