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Glimpse

Glimpse is a location based application that aims to provide the most up to date information related to local promotions and sales to its buyers. Local businesses often have small scale promotions or one day deals that are communicated to clients in person as they enter the store. This app will give these businesses a platform to advertize such sales to a wider audience. It will help with giving them exposure to potential clients who are passing by.

The main objective of the application is to efficiently advertise promotions that might have otherwise gone unnoticed to likely clients. Buyers will be able to see the sales that are taking place in the stores or businesses close by. It is providing them with relevant information based on their current location.

Glimpse will offer its users a map view of the available promotions as well as a mosaic view where these promotions will be displayed as tiles. One of the main features of the application is the follow option which allows users to be more selective and follow their favorite businesses and see their promotions on the map. The users will also be able to receive notifications from the vendors they are following as soon as there is a new promotion. Another great feature is the live chat option which provides a communication channel between the users and the business.

In terms of tracking how much exposure a promotion has received, the number of users that have seen it will be displayed and visible for the business it originated

from. We envision this mobile application to be an innovative marketing tool that is able to keep up with daily changes and challenges of a local commercial market.

Competition (max 1 page, min 3 competitors)

Search terms: list the terms you used in your search

Number of pages examined: should be at least 25 links

Terms :

Geolocation

Geofencing

Augmented Reality Apps

Apps

Waze

WallaMe

Field Notes

Stato

Links:

1. <http://www.iphoneness.com/iphone-apps/best-augmented-reality-iphone-applications/>
2. <http://www.digitaltrends.com/mobile/best-augmented-reality-apps/>
3. <http://www.tomsguide.com/us/pictures-story/657-best-augmented-reality-apps.html#s13>
4. <http://www.appcessories.co.uk/10-best-augmented-reality-apps-vr-for-the-rest-of-us/>
5. <http://www.theatlantic.com/technology/archive/2012/10/the-world-is-not-enough-google-and-the-future-of-augmented-reality/264059/>
6. <http://deepknowhow.com/2013/04/04/top-20-augmented-reality-apps-for-android-and-iphoneipad-users/>
7. <http://appcircus.com/apps/acrossair-augmented-reality-browser>
8. <http://www.pcworld.idg.com.au/slideshow/421271/pictures-top-15-augmented-reality-apps-iphone-ipad/?image=3>
9. <http://bgr.com/2016/09/01/augmented-reality-apps-android-iphone-firststage/>
10. <https://www.inverse.com/article/18117-5-augmented-reality-apps-for-smartphones-when-pokemon-go-servers-crash>
11. <https://www.fieldtripper.com/>
12. <http://www.gearbrain.com/augmented-reality-apps-mobile-headset-vr-1858479848.html>
13. <http://www.computerworld.dk/galleri/augmented>
14. <http://appcrawlr.com/ios-apps/best-apps-augmented-reality>

15. <http://appcrawlr.com/ios/yelp>
16. <https://itunes.apple.com/ca/app/where-to-discover-your-next/id314785156?mt=8>
17. <http://appcrawlr.com/ios/metro-paris-subway>
18. <http://iphone.qualityindex.com/charts/18143/top-5-augmented-reality-apps-for-iphone>
19. <http://iphone.qualityindex.com/apps/136805/email-n-walk-as-seen-on-the-bbc>
20. <http://www.iphonetopics.com/augmented-reality-apps/>
21. <https://itunes.apple.com/us/app/golfescape-gps-rangefinder/id382051762?mt=8>
22. <https://blippar.com/en/>
23. <http://worksbrug.com/>
24. <https://itunes.apple.com/ca/app/snapshot-showroom/id373144101?mt=8>
25. <http://www.prnewswire.com/news-releases/stella-artois-introduces-le-bar-guide-20-mobile-app-presents-nightlife-options-tailored-to-users-mood-224279551.html>

Competitor 1

NearbyClassifieds - Immediate Bargains

This application allows users to quickly create ads to sell products with just a picture. Other users will then be able to see these products if they are nearby based on their location.

For our application, we would like to have a clear separation between businesses/vendors and regular users. While this app focuses more on second hand product, the geolocation aspect is similar to a vision we have of our application. We would also like to expand more on the picture idea by allowing users to post videos as well as picture. Also our application will be more focused on businesses rather than second hand products.

Competitor 2

Stato

<https://www.statoapp.com/>

This application allows users to drop points of interest called “stato” in the map which contain a message. The app makes geo-referenced data sharing and collection quick for those on the go. Moreover, there is an unimplemented augmented reality feature which should be able to display the “statos” through the camera view.

This application is the closest competitor that we found as it contains many of the features that we want to implement. However, it is still in development process as the latest update was done September 2nd and it doesn't have the augmented reality feature available. There are also several features that are not implemented in the simplistic approach we thought of. For example, the layout is very confusing and some features are not quick and simple to use. In order to drop a "stato" which is a point of interest that contains data, the person has to provide all the parameters such as location, time, category, and more. Our solution to dropping a point of interest would trigger the camera and the user would be able to take a image or a short video with a text overlay on it and will be automatically posted for other people to see.

Competitor 3

Groupon

<https://www.groupon.ca/mobile>

This application is similar in the way that it notifies users of nearby deals. However, it doesn't implement an easy to use geolocation based map in the sense that the user can't see the deals available to him directly close to him easily on a map. Deals are instead shown in a listview rather than on a map which is something that we think is a weakness of the application. This is because the user can't see clearly where exactly the deal/sale is.

Description of Customer and Company

Stakeholder: Dominick Chartrand

As a member of the communications and film community in Montreal, “Glimpse” could change our ways of working. Whether it’s for setting up meetings with clients or finding the perfect location to film a dinner scene, the benefits of the application are endless. We need new inventive ways to facilitate our day-to-day lives, and “Glimpse” is the answer. “Glimpse” is not only a location-finder application, it’s also a community. For businesses, it’d be a great way to connect with customers, and advertise. Today, in marketing, the goal is to establish a friendly relationship with the client. With “Glimpse,” business owners could share, live promotions or events with our users. The concept of “Glimpse” could be applied to any cities. There is a strong potential for the application to grow around the world. Because of its broad subject, generating creative content on the city will attract tons of users. Partnerships with blogs, media businesses or influencers could also be done in the near future. “Glimpse,” is an homage to Montreal and its citizens. It’s demonstrating how proud we are of our diverse neighborhoods, our cultural history and our institutions.