

## **CHAPTER 4**

### **4.1 SUMMARY OF PROJECT WORK**

- At this point of time, when our Project Analysis has been completed, it is our pleasure to summarize the project work done during the later semester of our B.E. for the year 2014 as a part of our 7<sup>th</sup> semester Project.
- Initially we started with consulting Mr. Sonu Chaudhary to understand the project and analyze ways to improve it through proper utilization of available technology and resources. After listing down our final requirements, we started with planning for execution of the project in the most efficient way.
- Implementation of the plan started with analysis of the requirements along with study of target technology. We are through with the system design, and have already started with the implementation of the modules.
- After completing each and every module we switched on to our Android app and thus web is completed along Android app.

### **4.2 ADVANTAGES**

- Overcoming the problem of online shopping as customers can personally visit a shop and purchase products using coupons.
- Companies will get benefit from our system as they will get a portal where they will be able to advertise themselves.
- Customers will get benefit and discount on any item they want to purchase.
- Affiliates or agents can be any person, hence it will be an added income, kind of a part time job.
- People will come to know of various upcoming franchises of particular companies where they can redeem coupons.

### 4.3 USEFULNESS WITH RESPECT TO EXISTING SOLUTIONS

The current system provides a platform only for online shopping websites and not for small scale or mid-scale companies which do not support online shopping. These coupons have to be redeemed only during online purchase and not at local outlets. Some people do not consider online shopping to be safe. So for them this system may not be beneficial.

The new system should provide a platform for small scale or mid-scale companies to generate their coupons and redeem them on a local outlet. The system should involve an affiliate to the company which will be the communicating platform between company and the customer. It should have online payment for people who prefer it and the payment can also be done directly by meeting the affiliate while purchasing the coupons. For transfer of coupons sensors of android phones have to be used. Thus, an android app for the system is required. For people who do not use android phones the same facilities should be provided on the web application.

### 4.4 SCOPE

- a. **Context / Purpose/ Vision:** The main purpose of this project is to eliminate all the disadvantages of using paper based coupons or even the hardware issues that can occur because of RF ID cards. The other purpose is that the calculation of how many coupons are sold and how many have been redeemed becomes much easier.
- b. **Information Computation:** The entire data that will be collected from both android and web based system will be stored in a common database. This will allow the data to be uniform and synchronized. The data will be checked for validity before submitting to the common database. The visibility of information to various entities will be as follows:
  - The admin will have access to all the information.
  - The company will be able to access information regarding the individual company, their affiliates and their customers currently possessing the coupons.

- The affiliates will be able to view their own information.
  - The customers can only view their individual information. Each entity can edit the information at any time.
- c. **Objectives / Current Plan:** The current plan is to develop a web-based system to provide an easy accessibility to the system. Also the system will have an android version that will be accessible from android devices. The objective is to eliminate the drawbacks of using the paper coupons.
- d. **Performance Criteria:** The performance criterion is that whenever the connectivity to the database is available, the system should show the correct number of coupons in each entity's wallet. Moreover on transfer, the coupon should be debited from one wallet and credited to the other. Thus, atomicity is a major concern.

## 4.5 UNIQUE FEATURES OF OUR SYSYTEM

Our system has unique features which can be added as:

- When we want to transfer coupon from one device to another device we shake the mobile device and transfer which is very easy.
- Any type of coupon whether its food coupon or clothing coupon or electronic device coupon it is available online anytime.
- Advertisement will also be available if any other company wants to do on our portal.
- From mobile device or from web portal the coupons are available anytime and anywhere.

## 4.6 FUTURE ENHANCEMENTS

The following are some of the enhancements which could be made in the system to enhance the overall experience of the user.

- An android application with better GUI can be made at the later stages.
- More validation can be provided to the android application.
- An authentication for customers system can be provided where every customer will be verified before signing up into the system.
- The payment issue can be resolved by consulting certification agencies like PayPal, VeriSign etc.
- A proposed enhancement in the system is the addition of the online advertising and promotions section. The developers and brokers are given an opportunity to use the internet to market their property. Also the customers can share their experience of the property and the developer on social media and various advertising channels.
- In this world of fast growing technology and the smartphones and tablets replacing the laptops, customized applications for hand-held devices are suggested as a further enhancement to the already existing web based application. The applications on smartphones and tablets can let your customer access the information required at his finger-tips. Thus it gives him freedom from carrying his laptop everywhere.