Project Documentation- Team Trident

Version: 1.0
October 30, 2016
DECO3500: Social & Mobile Computing

Group Members:

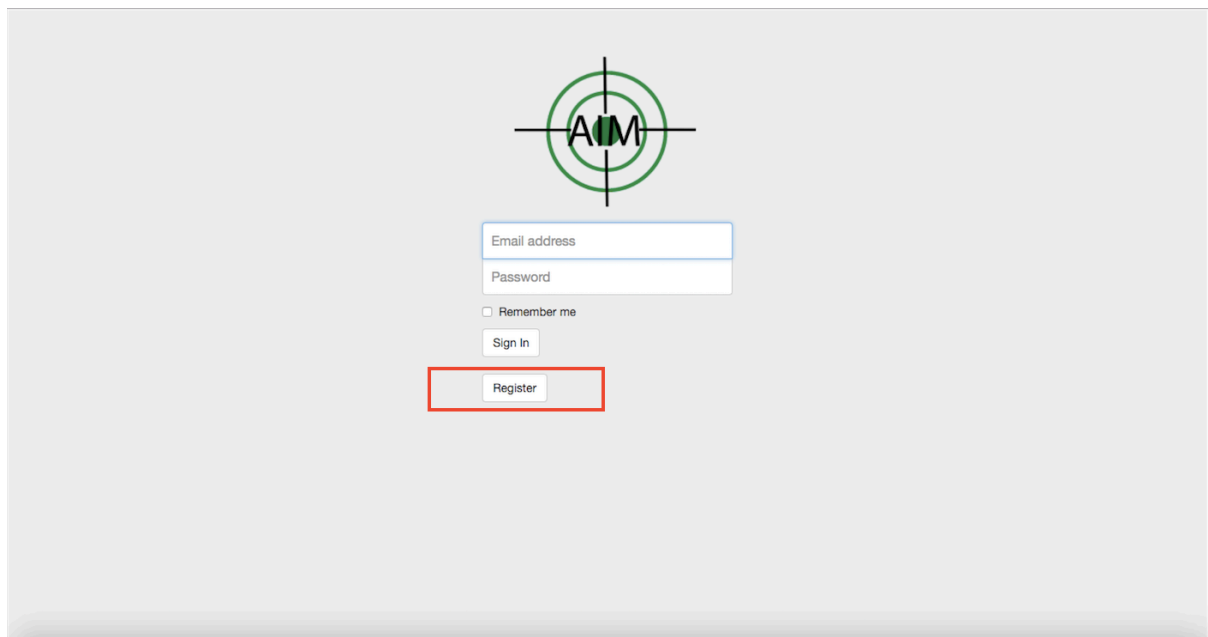| Student Number	Student Name
43148954	Tengku Abu Bakar
43823738	Dineshkran Rajasingam
43596685	Sebastian Feagan
43719091	Abdul Rahman Al Mahruqi

Link to the Promotional Material

The promotional material and the prototype could be found in this guide made by us. The guide examples all the important folders for the promotional website and the business owner website.

Link:
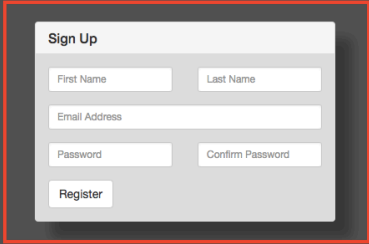https://github.com/deco3500/TRIDENT/blob/master/Important%20Folder%20Team%20Trident.pdf

How to use it the prototype
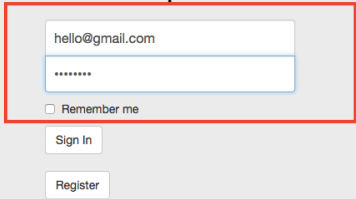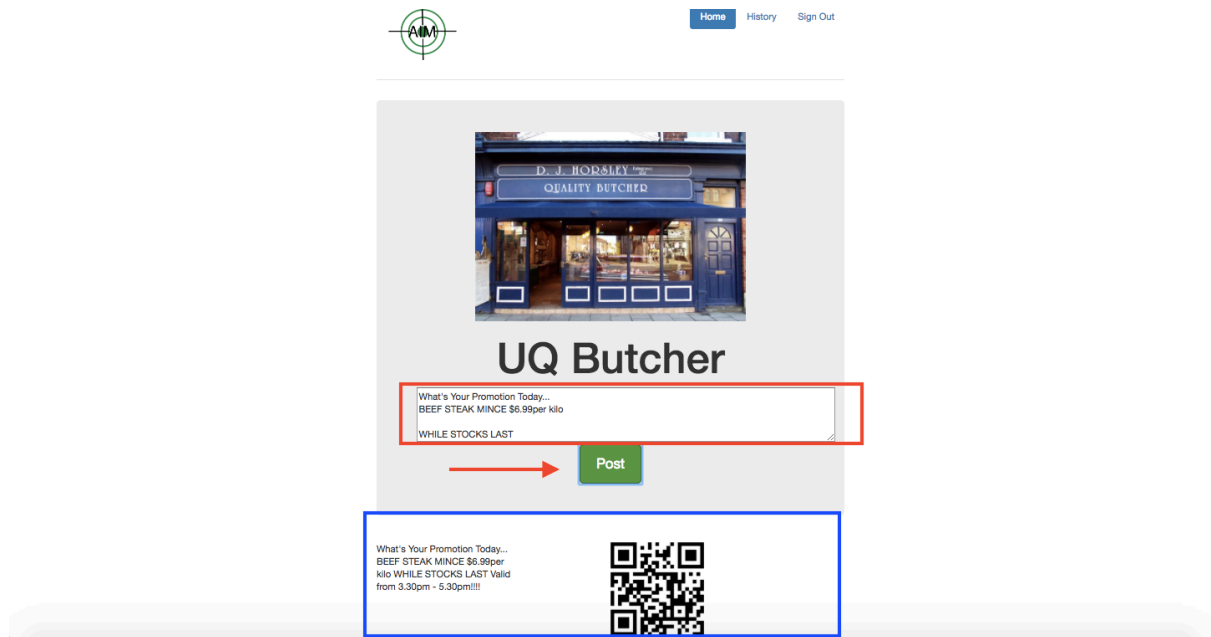
Business Owner who is using the website for first time

For **first time business owner** who are using the website they have to first select the register button to sign up as a user.

Fill up the required information and the click on the "Register" button.

Enter your email address and password you have used to register and then click on "sign in".

On the home page you are able to type the promotion description in the textbox highlighted in red. Once that is done click on "post" and you will notice that a QR code with the description of your promotion would appear below in the blue box.
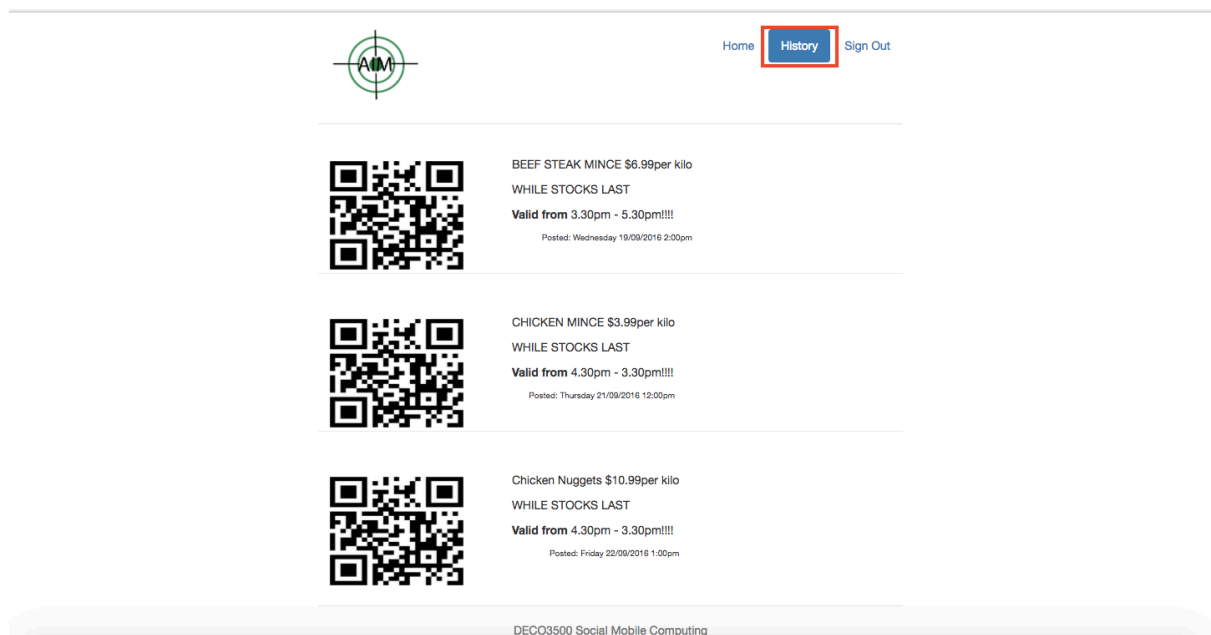
You would be able to view all your previous promotion posted by selecting the "History" button highlighted in red.

Project AIM Application Prototype
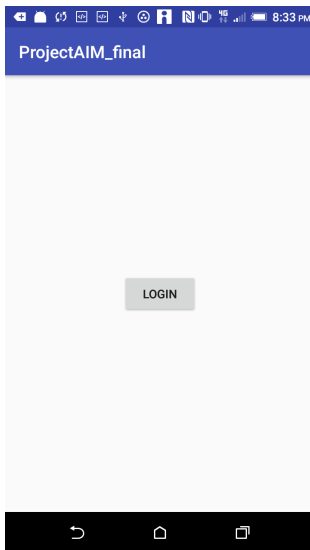
The user is initially represented with a login page, representative of a social media integration login that would be included with the final version of the application.
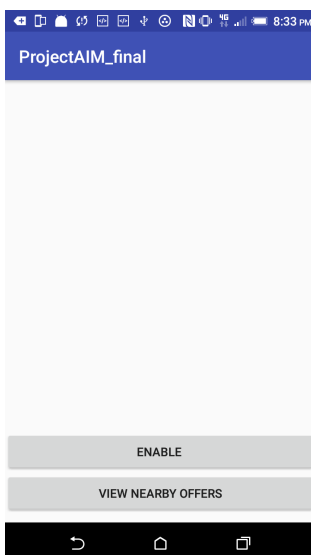
After the user has logged in to the application, they are greeted by the user panel. Users can press the "Enable" button to enable the GPS tracking and display the nearby offers posted by businesses. Users can also press the "View Nearby Offers" button the display a list of all nearby offers that they have detected and can use this list to access details of the offer and the required QR code to claim the offer.
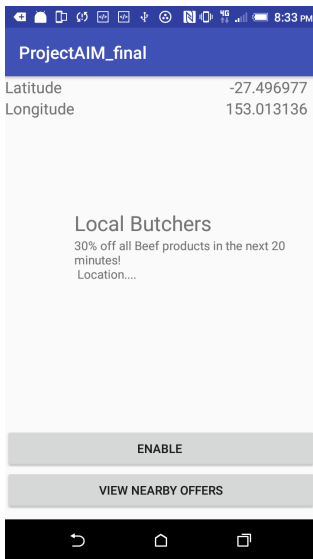
Display of the function of the "Enable" button. Displays the user's location (represented by latitude and longitude coordinates) and an example of a nearby offer. This provides information to the user about the details of the offer and the location of the store.
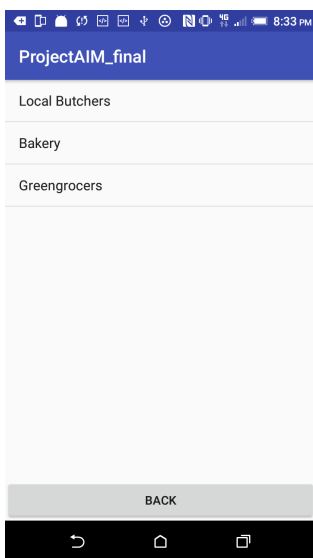
List of recently located offers that the user can click on to display a popup box with more information about the offer and a QR code generated to claim the offer at the respective store. The "Back" button returns the user to the user panel.
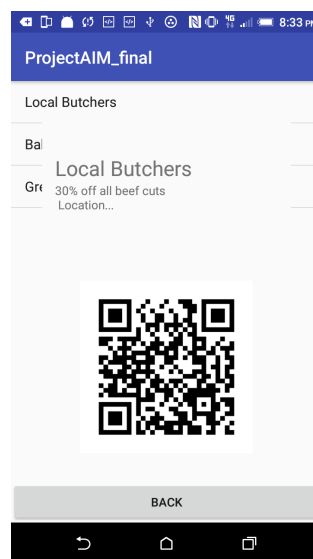
Example of the popup box that appears when the user clicks on a recently located offer; the title/name of the business is displayed along with a description of the offer, the location of the business and the QR code to claim the offer. The user can click outside the popup to close it and return to the current page.

Summary:

This application would help business owners to put out a notification in the suburb letting people know that they are clearing some product at a very low cost before closing and people in that area would get a notification to alert them that their local business owners are clearing some stocks making people in the suburbs aware of these small discounts which could save them a whole lot of money.

The projects aim to solve the problem of having smaller businesses to spread their brand or raise awareness about their product in a creative and accessible manners which allow consumers from different backgrounds to get offers and discounts from the business owners by using the app. Early research shows that similar products aren't focused on the Australian market, such as Groupon, and other Australian based websites such as ozbargain.com.au, concentrate on larger business or franchises and don't have a mobile based app that helps consumers find local deals in their area. The closest competitor to project AIM is Facebook but it is use to target advertisement by promoting the posts in the user's feed. However, the number of people who use ad-blocking software is 172 million users (Statista, 2015). In addition to that, over 90% of Facebook users use it to communicate with friends and coworkers (Duggan, Ellison et al) which makes Facebook an inconvenient method for small businesses to advertise their product.

To tackle the problem, the business owners are able to advertise their products more effectively by giving incentives for the users in the local area to come and buy their stocks. It makes advertising more effective for these smaller businesses as they do not need to spend nearly as much on advertising on other platforms. It aims to appeal to this audience as an alternative to existing social media websites that focuses more on their surrounding community and benefits both the businesses and the customers by providing them with incentives to use the application rather than merely having a Facebook page that exists more as a communication platform between the user and business, or an advertisement in a newspaper/magazine, which may not be a common platform used by younger generations. When a business owner decides to sell of their remaining products they will advertise their sale on their website and provide a QR Code for the users based on the various deals. Figure 1.0 below shows a picture of a local business butcher selling their remaining goods for a discounted price.
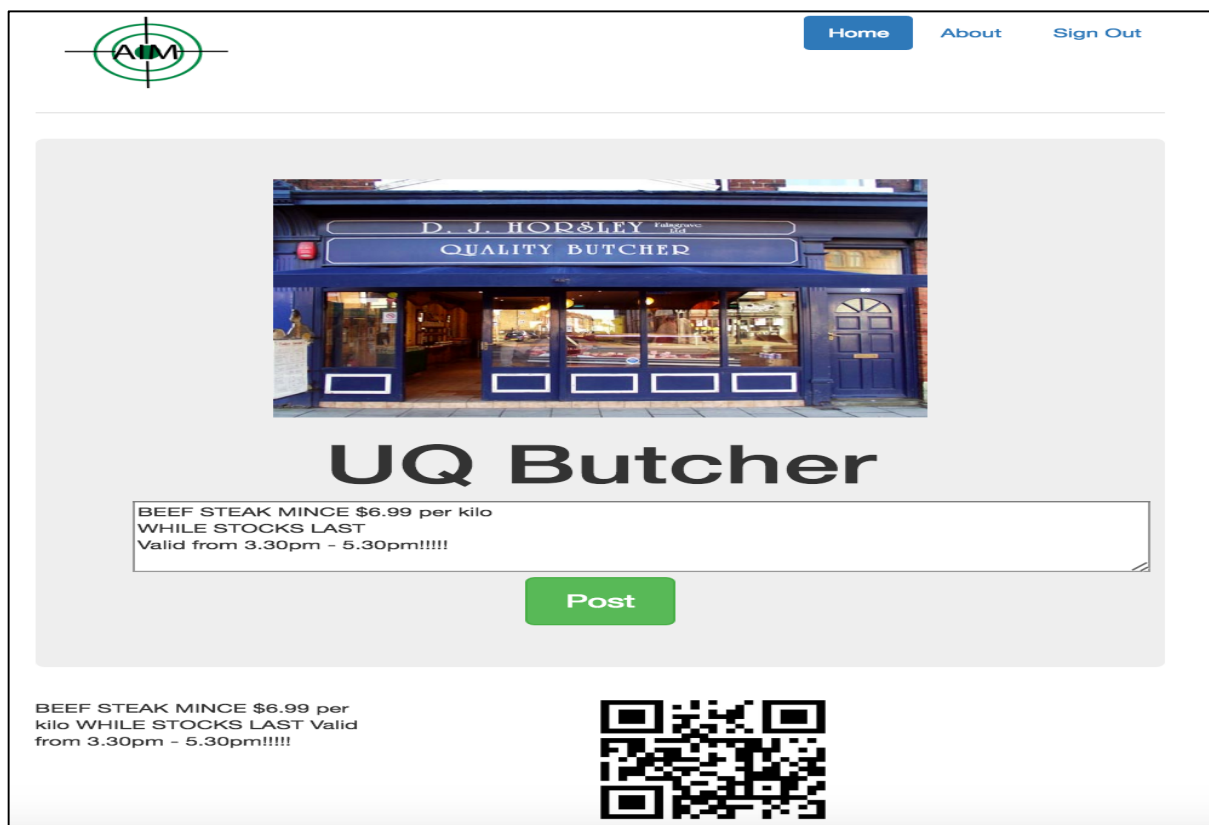
Figure 1.0

Another method used in AIM is push notifications. This feature was suggested by team members and personas displayed that sending offers by push notifications based on location would be helpful for consumer to find new offers from local shops. As soon as a business owner puts up their sale promotion on their website, the people in the local area will receive a push notification on their phone screen. Once the user decides to swipe open the push notification they are able to see which local businesses company are selling their products at a discounted price. If the user wishes to go ahead and check out the store, all they have to do is show their QR Code to the local store and they will be able to purchase the product at the discounted price which they will automatically receive once they open the push notification. However, if they do not want to go to the store and check it out they can either delete or ignore the push notification or they can share their QR Codes with either their friends or family. Figure 2.0 below shows a picture of a push notification and QR Codes that a user will received within their local areal.
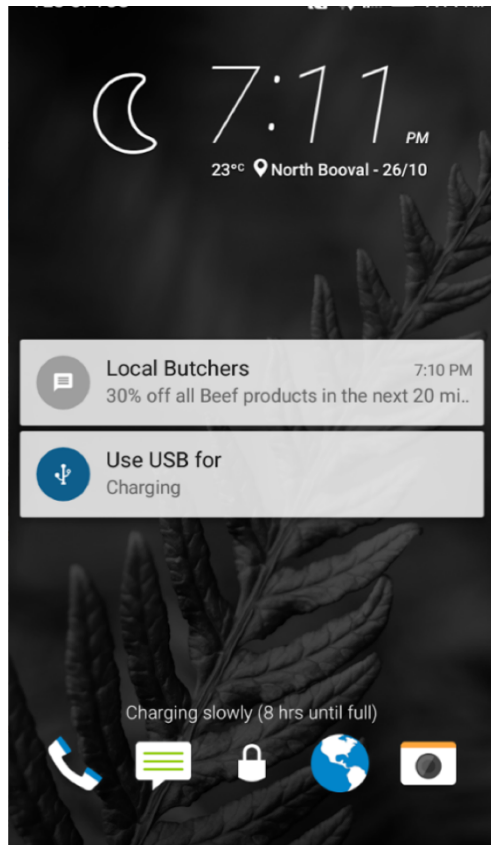
Figure 2.0

Work Breakdown:

Student	Roles
Tengku Abu Bakar	Worked on Promotional Website & Documentation.
Dineshkran Rajasingam	Worked on Business Website & Documentation.
Sebastian Feagan	Worked on Push Notification & Documentation.
Abdul Rahman Al Mahruqi	Worked on Documentation.

References:

Duggan, M., Ellison, N., Lampe, C., Lenhart, A. and Madden, M.
*Duggan, M., Ellison, N., Lampe, C., Lenhart, A., & Madden, M. (2015).*Demographics of Key Social Networking Platforms*. Pew Research Center: Internet, Science & Tech http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/*

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