Utilizing Multiple Location-Based Service APIs for an All-In-One Mobile Application Check-In Solution

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# ABSTRACT

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## Keywords

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# INTRODUCTION

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Ever since Apple introduced the iPhone in 2007, smartphone technology has been a dominating force in popular tech culture. Prior to Apple’s entrance into the market, businessmen and technology enthusiasts primarily used smartphones. Now, those ranging from high school students to senior citizens are carrying smartphones. In addition to increase in popularity, there has also been a dramatic increase in the amount of functionality offered by these devices. Many years ago, smartphones offered only basic functionality, such as web, email, and document management. Now they are coming equipped with global positioning systems, accelerometers, and gyroscopes as standard features. Two of the more popular operating systems included on phones of this nature are Apple’s iOS and Google’s Android. Both of these operating systems offer a software developer kit and a vast amount of documentation. Given the new phone hardware and the accessibility of the SDKs, a wealth of new and interesting mobile applications are being developed for these platforms [1]. These interesting applications cover areas such as location-based services, augmented reality, and interactive gaming [2]. Location-based services, in particular provide a number of useful features to users, including social networking, mapping, organizing, planning, searching, and sharing of information. Furthermore, through public APIs, these services allow for third party developers to build upon these services as well as extend them. This paper evaluates an application built to utilize multiple location-based service APIs in order to provide an all-in-one check-in solution for an Android-based mobile phone.

# BACKGROUND

This is the background section

To date, numerous Location-based mobile applications exist for the Android and iOS platforms. These applications include Foursquare, Gowalla, Brightkite, Yelp, and SCVNGR, just to name a few. These applications serve many different purposes. For instance, Yelp is primarily a review site for businesses. Where as SCVNGR is geared towards scavenger hunts, location challenges, and adventuring. Foursquare, Gowalla, and Brightkite lean more towards the social networking side of applications. With these three services, users maintain friendships and interact with their friends through messaging or multimedia. Although these products serve different primary purposes, they also share a lot of location functionality in common. Many provide maps of where users are located and what is around them. Another feature in common is the gaming aspect of location-based applications. Many reward users with virtual prizes for going to certain places or doing certain things. Another thing they all share in common, and what seems to be the most popular feature of the moment, is the users’ ability to “check-in” at their current location. Though it may be called something different across applications, the idea of “checking in” is the same, and it gives the user the ability to mark their current location at the current time. They can then notify their friends of their location or allow others to see their current location. To some mobile phone users, this seems like the ultimate invasion of privacy; the ability of anyone to track your personal movements throughout the day does not appeal to everyone. However, to many, the ability to “check-in” has many useful benefits. It allows users to let their friends know that they are currently at a bar or night club so others can come join them. This can take a lot of the phone calls or text messages out of planning and organizing a night out [3]. Checking in at certain locations can provide useful information to the user as well. If a user is on vacation and “checks in” at a nearby restaurant, patrons that have previously been to the restaurant can provide information on the best dish or what food to avoid. The vacationer can even use it to decide where the best meal is located before they even “check-in”. Advertising can also be made useful, rather than annoying, via location-based information. It has been shown that users actually respond well to location-based ads [1], similar to the way targeted ads on the web work better than random ones. Foursquare, for example, has a built-in specials capability for businesses with locations on Foursquare. A manager can offer discounts to the patron with the most “check-ins” at the business. Finally, the “check-in” ability is just fun, which is what appeals to many users. It let’s the user keep track of where they have been, earn prizes, and keep in touch and play games with friends.

However, as useful and fun as “checking in” is on all of these location-based applications, there is still a major problem; there are too many location-based applications to “check-in” with. Unlike websites such as Google, the king of search, Facebook, the king of social interaction, or Wikipedia, the king of information, there has yet to be an application crowned king of the location-based mobile applications. Foursquare is arguably the most popular, however, since this is a fast growing and very popular market, many big names are jumping into area as well. Facebook, for instance, just launched its “Places” functionality over the summer, allowing users to “check-in” while posting their statuses from their iPhones. With so many popular new players and established big names in the mix, there are currently too many applications to “check-in” with and no way of deciding which is going to be the most popular in the future. This essentially forces users to choose between a select few of the location services since nobody wants to take out their phone and “check-in” on 10+ different applications every time they go to a new location. It would be far too time consuming. Unfortunately, it is still difficult to determine which service will ultimately win the popularity race, and many people have friends spread across multiple services. CheckIn4Me aims to provide a solution to the problem of “checking in” over multiple applications and services. CheckIn4Me will allow users to connect their location-based service accounts to CheckIn4Me, via the services’ own APIs, and then “check-in” once from within CheckIn4Me across all of their connected services. This provides a quick way to “check-in” while not limiting the services with which the users can share their information.

# SYSTEM

This is the system section – 2 figures needed

- screen shot?

- flow control?

- Android SDK / JAVA / Eclipse

- class diagram

- data normalization

- HTTP

- Foursquare API

- Gowalla API

- JSON data exchange

- OAuth authentication

# EVALUATION

This is the evaluation section

- how best be tested with real users

- test results on 4 to 6 users

- interview gf, mom, dad, 2 friends, coworker

- hard figures

- user comments

- performance of oauth

- relying on external browser

- api rate limits

- performance of multiple http calls in succession

# DISCUSSION

This is the discussion section

- apis provide staying power for services

- sdks and apis provide ease of development

- freedom of service choice

- freedom of sharing choice

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Notes to self – pdf file names:

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