LoveDesi: Location-Based Discount Discovery App
Project Overview

Introduction
LoveDesi is a revolutionary discount discovery app designed to connect users with location-based offers and discounts. Available on both Android and iOS platforms, the app utilises GPS technology to provide users with real-time information about nearby merchants and their exclusive promotions.

Functionalities
1. Location-Based Discount Discovery
GPS Enabled: LoveDesi uses GPS technology to identify the user's location and provide personalised discount recommendations based on proximity.

Offer Listing: The app displays a comprehensive list of current offers from nearby merchants, ensuring users have access to the latest and most relevant discounts.

Offer/Merchant Searching: Users can search for specific offers or merchants to quickly find the information they need.

Location-Based Listing: The app organises offers based on the user's location, allowing for easy navigation and a tailored user experience.

2. Offer Redemption
Bill Uploading: Users can upload their bills directly through the app to redeem discounts, making the process seamless and convenient.

OMR Reader: Optical Mark Recognition (OMR) technology is integrated to efficiently read and process uploaded bills for offer redemption.

3. Drip Marketing
Personalised Offers: LoveDesi employs drip marketing strategies to send personalised and targeted discount offers to users, enhancing engagement and user satisfaction.

4. Access Restriction
Age-Based Access Control: The app features access restrictions based on the user's age, and any other parameter, decided by super admin, ensuring a secure and age-appropriate environment for users.

5. Appointment/Slot Booking
Service Booking: Users can book appointments or slots for services directly through the app, providing a convenient way to access discounts and schedule services.

6. User Views
a. Super Admin (BETPL)
Dashboard: A comprehensive overview of the app's performance, user engagement, and key metrics.

User Management: Ability to manage and monitor users, merchants, and overall system functionality.

Offer Management: Control over the creation, editing, and removal of offers, ensuring a dynamic and up-to-date discount database.

b. Admin (Merchant)
Merchant Dashboard: Access to performance analytics, customer interactions, and offer redemptions.

c. User (Customer)
User Profile: Personalised profiles for users to manage their preferences, view transaction history, and track savings.

Offer Redemption: Seamless process for uploading bills, redeeming offers, and tracking rewards.

Location-Based Search: User-friendly interface for discovering nearby offers and merchants.

7. Categorization of Services
Service Categories: The app categorises offers and merchants into relevant service categories, facilitating easy navigation for users.

8. Communication
Onboarding: Welcome communication to be sent to the users and Merchants after onboarding

Change/ Addition of Offer: Communication to be sent to the Users and Merchant partner once any offer is added or updated

Appointment/ Slot booking: Confirmation communication to be sent to the user and merchant partner once any appointment is booked

9. Data Validation
Validation of email Id: Validation of email IDs when the user is signing up for the 1st time. If it's a repetition, figure out the source.

Also there will be a panel where the publisher can upload database. This will be in Bulk like 10,000 - 10 Lacs. We need to run campaign on this and share report of how many unique, valid data. Also keep record of data source.

Reports: Reports section to be present for Super-admin & Merchants to check all the sign ups, source and other details.

10. Campaign Management
Provision to send curated promotional campaigns to the users for various activity and provision to set cron job so that on milestone we can trigger mails.

Analytics: Comprehensive dashboard for performance analysis for the campaigns

Conclusion
LoveDesi aims to revolutionise the way users discover and redeem discounts by providing a user-friendly interface, advanced features, and personalised experiences. The integration of location-based services, access controls, and marketing strategies makes LoveDesi a comprehensive solution for both users and merchants in the ever-evolving market of discount discovery apps.