

# Localization Functionality for MCM, a Mobile Commerce Application

Kimberly Oyama, Blayne Kennedy, Daren Rodhouse, Chihiro Sasaki  
Department of Computer Science, Northern Arizona University

## Background and Problem

MoneyClip Mobile (MCM) is a web-based payments infrastructure providing fee-free transactions to customers and merchants through the use of mobile devices. Dr. Joshua Cross of Hermes Commerce, Inc. is planning to make this mobile payment system more robust by providing targeted advertisements, coupons, and management of customer's loyalty programs.



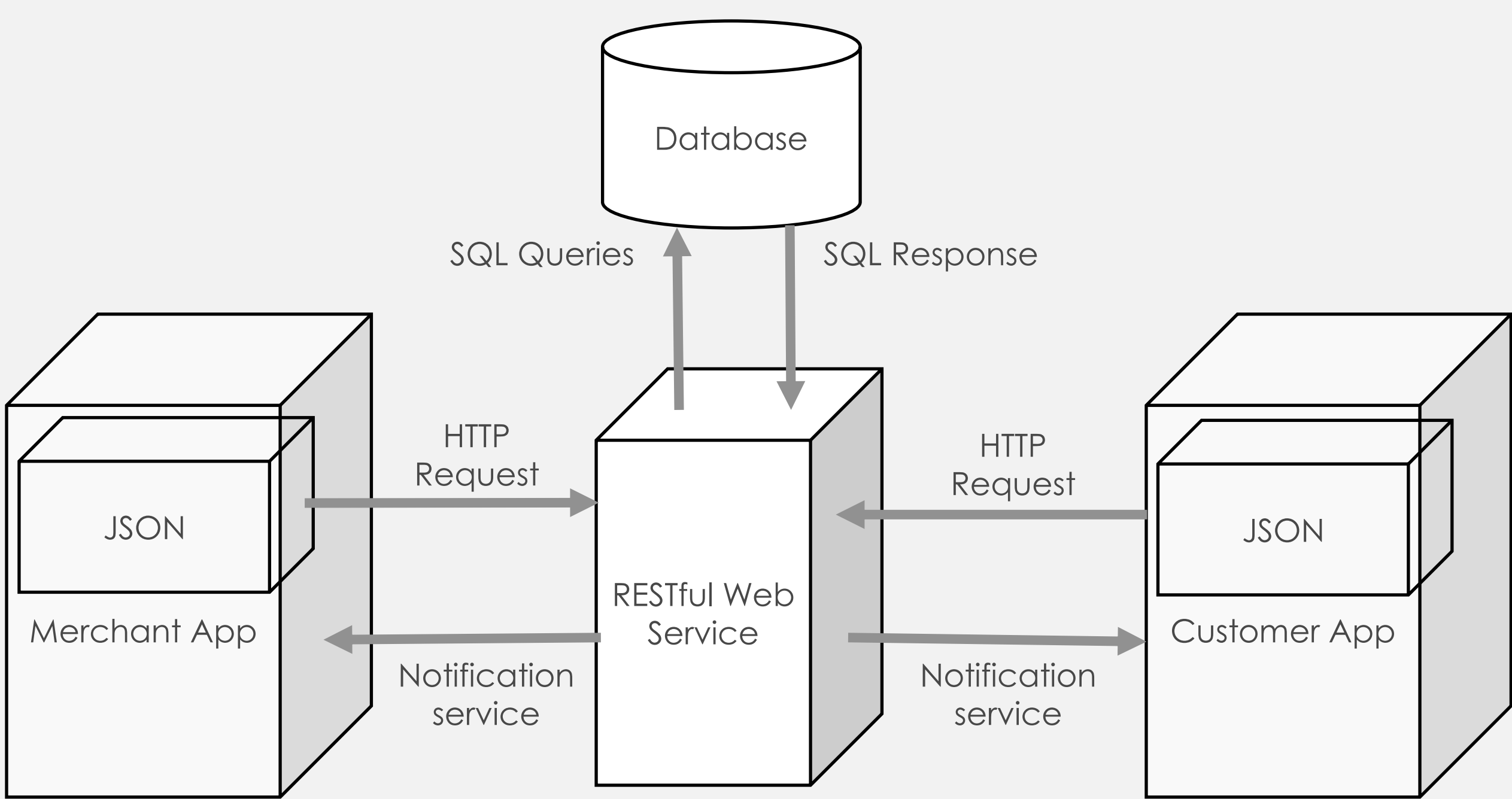
## Our Solution

Our localization function provides the ability for MCM merchants to interact with their customer when they are in their vicinity, allowing for true **moneyless transactions**.

**Directed advertisements and coupons** based on the customer's location is also provided, based on the customer's location and their transaction history.

## Architecture

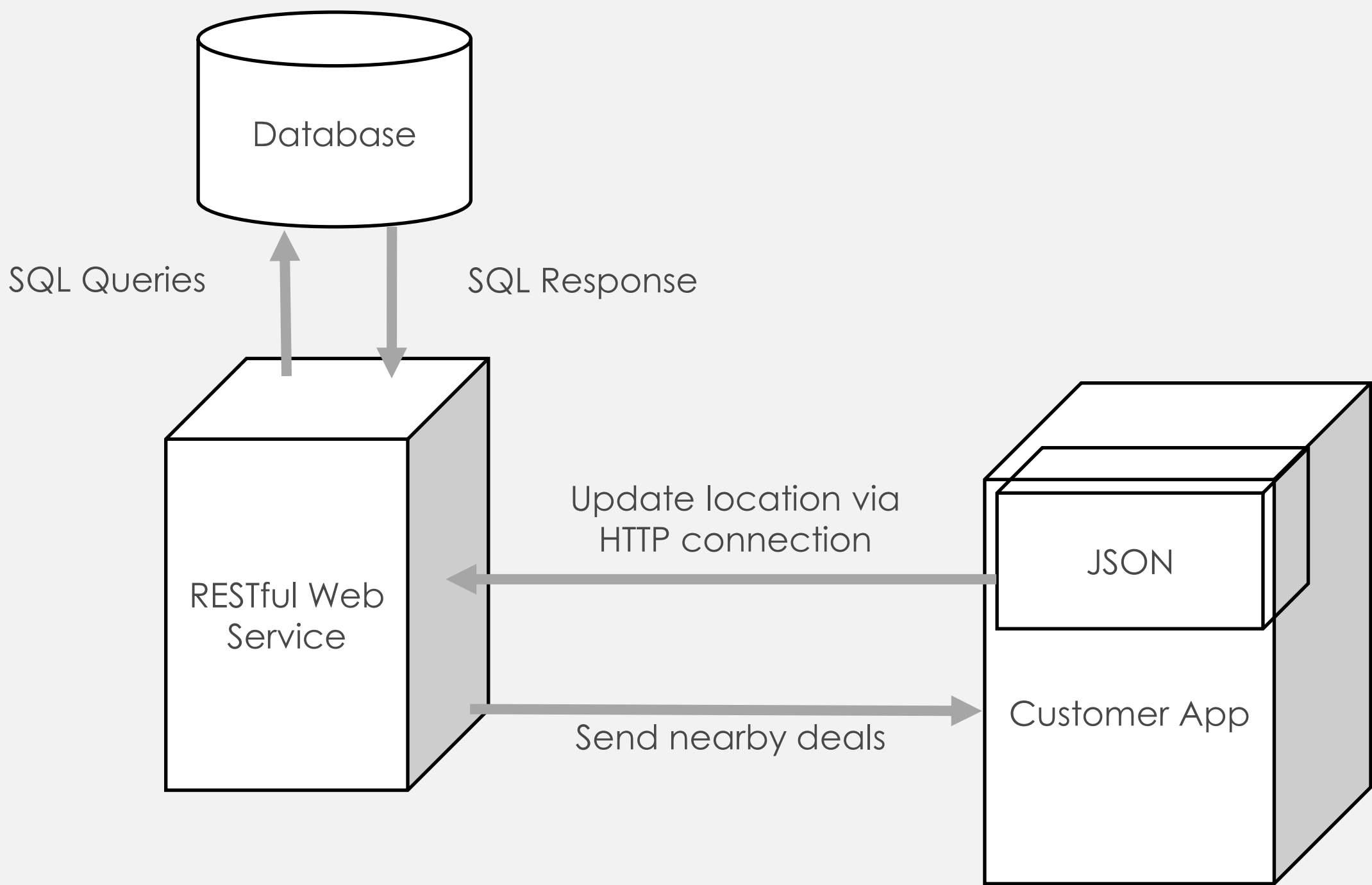
The localization functionalities are implemented on the Android, iOS, and website platforms.



**Figure 1:** Architecture for the first localization functionality between customer and merchant.



**Figure 3:** Caption goes here for both phones.



**Figure 2:** Architecture for the second localization functionality of directed ads and coupons.

## Testing

The following testing was performed for the localization functions:

- Functional
- Timing
- User

**Table1:** Test results from \_\_\_\_


## Acknowledgments

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