



Artistree: iPhone Location Based Marketing application for music retail stores ↗ Nicolas Roldos ↗ Ruijin Ma, PhD. ↗ MS GIS Program at University of Redlands ↗ nico.roldos@me.com

Use case story



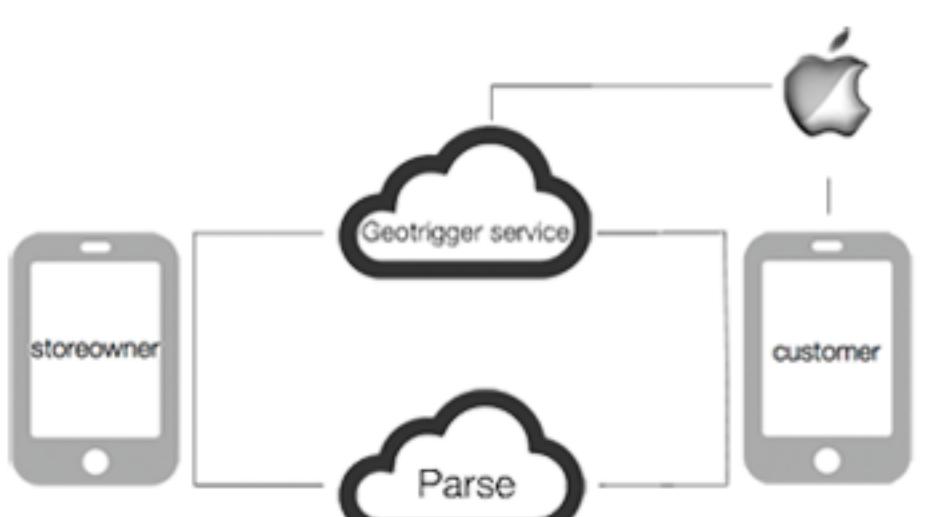
First a user launches ↗ the application and selects the ⌁ store events (by tag name) that they are interested in. ↗ Location updates begin and the application has configured the Geotriggers service to respond to user selected events.

A map view ⌁ showing stores near the user's current location is loaded and the map automatically zooms to the user's current location. A user can see how far away stores are to them by tapping on any red push-pin in their map view.

The user can use the tabbed interface in order to navigate to the search ⌂ feature of the app which allows a user to search stores by name and distance from their current location. The user can get additional details ⌂ on a store by selecting a resulting row in the search results. Details like the full address of a store, its contact information and a storefront photo are included in this detail view.

As a user travels to new areas their location is updated ⌂ to Esri's Geotrigger service and monitored to check for proximity to a trigger boundary.

When a user enters a trigger boundary ⌁ the Geotriggers service contacts Apples push notification server and a push notification ⌁ appears on the user's iPhone displaying the corresponding sales event information for the store that created the event trigger.



Goal

Artistree app encourages the smartphone-enabled customer to visit brick and mortar music retail stores through a combination of location tracking, Esri's Geotrigger service and the smartphone as a marketing platform.

Below: Esri Geotrigger Editor for the Artistree app shows a snapshot of sample music retail store triggers used to test the Artistree iPhone (iOS) app prototype. Blue transparent circles represent music retail store trigger boundaries.

Third item in the middle (diagram): This diagram illustrates how storeowners and customers both use the Esri Geotrigger location based service and the Parse cloud database. Storeowners create content for both the Esri Geotrigger service and the cloud based database. Customers consume content and interact by registering for event triggers and receiving push notifications when nearby a music retail store. Push notifications are sent via Apples push notification server (symbolized by the Apple logo).

