As1. Project Proposal

Student Name: Chen Yibing
Partner Name: Lao You Xing
Collaborators: none
Project Title: Roamo
is480 Sponsor: none

Problem

Consumers
• Excessive and under-utilized promotions
• Expired promotions
• Promotions not within their location

Merchant
• Expensive marketing/advertising
• Might not get their target audience

Consumers are naturally attracted to great deals as they seek to stretch their dollar. In a bid to drive sales, businesses would use deals and promotions. This resulted in an overloading of advertisements and in many forms/places such as Banner ads, social media websites and chat group like telegram. As consumers and merchants, we are faced with problems like those that are listed above.

Idea

Instead of exposing consumers to thousand of promotions each day that might not even be relevant to them, why not get consumers to look for promotions that are relevant to them themselves. They would have the intention to buy and merchant do not need to worry about not getting their target audience.

Introducing Roamo, a location-based application which notifies consumers of promotions within their immediate vicinity. We would provide promotions recommendation through consumers profile when they signed up and their consumer behavior. Consumers would have the flexibility to search for promotions and not restricted to their location.

In short, Roamo's aim to be the bridge that connect consumers to merchant through location-based advertisements

Requirements

None

Presentation

None