

## Custom App Proposal

**Group Members:** Pransu Dash, Walt Leung

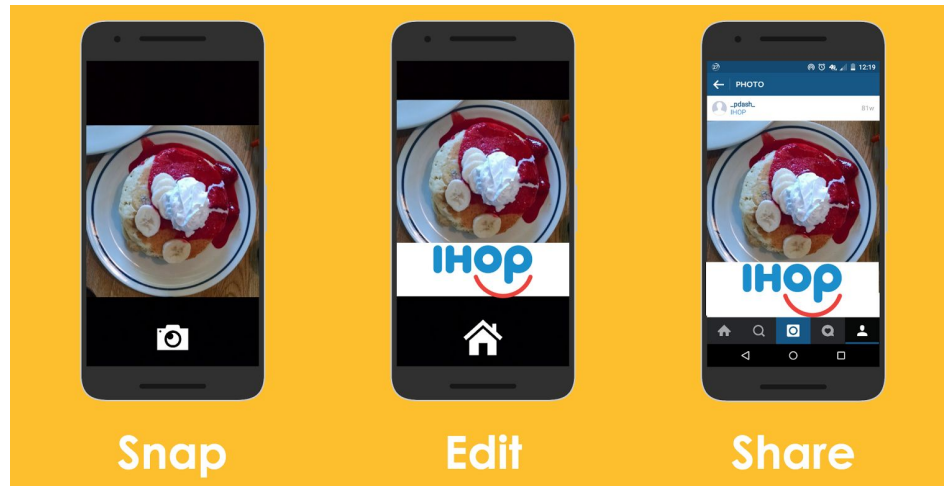
**Github Link:** <https://github.com/pransudash/iosdecal-final-proj>

**Project Description:** This is an application that generates attractive digital advertisements based on digital media sourced from typical consumers. With the app installed on their smartphones, consumers will be prompted to turn their media into a shareable advertisement or coupon. The app will use geopositioning technology to transform media on the smartphone into fluid, attractive advertisements. For example, when a customer at a restaurant takes a picture of his or her food, the app can use geotags to recognize the restaurant and place the restaurant's logo on the picture as a form of advertisement. The user will then be prompted to post the modified picture to social media and this will function as a form of word-of-mouth advertising, which yields higher success rates than traditional digital advertising.

This app is the solution to mobile ads' low click-through rates (CTR) and annoying, unrelated digital advertisements. Its unique approach to advertising capitalizes on the vast amount of daily social media posts and revives word-of-mouth marketing in the world of digital ads. ClickMore is different from Google AdWords or Facebook Ads because it gives mobile advertising a personal spin by hosting ads on media that are provided by consumers and displayed to their friends. It is win-win situation for advertisers and consumers because the advertisements will have higher success rates and consumers will only be seeing ads that matter to them.

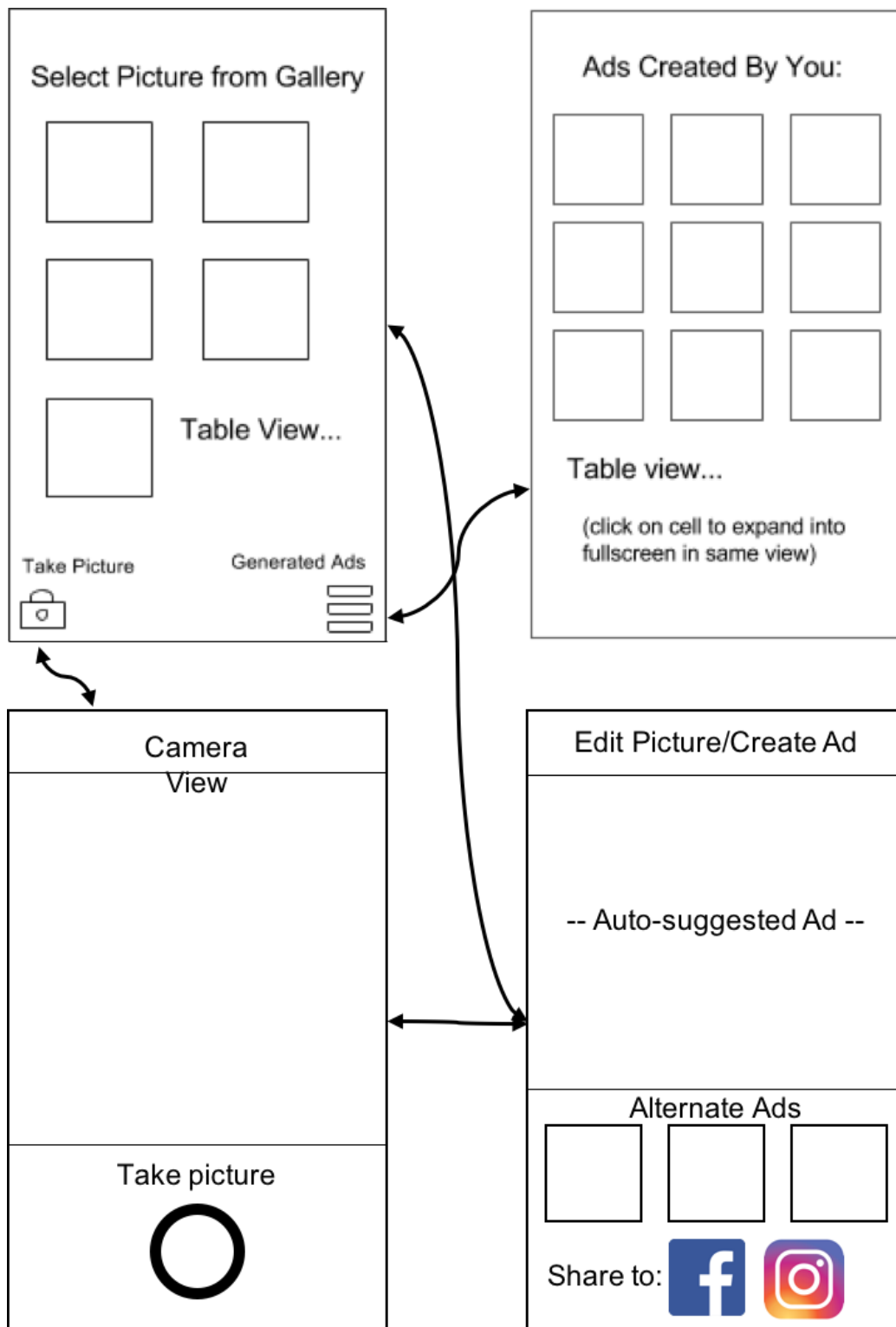
## Storyboard Sketch:

Functionality diagram (simple 3-step process)



(app flow diagram on next page)

## App Layout/Flow Diagram:



**APIs, Frameworks, and SDKs:**

AVFoundation, Firebase (potentially), Core Location (potentially, or we can just use Apple Pictures geotagging feature)

CLLocation

NSDate