

Reed Kuivila
MPCS 51032
Final Project – Marketing Materials



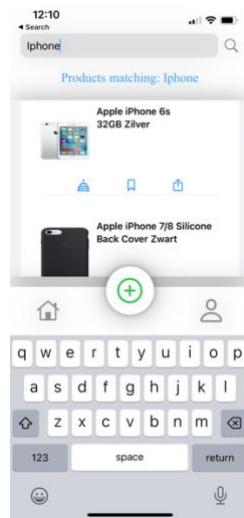
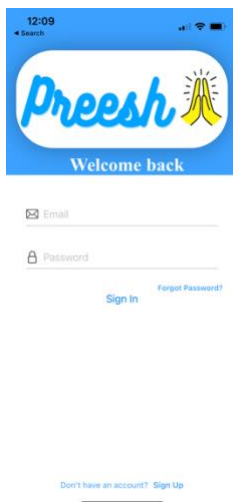
Category:
Shopping

Age Group:
12+

Description and Overview:

Preesh – the wedding registry for everyday use. Preesh allows users to create wish lists for milestones such as graduations, anniversaries, and birthdays allowing friends and family to easily show appreciation for each other by sending gifts.

Keywords: wedding registry, shopping, gifts, wish list, birthday, Christmas, holiday



Executive Summary & Future Plans:

Preesh is a platform enabling users to show appreciation for others and spread joy. How often have you wanted to thank a friend or family member in a meaningful way, or show an act of love and appreciation that's simple and genuinely enriching to their life? Preesh is designed to facilitate easy gift-giving through a straightforward, curated gift wish list, that allows one-click purchasing and directly ships carefully curated gifts straight to the recipient's home address (feature coming soon). Want to send a birthday gift to a close friend but don't know what they would want? Their shoe size (which is awkward to ask for)? The kind of art they appreciate? What they might need for their new home? Preesh allows users to create a wish list of things they've been saving up for that others can quickly and easily purchase for them and have sent directly to the recipient's address.

To create and authenticate unique user accounts the app uses google's free Firebase platform. The app utilizes cocoapods to install and manage the package dependencies. When a user creates an account, his or her information is saved to a firebase database that is linked to our project. The FirebaseAuth package allows the app to seamlessly detect if a user's login credentials are valid once the account has been created.

Right now the app is using a sample JSON file with a limited set of products, however, phase two of the building process will see the implementation of an [Amazon API](#) that allows the user to search the entire amazon website without leaving Preesh. This will also allow for users to make in app purchases which will eventually link to an affiliate marketing account. Additionally, Venmo has an [iOS SDK](#) that allows users to connect their Venmo account with Preesh to enable easier transactions. There are a number of other integrations that will happen this summer such as Apple Pay, sign in with Google, and GoogleAds, however, due to time constrictions I was not able to implement these features for this project.