iPyCrew

is presenting

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Problematic :

- Lost in Malls
- Being unaware of only some of their services they offer.

introducing :

GuideMe Moborne

The solution is to integrate a guide **software** in Moborne and place it in a mall.

Our solution
consists of
2 main
functionnalities

A

an interactive map of the mall

Floor 1

Floor 2

Floor 3

the search for produts and items

There are two options :

I. Look for a specific item to purchase

by indiating his category, brand and the limit price.

The system answers this request with a list of stores in the mall that have the desired item.

Nike

Floor 1

Adidas

Floor 2

ZARA

Floor 1

Nike

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area.

Air Force

8900 DZD

Sports Cap

1000 DZD

Gym T shirt

3200 DZD

II. Use an intelligent solution resolution method to suggest a shopping list

best possible collection of items with the **maximum** of **products** with the **lowest** possible **price**

Example

Here's an example of using a **Genetics Algorithm** to suggest shopping lists for clients

The used parameters :

```
budget = 6521377
nbgenerations=50
nbparents=175
nbp=200
nbligne=1000
```

Solution Generation

```
best valid offer at generation: 50 :
fitness =   6521342 generation = 38
[0, 1, 2, 5, 6, 9, 10, 11, 13, 14, 15, 16, 17, 18, 20, 22, 23, 25, 26, 27, 28,
 62, 63, 64, 65, 66, 68, 69, 70, 71, 72, 74, 76, 77, 79, 80, 81, 82, 83, 84,
114, 115, 117, 118, 120, 122, 126, 127, 128, 131, 134, 135, 136, 137, 139, 14
, 171, 172, 176, 177, 178, 181, 182, 183, 184, 185, 186, 187, 188, 191, 192,
13, 215, 216, 219, 221, 223, 224, 225, 228, 229, 230, 231, 236, 237, 238, 241
 272, 273, 274, 277, 278, 280, 281, 282, 283, 284, 287, 289, 291, 292, 293, 2
27, 328, 329, 331, 332, 333, 334, 336, 337, 338, 341, 342, 343, 345, 348, 351
, 376, 377, 379, 381, 382, 385, 386, 390, 391, 392, 393, 395, 397, 398, 400,
423, 424, 425, 426, 427, 428, 429, 431, 432, 434, 437, 438, 439, 440, 441, 44
6, 469, 470, 473, 474, 476, 477, 478, 479, 484, 486, 490, 492, 493, 494, 495,
 525, 530, 531, 532, 534, 535, 537, 538, 540, 542, 544, 546, 549, 554, 555, 5
93, 594, 596, 597, 598, 600, 601, 603, 604, 605, 606, 607, 608, 609, 611, 614
```

Filter by categorie

Price : 100 ●━━━━━━━━━━━━━ 10000

Air Force
8900 DZD

Sports Cap
1000 DZD

Gym T shirt
3200 DZD

Indicate limit budget using this slider

Bonus :

the Moborne **search history** is then sent as statistics to store-owners providing them with **insightful** and **valuable information** about the malls' clients to help them improve their **decision making.**

Perpective : Moborne for Food Ordering

For malls with vast open space :

Order from the mall's different restaurants at a time while being seated in a common lounge.

Menu Items

Row 1

Pizza
450 DZD
Pizza Huts
Add to Cart

Taco XL
450 DZD
Wood picker
Add to Cart

Hamburger XL
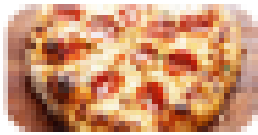250 DZD
Mc Donalds
Add to Cart

Chawarma
350 DZD
Casbah
Add to Cart

Sardin
600 DZD
The Chef
Add to Cart

Row 2

Taco
550 DZD
Pizza Huts
Add to Cart

Taco XL
450 DZD
Wood picker
Add to Cart
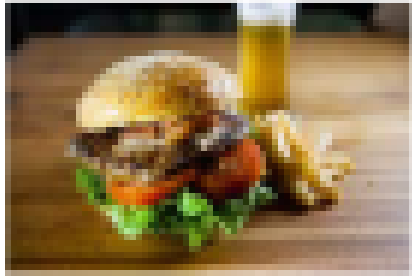
Hamburger XL
250 DZD
Mc Donalds
Add to Cart

Chawarma
350 DZD
Casbah
Add to Cart

Panini
150 DZD
burgers
Add to Cart

Cart

Pizza — 450 DZD — 2

Tacos — 550 DZD — 2

Total : 1500 DZD   Order

When it's not being used, Moborne serves as an ad panel

making history
world record goals in a year

GERD MÜLLER 1972
adidas 2000
West Germany
FC Bayern München

LEO MESSI 2012
adiZero f50
Argentina
FC Barcelona

Mall Map

Products

Fast Foods

Events

Gains

1 improve **circulation** at the mall and attract **more clients**

boost **sales** and get an **insight** of the clientele's needs and wants

3 clients with **busy scheduels** would save **time** and those with **limited budgets** will make **good deals**

It's a
win win win
situation !

Thank you