Sappu Savari - Location Based Advertising & Marketing System

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Declaration

I declare that this dissertation on my own work and has not been submitted in any form for another degree or diploma at any university or other institution of tertiary education to the best of my knowledge and belief. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references in given I also hereby give consent for my dissertation. If accepted, to be made available for photocopying ad for interlibrary loans, and for the title and summary to be made available to outside organizations.

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……..
Signature

Date: …….

Supervised by,

Mr Saminda Premaratne

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Signature

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Abstract

There are many different advertising media, all of which serves different purposes. Advertising helps buyers to find sellers and sellers to sell their goods and services for buyers. In early stages, people used to use print media such as newspapers, flyers and notices to buy and sell industry. But later with the tremendous success of the internet, evolution of advertising begins. The World Wide Web, mobile communication and different kinds of software has introduced to the market. At present these electronic advertising methods are more popular and built a huge audience through the internet. Later World Wide Web integrated with mobile communication and became the main advertising media to buy and sell.

When the systems get expanded the number of posts of advertisements will increase at higher rates. Users have to spend several hours searching for exact goods and services through the internet. Therefore systems integrated with some advanced search functionalities to help find the best match, but still users have to keep searching as new advertisements are popping up in every second.

'Sappu Savari' is the new proposed system which is more helpful and interactive to the users. People can easily use this new system not only in desktops and laptops but also in their devices like mobile phones, tablets. The main purpose of the mobile related technology is to satisfy user needs to access information and services, including Location Based Services (LBS) anywhere anytime. The system will keep searching automatically, match with the given details and notify the best match for the users. The user doesn't need to go through the available lengthy list of advertisements and find the best matching goods and services. While user (buyer/seller) uses the system, it will always track the location of the user and notify nearby goods and services with relevant buying and selling details. This will make easy for users to contact the other party and could be able to get the exact services or goods' location using the generated map route.

This concept will help users to avoid unnecessary time waste. The system will be able to track down all the advertisements according to the given required details and provide a reliable and interactive way of tracking the locations according to the advertisements. The system will be read locations by the available sensors of the devices which have been used by the user. Nearby locations will be notified to the users and give alerts with summarized details. This will allow users to find and meet buyers or sellers on their way.

The system will be automated to search advertisements and tracking the locations according to the available details.

The technologies adopted for this design are based on open standards and designed aiming to successfully meet the requirements of the user needs.

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Abbreviation

LBS – Location Based Services

GPS – Geo Positioning System

ATM – Automated Teller Machine

SMS – Short Message Service

IT – Information Technology

API – Application Programming Interface

PDA – Personnel Digital Assistance

NFC – Near Field Communication

WAP – Wireless Application Protocol

GPRS – General Packet Radio Service

HSDPA – High Speed Download Packet Access

IP – Internet Protocol

MVC – Model View Controller

AJAX – Asynchronous JavaScript and XML

CSS – Cascade Style Sheet

DAO – Data Access Object

JVM – Java Virtual Machine

UML – Unified Modeling Language