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The NearBy Advisor

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Abstract:
The Nearby Advisor is an initiative that will help common man(users) to explore its neighbouring shops , products and sales on those products held in those neighboring shops and guide them on how to reach to those shops by giving them directions from their location to the nearest selected shop, it is also beneficial for the shopkeepers by registering to this application it will provide the shopkeeper the advertisement that he needs and will direct the customers to his/her 's shop while increasing its name as well as its business.

Keywords: Shops, Location Based, Register, sales, shops, Advertisement, Shops, Business, Neighbouring-shops.

I. INTRODUCTION

The use of handheld devices like mobile phones and tablets has increased. Parallely, the use of technology and the internet has seen a rapid growth in the recent years. The demand of humans is also increasing at the same time. Every person demands for all the information and facilities at his fingertips. According to the demands of today's world, a requirement for an application giving the user's information about the products based on context has grown. The customer hopes for the availability of the product or services they are searching for in their proximity, and so it is a need to develop an application on those lines which fulfills the demands of the humans. A mobile or a handheld application provides the user the information he needs on-the- go. Mobile Devices have drastically shifted the online landscape to the point that in 2010 more than 50 percent of all Internet access was being done via handhelds of some sort. As a matter of fact, 97 percent of Android and Windows Phone owners in India use mobile applications on a daily basis. There are now numerous mobile apps serving up informative tips, educational bits, or pure entertainment or gaming. Many companies are using mobile apps to boost brand awareness and affinity. But the application developer must have a thorough understanding of the audience. The Best way to use apps is to create something that is both useful and valuable. More importantly, it should be functional. Attendance Tracker is an app that is centered on tracking student's attendance, which a student can use to keep a track of his attendance. Similarly, there are several other applications which provide a wide range of uses to the mobile users, thus making the usage of mobile applications an extremely important factor in business management. Location-based mobile devices are gaining popularity. As mobile users become more bending on sharing their whereabouts via mobile devices, they're also becoming more open to receiving ads and information relevant to where they are at the moment,. GPS and applications such as Google Maps ranked highest followed by Yelp, Facebook and Foursquare. The solution suggested provides a convenient way to make availability of consumable goods and services, in the form of mobile app. the application is useful for both (Common man) who is using the application as well as the shopkeeper who is registered with the application. For example, the shopkeeper can advertise his/her shop by registering on this application, which will lead to people getting to know about his/her shop. The user will also be able to easily locate the nearby shops and get the directions to the registered shop and check the stocks accordingly and in addition to this users can see the offers (sales) of that shop and also the user can check out the previously held sales on products so that he can get to know about the kind of sales that particular shop keeps and can subscribe to that shop. In a way making it easier for the common man and the retailer to manage their daily chores conveniently.

II. OBJECTIVES

The primary objective of this Application is to provide the users a convenient way of exploring the stores having the products they need. The Application not only displays a list of stores having the product in stock, but also sorts them in an ascending way for the user to quickly glance at the stores closest to his or her location. Knowing the stores that have the product in stock and then being able to contact them or navigate to them is the need of the hour. The project emphasizes on this fact, and provides the options to contact to the store as well. An option to provide the users with this information on-the-go is the most appropriate way of doing it, and to achieve this, the Application needs to be developed on such platforms or devices which are available with the users in mobility. Thus, the concept of handheld devices was brought in.

The location of the handheld device is detected, and based on this location the information about the stores is provided. Amongst the handheld devices, Android is the most widely used operating system. And to achieve a wider spread of the application and to make the project reach more people, Android is selected as one of the platforms to implement the concept. You can search the nearby shops using Google but many a times the information is not correct because anyone can register the place so after some time it is possible that the place registered is not updated and that place or shop might have shifted to a new location thus a problem. So this project can be useful by giving only validated shops to the user. There are already applications available which only give the address of the particular shop but adding to the functionality and making it much more precise our application gives the detailed stock of the shops and also the sales history and ongoing sales on the products offered. One more additional feature is how to

reach there.

III. LITERATURE SURVEY

Typically, the models existing are largely derived from traditional desktop applications. The advent of mobile devices has presented new usability challenges that are difficult to model using traditional models of usability. There are a number of issues that have been introduced by the advent of mobile devices:

•**Mobile Context:** When using mobile applications the user is not tied to a single location. They may also be interacting with nearby people, objects and environmental elements which may Distract their attention.

•**Connectivity:** Connectivity is often slow and unreliable on mobile devices. This will impact the performance of mobile applications that utilize these features.

•**Small Screen Size:** In order to provide portability mobile devices contain very limited screen size and so the amount of information that can be displayed is limited.

•**Different Display Resolution:** The resolution of mobile devices is reduced from that of desktop computers resulting in lower quality images.

•**Limited Processing Capability and Power:** In order to provide portability, mobile devices often contain less processing capability and power. This will limit the type of applications that are suitable for mobile devices.

•**Data Entry Methods:** The input methods available for mobile devices are different from those for desktop computers and require a certain level of proficiency. This problem increases the likelihood of erroneous input and decreases the rate of data entry. It is apparent that many existing models for usability do not consider mobility and its consequences, such as additional cognitive load. This complicates the job of the usability practitioner, who must consequently define their task model to explicitly include mobility. One might argue that the lack of reference to a particular context could be strength of a usability model provided that the usability practitioner has the initiative and knows how to modify the model for a particular context. The concept of "mobile Web" began badly. There was a sense of progress in the technology, but the business model lagged. The early mobile Web crammed the functionality and content of websites designed for large monitors onto digital displays the size of playing cards. In effect, they tried to tape a desktop to a phone. That missed the key point: With mobility, access is no longer an issue. Maybe it took high-bandwidth wireless to see, but access had become truly ubiquitous–anytime, anywhere–from Devices as varied as smart phones. The business model is no longer about sticky websites, but ubiquitous brands available to constantly connected consumers looking to perform specific tasks. With no need for that desktop clutter, enter the app to get the thing you need. Data-driven and laser-focused apps find the restaurant that serves paella within a 10-block radius, deliver the three-day weather forecast for your city, find the next flight out and then check you in, or provide baseball scores or the daily crossword puzzle. In short, apps grant wishes by accessing the specific corporate information available through a company's application programming interface, or API. Like other new technologies, apps and APIs enable new ways of working. The Associated Press came up with a mobile app with updates of World Cup scores; the app garnered a record number of downloads. Best Buy allows app developers to draw on product specifications, details and ratings to create apps that can search TVs, laptops and GPS [2] devices. Other apps monitor price reductions or specials, sending alerts to bargain-hunting consumers via e-mail, Twitter and other Services. Apps are so versatile because each app sits atop the rich set of underlying data, services or both. It is up to businesses to leverage that information well, putting the right stuff in the API. Whereas old models relied on more comprehensive compilations–an entire newspaper, a complete product catalog, the whole phone book–apps access pieces of data or functionality one relevant, contextual action at a time. Successful businesses tend to make apps natural extensions to their businesses, whether it's selling workout apparel, or providing in-home entertainment. Apps allow businesses to leverage nearly infinite resources of information and services by satisfying one highly targeted need at a time. This avoids brand confusion and builds brand strength. Businesses that expose their data or services via an API provide the building blocks for developers to use in creating myriad new apps. This is not a "build it and they will come" scenario, however. Attracting and working with developers involves learning. Developers are an audience, a constituency that you must learn to engage, but they are not your customers. While a consumer might be motivated by the immediate need to find a taxi, a bargain pair of sneakers or check the scores of his favorite baseball team, developers building an app for you are motivated by very different things. Sometimes money–a share of the profits or ad revenue they can get for their app in an app store. Sometimes from the notoriety of having written elegant code or built something great. What really helps developers is Giving them access to your treasure trove of underlying apps and services in way that makes their job easy. Do not confuse giving access with giving away control. A well-documented API with clearly articulated rules of engagement provides the basis for a win-win scenario. These rules of engagement form the basis for creating myriad micro-channels and a framework for extending the core business. Companies must learn to adapt and leverage the new opportunities in apps, which can extend their businesses, quite literally, into the hands of millions of consumers.

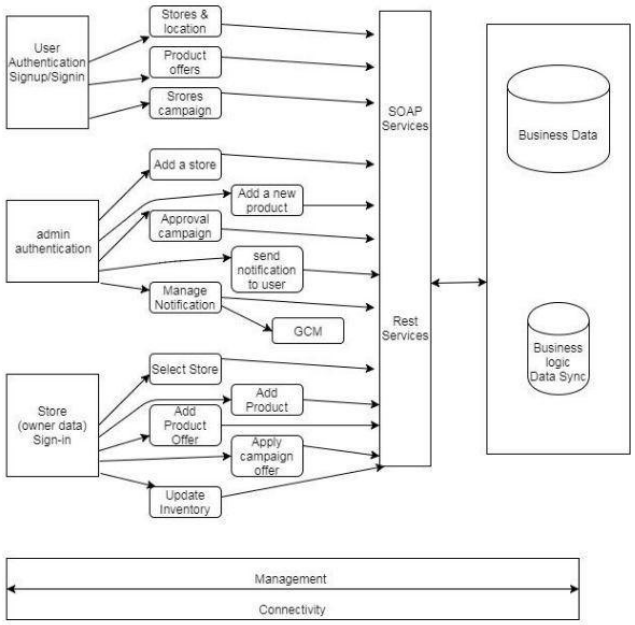
III. EXISTING SYSTEM.

There are systems that provide home delivery of the products But our system focuses on how one can check the availability of the products that are required and also the offers that the local vendor is offering. The user can subscribe to the shop for the updates about the offers. Once the user is satisfied about the availability of the stock and he will get to know that the shop is nearest with his/her current location, the person can reach there and purchase the product. The focus is not on the doorstep delivery but is to provide convenience to the user who is thinking where he/she will get the product. Ex: if the person is new in the vicinity and he has is coming back from his office so the person can search for the product and get the nearest store with the total number of products available.

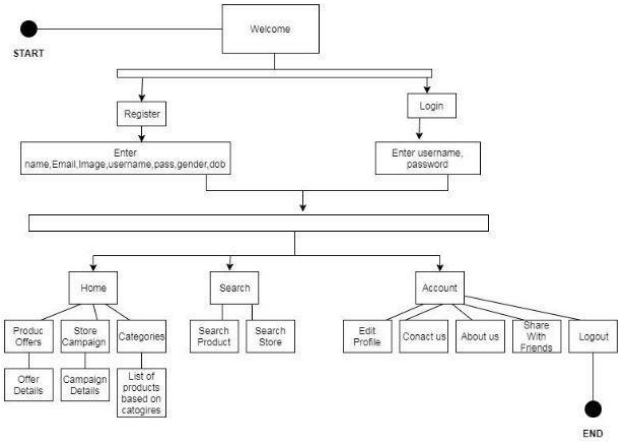
A. constraints

The constraint for our project will be the user has to properly put his location or the location of his should be properly detected in order to get relevant stores.

IV. SYSTEM ARCHITECTURE



V. ACTIVITY DIAGRAM



VI. TECHNICAL DETAILS

Hardware Requirements
Processor: Core 2 Duo 1.5 GHz or above Main Memory RAM: 512 MB or above
Hard Disk: 16 GB or More.

SOFTWARE REQUIREMENTS

Operating System: 32/64 – Windows XP or above. Language Used: HTML, CSS, SQL, Bootstrap, php
Tools: Microsoft SQL Server, Visual Studio, Android studio, Codeigniter

VII. CONCLUSION

Modern handheld devices are of immense importance in today's lifestyle. An application to maintain the stocks and showing the location of stores having that product(s) available comes in very handy to the users searching for a product. Identification of the geographical location of the user and then locating the stores improves the ease-of-use and enhances the user experience while searching for a particular product. In today's world where purchasing products and performing transactions has become a frequent chore of life, locating the stores having the desired product can improve the user functionality by a great extent.

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