GOOGRAB: A Web Application for Cracking Various Offers in Stores

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ABSTRACT: We came to know through our research that, though there are many discounts available at malls, public fail to avail them because of lack of acknowledgement. User gets to know about the offers only when they pass by those shops or through message notifications they get through the registered mobile number from those stores. Because of this people miss to grab exciting offers. The project is aimed at developing a web application through which users can view and grab the offers and discounts available at shopping malls and stores in and around their locations. The offers will be displayed in the web application from various categories like groceries, clothing, travelling, electronics etc. In addition to the display of offers, the application also guides the users regarding the location of the stores with the help of Google maps. This helps the users to not miss great deal of offers because of lack of acknowledgement.

KEY WORDS: Offers, Discounts, Categories, Location, Web application

I. INTRODUCTION

Statistics show that people tend to shop when there are offers and discounts available. People wait for the offers season to begin in order buy the things they wish. But, because of the lack of acknowledgement of offers, people fail to avail these exciting offers. By building up a web application, we can make all the offers available to the public. It will be easy for the public to get notified about various offers and discounts available in and around a specific location. This web application will be a one stop access for all the offers and discounts. Users just need to open the web application, enter the location and scroll across a great deal of offers from different categories like groceries, electronics, restaurants, clothing, travel etc., at one single site.

The application also notifies the users when the offers are available in a specific category that the user chooses. In addition to the offers display feature, the application also facilitates google map feature for the user to reach the store or shop and avail the exciting offers.

II. LITERATURE SURVEY

The authors S. K. Suman, Pallavi Srivastava, Shalli Vadera [1] described the behaviour of customers from India towards the discounts online. They stated that online shopping fears discourage consumers to shop online. Only some huge companies offer huge discounts to attract the consumers to shop online. Customers expect an integrated buying process including e-coupon, daily deals and loyalty programs. They conducted a survey among 207 online shoppers who purchase discounted products in selected Tier 2 and Tier 3 cities of a large and prominent state of India. The data was analysed using Statistical Package for Social Sciences. Using factor analysis, factors were extracted.

Mahsa Familmaleki, Alireza Aghighi and Kambiz Hamidi [2] expressed that the goal of promotion is to reach the targeted consumers and make them to buy. Their objective was to find out the effectiveness of some elements on the buying behaviours of customers. Marketing activities related to the promotion of sales increased consumer purchases and indirectly to get more profit for the company. So, the purpose of sales promotion is to reach the targeted consumers and pervade them to buy .Sales promotion has become a significant tool for marketing and its importance has been increasing significantly over the years.

PunamKumari and Rainu Nandal [3] states that web development is like house building, before house building process, we ask to an architect about plan, building permit, oversee a survey of geological and license from city. All things must have to see in the website development requirement, designing, documentation, appropriate server and programming language etc. Most necessary things for a website is selecting a programming language. Mostly web design using HTML and CSS. For web designing there is no need of great knowledge of HTML. We can say features like as webpage formatting, designing, page layout techniques, graphics, multimedia, images and functions of

multipage website should be including. After programming language to see the layout of webpage should a test server. They discuss about the test server using in a website development named Xampp and PHP language.

III. EXISTING SYSTEM

Public come across offers either through the advertisements of the brands in newspapers or through the mobile or mail notifications from specific brands which is the case when the users shop from their brand at least once or through the promotional bulk SMS service or bulk mail service from the companies that buy mobile and email addresses for advertising and promoting their brands.

- The problem with this system is that in today's busy world, it is difficult for public to get a newspaper and checkout if there are any offers available. Not only this, the usage of newspaper is reduced to a high percentage in the last few years.

- Users can find it irritating because of promotional SMS and mail notifications.

There are several existing web applications and mobile applications that display discounts and offers in a specific location but do not notify the users when new offers are open.

IV. PROPOSED SYSTEM

We are proposing a web application that users need to open, enter the location, category of choice and can then scroll across a great deal of offers from different brands in the selected category and location.

If the user subscribes to a specific category, it notifies the user when offers are available in that category.

The application also provides Google map facility that helps users to easily visit the shop.

A. IMPLEMENTATION

Notepad ++:

Notepad++ is a text and source code editor for use with Microsoft windows. It supports tabbed editing, which allows working with multiple open files in a single window. It is distributed as free software. It features syntax highlighting, code folding and limited auto completion for programming scripting and mark-up languages.
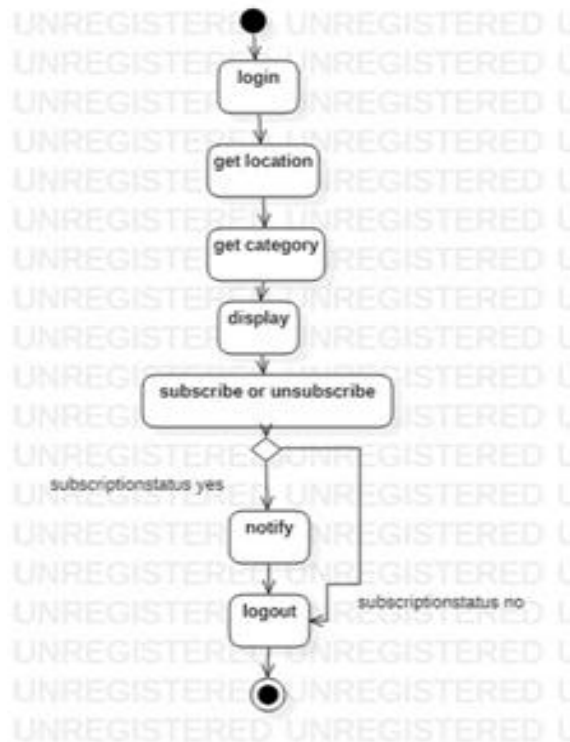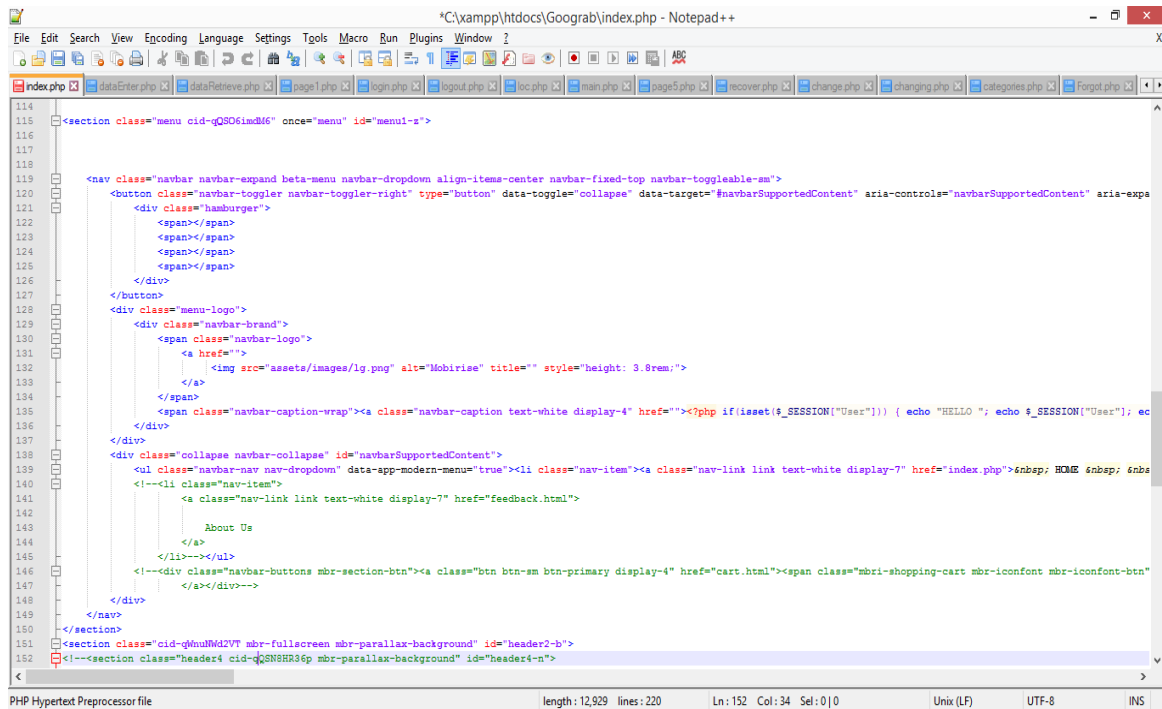

Figure 1: Activity flow of proposed system

Figure 2: Notepad++ editing tool

XAMPP

XAMPP is a free and open-source cross-platform web server solution stack package developed by Apache Friends, consisting mainly of the Apache HTTP Server, MariaDB database, and interpreters for scripts written in the PHP and Perl languages. Since most actual web server deployments use the same components as XAMPP, it makes transitioning from a local test server to a live server possible.
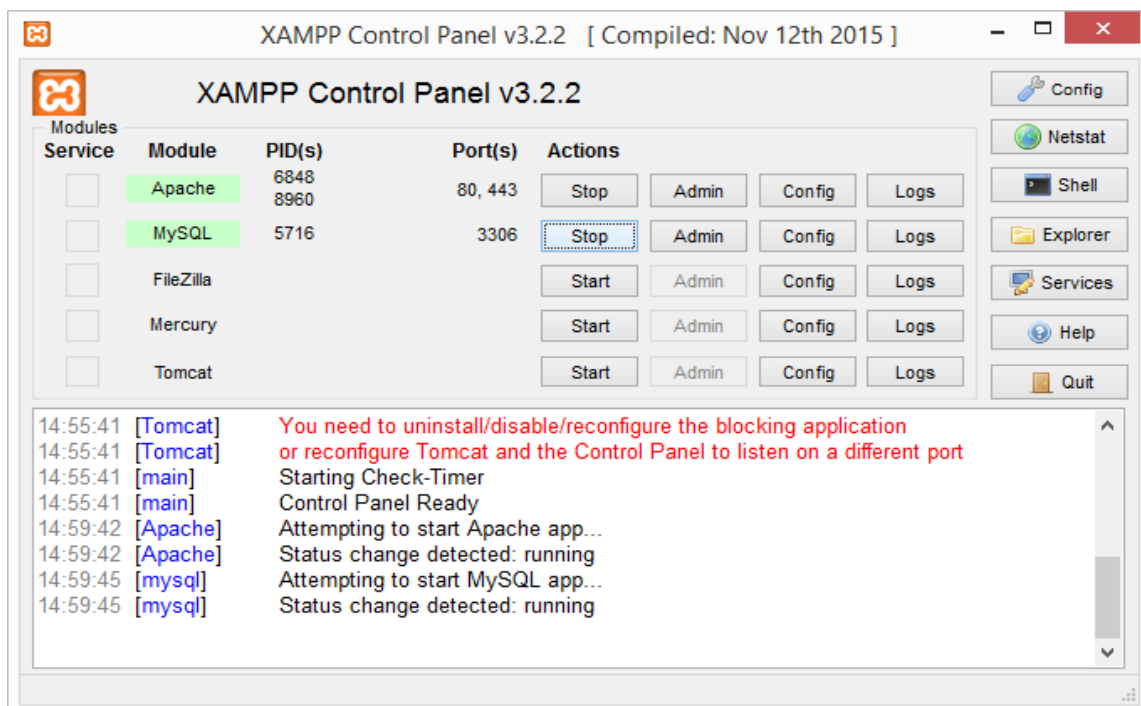

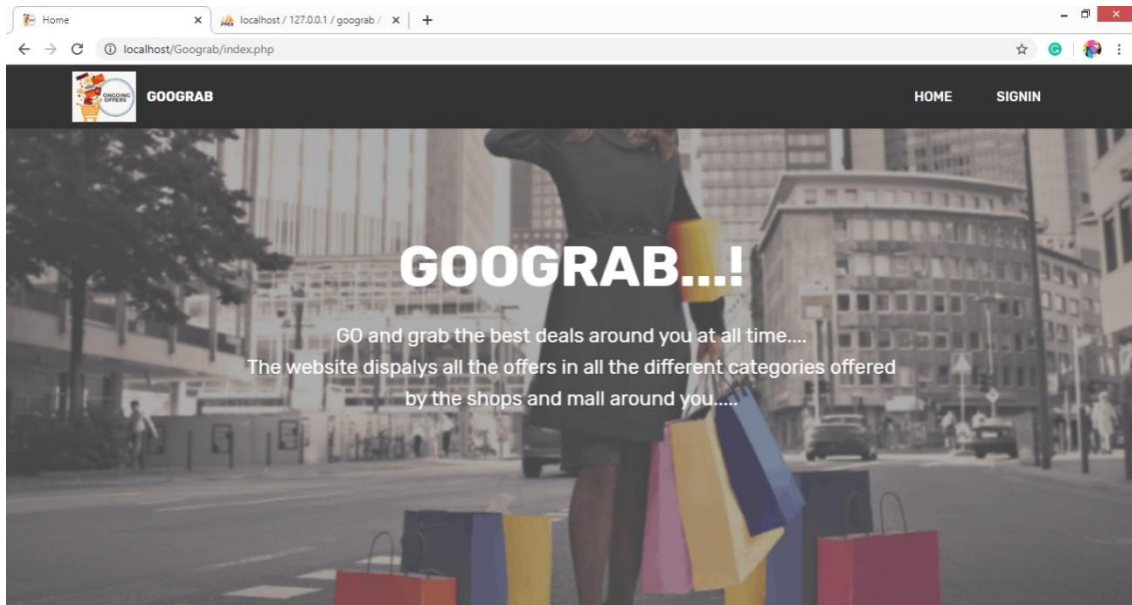Figure 3: XAMPP Control panel

B. RESULTS

Figure 4: Home page

Goograb is a web application which displays the offers and discounts in the stores nearby our location in the selected category of our choice. As soon as the URL of the application is entered in the browser, the home page of the application will be opened. The home page consists of an option called sign in and the user needs to login in order go through all the offers available in the location and category of user's choice.
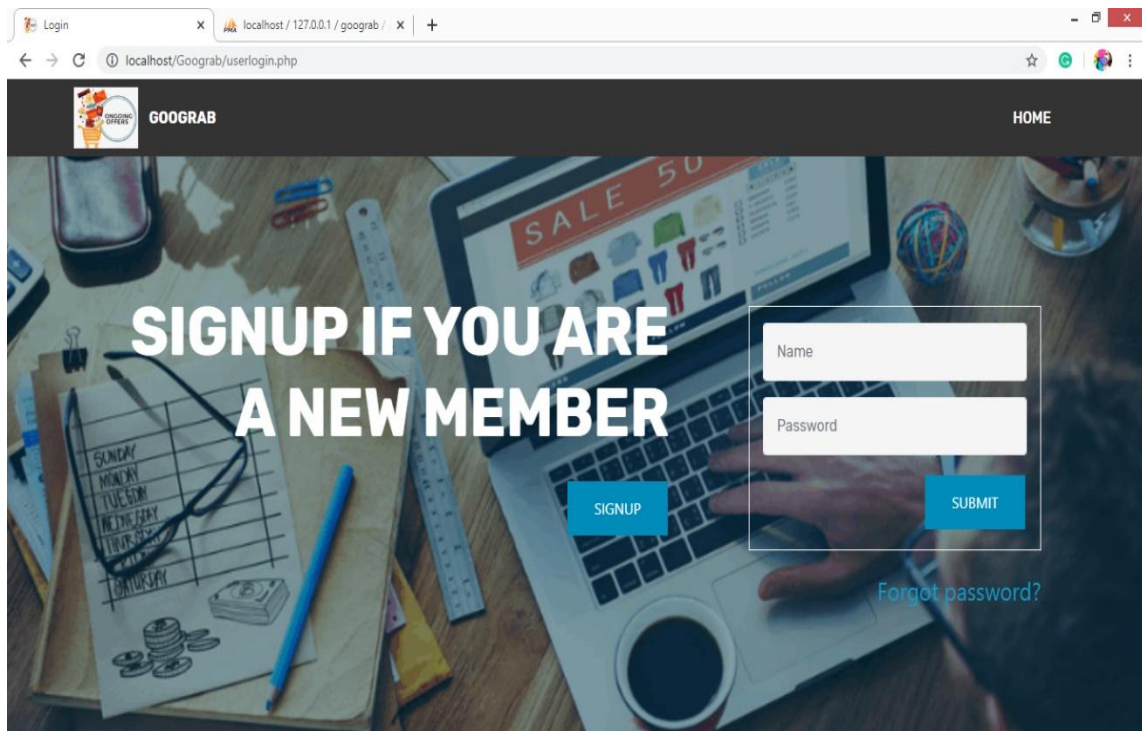

Figure 5: Registration page

As soon as the sign in button is clicked on the home page, the application redirects to the registration page. If the user already has an account in goograb, he/she can login by entering the valid credentials. If the user is a new

member and does not have an account, he can create one for himself by clicking on sign up button and filling up the registration form.
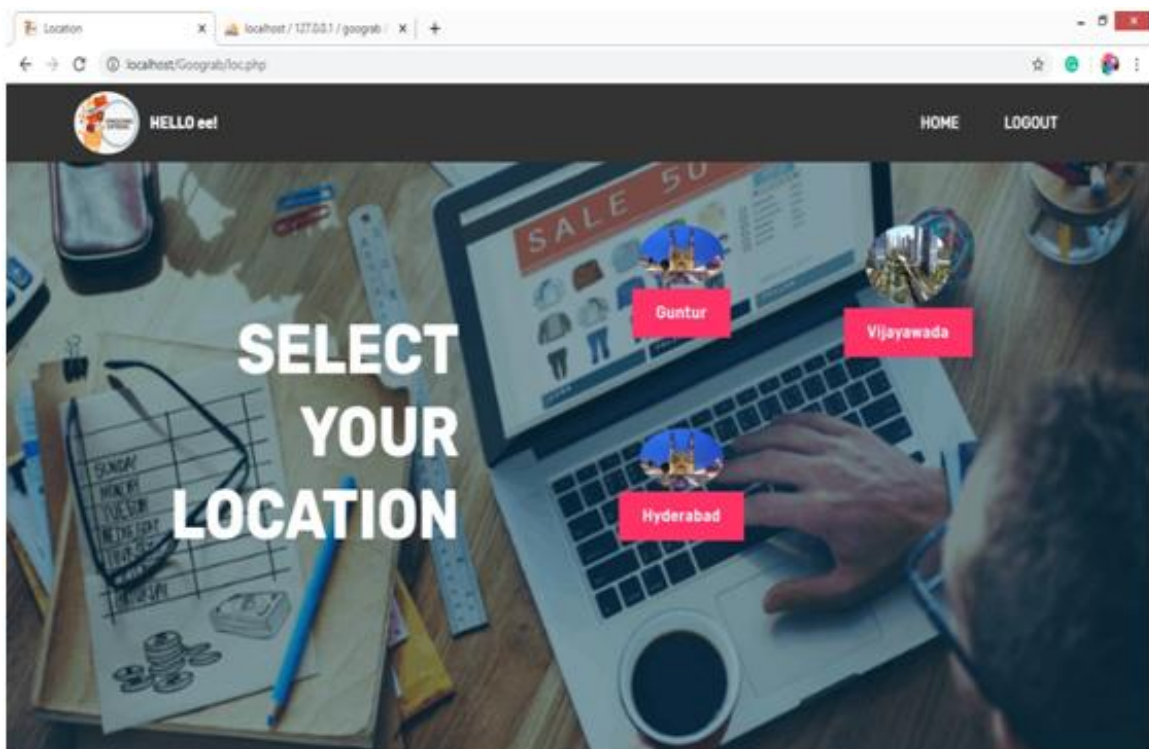

Figure 6: Locations page

Once the user successfully logins, the locations page will be opened. The location page displays different location options where goograb works. The user needs to select one of the locations from the available options, from where he wants to have a glance over the offers available.
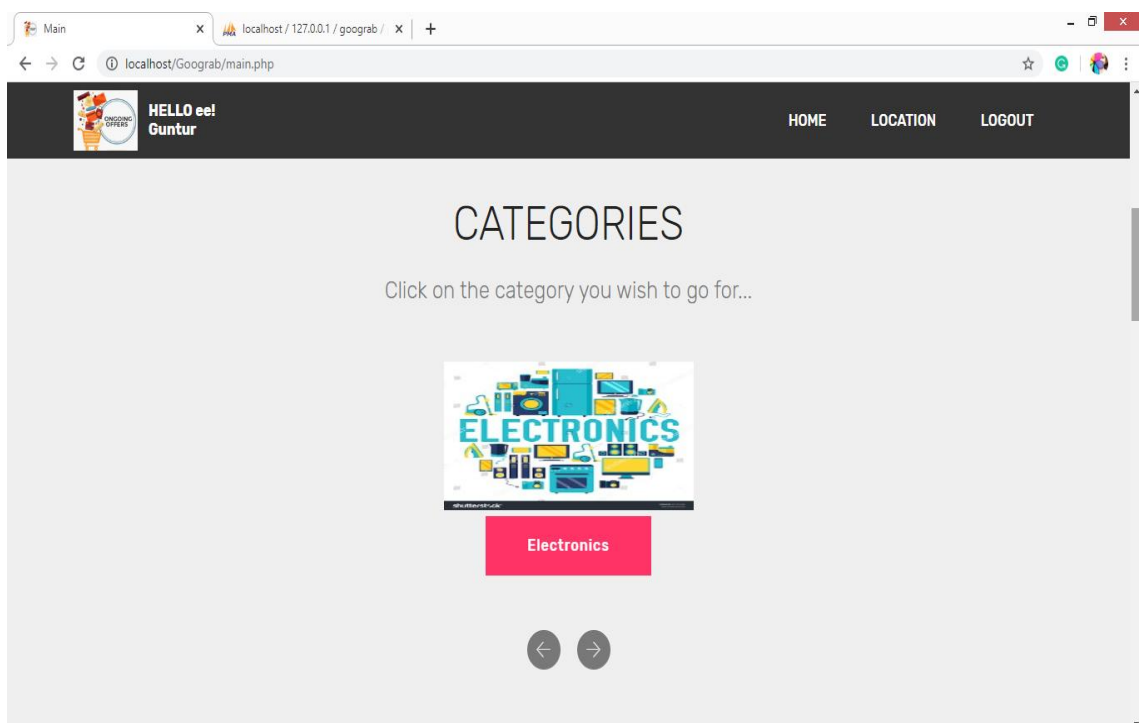

Figure 7: Categories page

Once the location is chosen, categories page will be opened. This page displays different categories such as groceries, electronics, clothing, travel, saloons, restaurants etc. The user can choose a category from these and then all the offers from the chosen location and category will be displayed along with the offer validity period, address of the store with the facility of Google maps.

V. CONCLUSION AND FUTURE WORK

All the manual work involved in getting the best deal of offers is reduced to great extent. Goograb application works efficiently by providing the offers and discounts based on the given details and saves the time. The scope of the project further can be improved by providing more no of attributes such as brand name which provides the more accurate results, and this application can be developed by using the latest technology and our system can also be developed as a mobile application with future enhancements.

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