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 9940 572 462

 6381 907 438

 [ijircce@gmail.com](mailto:ijircce@gmail.com)

 [www.ijircce.com](http://www.ijircce.com)

# The Family Preferred Offers Management Platform

Supreeth T P<sup>1</sup>, Santhosh S G<sup>2</sup>

PG Student, Dept. of Master of Computer Applications, Jawaharlal Nehru New College of Engineering,  
Shivamogga, India

Associate Professor, Dept. of Master of Computer Applications, Jawaharlal Nehru New College of Engineering,  
Shivamogga, India

**ABSTRACT:** The Family Preferred Offers Management Platform (FOPM) is a project that aims to develop a platform that will help families find and manage the best offers available to them. The platform will collect data from a variety of sources, including government agencies, businesses, and charities, and will use this data to provide families with personalized recommendations. The platform will also provide families with tools to help them manage their finances and make informed decisions about their spending.

The FOPM project is still in the early stages of development, but it has the potential to make a significant impact on the lives of families. The platform could help families save money, find better deals, and make better financial decisions. The FOPM project is also expected to create jobs and boost the economy.

The FOPM project is being led by a team of experienced professionals with a passion for helping families. The team is committed to developing a platform that is user-friendly, effective, and affordable. The FOPM project is expected to be completed in 2025.

Here are some of the benefits of the FOPM project:

1. Families will be able to find the best offers available to them.
2. Families will be able to manage their finances more effectively.
3. Families will be able to make informed decisions about their spending.
4. The FOPM project is expected to create jobs and boost the economy.

**KEYWORDS:** React JS, Mango DB, Node JS, Express JS.

## I. INTRODUCTION

Welcome to the world of The Family Preferred Offers Management Platform, where convenience, personalization, and value come together to redefine the way families save and enjoy their favorite products and services! In today's fast-paced world, juggling responsibilities and managing expenses can be overwhelming, especially for families trying to make the most of their hard-earned money. That's where our innovative platform steps in, designed with families in mind, to simplify their lives and enhance their overall shopping experience. The Family Preferred Offers Management Platform is a cutting-edge solution that leverages the latest technologies to revolutionize how families discover, access, and utilize personalized offers and deals. Our goal is to empower families by providing a unified, user-friendly platform that caters to their specific needs and preferences.

## II. RELATED WORK

Here we have selected few key literatures after exhaustive literature survey and listed as below:

The title of this paper is "76 Key Performance Indicators (KPIs) for E-commerce" by Mark Hayes [3]. However, I found a blog post listing 67 Key Performance Indicators (KPIs) for e-commerce on Shopify. This blog post was written by Mark Hayes, Communications Director at Shopify. The post was last viewed by him on March 21, 2019

According to Statista [1], global retail e-commerce sales are expected to reach nearly \$5.2 trillion in 2021. The same source predicts that number will increase by 56% over the next few years, reaching about \$8.1 trillion by 2026.

This article is titled E-Commerce Website Ratings: A Critical Review by Christophe Bezes. This paper [4] distinguishes between his three main approaches to assessing websites, analyzing websites as information systems,

communication channels, or distribution channels. After considering the pros and cons of each of the three approaches, he combines these three concepts in a holistic approach. A more frequent use of cross-cutting concepts such as media richness, virtual affordances and flow could bring these three approaches closer together and lead to common metrics.

The title of this article is "Measuring E-commerce Website Quality: The Case of Lithuania" by Vida Davidavičienė and Jonas Tolvaišas [5]. The purpose of this paper is to identify criteria for evaluating the quality of e-commerce websites in Lithuania. The authors analyzed quality factors of websites and electronic commerce (e-commerce) services. Based on our findings, we identify the most important quality factors required to evaluate Lithuanian e-commerce websites. These elements enable the development of conceptual models for evaluating the quality of e-commerce websites.

### III. PROBLEM STATEMENT

The Family Preferred Offers Management Platform aims to address the challenges faced by families in managing their preferences, interests, and availment of various offers, discounts, and promotions from different businesses. In today's fast-paced and diverse market, families often encounter difficulties in staying updated with the latest offers, choosing the most suitable ones for their needs, and effectively redeeming them without significant hassle. To resolve these issues, the proposed platform will create a streamlined and personalized experience for families, enabling them to effortlessly access, organize, and utilize preferred offers from a wide range of businesses.

### IV. DESIGN AND IMPLEMENTATION

The design and implementation of a family preferred offers management platform can be broken down into the following steps:

1. Define the requirements: The first step is to define the requirements for the platform. This includes identifying the different types of offers that will be supported, the features that will be needed, and the users who will be using the platform.
2. Design the architecture: Once the requirements have been defined, the next step is to design the architecture of the platform. This includes identifying the different components of the platform, how they will interact with each other, and the technologies that will be used.
3. Implement the platform: The next step is to implement the platform. This involves coding the different components of the platform and integrating them together.
4. Test the platform: Once the platform has been implemented, it is important to test it to make sure that it is working correctly. This includes testing the different features of the platform and ensuring that it meets the requirements that were defined in the first step.
5. Deploy the platform: Once the platform has been tested, it is ready to be deployed. This involves making the platform available to the users who will be using it.

The design and implementation of a family preferred offers management platform can be a complex process, but it is important to follow these steps to ensure that the platform is well-designed and meets the needs of the users.

Here are some of the key considerations for the design and implementation of a family preferred offers management platform:

- The different types of offers: The platform should support a variety of different types of offers, such as discounts, coupons, and free gifts.
- The features that will be needed: The platform should include the features that are needed to manage offers, such as the ability to create, view, redeem, and report offers.
- The users who will be using the platform: The platform should be designed for the users who will be using it, such as customers, employees, and managers.
- The technologies that will be used: The platform should be implemented using the technologies that are best suited for the needs of the platform.

By following these considerations, you can design and implement a family preferred offers management platform that meets the needs of your users.

### V. RESULT ANALYSIS

To analyze the results of a family preferred offers management platform, you can consider the following:

1. Financial Management: You can use a tool like FACTS Grant & Aid Assessment to securely collect families' financial data and make data-driven award decisions based on financial needs[1]. This can help reduce the emotional

pressure of deciding which families should receive aid and streamline your enrollment process.

2. Equitable Family Engagement: Organizing your platform around equitable family engagement strategies can help ensure that all families have access to the same opportunities and resources[2]. This can include providing families with information about the platform in their preferred language and format, offering training and support to help families navigate the platform, and soliciting feedback from families to improve the platform.

3. Project Management: You can use a project management tool like Asana or Wrike to manage tasks, deadlines, and resources[3]. These tools offer various work organization features, resource management tools, and an attractive interface. You can customize the application questions to ensure you receive information that's important for your school, and the application is accessible through all modern internet browsers with a responsive design that gives families access through their preferred device, from desktop to tablet to phone.

4. Tuition Management: You can use a tool like FACTS Tuition Management to help you manage finances and project cash flow[4]. This can help improve communication with families, enhance fiscal forecasting, streamline admissions and enrollment processes, and provide a single system to capture tuition and fees. You can also offer families the option to allow family-driven changes to payment dates or amounts, set the rules, but allow flexibility for parents, so you have fewer direct communications with families about payments.

#### Snapshots of User Interface:

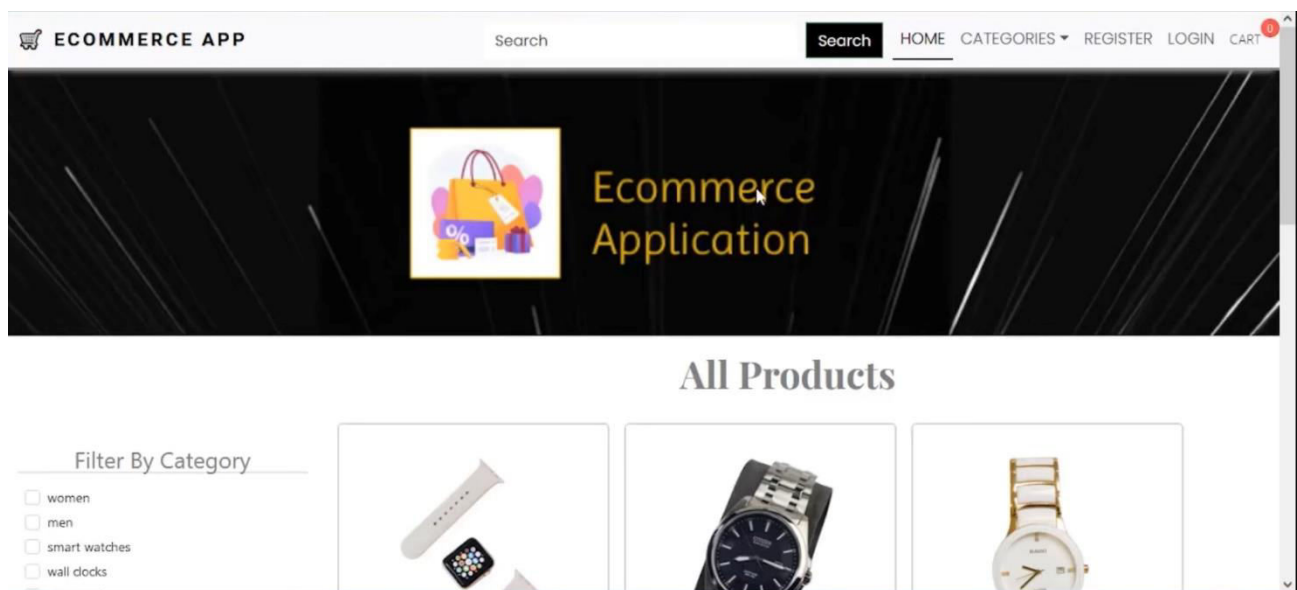


Figure 1: Dashboard

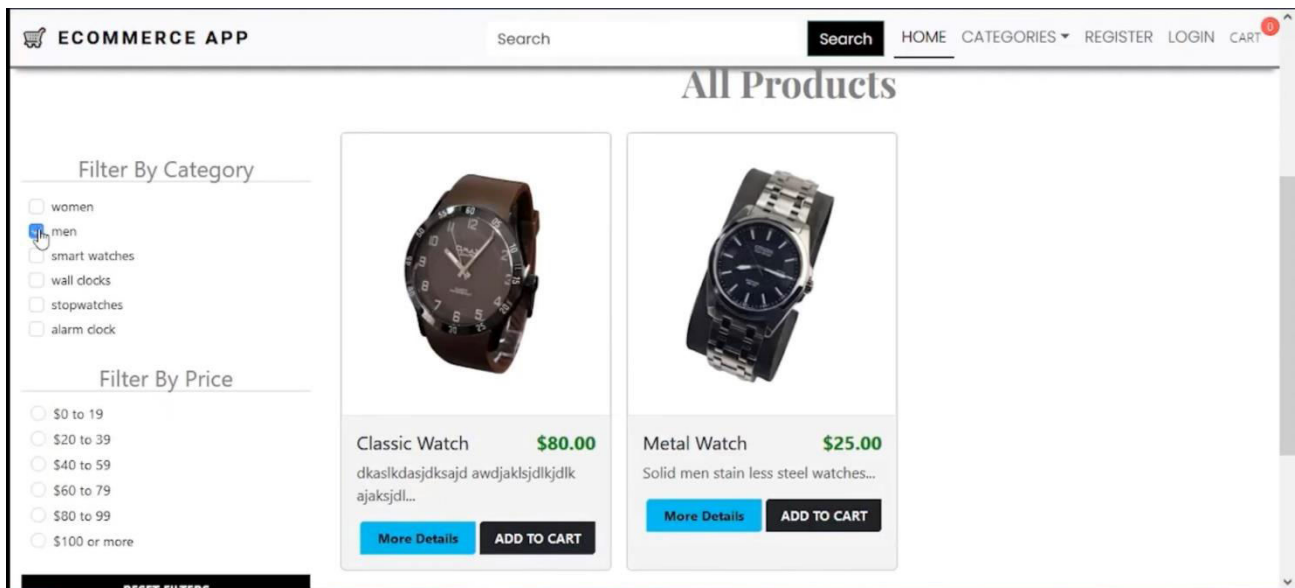


Figure 2: Product filter

## VI. CONCLUSION

After meticulous planning, diligent development, and rigorous testing, The Family Preferred Offers Management Platform has successfully reached its conclusion. This project aimed to revolutionize the way families access and manage preferred offers, simplifying their lives while fostering stronger relationships between businesses and their loyal customers.

Throughout the project, our dedicated team of developers, designers, and stakeholders collaborated seamlessly, ensuring every aspect of the platform aligned with our core mission: to enhance the overall customer experience and drive engagement for businesses.

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