Location Based Reminder/Advertisement

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Abstract*: In recent years, mainly advertisements and vouchers are used for providing discounts, text messages and posters were mainly used till date but to advertise on a mobile device is need of the current scenario. Vendors must be allowed to publish and edit an advertisement to users according to the interest of the customer. This technique has low cost for digital advertisement and has a pervasive system for advertising in large commercial malls. In order to publish advertisements on customer mobile phones and find the desired location of the vendors is used. Customers are those fellows who want information in less time the information may be like Location of the vendors, their discounts, and description of products. If information is not retrieved according to their choice in a short period of time. The interest may be lost in order to purchase products. They need to find more information and location without taking much effort. The information will extracted by analyzing the contents of social networks is use to predict the advertising categories that show interest a particular user. The framework applies on location based Task Management to filter advertisements based on location of user and shop. Traditional paper based reminders are still useful, but they cannot be organized efficiently. Electronic reminders based on the calendar in Cell phones are more efficient and gaining popularity, but such reminders are mostly triggered by time. In many situations, tasks are only meaningful to be performed at a specific location, so it would be useful if reminders for those tasks can be triggered only when the person to be reminded is physically near or located at that location. Therefore, in this research, we develop a location-based task management for Android-based smart phones and tablets.*

Keywords: Android, Java, MySQL, GPS, Location

I. INTRODUCTION

Location-based Task Management thinges around the fact that wherever we go these days we always carry a mobile with us. And most of us quite happily share our location data with the various apps we use. This presents an opportunity for advertisers to personalize their messages to people based on their current location. In real time using a person"s location data, gleaned from their mobile device, advertisers can send different messages to people depending on where they are. Imagine you"re walking through a fishing village somewhere in the West Country. You"re browsing on your phone and you see an ad for 30% off pants at H&M. Great. There isn"t an H&M within a hundred miles of where you are. Ignored, but imagine you see the same message while walking down Oxford Street, and imagine the ad is specific to the Oxford Street branch. Suddenly you"re much more likely to pay attention. This is a very simplified explanation, and there are plenty of opportunities for brands to get much more creative than that, but the basic principle is there. We already know from various studies that personalized messages enjoy greater engagement than their generic counterparts, and location-based personalization is no different. By personalizing ads to people based on their location, you are much more likely to show them something relevant. I"m reminded of walking down Petaling Street in Kuala Lumpur several years ago. I couldn"t move for people trying to sell me sunglasses. Nothing odd about that in itself, except for the fact I was quite clearly already wearing a pair on my face. There is simply no point making blanket offers to people in the hope they might want what you"ve got. Finding out what they"re interested in and then personalizing your message is a much more sensible approach. Location data enables you to do that. You can make offers based on where people are you can speak to.

Communication and Aerospace Technology clothes, foods and preferences in gadgets. The user interest and their issues like job expert, age and status update must be stored in social network database and retrieved the user data from the social network database whenever require. The advertising database is used to store and collect the user preference and his/her location, based on the user current location advertising database mine the social profile of each user and categorized the user profile as per their interest and provide the relevant advertisement to him/her based on location by using geolocalization services and help to find the particular direction of shop which shows as advertisement on him/her mobile. The GPS-Based Detection of location exploits the GPS data and information about the available streets or footpaths for detecting the following transportation modes: bus, foot, car and building. Mobile learning can be conducted through tracking by GPS. The GPS data can define three concepts: users, locations and activities in a certain site. This paper 5 includes literature survey where the information about the existing technique which works on Bluetooth technology and the next section include the problem definition and proposed work about the current technique used in this paper. Every business wants to grow and develop a strong client base. Advertising or promoting a business is key to achieving this growth. Advertising methods include traditional marketing methods as well as newer, modern methods. The devices most often used for IT services are changing from PCs and laptops to smart phones and tablets. These devices need to be small for increased portability. Location-based Task Management is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint a consumer location and provide a location-specific advertisement on their mobile devices The main purpose of this project is advertisement. Advertisement or vouchers are commonly used today to attract the attention of customers. There are various methods through which Advertisement can be done like radio, newspaper, websites , Television, Magazines, multimedia on cell phones etc. Customers are those fellows who want information in less time using these application they can get information on screen lock of mobile phones. This project is a location based advertisement in which user will be able to see advertisement based on there location. Users location will be taken as input and accordingly advertisement will be displayed on there mobile screen. Using these Application advertisement will directly get displayed on the screen of mobile phones. The adaption of mobile advertisements not only by vendors but also by the customers. Easy usage of internet for advertising. Beneficial not only for the vender and developer but also for the user.

II. METHODOLOGY

In existing system is doing all the processes manually by making to notes or later the systems are based on time. The user needs to do the list of the entire task he has to perform with the details of time. This is so tedious and not always right as we can"t do the thing on time. This process is so difficult because we have to carry notes or have to do things on time which is not always possible. Personal task reminders have been indispensable-able for modern people, in order to remind them of their tasks at specific circumstances. Traditional paper-based reminders are still useful, but they cannot be organized efficiently. Electronic reminders based on the calendar in cell phones are more efficient and gaining popularity, but such reminders are mostly triggered by time. Drawbacks of Existing System There are a lot of limitations for the existing systems :

1. Need to make To-do notes
2. Need to set reminder according to time
3. not accurate
4. Complicated procedure
5. May not complete in time
6. Report production is very slow
7. Searching for a file or record is very difficult.

The objective of this work is to create the personal social network site application for mining the user interest. Social network site focuses on the structure and identification of on-line social sites for the user who share their interest and activities or the user who are interested in browsing others" interests and activities. These networks, first, are used in order to making friends and sharing ideas among members. Social sites are the friendly environments where people mostly chat or share ideas. To build a multiple web based advertising database. Advertising database contains the categories of different gadget, clothes, foods which are classified by user preferences and interest. The

categorized/preference information about the user must extract. To build a server based scheduler for getting a current location from user(android user).Server based scheduler helps to find or accessing the current location of user and send advertising message to particular user as per their interest. Here Geographic positioning system (GPS)is used to obtain the current location of user. Geographic Position System (GPS) works based on satellite tracking and allows user to locate every point on the place accurately. Mobile learning can be conducted through tracking by GPS. The GPS data can define three concepts: users, locations and activities in a certain site. Rapid growth of wireless technologies has provided a platform to support intelligent systems in the domain of mobile marketing. Utilizing Location Based Services and Global Navigational Satellite Systems provides the capability for transportation of real-time, scheduled, location based advertising to individuals and businesses.

Objective:

1) Time saving activity.

2) Easy to manage historical data in database.

3) Automate cell phones daily tasks.

4) Facilitate user community Integrate sic activities on single platform.

5) Automation of activities with respect to location.

6) Route Finder Just pin start point and end point and get route.

7) To find nearby places.

8) Provide solution with least hardware requirement.

9) Allow organizations to target consumers at a granular, person level with online or offline messaging based on their physical location.

10) To develop an application that is cost efficient.

11) Through this technology, brands will become smarter and consumers will become more informed as the boundaries between point-of- purchase and private spaces blur and ultimately merge seamlessly.

III. LITERATURE SURVEY

This part of the project describes the theoretical background of this project, Following researchers previously worked on modeling of organizations which is discussed below: 1) "Targeted Advertising Using Behavioral Data and Social Data mining"-The explosive growth of social networks has led to prolific availability in customer tastes and preferences. This data can be exploited to serve the customers better and offer them the advertisements they would be delighted to see. To provide relevant advertisements to consumers, one has to consider the location of the consumer as well. The consumers will be highly contented if the offers shown to them are easily accessible in nearby areas. In this paper, we propose a model combining the idea of social and spatial data to provide targeted advertisements. Social data is acquired through user's Facebook profile and location of the user is found with the help of Beacons. 2) "Personalized Recommendations Based On Users‟ Information-C Networks"- The overwhelming amount of information available today makes it difficult for users to find useful information and as the solution to this information glut problem, recommendation technologies emerged. Among the several streams of related research, one important evolution in technology is to generate recommendations based on users‟ own social networks. The idea to take advantage of users‟ social networks as a foundation for their personalized recommendations evolved from an Internet trend that is too important to neglect – the explosive growth of online social networks. In spite of the widely available and diversified assortment of online social networks, most recent social network-based recommendations have concentrated on limited kinds of online sociality (i.e., trustbased networks and online friendships). Thus, this study tried to prove the expandability of social network-based recommendations to more diverse and less focused social networks. The online social networks considered in this dissertation include:

1) A watching network, 2) A group membership, and 3) An academic collaboration network. Specifically, this dissertation aims to check the value of users‟ various online social connections as information sources and to explore how to include them as a foundation for personalized recommendations. In our results, users in online social networks shared similar interests with their social partners. An in-depth analysis about the shared interests indicated that online social networks have significant value as a useful information source. Through the recommendations generated by the

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preferences of social connection, the feasibility of users" social connections as a useful information source was also investigated comprehensively. The social network- based recommendations produced as good as, or sometimes better, suggestions than traditional collaborative filtering recommendations. Social network-based recommendations were also a good solution for the cold-start user problem. Therefore, in order for cold-start users to receive reasonably good recommendations, it is more effective to be socially associated with other users, rather than collecting a few more items. To conclude, this study demonstrates the viability of multiple social networks as a means for gathering useful information and addresses how different social networks of a novelty value can improve upon conventional personalization technology. 3) "Gateway to the internet of things – beacons"- Beacons can be used for proximity detection and sensing to enable organizations to manage assets and realize significant cost savings in operations through remote monitoring, preventative maintenance, alerts and 'big data' analytics. Beacons provide a simpler, scalable and lower cost IoT solution compared to legacy industrial sensing. They are part of what's being called 'Industry 4.0' and 'The 4th Industrial Revolution', the current trend of automation and data exchange in manufacturing technologies and smart factories. Beacons become part of the IoT by connecting via a smartphone, single board computer, a PC scanning for beacons, gateway or Edge Gateway. Most implementations use gateways because they provide the simplest and most cost effective solution. 4) "Designing a Recommender System Based on Social Networks and Location Based Services"- Mobile devices have diminished spatial limitations, in a way that one can personalize content in a suitable frame considering individual"s location and present it. Yet, it is not possible to consider user"s interests and preferences in a suggestion provided using just place-based services. Current generation of place- based services do not provide users with personalized suggestions, instead they just offer suggestions close to interests based on users distance from the place where they are. In order to solve this problem, the idea of using social recommender systems was discussed which contains capability of identifying user"s interests and preferences and based on them and user"s current place, it offers some suggestions. Social recommender systems are a combination of social data on web like; user"s social networks and spatial information. Because user"s information include personal information and interests in social network sites, considering user"s current location and the information existing in social network data base, it is possible to provide user with a suitable suggestion. Through this method users" interaction decreases and they can acquire their favorite information and services. 5) "Social tagging for personalized location-based services"- Location- Based Services (LBS) are based on a combination of the inherent location information about specific data, and/or the location information supplied by LBS clients, requesting location-specific and otherwise customized services. The integration of location-annotated data with existing personal and public information and services creates opportunities for insightful new views on the world, and allows rich, personalized, and contextualized user experiences. One of the biggest constraints of current LBS is that most of them are essentially vertical services. These current designs makes it hard for users to integrate LBS from a variety of service providers, either to create intermediate value-added services such as social information sharing facilities, or to facilitate client- side aggregations and mashups across specific LBS providers. Our approach, the Tiled Feeds architecture, applies the well-established, standard Web service pattern of feeds, and extends it with query and location-based features. Using this approach, LBS on the Web can be exposed in a generalized and aggregation-friendly way. We believe this approach can be used to facilitate the creation of standardized, Webfriendly, horizontally integrated location-based services.

Architecture Diagram:
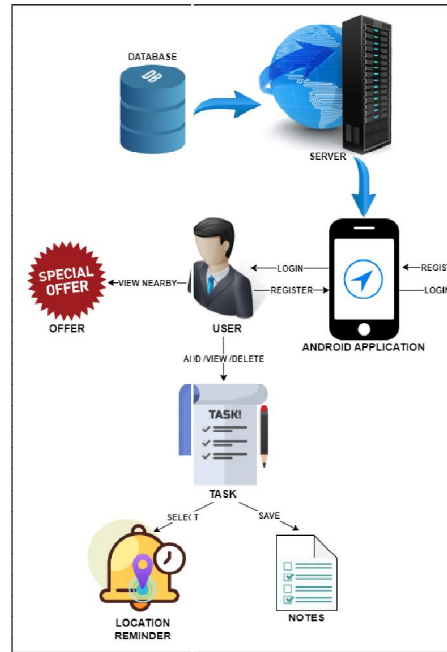
The system architecture diagram shows that when the user opens the application, they will need to log in ifthey do not have an account. Once they successfully log in, they will see the home page which will display their currentlocation on a map.This application which will serve as platform to integrate basic android cell phone activities in a single location with respect to location. It is being built as new self contained product. Market has task management application that runs with GSM and locations but all the type of applications are separate. This application is one of such type of application that will integrate activities in a single application that will run on location

IV. CONCLUSION

Thus, the aim of this paper is to build an advertising system which helps to find the user preference and their interest in the particular area and notify their interest using android application advertisement with the help of GPS into the user located area. Web services are continually generating new business ventures and revenue opportunities for internet corporations. Targeting helps to improve the effectiveness of advertising it reduces the wastage created by sending advertising to consumers who are unlikely to purchase that product, target advertising or improved targeting will lead to lower advertising costs and expenditures also save the time of user for finding the located area of ads with help of GPS.GPS –enabled device helps to find the user prefer area for the particular Ads in area of user where they want go. With the help of GPS it is possible to trace the exact location on globe by monitoring and detecting the place and get aware the persons while searching for exact location in large area of city and so on.A Location Based Task Management application on Android platform was successfully developed which can save one reminder at a time. It has been tested by saving addresses at different locations and it gave proper output at proper place.

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