

Navigation Based Local Market Search Engine

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Abstract: A navigation based local market search engine is a mobile application which is used to put out local market. The prime objective of Local Market Search Engine is to generate a full-fledged android application. This application will make local market goods which is shortly available for particular area only, available to users in specific yet larger geometric area. This app will also provide facility of auctioning artefact. As being a search market engine, this application will also facilitate the user to find out the hotels and hospitals in nearby areas within the cities. The prototype implemented will include basic functionalities such as showing a map, locating Points of Interests (POIs) on a map, locating location of a user, retrieving information of POIs, add reviews about POIs, support communication (e.g. phone, message), show route direction to POIs, add reminder, and choose different kinds of POIs to show on map.

Keywords: Navigation, SDLC Model, MVC Architecture, Android

I. INTRODUCTION

Navigation is a field that focuses on controlling the movement and process of monitoring of a craft from one place to another. These field includes four general categories: land navigation, marine navigation, aeronautic navigation, and space navigation. A market is one from the of, institutions, procedures, social relations, systems whereby parties engage in exchange. Most markets rely on sellers offering their goods or services in exchange for money from buyers. It can be said that the by which the prices of goods and services are established because of market. For marketing purposes, it is important to know who will buy the product, how far they will travel to obtain the product and where they are located. The local market includes customers located within the region through the gps and the product or service is made available.

A program that identifies items and searches for the items correspond to keywords in a database or characters are specified by the user and they are used especially for finding particular sites on the World Wide Web. Search engines work by crawling hundreds of pages using their own web crawlers. These are commonly referred to as search engine bots or spiders. A search engine navigates the web by downloading web pages and following the links on that pages to discover new pages.

II. LITERATURE SURVEY

Android development

1. Smart Shopping- An Android Based Shopping Application [2]
Adarsh Borkar, Madhura Ansingkar, Monali Khobragade, Pooja Nashikkar, Arti Raut Propose Smart Shopping An Android Based Shopping Application, in March 2015 which describe the no need to stand in the queue for a long time in malls just for scanning the item.
2. Smart Shopping:Location Based An Android Application [7]

As more people have more smart phones, they are more willing to use them for purchasing, searching and other purposes, instead of using a computer. The survey proves that smart phones are used as a reference to get information. "Online shopping" is one type of mobile application on smart phones. Market analyst says that the people use their phones more than that in the last two decades.

The retail industry has been working with the concept of "Smart Shopping" for many years by adopting various technologies to enhance the shopping experience at the retail environment. The vision of smart shopping promises is to provide on-the-spot information about various discounts, schemes, etc. at your fingertip. The advantages of mobile commerce are- • Customer satisfaction • Cost savings • New business opportunities • Time saving • Allow for considerable profit • Improvement of Customer Relations While coming across various technologies.

This paper assumes that the application described would be a prototype that would help the customers & there still remains much to do in terms of development and improvement of the existing models.

III. PROBLEM STATEMENT

In this World of internet, use of e-commerce websites is increasing drastically. Which ultimately causing in recession to the local market. Where the local market which is actually 30% of total market is getting crashed. Also some of the things which are available at particular place or in particular area needs a visit to that place to know about the good or to buy it which is time consuming and hectic to do. Navigation based local market search engine is one of the solution to this problem.

IV. METHODOLOGY

Proposed System is completely an android application which has been designed using SDLC (Software Development Life Cycle) Model and MVC (Model View Cycle) architecture. First user has to login in the following application using proper credentials which were provided by him while signing up. After successful login user has to search for the product required in the search section. Based on the current location of the user, the best rated nearby local shops will be shown to the user as a recommendation. Beside this, all the available offers will also be known to the user.

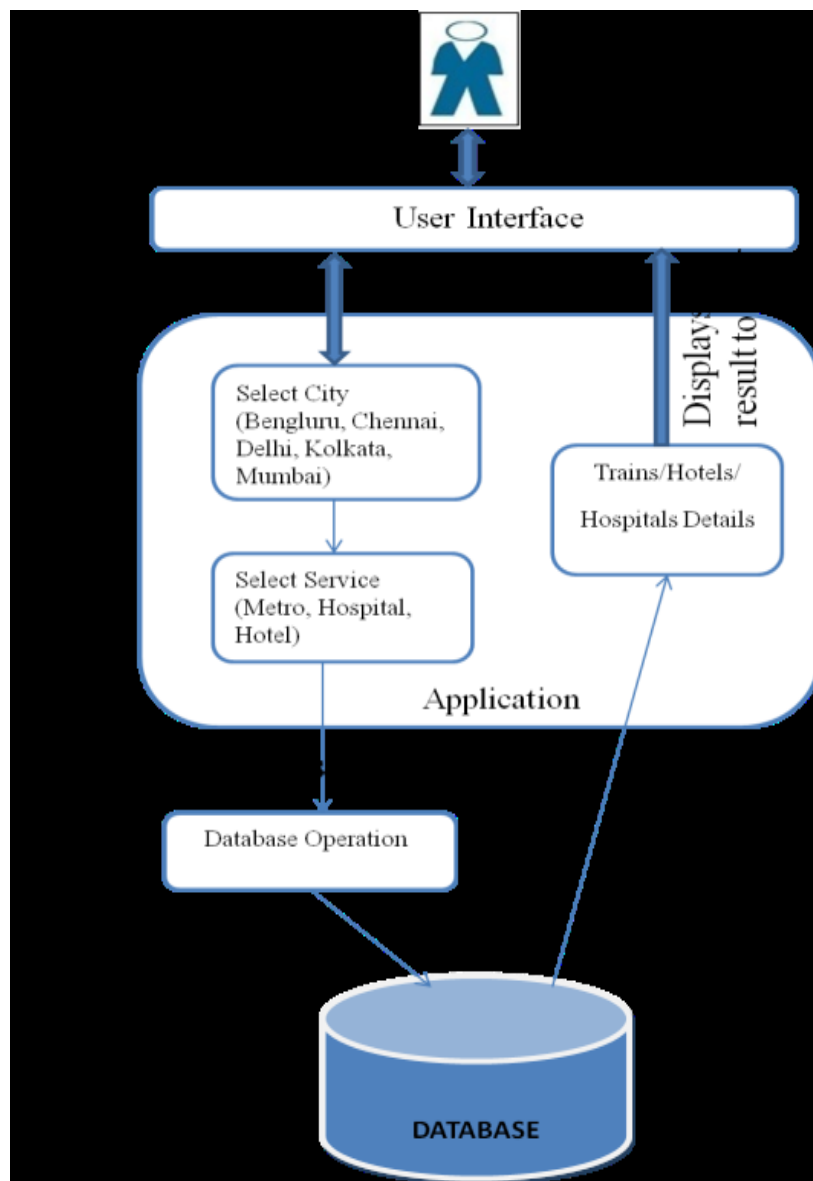


Fig.1. The overview of the proposed navigation based local market search engine.

User Interface

The user interacts with the system at these place. The execution flow of the navigation based local market search engine is further proposed in this section.

The login screen as shown in figure 2 is the first screen that the user sees when they have to log in to the application. Then next screen shows all the options available on the home screen available.

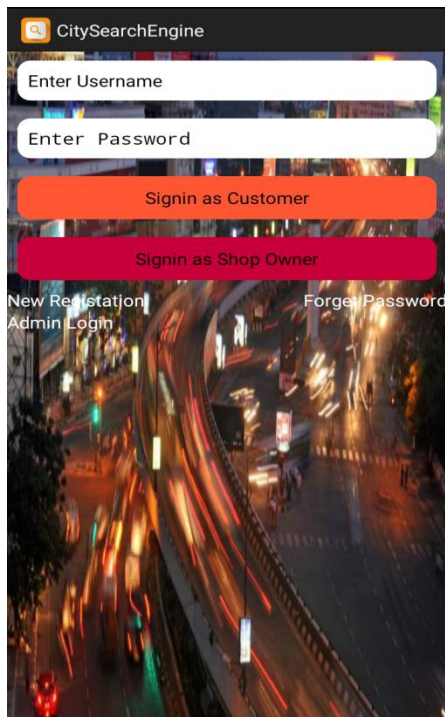


Fig.2 Login Screen

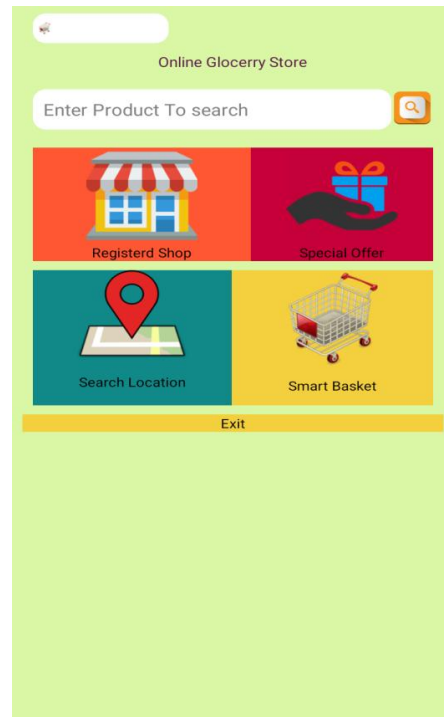


Fig.3 Home Screen

Figure 3 have lots of options like shops details, search engine for product or shops search, special offers and payment option.

V. CONCLUSION

A navigation based local market search engine is one of the solutions to deal with the recession of local market. Due to incessant use of e-commerce websites local market is getting crashed. It is basically an android application which makes it easy to understand and comfortable to use.

This application will not only specify the information about the goods and vendors but also gives list of hostels, schools, courts, parking, etc. This application also facilitates the user to find out all kinds of shops in nearby areas within the cities and allows the user to share information by email or SMS. Also, this application will contain Facility of auctioning stuff.

Android application provides features such as multi language support, multi-touch, Video calling, Screen capture, External storage, Streaming media support, Optimized graphics and many more. Android is also an open source operating system; hence it can be developed by any one which is the major advantage of Android.

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