Coupon Code Junction

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Abstract

The aim of this paper is to present the development of a coupon code trading platform that has been specifically developed for UPI (Unified Payments Interface) coupons. Traditional coupon trading websites are limited in various aspects, particularly with respect to UPI coupons. This project overcomes this by providing a platform where users can trade UPI coupons; hence it improves the usability and engagement. For example, it guarantees safety standards, dependability, and friendliness to all the users who would like to participate in coupon trading thereby creating an environment where people feel comfortable doing so . In order to meet these goals , we have incorporated several requirements into the system such as authentication, services, validation, database management and payment gateway among other things.

This paper discusses the problem, solution method used as well as methodology and significance of the PLATFORM.

Keywords: couponing business; UPI; commercial e-commerce; online platform;customer interaction with product or service attributes; secure transactions

1.0 Introduction

In our everyday life, there are those who utilize UPI applications for payments who often get freebies from various brands and websites. Thus some of these coupons go to waste while others really need them. There are traditional coupon-trading sites where individuals exchange coupon codes but these have not fully provided for the unique requirements of UPI coupon users. In response to this, our venture suggests a platform that will allow clients list and barter UPIderived coupons, with implications on consumer as well as brand fronts related to making sure that discounts and so forth are taken full advantage of.

2.0 Literature Survey

Coupon trading platforms have become popular for facilitating exchanges of coupons among consumers, providing an easy way to access and use discounts on many products and services. UI design is of utmost importance, for the need to be intuitive and friendly so that navigation in searching for coupons and initiating trading is smooth.
Moreover, platforms need to provide clear instructions for effective usage. The second important factor is the diversity of coupons. From the research, it can be said that a wide variety of coupons available, including groceries, clothes, electronics, and travel, boosts user engagement, for it caters to the

different consumer preferences and needs. This diversity influences consumer behavior because the likelihood of making purchases increases, based on attractive discounts and deals, thereby creating a sense of urgency. Lastly, branding has been an important aspect through which strategic components establish a distinctive identity for the coupons, thereby making them easily recognizable and attractive to the users.

3.0 Problem Statement

The main issue under consideration is the ineffective use of UPI coupons, which are often left unused or expire. The reason for this is that all existing coupon trading websites cannot deal with UPI coupons due to legal and technical barriers. The project looks forward to establishing a platform for trading UPI coupons hence enhancing their utilization through easing transactions in a user friendly and secure manner.

4.0 Objectives

The aim is to design a University use education coupon trading platform so as to make the selling and buying of coupons effortless; have varieties for different tastes; create a local platform for the exchange of goods and services; ensure the platforms are user-friendly as opposed to the many already existing; strong security measures that guard the users' personal and financial data; and further building confidence with transparency on fees and policies and guarantees on the coupon codes.

5.0 Need for the Work

A separate platform for trading UPI coupons is needed because:

1. Savings: By applying appropriate coupon codes, users can save a lot.

2. Exchange: Users can swap undesired coupon cards with desired ones.

3. Monetization: Spare coupons can be sold by users to earn more income.

4. Engagement: there is an aspect of fun and community interaction introduced by the site.

6.0 Literature Review

Complex Design:

Jane Smith's "Comparative study of user interface design for coupon trading platforms" stresses the need for an easily understood and user-friendly interface during coupon transactions.

Widest Range of Coupons:

Research establishes that diversified coupons are essential in influencing customers' purchase decisions and attracting them to engage on the platform.

Branding:

Studies indicate that attractive visuals for coupons, and creation of strong brand identities heighten user engagement and trust in their respective platforms.

Local Business and Customer Demands:

By understanding customer demands and giving individualized experiences through data analytics as well as recommendation algorithms, it enhances user satisfaction hence loyalty of users.

7.0 System Design

The system architecture has got several key modules namely;

1. Authentication: authentication ensures secure login, registration via email, as well as session management.

2. Services:

A) Buy: they can look at coupons and search by categories or keywords;

B) Profile: it keeps users' details with UPI ID;

C) Sell: one adds listed coupons for sale validated by the system.

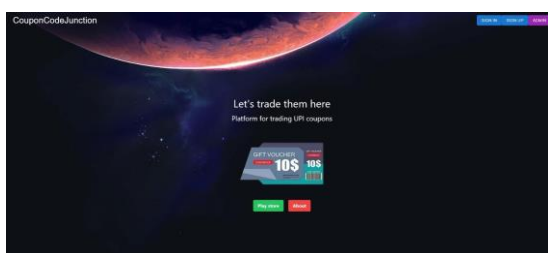3. Validator: authenticates the validity of a coupon either automatically or manually

4. Database: This is where all relevant information such as: transaction details including user info stay kept.

5. Payment Gateway: It ensures secure payment processing with UPI-to-UPI transactions being its target market.
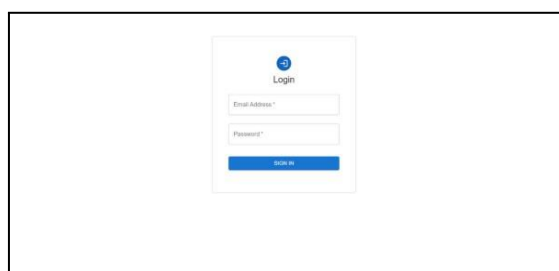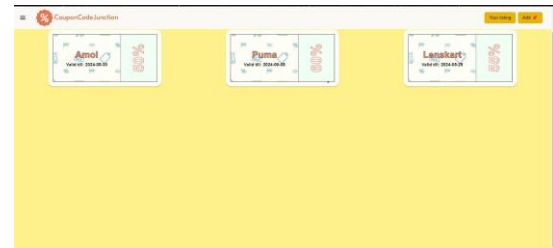
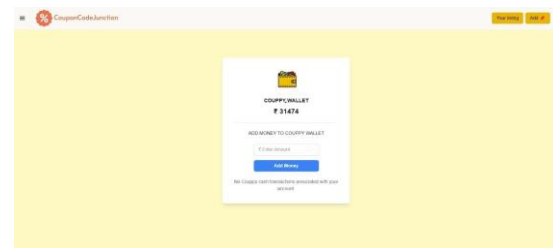## 8.0 System Architecture
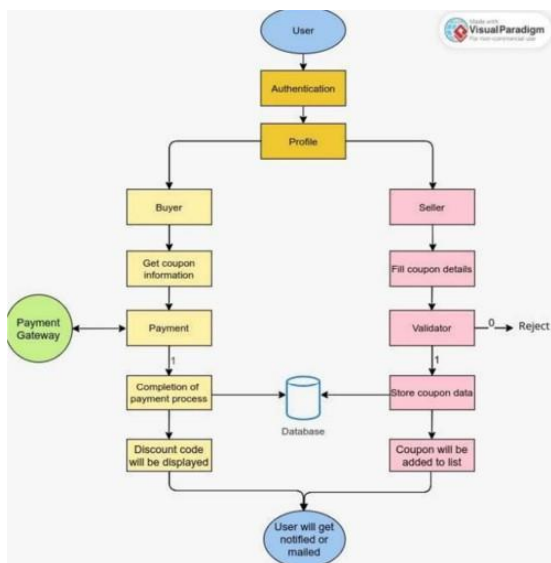
9.0 Result
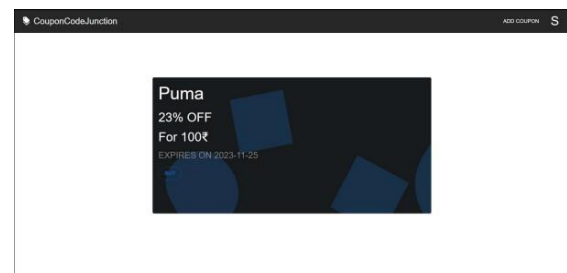

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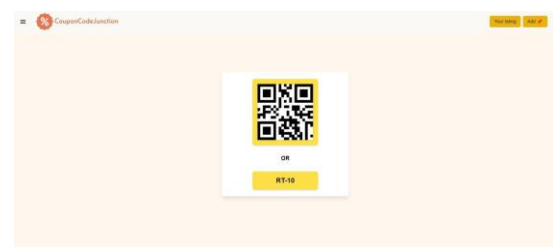

Users can login from here.

This is our homepage where all the coupons reside.

Here is the user's wallet where he can credit money.

This is the individual coupon information after clicking the homepage coupons. Here you can decide whether to buy or not.

Here you can see the discount code after a successful payment from a buyer.

10.0 Conclusion

Creating a platform for trading coupons over UPI is a new and encouraging way to get to solutions for the problem related to unused coupons. Creation of user-friendly, safe, and engaging environments would ensure better utilization of coupons and greater savings of users. The project is for sustainable consumer behavior and reduced waste for a greener economy.

Acknowledgments

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