Location based Notification System

Bhumika R. Wagh, Student
Department of Computer Technology
MVPS's R.S.M.Polytechnic ,Nashik
waghbhumika26@gmail.com

Rutuja S.. More, Student
Department of Computer Technology
MVPS's R.S.M.Polytechnic ,Nashik
mrutuja0071@gmail.com

Sanika S. Sonawane, Student
Department of Computer Technology
MVPS's R.S.M.Polytechnic ,Nashik
sonawanesanika349@gmail.com

Mr. G. N. Handge, Lecturer,
Computer Technology Department,
MVPS's R.S.M. Polytechnic, Nashik.
1002handgegn@gmail.com

Sakshi N. Patil, Student
Department of Computer Technology
MVPS's R.S.M.Polytechnic ,Nashik
sakupatil024@gmail.com

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. 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. 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.

INTRODUCTION

Location-based Task Managementthinges 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 enjoygreater 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 them in a way that is relevant to where they live.Here, a user social sites uses for collecting the information about the user like, be their preferences in International Conference on Electronics,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 geo- localization 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 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 therelocation.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

LITERATURE REVIEW

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.

" 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., trust-based 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 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.

"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.

I. Problem Issues and Solutions

To make an efficient use of Android Technology. Provide solution with least hardware requirement.To develop a mobile based application."Location Based Task Management" is software developed.Advertisements are public notices designed to inform and motivate about Paid, non -personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. There was not any direct way of publishing advertisement to user.They have to used some medium for advertisement. Location Based Task Management will help people to get the required advertisement easily based on there locality.

This paper aims to reduce the drawback of the earlier system. The paper Location Based Tack Management not only keeps track of the task but also notifies the user regarding the task at the appropriate time. In this project the user of the application creates a to-do list. The project requires the user enter the location at which he/she has to complete the task. Whenever user passes by that location, the application reminds the user of the task enabling the user to complete the task as promptly as possible. The technology used for tracking location is GPS. GPS is Global Positioning System that enables the user to know the location. Thus, Location Based Task Management is an extension and advanced form of to do list helping the user with daily tasking in life.

Technology has improved a lot over the last few decades. One of the best and biggest technological advancements is the invention of smart phone. A smart phone is a device which offers more advanced computing and connectivity than regular mobile phones. In the last one or two year the smart phone users have rapidly increased and the count is still on. People using smartphones demand for better applications and updates for existing ones, which in turn creates a huge scope of Android mobile application development .Android is a fully open source platform which was created completely for smart phones and similar devices like tablets. This project is developed for Android based smart phones. The app should keep an eye on the GPS information collected by user's smart phone to trigger the alert when the user approaches a destination. User can find route easily and near places like schools, hospitals and restaurants.

The positioning of components is usually necessary in LBS applications in order to determine the location of the user's mobile device. In the majority of current LBS servicesthe user is not required to enter the location manually, nor the input of post codes or street names. Instead, the position of the user device can be obtained by using the positioning technology, such as satellite positioning, positioning by mobile network, WLAN stations or radio connections. Paper will include mobile software which provides trackingapplication i.e. finding the location of a friend, indication onreaching destination place, Advertisements (Yellow Pages), Address Locator, mobile tracking, etc.

The purpose and functionality of GPS ALARM application is informing the users they arrive to a certain location, provided the user has requested to be alarmed at precisely that location, i.e. provided the user has entered the geographical coordinates of the respective location. The basis for the running of the application lies in the mathematical concept.

The server calculates the positions, looks for the route or specific information based on the user's location. The serviceproviders usually maintain all information requested by the user. Instead, the content providers are responsible for the collection and storage of geographic data, location- based information, etc. These data will be requested and processedby the server and then returned to the users. The purpose of this planning is to describe the proposed work and

to identifycertain aspects such as the scope, constraints and the technology used. The plan will also establish the scope of the work in terms of

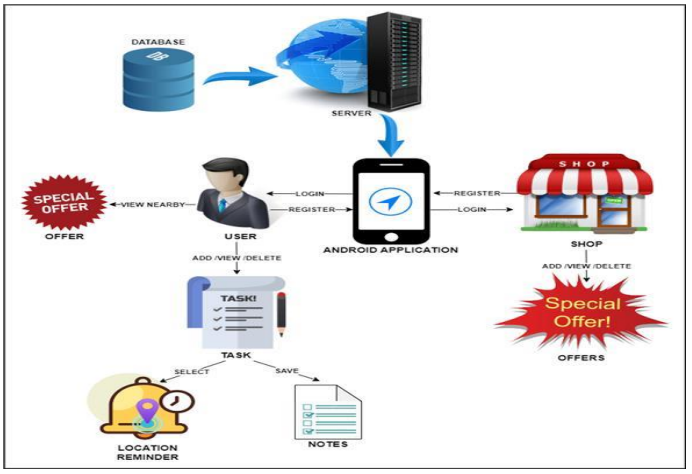
II. PROPOSED APPROACH

The objective of this work is to create thepersonal 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.

There is much support for Location Basedsearch and Context Aware Ad Searches. Thisapplication does not take much time to detectthe Ads that useful to the user and easilyhandle by user.
User should be able to see the locatedbuildings and stores that have the offers andadvertisements on Google maps application inandroid mobile.
Ads with GPS enabled device helps usersshould be able to navigate between theircurrent location and store/shop location usingthis android application.
It should be possible for the user to see theAdvertisements by specific Ad category in thelist form in android application.In the solution of this architecture is proposed for abetter approach of advertising, we use a GeographicPositioning System(GPS) to determine the spatiallocation of a user and then after mining the socialaccount data of that user, where system provide him/herwith relevant deals/ offers currently active in that area. Following figure shows the architecture of proposed system.

The Architecture of "Location Based Reminder" is as shown in figure 1. The Smart phone contains built-in GPS receiver which receives signal from GPS receiver. The application performs Geo-locationing based on GPS reading to detect present location of the user. The desired locations & tasks are stored in the database. If task to be reminded is available in the database , after that application will perform comparison of the location which is identified with the location related with the desired task. If the application user is physically near to the defined location, then reminding alert will be given to the user about the task the major functions, performance issues andtechnical constraints.

Fig 1:System Architecture



The system architecture diagram shows that when the useropens 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 selfcontained 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.

III. EXPERIMENTAL SETUP AND RESULTS

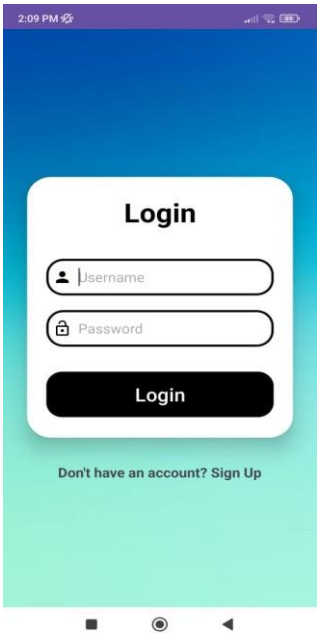
In existing system is doing all the processes manually by making to notes or later the systems are based on time. The user needs to do the list of the entire task he has to perform with the details of time. This is so tedious and not always right as we can't do the thing on time. This process is so difficult 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.
The user access the web server with the mobile phone equipped with location information acquiring function, a javavirtual machine and a WAP browser. Data exchange betweenthe user module on the server side and the Java client on the user side is conducted in XML format. The user module translates the XML format to the WML (Wireless Markup Language) / CSS (Cascading Style Sheet) format for the mobile phone to browse, and store both formats in the database. The search module provides a function to use the location of the user and a geographical range as a search condition in addition to keywords in text format. The response module

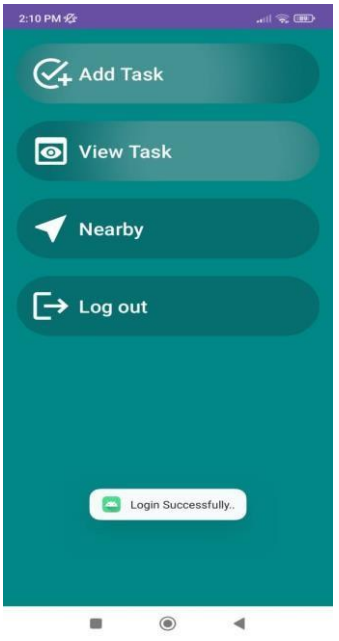
obtains the requested web content from the database, and transfers it to the mobile phone in the WM format.

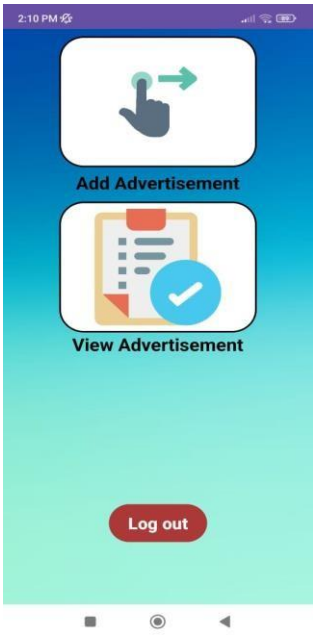
The structure of the functional modules in the proposed system .We propose to use “apache” for the web server, MySQL for the DBMS and PHP for coordinating both entities. Also, we use J2ME for java application runtime environment on the mobile phone, MIDP, which is a profile for a mobile phone and KDDIP, which is a profile provided by KDDI for GPS functions. For the communications between the Java client or the WAP browser on the client side and the web applications on the web server side, HTTP is supported and used.

Figure 3 shows the Installation Guide of the developed application. This is the File Manager where the APK file of the Application is stored with the name NearbyLocations.apk. We have to click on the APK file and then it will show the Installation Box to install the Android Application. When you click on the NearbyLocation.apk which is in the File Manager then you will get installation box to install the Application. You need to click on Install button to begin installation. Then the Nearby Locations android application installation box will open and the box will contain the Access Permissions information (Network Access, Internet Access, Location Access etc) the you have to click on Next Button. This result in showing the Application is installing in the Android Device. Finally the Android Application is installed in the Android Device. The Result contain the installation box showing Application installed. Then click on Open.

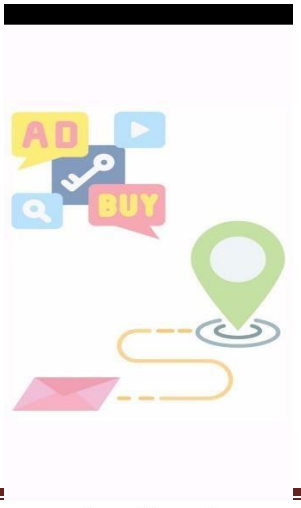
As shown in figure 4 the main page of the app which contains two buttons first one is Navigate to Map and secondis to Add new offer. The next window Map is open whenyou click on Navigate to Map. Map can use to view location and to select locations. This is function provided in the Map window where you can search the location you want. The searching suggestions are provide by app itself. In the screenshot the user is searching for Prof Ram Meghe Institute of Technology & Research. Next window is showing the searched results and the nearby places of the search result.As shown in figure 5 window is showing the nearby locations. When user search for any location the app itself provide the nearby suggestions to the user like Hotels and Petrol Pumps.

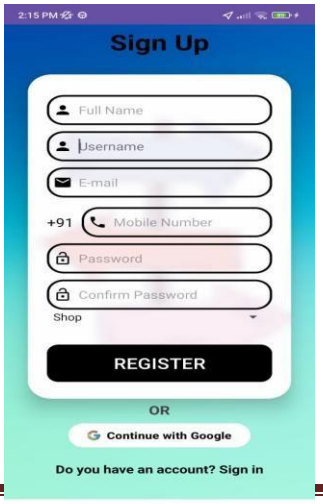


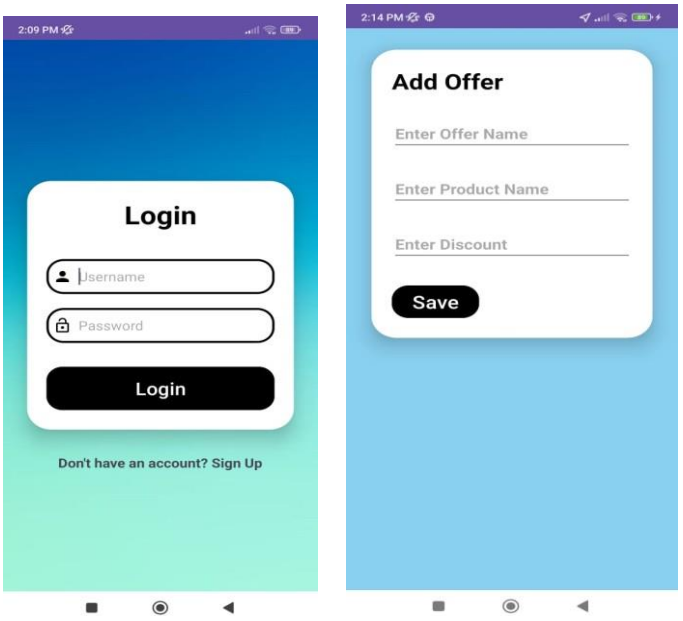


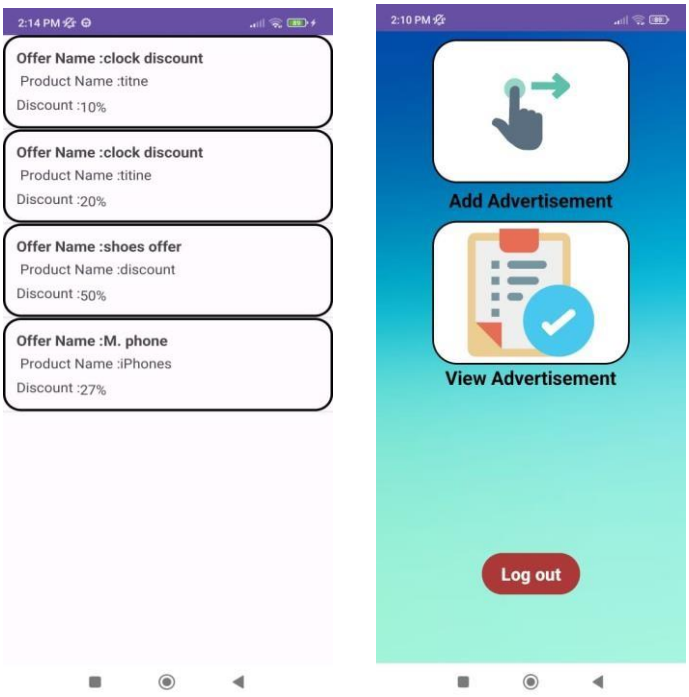


User Panal









SHOP PANAL

CONCLUSION

In the modern life style people are very busy and often forget the tasks to do. Many times people remembers the taskafter they pass by the location of interest. Going back to the specific location again is time consuming & tiring too. This application helps the user to reach at exact location of interest in his preferred time slot. Timely reminder reduces chances of missing the location of interest & task to be reminded can be performed on desired time and at desired location. This reduces time loss & disappointment. Identifying desired nearby places is on figure tips of the userif the current location is unknown to the user. The

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.

application makes the search easy & faster. A reminder system which works based on the venue location and activitytime has been completely developed. The system was built by using the APIs of Foursquare and Google Maps. This system also used spatial data from Google Maps to describe the location \of the original venue in geographical coordinates. Based on the testing results, the system was able

Referance

1. Vrinda Bhatia And Varun Hasija "TARGETED ADVERTISING USING BEHAVIOURAL DATA AND SOCIAL Data Mining", 978-1-4673-9991- 3/16/$31.00 ©2016 IEEE, ICUFN .
2. Lee, Danielle 'Personalized Recommendations Based On Users' Information-C Networks. Doctoral Dissertation, University of PittsburghenteredSocial,2013
3. Gateway to the internet of things – beacons (n.d) Retrieved from http://www.sita.aero/resources/airtransport- itreview/air-transport-it-review-issue-2- 2015/beaconsgateway- to-the-internet-of- things.
4. Khoshnood, Fatemeh, Mehregan Mahdavi, and Maedeh Kiani Sarkaleh. "Designing a Recommender System Based on Social Networks and Location Based Services." International Journal of Managing Information Technology 4.4 (2012): 41.
5. Biancalana, C., et al. "Social tagging for personalized location-based services." Proceedings of the 2nd International Workshop on Social Recommender Systems. 2011.
6. Rose, Stuart, et al. "Automatic keyword extraction from individual documents." Text Mining (2010): 1-20
7. Woerndl, Wolfgang,and Johann Schlichter."Introducing context into recommender systems."Proceedings of AAAI workshop on recommender systems in E-commerce. 2007.
8. Seth, Aaditeshwar, and Jie Zhang. "A Social Network Based Approach to Personalized Recommendation of Participatory Media Content." ICWSM. 2008.
9. A.Pashtan, R. Blattler, A.Heusser, and P. Scheuermann, (2003) "CATIS: A Context- AwareTourist Information System", Proceedings of the 4th International Workshop on Mobile Computing,Rostok, June, pp.1-8.
10. Ms. Vaishali Bhujade, Prof. N. J. Janwe, Ms. Chhaya Meshram, "Discriminative Features Selection in Text Mining Using TF-IDF Scheme"International Journal of Computer Trends and Technology (IJCTT),V1(3):277-280 July to Aug Issue 2011 .ISSN2231-2803