LOCATION BASED TASK MANAGEMENT SYSTEM

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Abstract - In the last few years, advertisements and vouchers have mainly been used to provide discounts. Text messages and posters have been used till now but advertising on mobile devices is a necessity of the present times. Vendors need to be able to publish and modify the advertisement to the users according to their interest. This method has low cost of digital advertisement and pervasive system for advertisement in big commercial malls. It is used to publish advertisement on the mobile phones of the customers and to find the desired place of the vendors. Customers are people who want to get information in a short amount of time. For example, they want to know the Location of the vendor, their discounts and description of the products. If they don't get the information according to their preference in a short time, they may lose interest in buying the products. Therefore, they need to get more information and the location without much effort. The information will be extracted from the content of social networks and will be used to predict the ad categories that interest a specific user. The same framework will be used for location based task management to filter ads based on the location of the user and the shop. Paper-based reminders are still very useful, but it is difficult to organize them effectively. Electronic reminders, on the other hand, are becoming more and more popular on cell phones. However, these reminders are mainly triggered by the user's time. In many cases, tasks only need to be done at a particular location, and it would be helpful if reminders for these tasks could only be triggered when the user is physically around or near that location. This is why we have developed a location based task management for android-based smartphones and tablets in this research.

***Key Words*:** *Location-based reminder, Task manager, Mobile application, Android.*

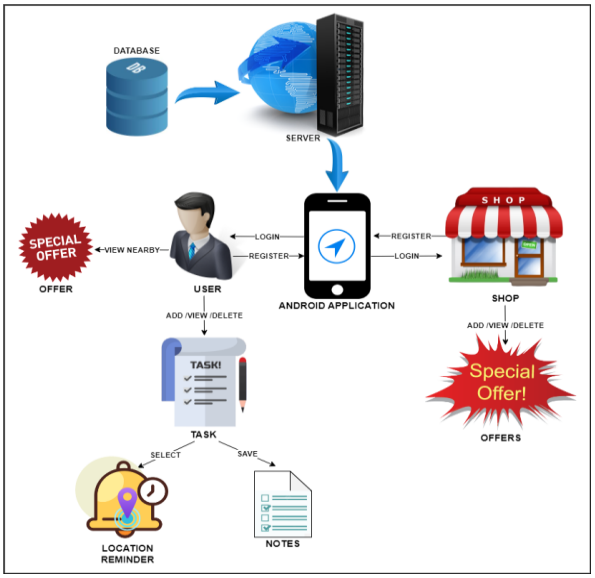
1.INTRODUCTION

Location-based task management works around the simple fact that wherever you go these days, you'll always have a mobile phone with you, and most of us are happy to share our location information with the apps we're using. This gives advertisers the ability to personalize your message based on where you are at any given time. In real time, advertisers can use a person's location data, extracted from their mobile phone, to send you different messages depending on where you are in the world. Let's say you are walking through a West Country fishing village. On your phone, you come across an ad for H&M that says "30% off pants". Great, there aren't any H&M's within 100 miles of you. Ignored. But what if you walk down Oxford Street and see the same ad, only this time it says "Oxford Street branch"? You'll be much more interested. Location- based task management is a new type of advertising that combines mobile advertising with a location- based service. Technology is used to identify a consumer's location and deliver a location-based advertisement on the consumer's mobile device. The main objective of the project is to advertise. Advertising or vouchers are used today to get customers' attention. There are many ways to advertise such as radio, newspapers, websites, television, magazines, multimedia on mobile phones etc. The customers are people who want to get information in a short time. They can get information from the screen lock of their mobile phones. In this project, the advertisement will be placed on the mobile phone screen based on the user's location. The application will take the user's location as input and display the advertisement directly on their mobile phone screen. Adoption of mobile advertisements by vendors as well as by the customers will be facilitated by the easy usage of internet. This will benefit not only the vendor and the developer but also the user.

2 PROPOSED SYSTEM

The goal of this project is to develop a personal social network site app for mining the interest of the user. Social network site is a structure and identification of online social sites for the users who share their interests and activities or the users who are interested in watching others' interests and activities. First, these networks are used to make friends and share ideas among members. Social sites are the friendly environment where people mostly talk or share ideas. To create a multiple web based advertisement database. Advertising database has categories of different gadgets, clothes, foods classified by user's preferences and interest. Categories/preference information of the user must be extracted. To build a server-based scheduler for getting the current location from the user(Android user). Server-based scheduler helps in finding or accessing the user's current location and sending advertising message to the user according to their interest. Here, GPS is used to get the current location of the user. GPS works by using satellite tracking to find every point on the user's location. Mobile learning can be done by tracking by GPS. GPS data defines three things: users, places, and things that happen in a certain place. With the rapid development of wireless technologies, there is a growing need for intelligent systems in mobile marketing. The use of Location Based Services (LBS) and Global Navigation Satellite Systems (GNS) allows for the transportation of real time, planned, location-based advertising to people and businesses. The proposed approach supports the following:

1. There is a lot of support for location based search and context aware ad searches. It doesn't take long to find the Ads that are relevant to the user and easy to manage by the user.
2. It should be possible for the user to view the buildings and shops that have the advertised offers and ads on Google maps app in android mobile.
3. Use this android application to navigate between your current location and your store/shop location. • Use ads with GPS enabled device.
4. The user should be able to view the Advertisements by a particular Ad category in a list form in the android application. In order to provide a better approach to advertising, the solution is to use Geographic Positioning System (GPS) to identify a user's spatial location. After mining the user's social account data, the system will provide the user with relevant deals/offers currently available in that area.



2.1 System Architecture

3. FUTURE SCOPE

We are living in a digital age of information technology where every software system needs to be changed and you can't say that the developed product is a complete solution for the rest of your life. User's requirements are constantly changing. Every product has a place for improvement and expansion in requirements. The developed product also has a place for future work. Here are some of the reasons for future work and improvement in the application.

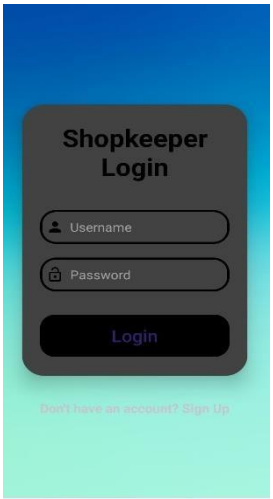
1. Application will be merged with other location based application designed for nearest hospitals, hostels, restaurant's, shopping malls.
2. Application will be used for tracking locations for family safety.

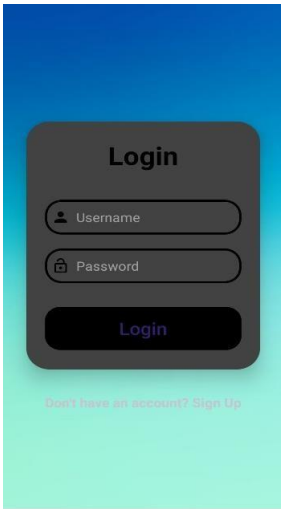
3. In next phase we automate more tasks of our daily routine.
4. In the event of a Mobile shutdown, we anticipate the cause and notify the appropriate person.

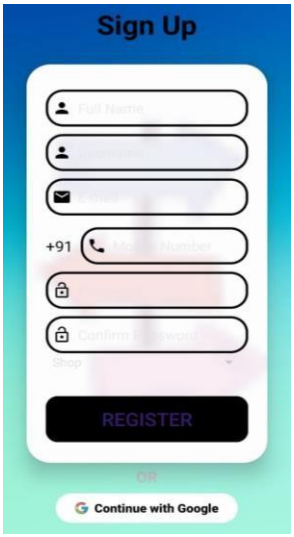
4. CONCLUSIONS

This paper aims to create an advertising system that identifies the user's preferences and interests in a certain area and conveys their interest using android app advertisements with GPS into the user's location. Web services are constantly creating new business opportunities and revenue for internet companies. Targeting increases the effectiveness of advertising by reducing the waste of sending ads to consumers who are not likely to buy the product. Targeting or better targeting will result in lower advertising costs and expenses. GPS-enabled devices help to find the user's preferred area for the specific Ads in the area of user's where they want to go. With GPS, it is possible to monitor and detect the exact location on the globe and get aware of the people while searching for the exact location in large areas of city etc. A Location Based Task Management app on Android platform has been successfully developed that can save one reminder one at a time.

5. OUTPUT







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