Abstract

The purpose of the project was to develop a system that uses beacons to gather information for more effective customer interaction. The system to be developed will personalize the customer’s experience with each visit to their favorite location. By leveraging beacon and mobile device technology, the system will gather and store information about customers in a database for any application that wishes to use this system. The database will include the customer’s identification and any items that customer is interested in. This system can personalize the shopping experience by providing custom messages or relevant advertisement when that customer enters a location. The system can further provide sales or coupon information based on the information that has been previously stored in the database.

To accomplish this we used SQL to build the database and developed an Android application in PhoneGap using JavaScript so that it may be adapted for other SmartPhones.

Our key results have been that we were able to get the application to scan, find beacons, and set up communication with the server that hosts the SQL database.

Results

This system will help companies create a personal relationship with their customers. It will allow for them to gather statistics and offer customized offers to customer to give them a personalized experience while visiting a store.

Architecture

Impact

Summary

Leverage mobile and beacon technologies to provide personalized interactions with customers.