My solution to creating a mobile application for local events, eateries, and attractions involves combining several new technologies in an innovating way. The solution will use both mobile and web applications in order to allow users to see what is available in their area on both their computer and phone. Using a combination of an attractive and simple user interface, geolocation, near field communication, notifications, and a well implemented server will make my solution stand out in an otherwise stagnant market of advertising mobile applications.

An attractive and simple user interface will provide a better experience for the user, which will improve the applications popularity. Current applications rely on old interfaces, which require the user to navigate through waves of windows before getting to where they actually want to go. This project will instead display the sponsoring company’s logo while loading information from a server, and quickly bring the user to a map with nearby locations. It will also display a simple list of sponsored and paid advertisements as a partial overlay to the map, which can easily be hidden from view.

Geolocation, through GPS, will provide an accurate outdoor location to be used for targeted advertisements. It allows potential customers to know if they are close to an upcoming event, an attraction, or an eatery. On the web based version of the application, HTML5’s geolocation will be used in order to determine the user’s location. This will allow specific users in a targeted area to see only the information that is relevant to where they are located.

Near Field Communication, NFC for short, is a relatively new and unused technology allowing users to tap another device or an NFC tag in order to quickly share information. Where the mobile GPS lacks indoor positioning NFC will provide an innovative solution. NFC could be used in a wide variety of methods including the use as a loyalty card, a fast payment method, to share locations, or to “check-in” to a location. Allowing users to check-in to locations, by tapping their phone against a tag within the event, eatery, or attraction, will eliminate the inaccuracies of GPS.

In the past, notifications have been used to alert individual users that their friend has messaged them or that they have a calendar event coming up, but my solution will use notifications for a wide range of functions. If the sponsoring company wishes to advertise an upcoming sponsored event, they can simply push notifications to all of the users, in the correct area, so that a large audience will know about the event. If it has been awhile since a user has gone to an eatery, they can be notified that it’s been awhile and even offer a coupon if the advertising client wants to.

Since users want their information fast, it is necessary to give users their data quickly with a well implemented server. Past advertising and social networking applications do not have a great track record of being very fast, and the Facebook application was a prime example of a poorly implemented application and server. The speed and reliability of a hosted ASP.NET server with a MySQL database will allow data to be quickly driven to users.

There are currently several applications to allow people to find restaurants and locations, but there is no easy method for advertising clients to share their events easily with their customer base. My solution gives advertising clients the means to easily share their sponsored events to a large audience as well as target individuals based off of their location and previous visits to eateries, events, and attractions.

My solution will allow the media company to advertise, or promote, their sponsored events, eateries, and attractions as well as to charge other advertising clients to allow them to advertise within the application. Targeted ads based off of previous visits and locations will allow the advertisements to make it to the right users, which will drive customers to the advertising clients. Sponsored locations will also see greater attendance through the application, which will help to bring the hosting media company more money as well.

My solution uses the combination of several technologies in order to make it simple and attractive to the users. This will allow it to gain popularity within the market and will give the hosting media company a large opportunity to have a large return on investment.