



CYQUENT

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Student Discounting Aggregator Mobile App



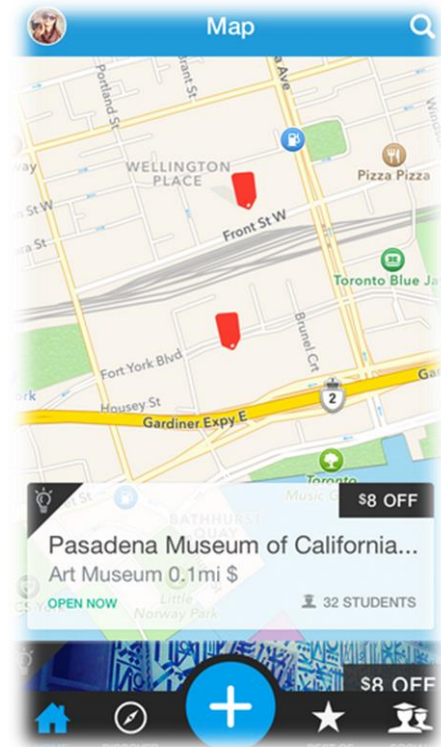
The Concept

The Students community is a big target audience, especially for Small-Medium businesses. Further, the Student community characteristically is always “price conscious”. Hence, Small-Medium businesses like Retailers, Restaurants, Salons, etc. tend to offer regular discounts to the Student community.

Further, students are very a clannish community, and their preferences are deeply influenced by their friends and peers. Hence, social referencing is a huge driver for students to decide which places to patronize.

Using the cognizance of the above established facts, the project aims to create an Aggregator Platform for the listing of businesses that are offering discounts to Students.

Further, as a true “community” app, the platform provides “social interaction” features like rate, review, comment, etc.



The Features

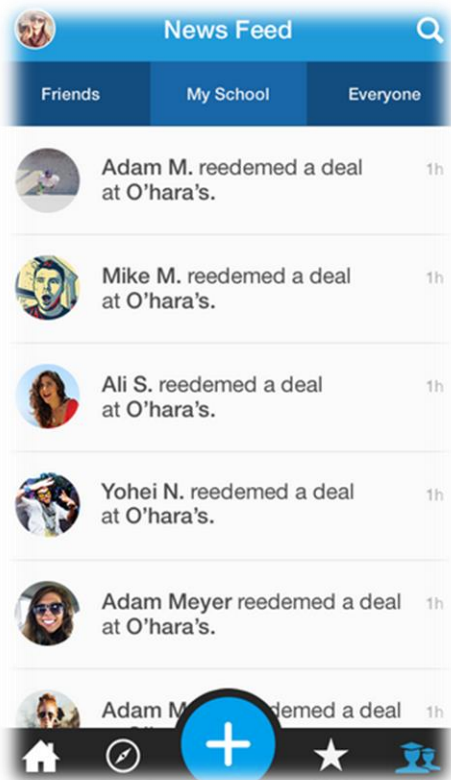
Based on geo-location of the user, all deals are populated onto the map for easy user access. Searches for different locations on the map are possible.

Both Businesses and Deals are categorized and sub-categorized to allow users to quickly narrow down their search. Users can simply “shake” their device to see a new deal pop up.

Users can browse businesses in the area, view and redeem deals, comment and review on businesses and deals. Further, users can proactively add deals that they discover and contribute to the community as well.

All User interactions are recorded by the user, the business and the deal. This allows to provide community referential features of WHO, WHEN, WHERE, WHICH and the like.

Internal analytics throws up TOP DEALS, POPULAR DEALS, etc. based on a combination of factors.



The Solution

This being a start-up venture, the entire Product Development cycle was highly agile, with mini-milestones, quick turnarounds using a unique "invent-review-release" cycle.

Titanium Appcelerator was selected as the hybrid development platform for the mobile app, and PHP / MySQL was the default choice for the server side application.

Geo-positioning and Geo-locational services were deployed effectively to make the deal searches relevant to the users and therefore achieve higher traction.

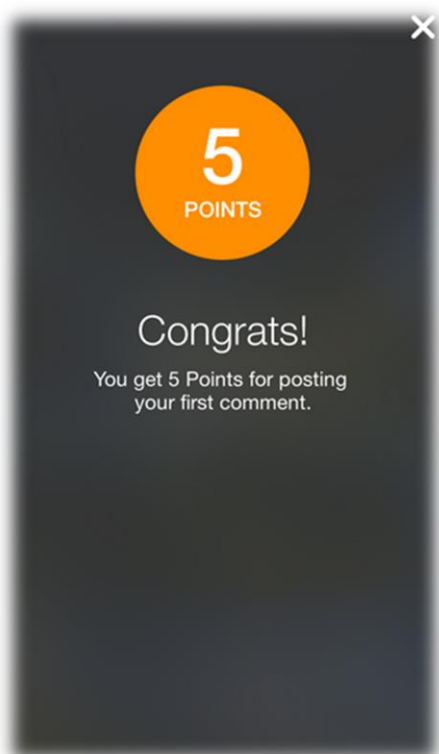
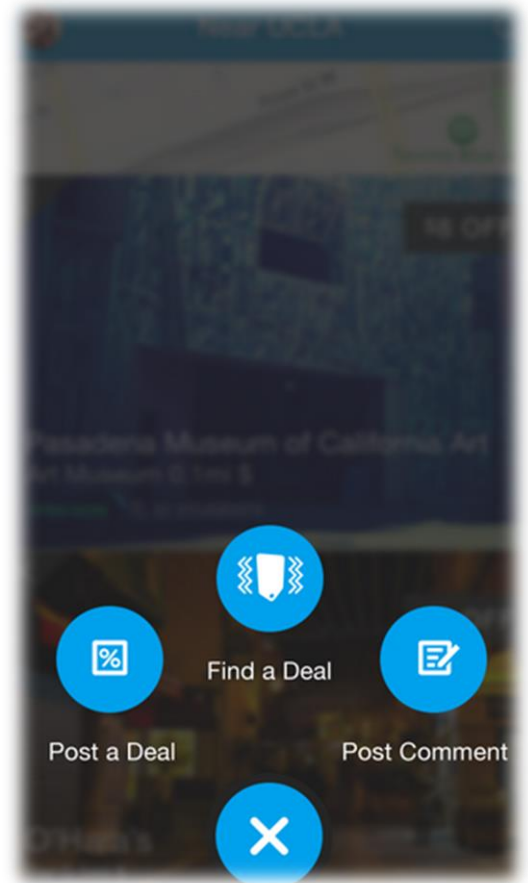
The application was designed around the college-going fraternity, and hence the user-experience was fine-tuned to be modern, minimalistic, intuitive and quick.

Use of Data Analytics allowed for providing "leaderboard" statistics. Analytics was also smartly used to increase the relevancy of the search results to the user, based on factors such as popularity, redemption count and customer preferences.

To increase stickiness of usage by the community, a slighted concept of "gamification" is introduced through a "recognition" feature that highlights active users of the app to the entire community.

Heavy investments were done in Load and Performance Testing, and varied technology tweaks were applied to ensure satisfactory response times, even on high data loads. Multi-threading and Memory Management techniques were applied to ensure performance and stability of the app.

Data is the "key to success". Hence, businesses and deals information have to be current, relevant and ample, for this Aggregator platform. Data collection, compilation, cleansing, categorization and syndication are an integral and on-going backend task for the success of the platform.



The Technologies

- Titanium Appcelerator
- PHP
- Web Services
- SOA & UML Design Methodologies

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