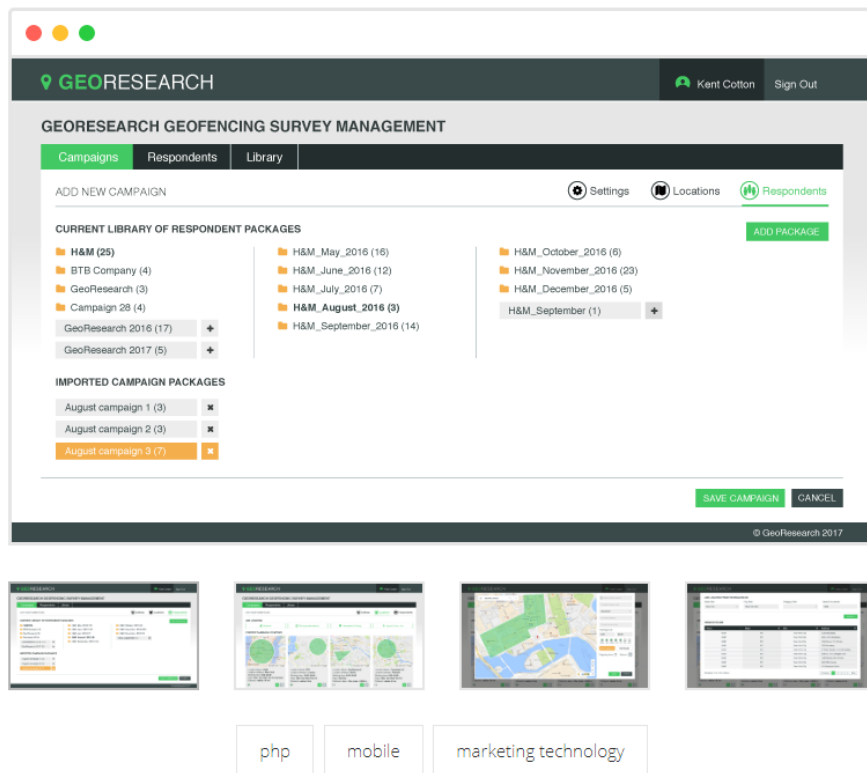


Portfolio

Cutting-Edge Market Research and Geofencing Solution



Project Overview

An established market research company needed to develop an innovative system that would enable marketing specialists to survey opt-in consumers at the right time and place.

The resulting product is a backend-driven geofencing solution designed to obtain targeted consumer feedback regarding specific products, services, or brands. The feedback data is captured while the consumer is in a natural shopping environment, which eliminates information decay. The system sends a push notification to a mobile device with an invitation to take a short online survey. The notification can be triggered whenever a customer enters, exits, or stays in a location for a predetermined period of time.

Key backend features include precise geotargeting functionality, full iBeacon support, an ability to create arbitrarily shaped data capture areas ("geofences") on the map, seamless Foursquare and Google Maps integration, and more. The system includes mobile apps for the iOS and Android platforms.



Technology Stack

PHP, MySQL, JavaScript, Foursquare API, Google Maps
Drawing Tools, iOS, Android



Timeframe and Workload

Duration: 3 months
Effort: 10 man-months