

artistree

Artistree: iOS location based marketing app for music retail

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Record storeowners



Problem



Introduction

Artistree: iOS application for music retail





PlaceGuides

Creates campaigns for events using geo-triggers and push notifications to notify attendees on promotions, samples and sales

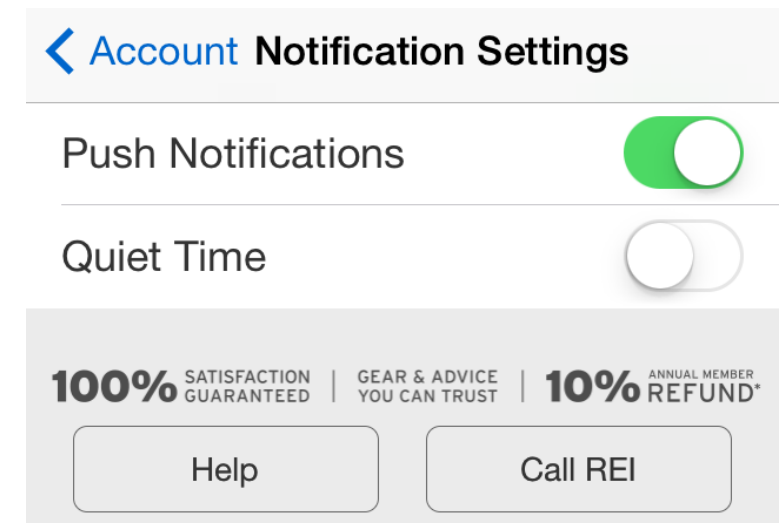
i.e. Nespresso campaign

America's Cup Village at Marina Green
San Francisco, CA



REI app

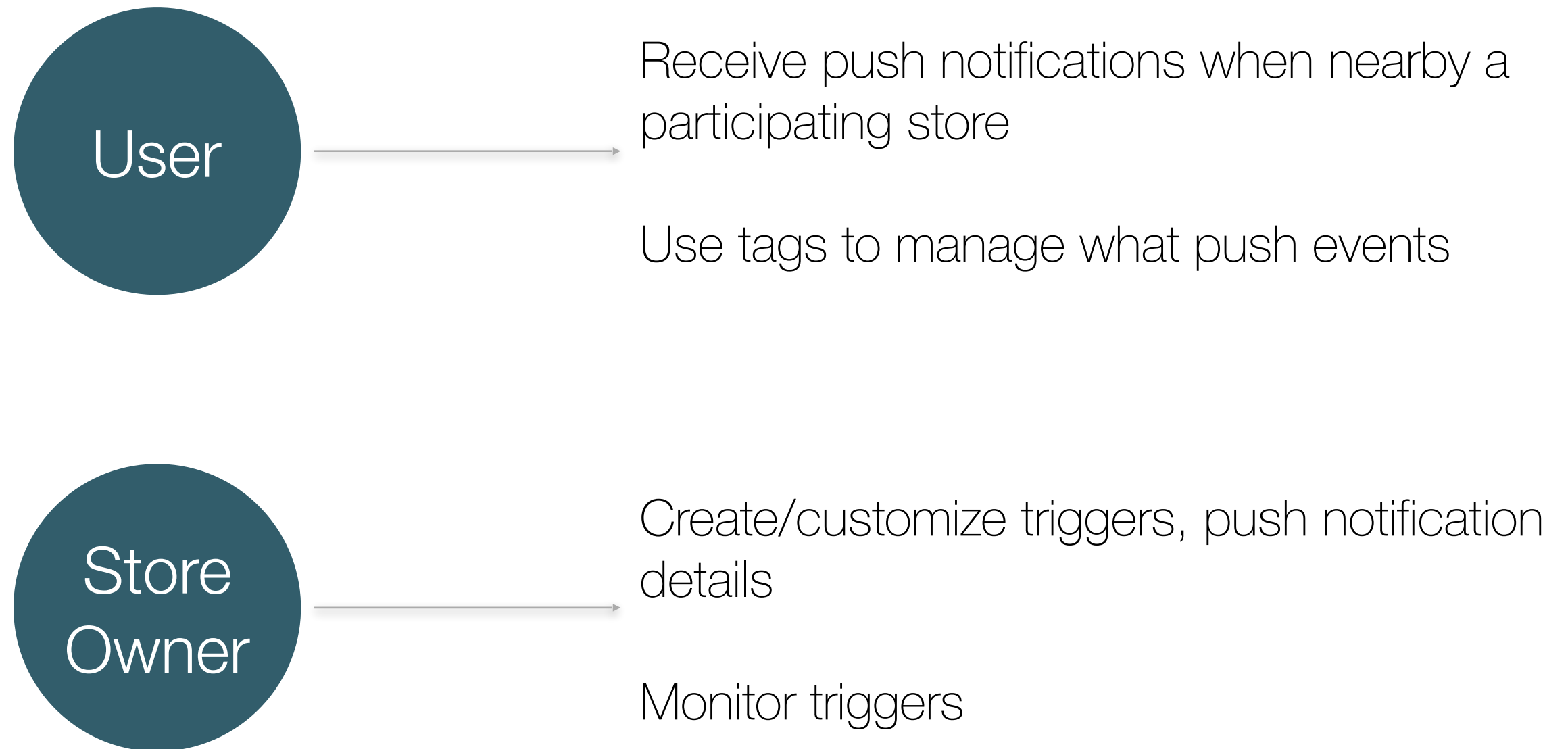
Users REI app receive notifications on REI sales events delivered to REI message center on users phone



Background

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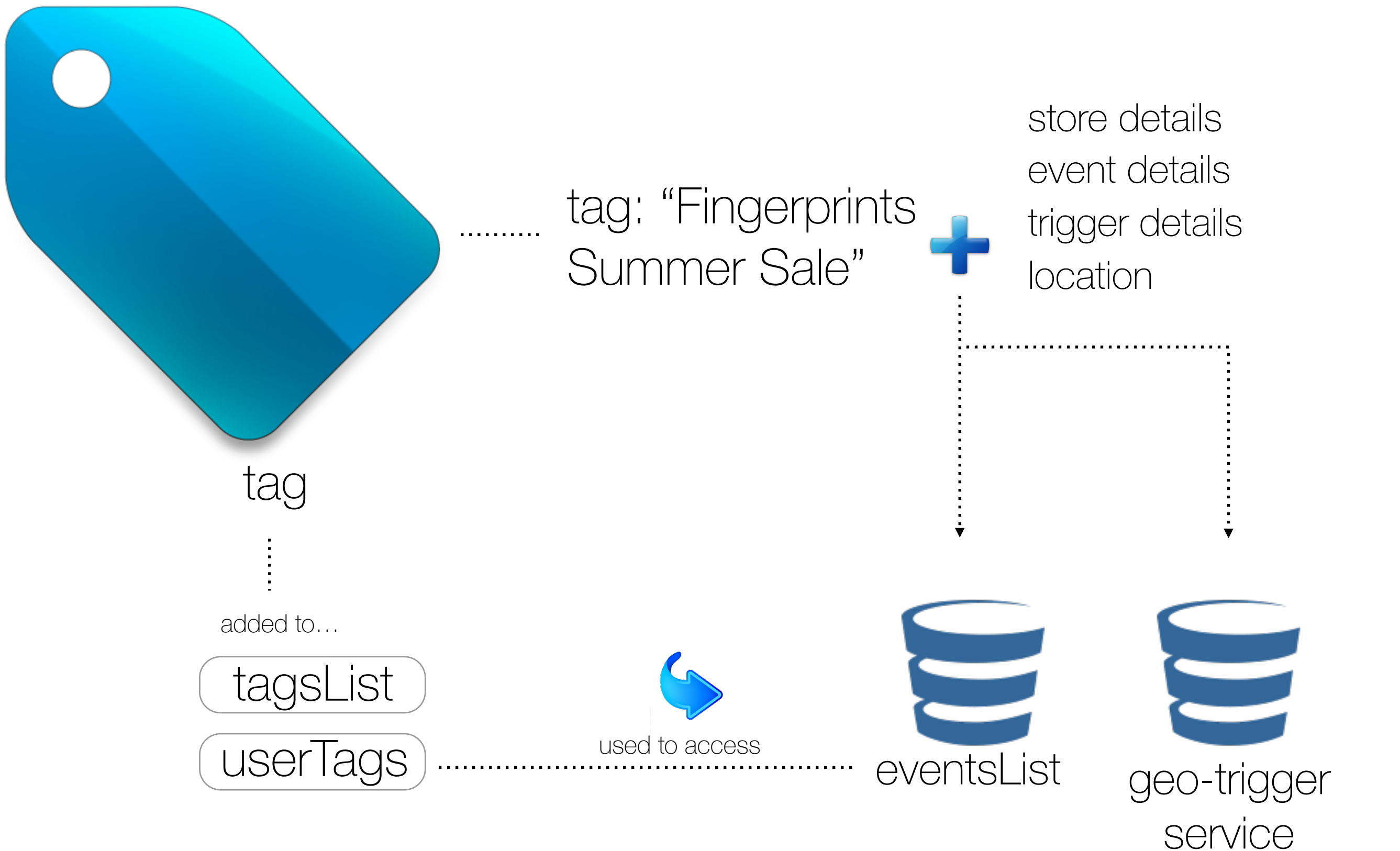




Application requirements

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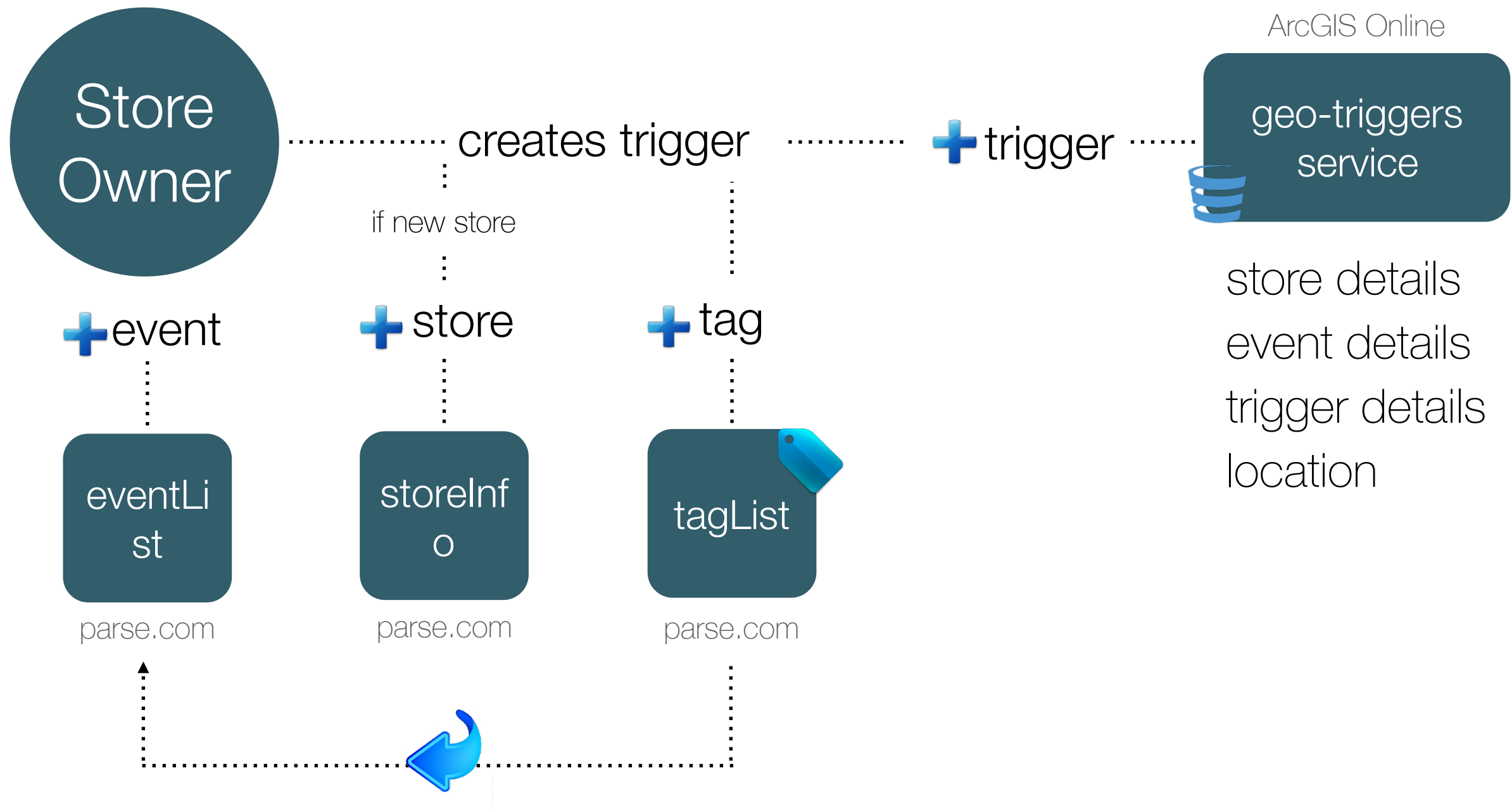




Using tags to relate data

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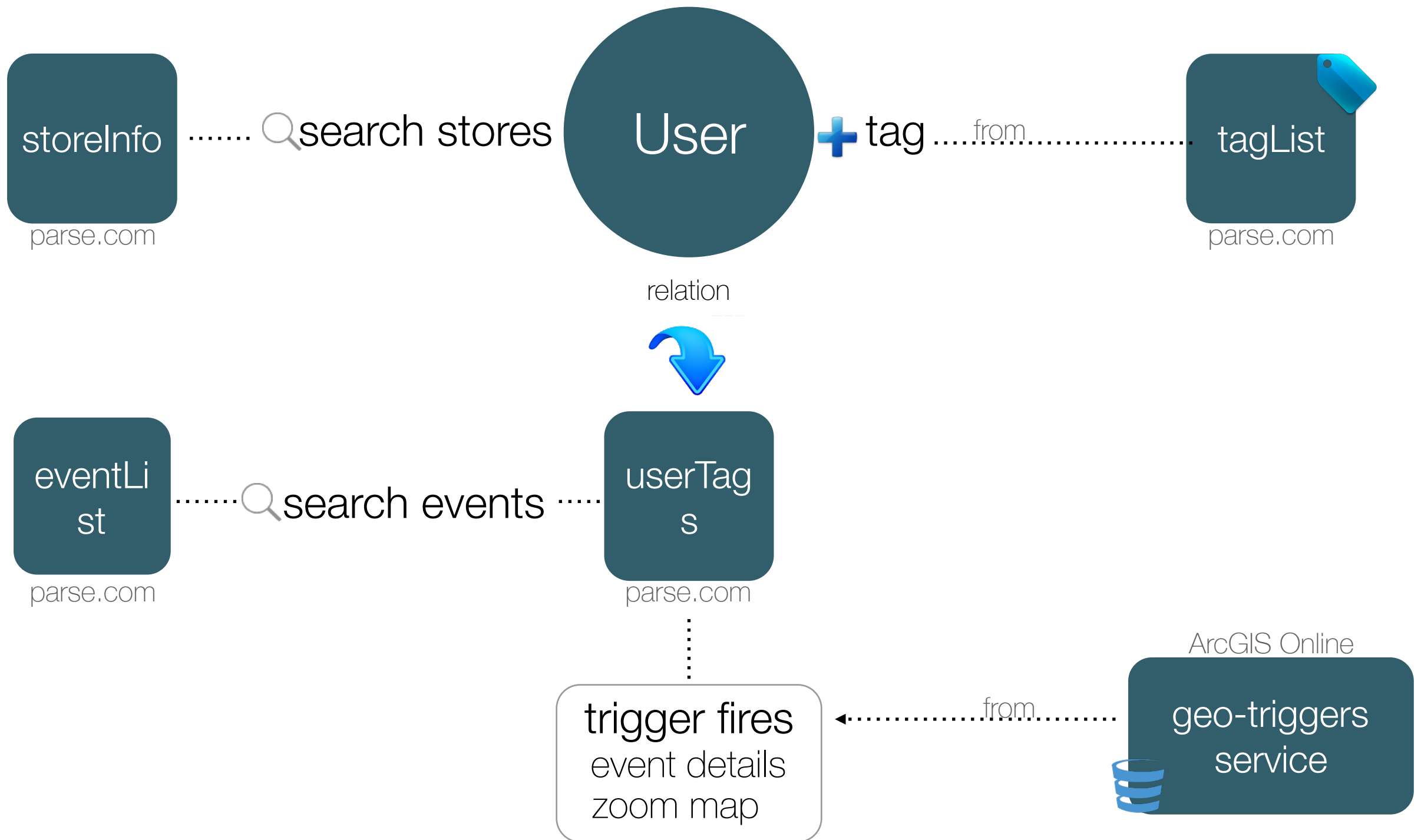




Storeowner requirements

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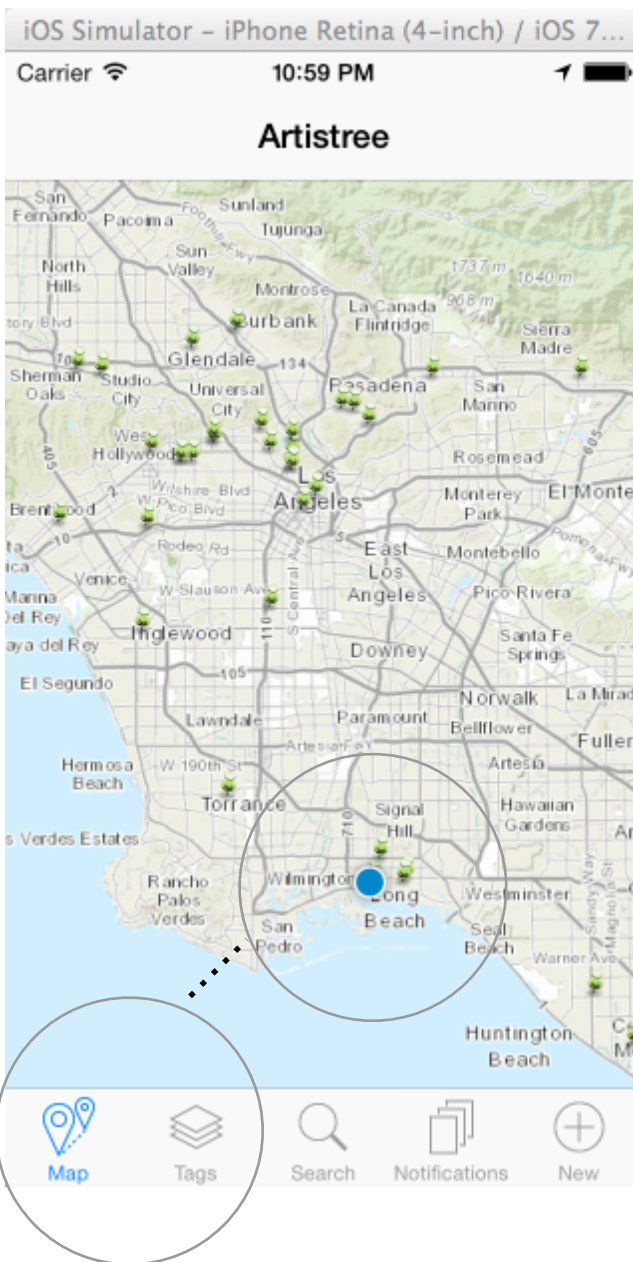


User requirements

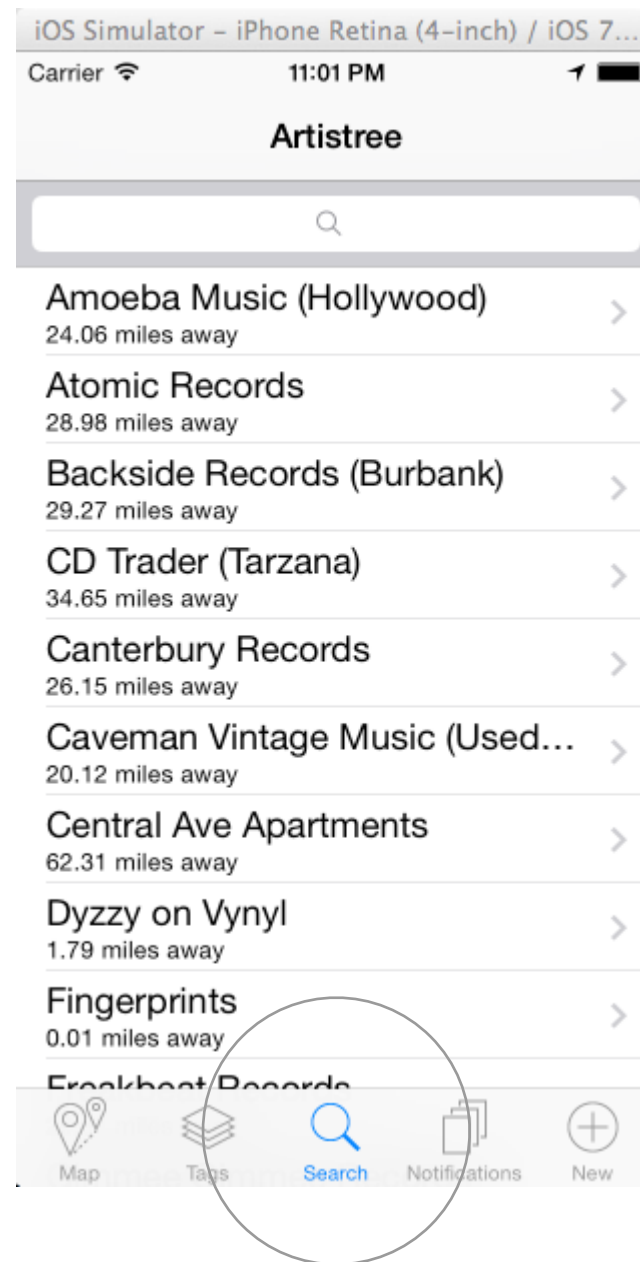
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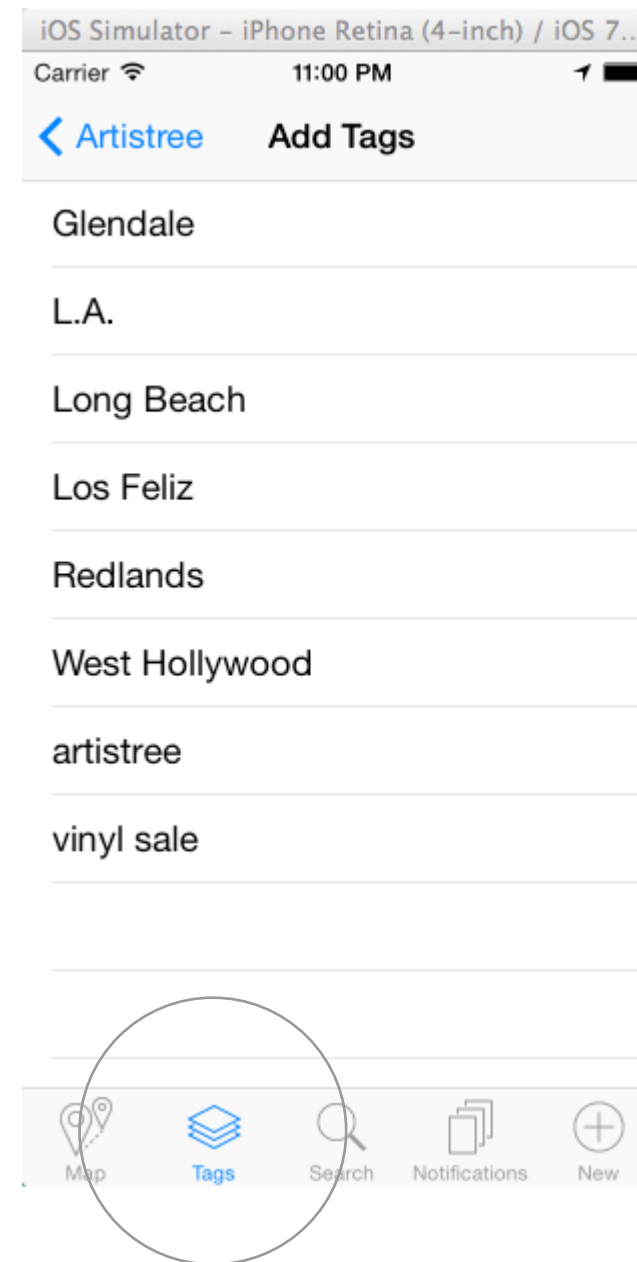
map view



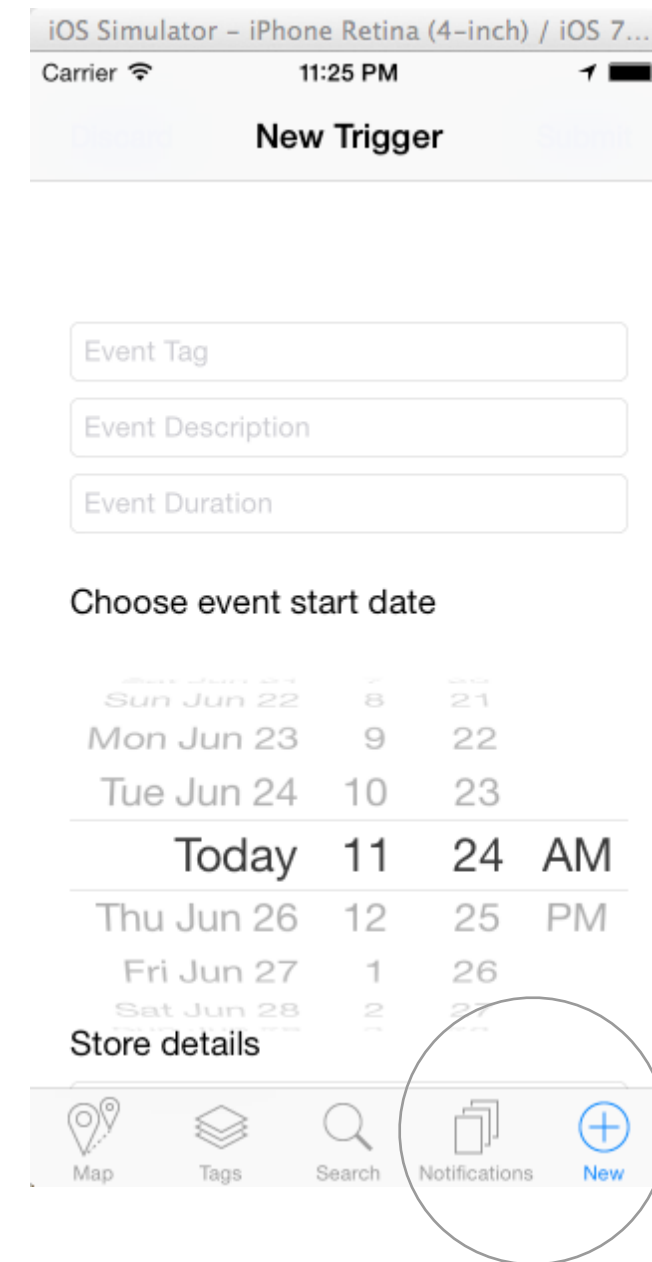
search stores



edit user tags



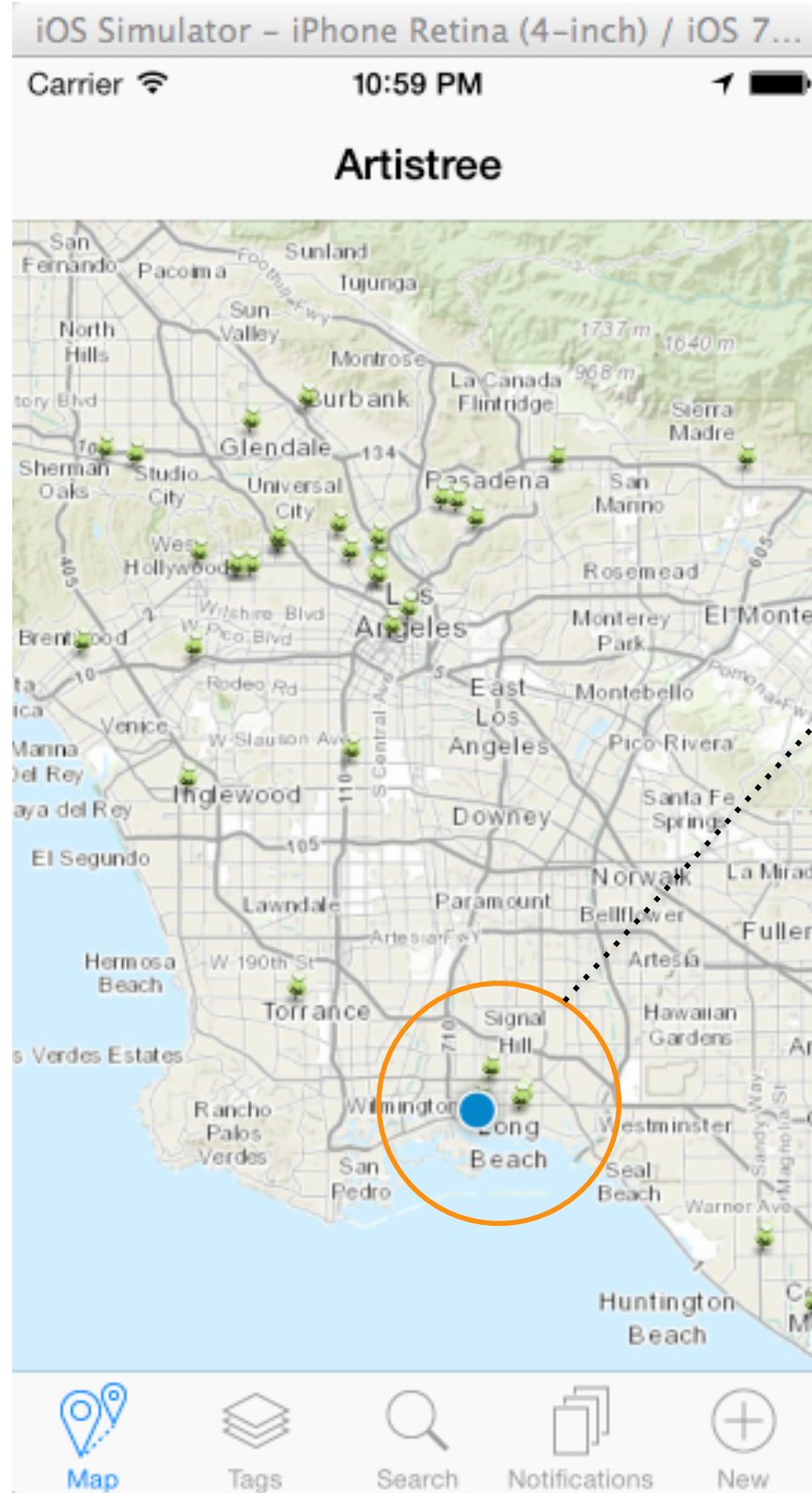
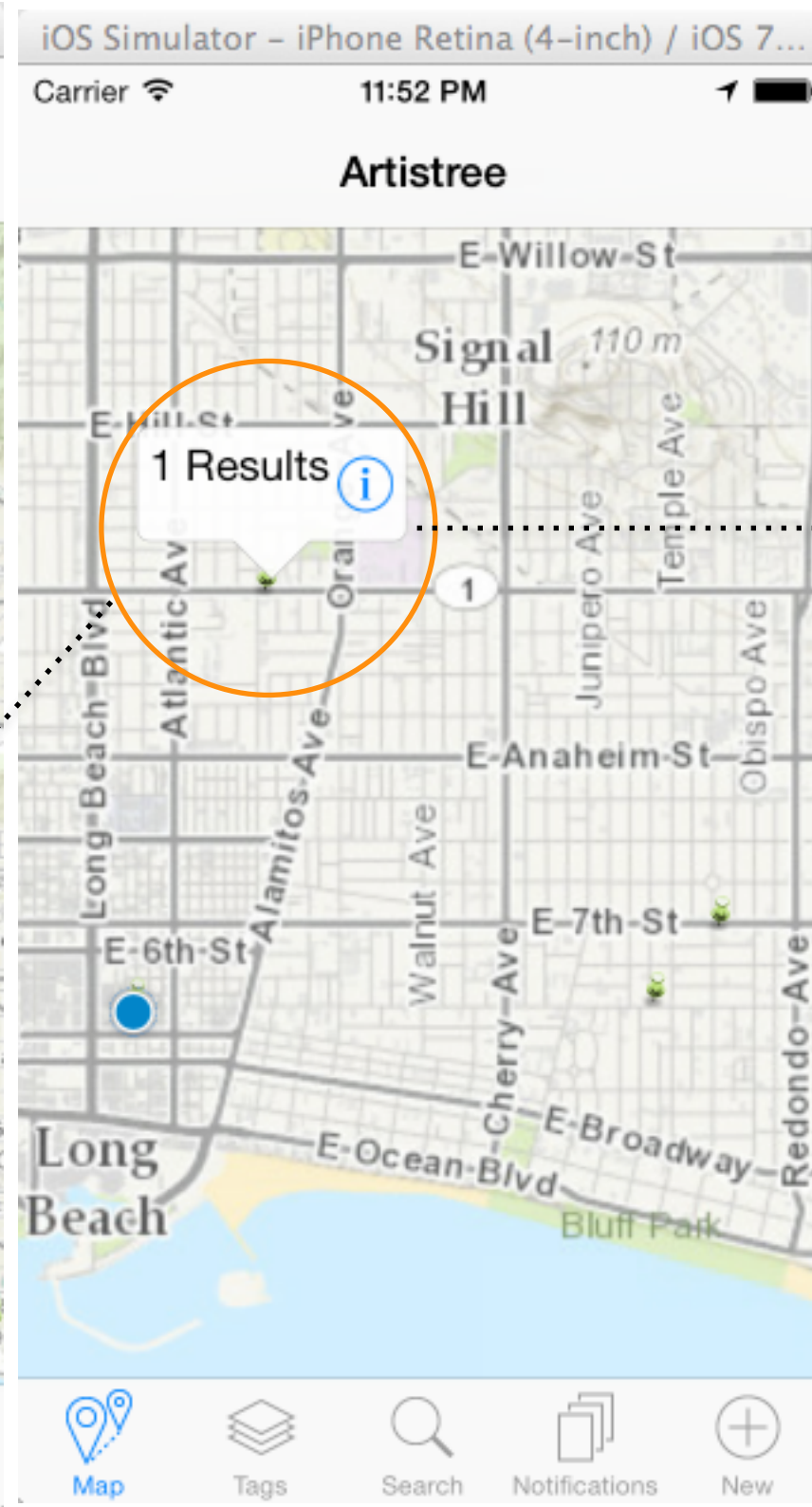
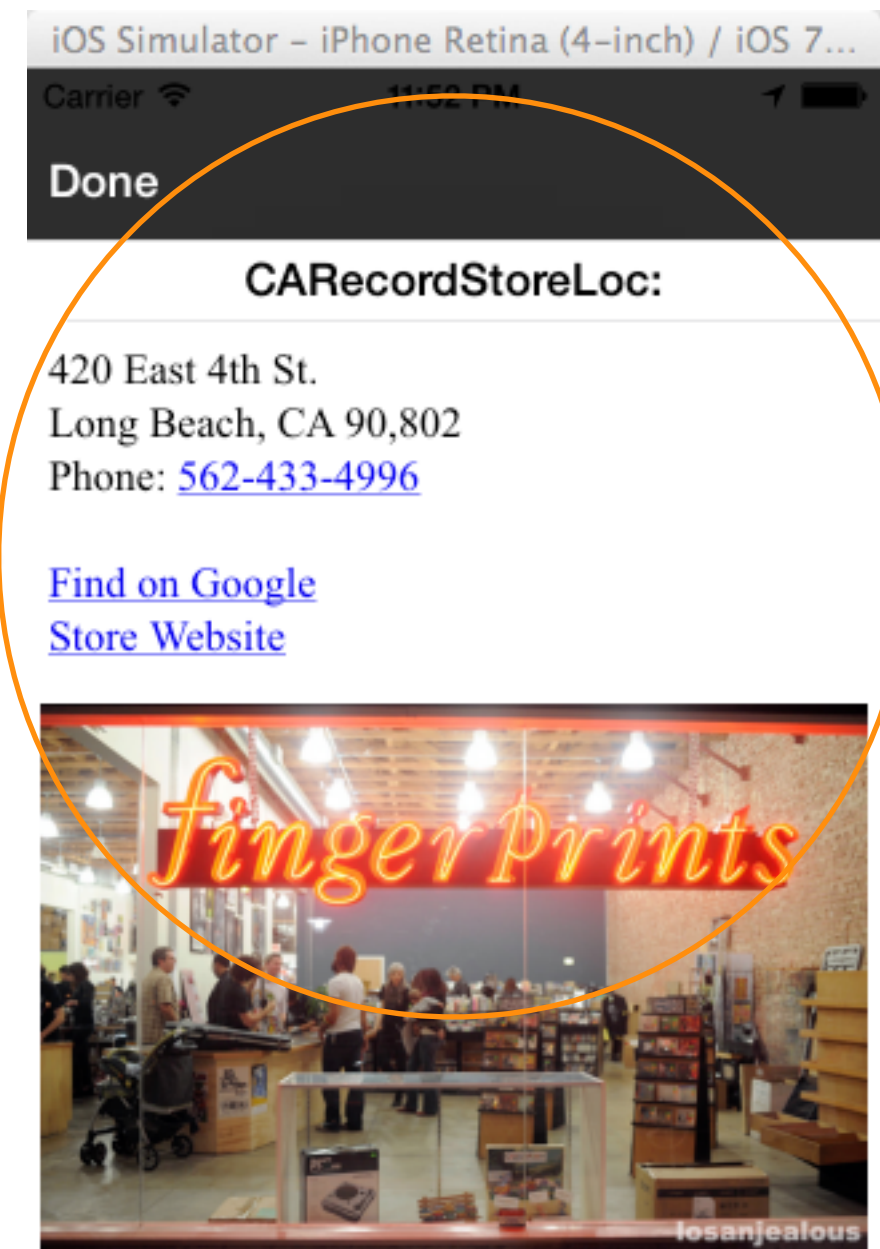
adding trigger



System design

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System design: map popups

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Store information table

Role		address String	city String	google String	latitude Number	longitude Number	name String	phone String
User	3	1200 E Colton Ave	Redlands	Find on Google	34.069953	-117.1746375	University of Redlands	Phone: (909) 793-2121
storeInfo	39	214 E Redlands Blvd	Redlands	Find on Google	34.057079	-117.179829	Katz Alley Record Store	Phone: 909-798-3444
taglist	8	17 East State St.	Redlands	Find on Google	34.054451	-117.182092	Redlands Vinyl Record...	Phone: 909-793-5252
TestObject	1	1111 East Central Ave.	Redlands	Find on Google	34.0585571	-117.165675	Central Ave Apartments	Phone: 240-338-4335
		5123 York Blvd.	Los Angeles	Find on Google	34.121147	-118.203872	Wombleton Records	Phone: 213-422-0069
		3815 W. Sunset Blvd	Los Angeles	Find on Google	34.091408	-118.279073	Vacation (Vinyl Only)	Phone: 323-666-2111
		21405 Brookhurst St	Huntington Beach	Find on Google	33.6517488	-117.9536858	TKO Records	Phone: 714-962-0500
		453 S. Spring Street	Los Angeles	Find on Google	34.047806	-118.24956	The Last Bookstore	Phone: (213) 488-0599

User table

Role		objectId Stri...	username String	password String	authData authData	emailVerified Boolea...	email String	tagRelation Relation
User	3	g4o82djfQK	artistree	(hidden)	(undefined)	(undefined)	artistree@gmail.com	View Relations
storeInfo	39	mmjauOvTf	tom	(hidden)	(undefined)	(undefined)	geoidlife@gmail.com	View Relations
taglist	8	aaoyKuhmoM	nico	(hidden)	(undefined)	(undefined)	nico.roldos@me.com	View Relations

User's tags

Role		tri...	createdAt Date	updatedAt Date	ACL ACL	FID Number	app String	tag String
User	3	iZ	Jun 18, 2014, 06:24	Jun 18, 2014, 06:25	(undefined)	8	artistreeApp	Los Feliz
tagRelation			Jun 18, 2014, 05:01	Jun 18, 2014, 05:38	(undefined)	6	artistreeApp	Redlands
storeInfo	39	c	Jun 18, 2014, 05:01	Jun 18, 2014, 05:38	(undefined)	5	artistreeApp	West Hollywood
taglist	8	J7	Jun 18, 2014, 05:01	Jun 18, 2014, 06:24	(undefined)	4	artistreeApp	L.A.
TestObject	1		Jun 18, 2014, 04:57	Jun 18, 2014, 05:38	(undefined)	3	artistreeApp	Long Beach

Database on parse.com

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Interactive Development Environment:

X-Code



Software development kits:

Parse.com SDK

ArcGIS Geotriggers SDK

ArcGIS iOS Runtime SDK



Hosting:

Parse cloud hosting

ArcGIS Online (both triggers and feature service)

Implementation

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Tested:

Small and large triggers fire

Notifications easily updated via ArcGIS Online

Results vary:

Proximity to cell towers



Battery drain if trigger created with GPS mode (fine mode)



Summary

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Front end:

improve U.I.

+ more information to pop-ups

Incorporate social media 

Behind the scenes:

Upgrade hosting capabilities

Recommendations

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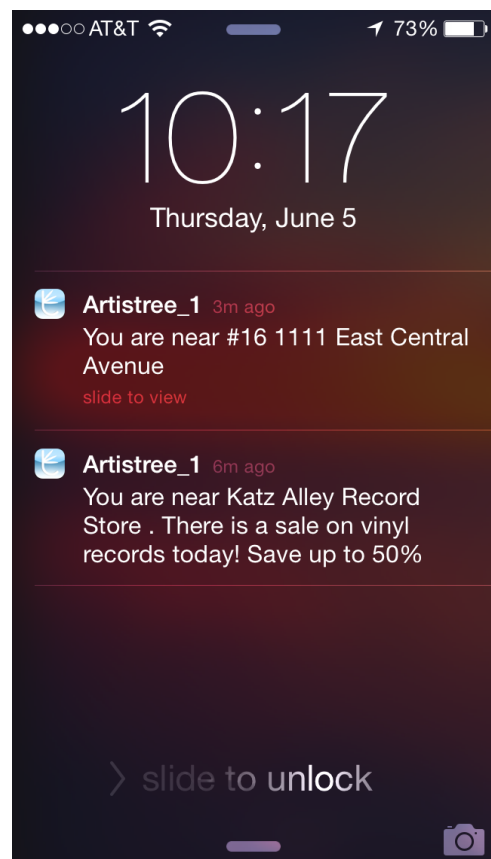


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Thank you

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images & diagrams

artistreeApp

