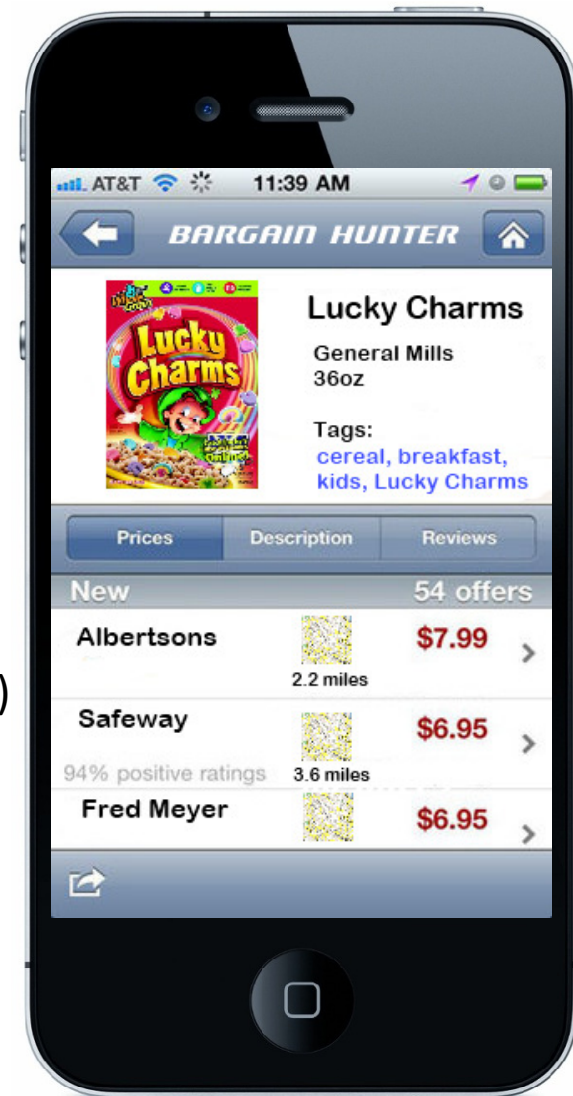




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Vision

- User Submitted Prices For Products
 - Real Time
 - Physical Stores and Websites
- Searchable Product Database
 - Ranked by Lowest Price and/or Distance Away
 - User Ranking/Feedback System to Ensure Accuracy
- Featured “Bargains”
 - Companies Can Pay to Feature Their Sales Prominently in Search Results (ala sponsored results)



Target:
Smart Shoppers Everywhere

Software Architecture

Stores:

- Products and Info
- User Profiles and Reputations
- Computes Search Results and Results Ordering

Provides interface for:

- Search
- Adding New Bargains
- Sorting Results
- Ranking and Verifying Results and Other Users

Directions and Distance to Product Location



Possible Target Platforms:

- Android
- iOS
- Windows Phone 7

Technologies:

- Smartphone SDKs
- MySQL Database
- Google Maps API

Challenges and Risks

- **Verifying User Submitted Content For Correctness**
 - Malicious or incorrect data could frustrate other customers
 - User ranking and feedback system could mitigate this risk
- **Keeping Results Up To Date**
 - Prices fluctuate frequently, and if the app became popular, stores could even game the system (i.e. selling a few items at large discount to reach the top of our search results)

