



Web Based SMS Push Mechanism

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Abstract: The objective of the project is to send SMS to the general customers. It is known that SMS is a mechanism through which a user can push the information to which it would be intended for. It keeps a good impact on the relation between a customer and a marketing person. In this paper, a new technique is adopted through which a user can create his own database through which he can easily publicize about his products in to the market. By adopting this method for various marketing related aspects will results in effective advertising within shot time. To create database and to access it and to push SMS we using SMS Push Technology. This push mechanism is mainly used in website marketing, showing the advertisement that a user with his certain profile in which he was interested in that particular, which can also be used for a user with a known profile interacts with an information system. This system will generates a Behavioral Profile through which all the functions for serving an SMS will be happened. SMS messages can be sent via web services. SMS web services are an intelligent way of sending SMS through gateway. You can send your SMS to mobiles, based on URL and parameters you define. Using web services WSDL we can consume web methods of the services and send the SMS via their gate way server.

Keywords: Profile, Gateway, URL, Wsdl.

I. INTRODUCTION

Now days, as the technology growth influencing usage of the mobile phones in the market motivating the new design ways of mobile information sending services. With increasing of internet usage the information they required have to get with different queries and also keep on going through pages of result which they want.

SMS means Short messaging service. It is a mechanism of passing messages through mobile networks. It is a store-and-forward method for transmitting messages to and from cell phones. The (message just) from the sending cell phone is put away in a focal short message focus (SMC) which then advances it to the end cellular telephone.

This implies that, when the beneficiary is not accessible, the short message is put away and sent later. Each one short message might be no more than 160 characters. These characters could be content (alphanumeric) or paired Non-Text Short messages. Today, of all the tremendous scope of options, SMS is progressively turning into the first decision for arriving at crowds (single to single or single to different correspondences – otherwise called show correspondence

SMS innovation is upheld by 100% of GSM handsets and is, along these lines, accessible for any individual who has a GSM handset. SMS was initially created for individual to-individual informing; in any case, it has been generally conveyed outside this extension. It is currently being utilized to send SMS warnings for new voice mail, email, and fax messages, permitting remote checking of administrations where a SMS warning is conveyed informing the head that a server is using up assets or that a deficiency has been recognized.

Quick development of administrations and frameworks that are fabricated around SMS has prompted the advancement of SMS API's which help engineers give their administration to proposed clients in a simple way.

Content Alert System to enhance data spread & web based and SMS Technology use [1].

In the part under "Content Alert System to enhance data spread", endeavors were made to accumulate information on the respondents' past record of accepting most recent data. It likewise accumulates data whether the respondents' is mindful and reacting to the message depends. This data would give a general feel of the respondents' experience reacting to the poll. The second piece of the poll is on electronic and SMS innovation use, managed the respondent's perspective and experience utilizing the current engineering [1].

These days access to Internet is constrained to PC clients and advanced mobile phone clients, which structures around 5% of our populace [3]. Regardless of the way that advanced mobile phones are picking up expanding force and fame, a noteworthy part of cell phones in creating locales are still basic ease gadgets with constrained transforming and correspondence capacities. This is particularly valid for creating nations. Truth be told, as indicated by Pew Internet Project [4], stand out third of American grown-ups own advanced mobile phones, among the 83% of US grown-ups who have a cell or something to that affect.

Because of a mixture of social and monetary components, voice and SMS will probably keep on remaining the essential correspondence channels accessible for a non-trifling part of the populace in creating districts [4].

Individuals at the lowest part of the pyramid don't have entry this colossal wellspring of data and administrations that can significantly enhance their lifestyle [4]. To break this hindrance and empower even non-Internet proficient gadgets to get the estimation of the Web, we propose a SMS-based administration that empowers clients to get to Web benefits however short messages. Our SMS administration overcomes any and all hardships between advanced cell and low-featured mobile devices that don't have Internet capacities. Our answer empowers clients with low-offered cell phones to get to Web content anyplace whenever. This has a decent financial effect as well, on the grounds that an advanced cell is no less than 10 times costly than a low end telephone.

Also, information arrangement of Internet access is really high. Our answer empowers clients to be online with least cost. Of the accessible web administrations, we decided to execute access to Google's administrations for our task. This does not keep one from developing our routines to different administrations, for example, Yahoo, ebay, Amazon, and so forth [3].

There are three reasons why using SMS appears the consistent methodology for conveying administrations in creating nations as opposed to the Internet: the quantity of SMS clients is much higher, the SMS base is more far reaching and the SMS value contrasted with the Internet is much lower. SMS-based e-government may be characterized as a system and its usage includes the use of Short Message Service (SMS) engineering, administrations and applications for enhancing profits to the gatherings included in this including subjects, business, and government establishments. It may address the current configuration reality crevice between the generally proposed channel (the Internet) and the genuine ICT circumstance in creating nations which is high Internet absence of education, absence of Internet foundation, high Internet cost, and low moderateness. In creating nations individuals are more acquainted with SMS than the Internet, the quantity of SMS clients is much higher, the SMS base is more broad, SMS expenses are lower than Internet expenses and cell telephones are a great deal more reasonable than PCs [4].

Versatile engineering has helped the development of a few media of correspondence, for example, visits, messages and short message administration (SMS) content. This has altogether affected the conventional standard method for communicating perspectives from letter keeping in touch with a cutting edge manifestation of statement known as messaging dialect. In this paper we explored building a versatile data access framework focused around SMS questions.

The troubles with SMS correspondence were investigated regarding the casual correspondence section and the related trouble in looking and recovering results from a SMS-based web crawler under its non-institutionalization. The inquiry is a predefined expression based interpreted English rendition of the SMS. The SMS machine apparatus standardization calculation (SCORE) was developed for the inquiry to interface with the best positioned and profoundly improved brings about the web index. Our results, when contrasted and various open sources SMS interpreters gave a finer and strong execution of interpretation of the standardized SMS [5].

II. PURPOSE OF THE PROJECT

The objective of the project is to send SMS to the general users or customers. SMS push mechanism is a way of pushing the information to the user who would be interested in that. This technique is widely used in web-site advertising. SMS messages can be sent via web services. SMS web services are an intelligent way of sending SMS through gateway.

The scope of the project is to maintain the customer relation-ship. The business user sends sms about the updates of their required needs or products to the customer according to the keyword selected by him. The customer can also suggest the business user about their needed products by providing keywords to him. As online shopping malls are

becoming a successful for the customers to get their required products according to their needs and requirements respectively.

This SMS mechanism will gives a better communication between both the customers and the business users respectively. In this the business user will take the feedback by the customers for their requirements of their required products. According to their feedback and suggestions the business users will provide the required products of their customers regarding to their requirements. If the user is authorized, then business user will start messaging to the user on the product which he/she was interested in it.

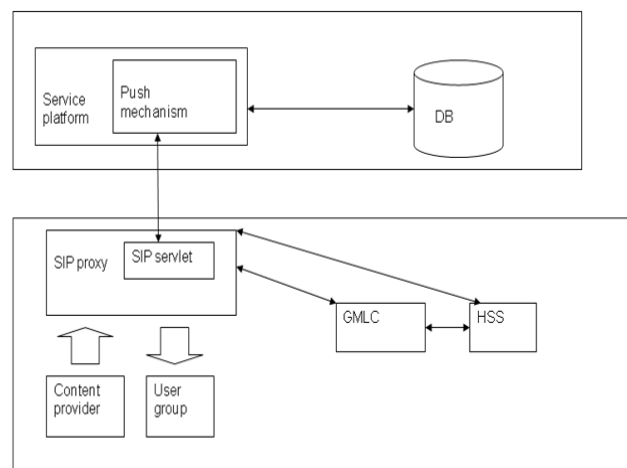
III. EXISTING SYSTEM

Previously, there is a lot of trouble to do online shopping. To search for the needed requirements they have to refer to the web-sites regularly. It was a tedious process. It was also a time consuming one.

IV. PROBLEM IDENTIFIED

The customers have to serve more than one web-sites. The requirements according to them can't be held properly. It does not maintain customer-relationship properly. So, in order to maintain the customer-relationship and to overcome these, this SMS mechanism is implemented.

V. ARCHITECTURE



In this project, the customer or the general user is used to create a profile, along that he/she will mention about the products which they were interested in. the admin will maintain the data of both the users i.e., business user and the general user. The admin will maintain the data in a database. In this project I used MySQL as my backend for the storage of data.

The admin will allow the business user when they are registered for what the products they want to sell in that particular site. When general user registered for the products that he was registered then the corresponding business user for that particular products will get the data regarding the general user or customer. The business user will allow sending the messages to his/her customers who are registered for that particular product only.

This way of communication between the customer and the business person will be benifitable to both of them.

When the business person sends the messages to the customers the admin will check whether the business person is registered in his website or not. If not then the admin will have the rights to send the message to the business user to register in the site.

VI. ANALYSIS

Previously, there is a lot of trouble to do online shopping. To search for the needed requirements they have to refer to the web-sites regularly. It was a tedious process. It was also a time consuming one. In this busy world, people find no time to buy or even to search for their daily requirements by moving to the place where it will be available physically.

This project will be a most advantageable for the customer and also to the business person. Whenever a new product came, then the business user will send the sms to the customers who were registered for those particular products will get the messages regarding that product.

This will be very useful for the customer regarding his/her interested products information getting to them and also for the business person not to lose his customer as he was sending the products information to his customers regularly.

The customers have to serve more than one web-sites. The requirements according to them can't be held properly. It does not maintain customer-relationship properly. So, in order to maintain the customer-relationship and to overcome these, this SMS mechanism is implemented.

Information about the updates of the products will pass according to selected keyword. It is a prepaid service. It will increase the business efforts. The user can suggest different keywords to the business user according to his interests and requirements also.

VII. DESIGN

Design is the planning that lays the basis for the making of every object or system. Design, as a process, can take many forms depending on the object being designed and the individual or individuals participating. Programming configuration is a procedure of critical thinking and making arrangements for a product result. After the reason and details of programming are dead set, programming designers will outline or utilize fashioners to create an arrangement for an answer. It includes low-level component and algorithm implementation issues as well as the architectural view.

VIII. CONCLUSION

This project is very beneficial for both of the general and business users respectively. Because the general will get regular updates of his products what he had purchased and also the suggested products what he had provided in the feedback forum. So this SMS mechanism provides good communication between the customers as well as business users.

IX. RESULTS

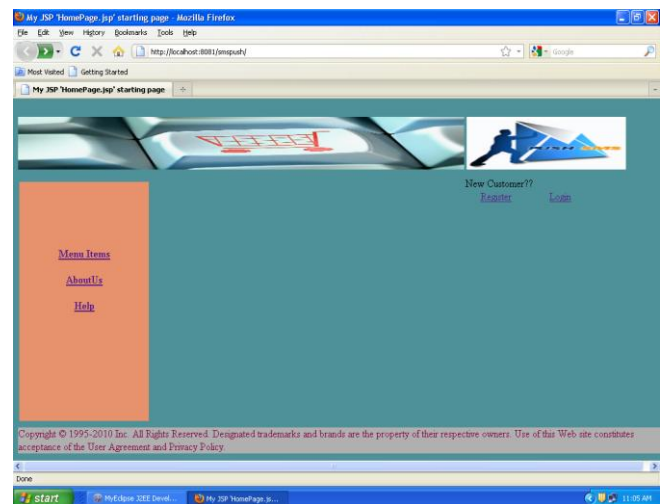


Figure.1.a: Home Page Screen

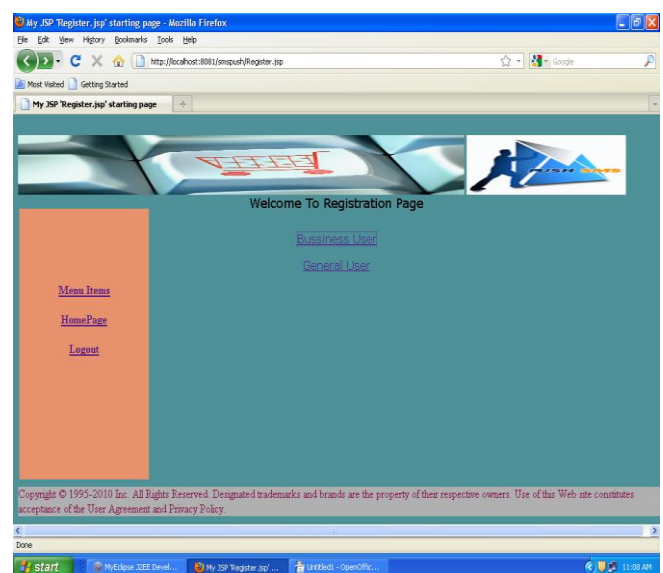


Figure.1.b: Registration Page



Figure.1.c: Business User Registration Screen

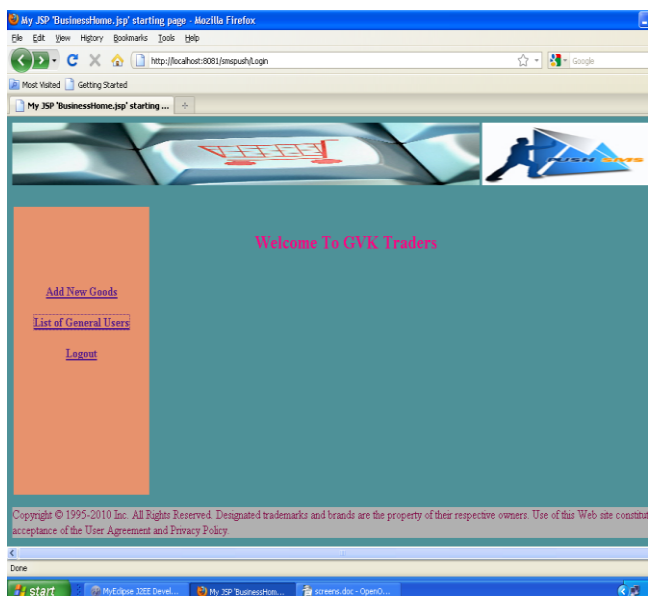


Figure.1.d: Business User Login Page



Figure.1.g: General Users Home Page

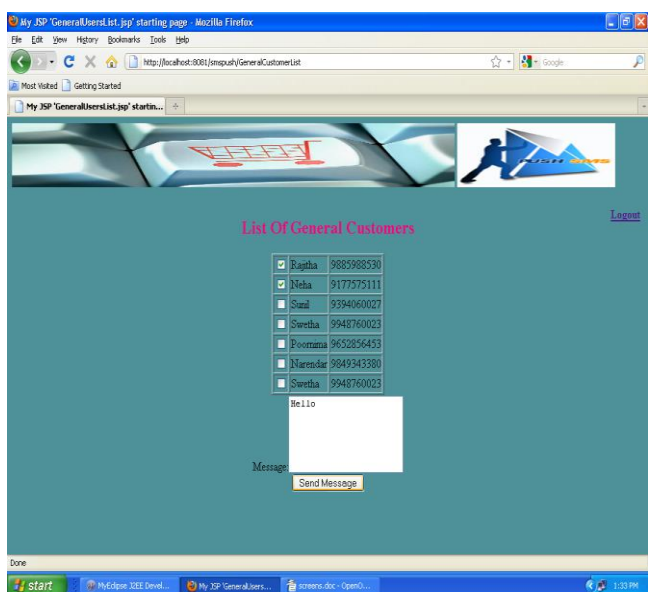


Figure.1.e: General Users List

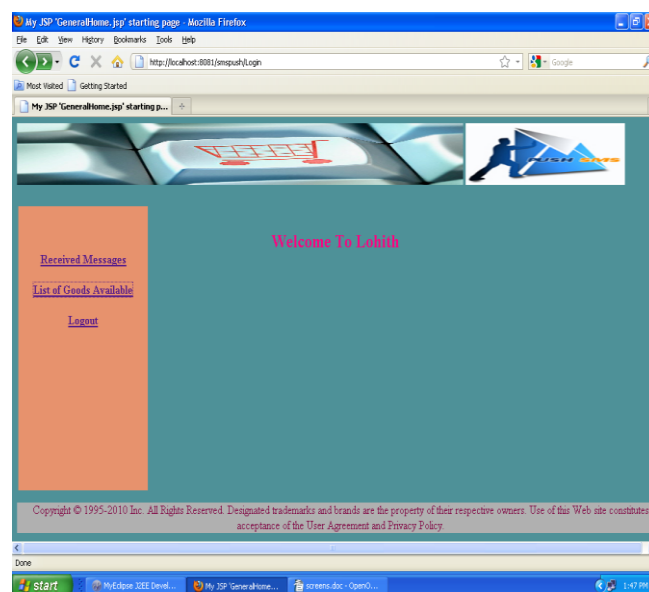


Figure.1.h: General Users Home Page

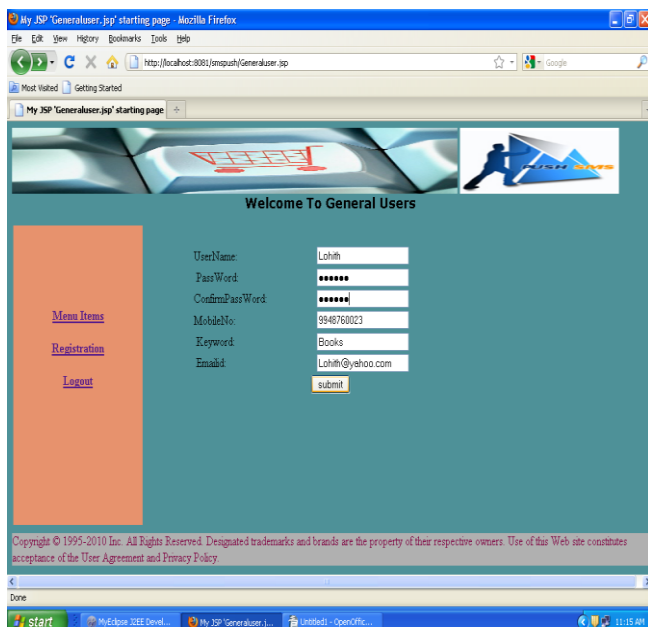


Figure.1.f: General Users Registration Page

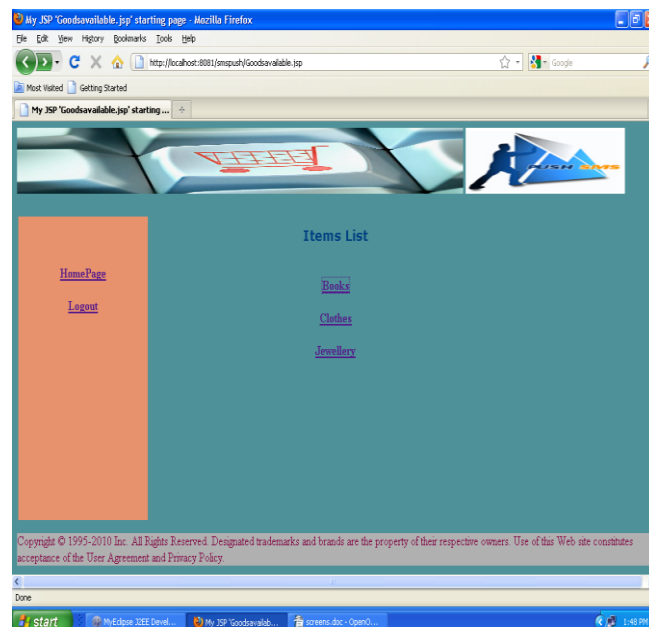


Figure.1.i: Items List Screen

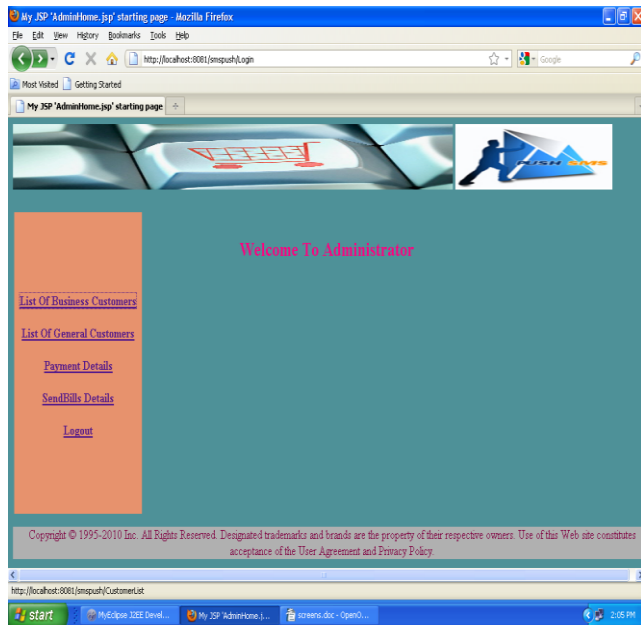


Figure.1.j: Admin Page

X. FUTURE ENHANCEMENT

In this project a few more limitations are there, these can be rectified through some directions. Illiterates can be educated by making call to the customer by the business users. Every year, improved technology provides cheaper and more efficient ways of getting updates of products to the customers.

XI. REFERENCES

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