ENHANCEMENT OF THE INFORMATION PROVIDING WEB PORTALS

Monika Johri   **Niharika Saxena**
Assistant Professor

**Department of Computer Science and Engineering,
SRM University NCR Campus, Modinagar**

Abstract:
Information providing portals like Just Dial, Sulekha, Yellow Pages are a well known name these days not only in India but worldwide and a commonly used practice to fetch information pertaining to business directories. In this Project, we will develop a new marketing & web development logic. We are trying to move a step further in this methodology providing the enquirer more benefits in terms of "KOUPONS" through our Integrated Portal, we would be sending the Discount Coupons along with the other requested details, provided the caller wishes to avail them. This portal aims at increasing the sale giving profit to the seller and also benefiting the customer with the discount. We have also added a review by customer module in this project which includes the customer panel review & rating button.

Introduction: OUR information portal, which can also be considered as an enterprise information portal (EIP), or business portal is a framework for integrating information, people and processes across organizational boundaries. It is a web site that serves as a single window for access to information from different sources across the internet and serves as a single gateway to a company's information and knowledge base for its user which may be the a customer, business partner or the general public as well. This enterprise portal has two main functions; integration and presentation. The method of getting information from existing directory is not a new concept as previously such required information was more or less available in form of print media like Yellow Pages booklet etc.

Enterprise portals provide a secure unified access point, often in the form of a web-based user interface, and are designed to aggregate and personalize information through application-specific portals. One hallmark of enterprise portals is the de-centralized content contribution and content management, which keeps the information always updated.

Fundamental Features:
- **Integration** — the connection of functions and data from multiple systems into new components/portals/web parts with an integrated navigation between these components.
- **Customization** — Users can customize the look and feel of their environment. Customers who are using EIPs can choose the specific content and services they prefer. Also refers to the ability to prioritize most appropriate content based on attributes of the user and metadata of the available content.
- **Access Control** — the ability for portal to limit specific types of content and services users have access to. This access rights may be provided by a portal administrator or by a provisioning process. Access control lists manage the mapping between portal content and services over the portal user base.
- **Enterprise Search** — search enterprise content using enterprise search
- **Access/search:** Access/search allows a user to get all the information needed (but no more) in the desired context.
- **Categorization:** An EIP categorizes all information so that it is delivered to the user within the context needed.

- **Collaboration:** An EIP allows individuals to collaborate regardless of geographical location.
- **Application integration:** This allows individuals to deliver, access, and share information regardless of applications used.
- **Security:** This provides information to users based on security clearance. The user logs on and is given access only to information that the user is authorized to access.

Objectives:

- **Enhance our Users' Experience:** Our objective is to offer free, fast, relevant, reliable and enhanced search results to our users through various communication media.
- **Fast response:** We intend to continue making search algorithms more efficient and adaptable to provide our users with faster access to our database.
- **Quality and presentation of database:** We intend to continue to provide our users with more user-friendly access to our growing business database, improve the relevance of our search results, as well as capture and relay other relevant information to our users, such as user reviews and ratings.
- **Expand and Enhance our SME Relationships:** We intend to offer our existing membership packages for listing across more areas in India, and to more categories of businesses and to create additional specialized membership packages for SME categories which witness high user interest. We also intend to further develop dedicated category portals to attract SMEs in particular businesses.

  Furthermore, we intend to leverage on our direct relationships with SMEs to educate and explain to them the ease and benefits of running campaigns and advertising with us, with a view to converting their business listings into paid listings and to upgrade the membership packages of our existing paid advertisers.
- **Mobile App:** We intend to keep up with the latest in mobile Internet technology to provide our search services. Users can use mobile phones which have wireless application protocol, or WAP, to search our database.
- **Enabling Transactions:** In collaboration with service providers and vendors, we are in the process of developing the ability for users to complete a number of bookings and purchases which are integrated in the search results from our website, mobile Internet WAP site.
- **Product Listings:** We are exploring various areas for users to offer to sell, as well as buy, goods and services through our website. We are in the process of developing a product listings website in which users can research and rate product models being offered for sale.

Services:

- **Specific Searches:** Users can search our database to search for specific listings based on product and services..
- **Popular Category Searches:** We offer quick links on our home page to directly provide enhanced search results for our most popular categories, including movies, restaurants, hotels, logistics services and emergency services.
- **Other Locations**: Our 'other locations' feature provides users with other locations or branches of the same business when a particular location is sought in a Company Search for categories such as banks, ATMs, movie theatres, restaurants and hotels. Similarly, a Category Search will show results from nearby cities if there are no results in the searched city.

- **Best Deal:** In an initiative intended to allow our users to obtain the best price on products or services, multiple vendors compete for a user's business in a process similar to a "reverse auction" process.

- **Reviews and Ratings:** Users can submit their reviews of businesses, products and services on our website or through our phone service. These reviews are regularly monitored and uploaded on our website for the benefit of potential users to enhance their search experience and enable them to make suitable choices.

- **Logos, pictures, videos and catalogues:** All businesses listed with us can enhance their listings by uploading logos, pictures, videos and catalogues of their products and services on their search result pages.

- **Facebook, Linkedin and Twitter links:** Users can connect to our Facebook Linkedin and Twitter pages directly through links provided on our webpage. Users can also tweet the business listings directly from our website. This feature allows our users to publicly share the quality of our search and business information we have to their established social networking accounts.

- **Mobile Internet:** Our mobile Internet products and services have been designed for our users who are on the move and need instant access to information. Our users can enable the Internet browser on their mobile Internet enabled devices. For our users' ease of use and navigation, our mobile Internet service is tailored so that navigation is click through driven and the search functions are user-friendly.

  We can collect other information relating to businesses such as geographical location, images, logos, videos and menus, which we believe are useful for our users. To further develop a reliable and updated database, while minimizing costs and expenses, we will de initiate a reseller program under which third parties collect and provide new entries to our database for a payment.

- **Technology and Infrastructure:** We believe that our success is dependent on our technology and know-how concerning our database, and that our technology information systems and infrastructure are key operational and management assets which are integral to the provision of our services and products.

  Our systems infrastructure, Internet and database servers are housed in a secured location, and have monitoring and engineering support 24 hours a day and seven days a week to address technical difficulties and ensure continuity of our business. Our system allows us to promptly process user inquiries and requests and continually monitor the performance of our sales and customer service representatives, including the average time per call taken by us. We operate on an open source platform.

- **Security:** We are committed to protecting the security of the information regarding our users and business and other listings. We will maintain an information security team that is responsible for implementing and maintaining controls to prevent unauthorized users to access our systems. These controls include the implementation of information security policies and procedures, security monitoring software, encryption policies, access policies, password policies, physical access limitations, and the detection of any fraud committed by internal staff. Our information security team will also coordinates internal and external reviews.

  We will install anti-virus software to prevent our systems and infrastructure from being infected and crippled by computer viruses. Our database and application software were not compromised in any of these incidents or at any other time. "If our service platforms are misused, it could lead to user dissatisfaction and discourage the use of our products and services and have a material adverse effect on our business and reputation" Competition.

- **Intellectual Property:** Our intellectual property rights will include the trademarks and domain names and other rights arising from confidentiality agreements relating to our database and website content and technology. We will rely on a combination of trademark law, trade secret protection, non- competition and confidentiality agreements with our employees and some of our partners to protect our intellectual property rights.

Online shopping: Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online.

Online shopping has been growing very fast in India, only in 2012 online shopping e-commerce site number has crossed 600 from 100. Online shopping offers fast, easy, money saving and interesting shopping experience, mainly people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. Also now many sites like Shopclues, Ebay, Tradus offers some great deals eveyday or week which you can't resist like Jaw Dropping Deal, Sunday Flea Deal, Tradus Mega deal, EBay Sankalp deals, Homeshop18.com. "The act of purchasing products or services over the Internet."

Online Advertising: Among the various means of advertising, internet advertising is expected to exhibit the fastest growth of 51% between 2011 and 2012. This is due to the growing penetration of internet among individuals and emergence of fast technology oriented online mediums that are driving the interests of end consumers, as well as the rising usage of internet on mobile phones.

The online medium promotes various metric systems of cost models, allowing the advertisers to optimize their return on investment. Online advertisement is cost effective and lower priced as compared to TV, radio or print. The growth in online advertisement is driven by several factors, including the growing internet base in India, coupled with options including mobile internet, and the growing trend of social media networking platform. Apart from the domestic market, online advertisement is an effective medium to target expatriate Indians who, number more than 30.0 million and, browse Indian content regularly. However, online advertising also faces certain challenges, such as the lack of trust due in part to misleading or incomprehensive information and the prerequisite of literacy.

Methodology: In this methodology, using the "Koupons" both the vendors and the customers are benefitted as user gets the discount and the vendor has more business generation through our integrated portal apart from their regular sales. We would be sending the Discount Coupons along with the other requested details to the user, in case he/she wishes to avail them and vendors gain the profit by increasing their sales and getting an extra edge by using the internet power.

Fig.1 shows the block diagram of this portal. Users can explore the web pages and search for the particular item and send the request for discount coupons along with the other details. Finally, all the desired information is sent through a single message to the users by Email or SMS. Vendors also can explore all the web pages. They can register themselves in this portal so that they can send their products or services which they want us to display on our website.

Also, if they can advertise their business on our website and can showcase the offerings and the other details about their business.
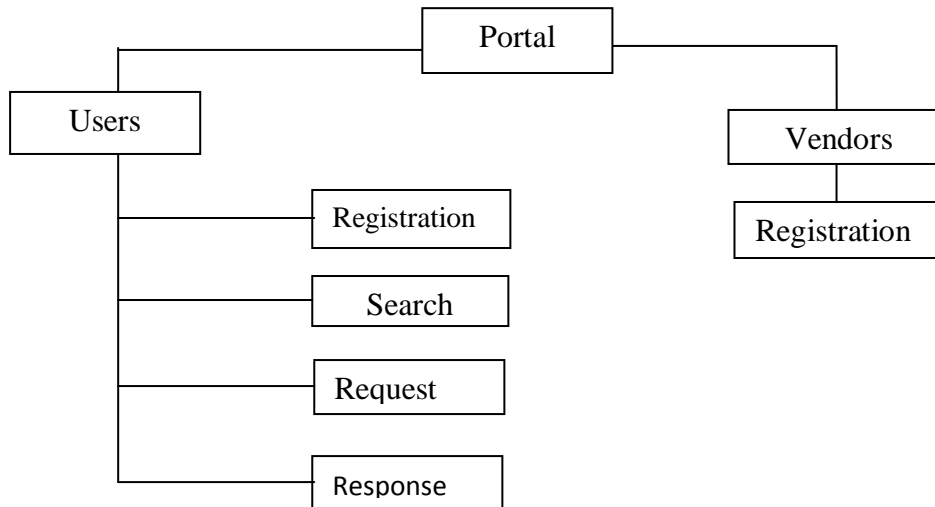

Fig.1 Block Diagram

Steps of Methodology:

- Open "Koupons.com"
- Select the city.
- Listed Services and products are displayed according to the selected city.
- User Browse the website or search for the desired service/product.
- If interested then he/she is prompted to enter his/her account info. (If he/she is a new member then he/she is asked to sign up with his details like phone number, email ID etc.)
- The requested information will be sent to the user via Email/SMS.
- The user is then asked if he/she would like to avail any discount regarding the enquired product service the vendor have provide (If any).
- If user wants the discount voucher then along with the requested information a "Promo Code" is sent in the Email/SMS.
- User, once he has availed the service/product, can also give a feedback (Or a rating), to the vendor/service/product he has used.

Local Indian Search Market: The local search market generally comprises offline and online search services. Offline local search services primarily includes print directory and phone based searches, where the chief source of revenue is advertisement fees paid by the business entities. Online local search involves the use of localized portals that allow users to search for geographically constrained results from a database of local listings. The local search market has evolved from word of mouth and print directories as a mode of getting local information to professional phone, web-based and voiced-based and mobile phone search services.

For online search services, listing may be free or sponsored. Sponsored results get greater visibility as they are highlighted and are given preference over the other listings. Other revenue sources include database sharing or syndication by sourcing for listing or powering search results, partnering with global search engines or selling contact details of users to businesses for marketing activities. For offline search services, players come out with printed copies of local directories or operate phone-based services to respond to queries over the phone. The major source of revenue is the advertisement fee paid by the advertisers.

Due to consumers becoming more receptive towards phone based searches, the offline search services market has expanded. With the proliferation of technology and advancement in the current market scenario, consumers are driven more towards saving time and effort. Most leading players have call centers which provide instant response to consumer queries. The key driver for online search services is the proliferation of internet, including mobile internet, and the growing number of users in India.. Local online search services help provide better visibility to small and local business owners by providing a scope to market and publicize their products and services and to reach a larger audience in a cost effective manner compared to traditional advertising media like TV and newspapers.

However, local offline search services face challenges such as lower acceptance in corporate culture and global drive towards a paperless environment. Local online search services are limited by generic search engines, the lack of awareness, low English literacy rate and language barriers and insufficient information and the lack of comprehensive databases.

The players in the local search services market include Justdial, Asklaila, Burrp, Getit, Infomedia18, Metromela, Onyomo, Sulekha and Timescity. Many of these players provide both offline and online local search services.

Business & Corporate Level Planning: We try to implement our portal as the one having the ability to leverage its first-mover advantage and cost leader strategic management. It uses its cost advantage in the market to act as the central voice for people, driving bargains using economies of scale in local markets that would otherwise be unavailable to the average person. Also, Koupons.com is well positioned to benefit from the proliferation of technology and mobile communications, and so far has expanded its technology presence in a tone and manner that appeals to a younger customer base that is ripe and eager for our portal's offering.

Types of Innovation and Evidence of Entrepreneurship: "Innovation is the initial commercialization of invention by producing and selling a new product, service, or process." Koupons.com is an innovative idea, not through development of a "me-too" product, but by forming an entire new market space. We are trying to pioneer the online group purchasing power concept and are not contented with stopping their innovation pipeline. This demonstrates entrepreneurship and continuous learning through regular product updates, most recently in upgrading the delivery method from email subscriptions to website, mobile, and real-time technology. Instead of merely expanding to new markets and to new customers who may have a one-time purchase, they focus on improving the personalization and offering more relevant offers to current subscribers.

Conclusion: We have developed an information portal that provides the benefits for both the customers and the service providers. It is based upon open portal standards and has a very powerful development environment. The contents are the flexible and easy to use design interface. Users are Convenient for searching the details of service providers and take the benefits of coupons. It has the powerful collaboration tools and back end with Discovery Server. The service providers can get the local identities and increase their sales and profit in revenue. With the amount of competition moving in, Website won't last forever and that their core strength and differentiation is not in their physical technology or the delivery of the email offers, but in the problem they solve for customers- choice of a fun activity at a discount- and the benefit they provide to retailers and new customers.

We believe that using our concept we can become one of the leading local search engines in India and have a first mover advantage among consumers seeking information on local

businesses as we would be attracting more users because we would be making them available the local business market deals which no other website provides. We aim to provide fast and free access to our large database, which will attract more search queries, which in turn will attract more paid business listings. We believe this creates a self-perpetuating growth cycle that will enable us to maintain a position in between the leading local business directories search engines in India. We believe that a large database of local business listings, requires considerable time and effort to develop, which creates a significant impact on the day to day purchases of the customers.

Future Scope: A more likely next step is to find ways to capitalize our mobile application version. Now, as consumers gravitate more and more toward the use of smart phones, tablets and other data devices; a simple example is the use of geographic positioning technology to choose deals based on a user's current proximity to a merchant whenever they will login to our portal with their account. However, this is just the start. As users increasingly share real-time information over mobile devices, our application can become valuable stores of consumer information. One potential idea could be to expand our portal into more of an online marketplace, similar to an EBay, but with a first class interactive element more reminiscent of a social networking site (e.g. Facebook). Right now, there is very little interaction between users and merchants on current domestic e-commerce websites. For example, if a local restaurant wanted to advertise a promotion to the community, it could simply log on and followers would receive a status update. Likewise, a home in need of major water pipe repairs could put out an RFP through our portal's service, and local contractors could respond with bids. All of this would operate alongside the daily deal offers, creating a one-stop site for merchants and local customers to meet, learn more about each other, offer/request services, and conduct targeted marketing and promotional activities.

 We could have a chat room server available for our customers through which the user can interact with executives who would be entertaining their queries related to the product, services, delivery and in case executive does not have the answer handy with them, they can connect with the vendor and try to resolve the doubt or any query regarding the project. Customer could provide feedback for the product or the service he/she has availed so that other users can be benefited from it. We could add a Map API which can show the path the user could follow to get to the chosen vendor once the user provides his/her current location.

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