

Enhancement in Android Cash back Application

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Abstract -A one-of-a-kind marketing app, Crown it offers the best cash back deals whether it's feasting, exercising, pampering, vacationing, having a fun-time at the movies for going on an adventure, and many more – earning cash back is as simple as clicking a picture of your bill. Now trendy restaurants, stylish spa and salons, fitness and diagnostic centers, premiere hotels, movie theatres, and adventure packages are at your fingertips. Explore fresh and popular outlets with fabulous cash back offers. We are introducing the new features in this app such as whatever the cash we are getting back through this app, we can transfer it into your desired bank account so that you can manage your redeem through your bank account also. We are also looking up for implementing online websites as a outlets, so that you can get cash back on online shopping and transactions also. We are also looking for enhancing the more outlets in existing application.

KEYWORDS - Explore, Redeem, Invite, outlets, Cash back in users bank account.

I .INTRODUCTION

Crown It is the only cash back app you need! Carry us along for your eat outs spa/ salons outings, pharmacy visits ,hotel, diagnostics and fitness bookings and earn bumper cash back every time. Get instant cash back in crowns by just uploading picture of your paid bill. Redeem your cash back on online shopping movie tickets apparel vouchers,

meal coupons and so much more. Explore the freedom of choice, with us. We are introducing the new features in this app such as whatever the cash we are getting back through this app, we can transfer it into your desired bank account so that you can manage your redeem through your bank account also. We are also looking up for implementing online websites as a outlets, so that you can get cash back on online shopping and transactions also. We are also looking for enhancing the more outlets in existing application.

II. HOW CROWN IT APP WORKS?

Crown it is an outstanding cashback app with benefits & privileges platform where users can earn cashback on restaurant deals, cab services, PVR movie tickets, hotel bookings, diagnostics etc. User can also search for outlets, avail services, instantly earn cashback which will be stored in Crown it cashback app & can be redeemed for shopping, BookMyShow vouchers, recharge online or make bill payment.

A. Search Outlets

Explore outlets around you, across numerous cities with exclusive cash back offers and deals :

1. Now trendy restaurants, stylish spa and salons, fitness and diagnostic centres, premiere hotels, movie theatres, and adventure packages are at your fingertips.
2. Discover fresh and popular outlets with fabulous cash back offers
2. Click a photo of your paid bill and send it to us, through the app.
3. When purchasing Diagnostics, Hotel rooms, Special Experiences or Fitness packages, follow these steps.
4. Visit the respective category
5. Fitness for Gym packages, Hotel for hotel bookings, Special Experiences for adventure packages, Diagnostics for preventive pathological check-ups.
6. Pay via payment gateway and receive cash back on confirmation of booking.

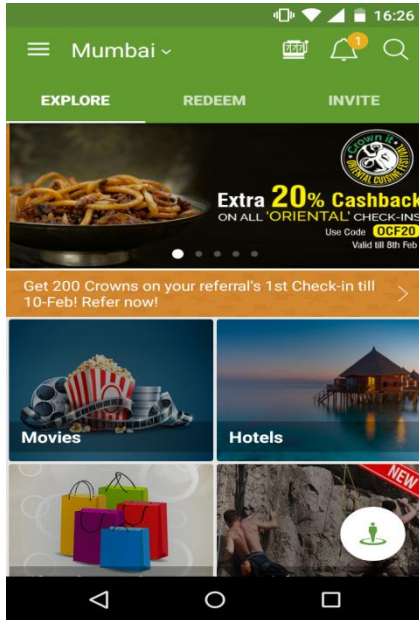


Fig. 1 Example of Search outlets image

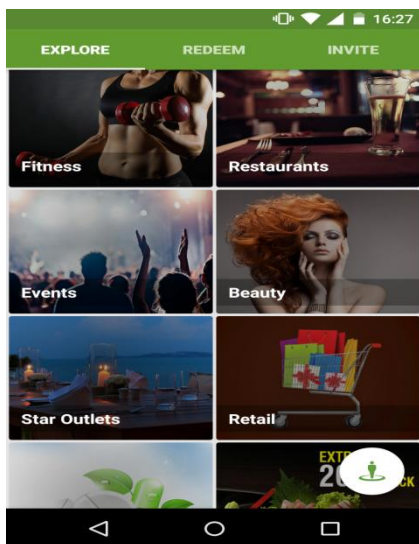


Fig. 2 Example of Search outlets image with more options

B. Upload Bill or Make Purchases on App & Earn Crowns

Instantly receiving cash back has never been easier. All you have to do is: –

1. Make a check-in at the outlet of your choice.

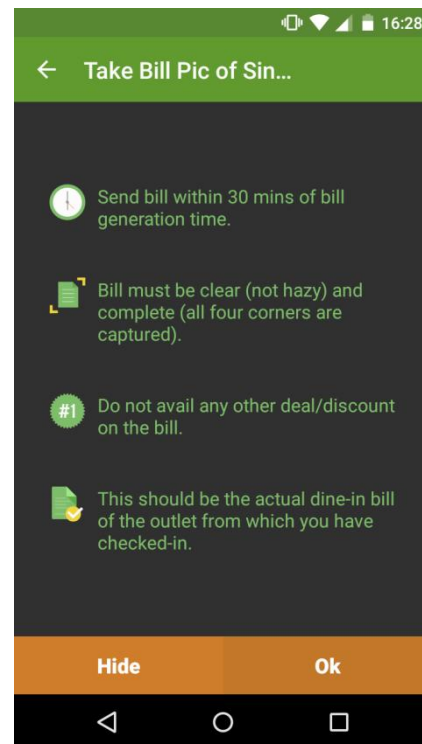


Fig.3 Example of uploading bill image.

C. Redeem Crowns

Find your cashback in form of Crowns in the app. Use them for the following-

1. Shop at top online stores such as Flipkart, Jabong, Amazon, etc.

2. Purchase movie tickets from Book My Show and PVR Cinemas.
3. Buy flowers from Ferns N Petals.
4. Pay your pre-paid or post-paid phone bills.
5. Get meal vouchers from FreshMenu, apparel vouchers from Peter England and many more! The options are endless. Download the app to know more.

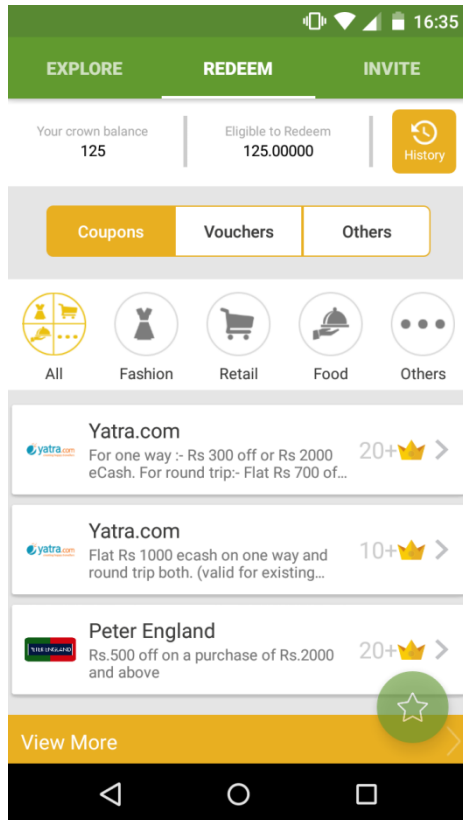


Fig.4 Example of using crowns for purchase on different items image.

III.ENHANCEMENT IN EXISTING APP

We are introducing more outlets so that, user can earn his cash back with many options. Like we are adding multiple hotels, restaurants, movies, diagnostics and fitness centers, retail shops and pharmacies and star outlets. Where user can spend his money as per his requirements and earn money back with some percentages, using our cash back application. One more thing we are introducing is online web sites. Now-a-days online shopping is increasing day by day so that, we are adding famous online web sites into our cash back application so that, user can take

advantage of this feature to earn cash back on online spending also.

A. Adding more outlets.

Since the app does not facilitate cash back for all outlets. So we are introducing more outlets which are mostly visited by the consumers. Which are as follows:

- Departmental Stores
 - D-mart
 - Big Bazar, etc.
- Fashion Stores
 - Lifestyle
 - Pantaloons
 - Central
 - Raymonds, etc.
- Pharmacies
 - Updated list of 24/7 chemists.
- Diagnostics centers
 - Updated list of nearby centers.
- Book stores
 - Crosswords.
 - Nearby famous libraries

B. Crowns in Bank Account

We are coming up with a new feature which can be used to redeem crowns through your bank account also. Whenever you earn crowns it will automatically get added to your working bank account. Because your bank account and cash back app account are synchronized with each other. So that, user can redeem the same amount when they don't have access to the internet outside. While installing the app it will ask you for the bank details and just the account number. So whatever the crowns you are getting on this cash back app same amount will get added in your bank account according to your account number and bank name.

C. Online shopping web sites as a outlets

Now a days most of people are doing online shopping on different web sites. So we thought that user can also gets the benefit of cash back on

online shopping. We are adding list of online shopping web sites as a outlets, but in case of this type of outlets user need not require his/her current location, because websites are not nearby places to find out. User only need to select the web site from which he/she is going to shop. After selecting proper web site it will ask for the invoice copy to attach to approve the transaction. Uploading bill and the other processes are same as we do for other outlets. Once the bill/invoice copy approved, you will get your cash back with some percentages you got in spinning wheel. We are adding list of following online shopping web sites :

- Flipkart
- Amazon
- Snapdeal
- Jabong
- Junglee
- Lenskart

IV. CONCLUSION

As the trend of online shopping is rapidly growing , by adding up the features discussed above in this research paper , This app may get the tremendous response from the user. For adding up the bank account module the app need to have an agreement with the users bank account .So for securing the banking account transaction extra security should be provided.

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