



NDOT Technologies PVT Ltd

Kotak Offers

Case Study

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Kotak Offers – Phone Gap (Andorid, iPhone, BlackBerry & Windows)

Kotak Offers is an impressive project developed for Kotak Mahindra to provide the best deals and offers on the City which can be availed using different Kotak cards.

Industry: Mobile Commerce

Technology Used: PhoneGap (Cross Platform)

Kotak offers application was developed using the PhoneGap cross platform mobile application technology such that it supports multiple platform such as Android, iPhone, Blackberry, Windows etc. The Kotak application was developed primarily to browse and buy different deals from various categories like dining, electronics, clothing etc. The user get the benefits when he/she buys the deals using the Kotak cards.

Challenge

Kotak has to be developed using the PhoneGap technology such that users could avail the application from different platforms. The application has to support for browsing the deals and buy them using the kotak cards. The GPS feature has to be implemented. Social media has to be shared.

Solution

Kotak Offers application with cross platform mobile technology was developed successfully. Users can avail wide range of offers and enjoy it by buying it through different Kotak cards like Kotak debit card, credit card, Netcard, and Netbanking. All the deals within the vicinity were indicated with deal notification using the GPS facility. The Kotak offers which were nearby the city were located on the map and viewed as Nearby Offers. The social media such as Facebook and Twitter was shared with the application such that users could share the offers with their friends. The application also provided notification about the expiring deals. Users could search the application easily. They could also filter/sort offers based on categories, city, merchant etc. They could also bookmark their favorite deals.

HIGHLIGHTS
<p>Challenge:</p> <ol style="list-style-type: none">1. Cross platform mobile development2. Notify deals in vicinity3. Share the deals on social media4. Reminder alert about deal expiry5. Customized search/sort/filter

6. Bookmark deals

Solution:

1. Application was developed in PhoneGap technology to support cross platform
2. GPS feature was included to display deals in vicinity
3. Social media was shared such as Facebook and Twitter as well as email option
4. Calendar reminder was included to set reminder alerts about offer expiry
5. Customized search and filter option was included
6. Users could add favorite deals as bookmark

Benefits

The key benefits of Kotak application are:

1. Multiple platform support
2. Geo-based listing of deals
3. List deals based on search criteria
4. Filter deals based on category, city, merchant etc
5. Locate nearby deals on Map
6. Bookmarking facility
7. Support shopping using Kotak cards like debit, credit, Netcard, and Netbanking
8. Social media share to spread offers
9. Deal notification
10. Notification about expiring deals

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