

## Chapter 6

# Search Optimization to Select an Item Across E-Commerce Platforms: App Development – QuickCompare

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### **ABSTRACT**

*E-commerce is a transaction of buying or selling online. These sites have made life simpler by delivering products to your doorstep. The entire idea of e-commerce is to save the user's time while purchasing goods. This massive expansion of e-commerce gave rise to many applications for the user to choose to buy from. Therefore, people now spend more time comparing the prices of products on various applications before purchasing. This price comparison turned out to be a tedious task for users. With many applications available in the market, it is difficult for the user to navigate between apps to compare specifications like cost, life time, on-time delivery, customer satisfaction, etc. of products or items. So, this chapter explores the "Quick Compare" search, a solution for this hassle that provides instantaneous recommendations based on the end user's input. An android application is developed for this problem and it focuses on efficiency and interoperability.*

## **INTRODUCTION**

QuickCompare, as the name suggests, is an Android application that is designed and developed to save both money and time which people spend, on comparing product prices. Users can search for mobile phones online and find the best deal online. The interface is pretty simple and elegant in which the user just needs to enter the product name, and click search. The application searches for the product on various sites and displays the corresponding information. Hence, the user gets to compare prices from multiple sites in one go. Besides the prices, the application also presents reviews of previous buyers. So, the user also gets to know the actual quality and performance of the product searched, along with basic information about the product.

### **Motivation**

The entire idea of e-commerce is to save the user's time while purchasing goods. This massive expansion of e-commerce gave rise to many applications for the user to choose to buy from. Therefore, people now spend more time comparing the prices of products on various applications before purchasing. This price comparison turned out to be a hectic task for users. With so many applications in the market, it is difficult for the user to navigate between apps to compare prices of products. So, QuickCompare is a solution for this hassle.

### **Problem Definition**

People who regularly use E-commerce to purchase products make a lot of comparisons of products on different applications. Even for the unseasoned, it is quite a dreary task. This situation is being worsened by increase in the number of applications in the market.

### **Objective of the Project**

The main objective of the project is to make the process of price comparison of mobile phones on multiple e-commerce a lot easier to any user. The specifications of the product are also displayed which helps the user better understand the item under comparison. The user reviews of the product are shown which help the user decide on a particular product.

### **Literature Survey**

MV Rao et al., (2017), discussed Web-enabled DSS, Web mining, related to knowledge repositories, and Repository Management Systems that facilitate the problem solving and learning. This approach to the knowledge representation allows considering contemporary DSS as integrated parts of the corresponding Repository Management Systems.

Sridevi et al., (2016) provides the landscape of different recommendation methods and their basic approaches.

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