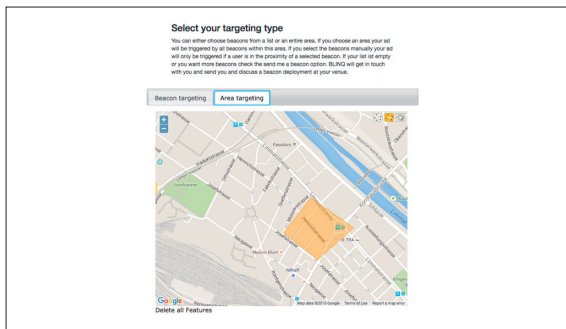| Graduate Candidates	Benny Gächter, Benjamin Wilhelm
Examiner	Prof. Dr. Farhad D. Mehta
Co-Examiner	Vikram Kriplany, Swisscom Directories AG, Zürich, ZH
Subject Area	Software
Project Partner	BLINQ AG, Zürich, ZH

Benny
Gächter

Benjamin
Wilhelm

BLINQ BookingTool

A platform for location based advertising
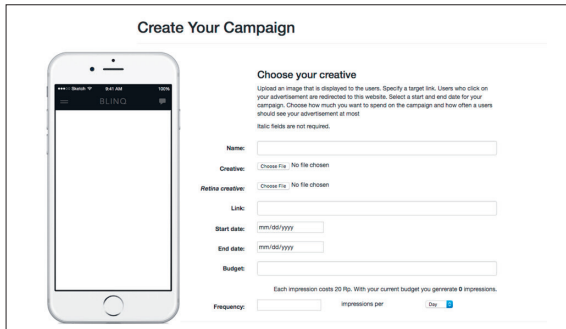
Campaign creation page with ad preview.

Map for beacon selection via area targeting. The advertisement is delivered to all users in the proximity of each beacon within this area.

Overview of all book campaigns of an advertiser. The campaigns are drafts until they are approved by BLINQ. After that an advertiser can pause them.

Introduction: The main goal of this bachelor thesis was to develop a platform for location-based advertising. Advertisers are able to book location-based advertisements. These advertisements are delivered to the user's smartphone while he is in the proximity of specified beacons. BLINQ has built a dating app and has distributed several hundred beacons, mainly in the Zurich area. This tool will make use of BLINQ's beacon infrastructure and provide BLINQ a way to generate income. Since the BLINQ app is free of charge, BLINQ depends on advertisements for funding. BLINQ has most beacons deployed in Zurich but there are also numerous beacons deployed abroad. The BookingTool takes this into account and includes internationalization features. The BookingTool is accessible via a standard web browser running on a computer or on a smartphone. It provides advertisers an overview of their campaigns and for BLINQ an overview of all advertisers and campaigns. Additionally, the BookingTool provides various overviews that are helpful to advertisers and BLINQ.

Approach/Technologies: The BookingTool is implemented in Python and uses the Django framework. The Django framework encourages a rapid development and clean, pragmatic design. It also integrates very well into BLINQ's existing infrastructure. To provide a good user experience and a high level of usability Bootstrap and JQuery were used to implement the user interface. The construction phase was divided into several sprints. At the end of each sprint a deployable version of the BookingTool was developed and BLINQ decided which tasks had to be done in the next sprint.

Result: The BookingTool provides an easy way to create and manage advertisement campaigns for the BLINQ dating app. The BookingTool is accessible via web a browser on the computer or smartphone. BLINQ has an overview of all registered companies as well as their booked campaigns. The BookingTool provides an easy and convenient way for advertisers to create campaigns for the BLINQ app. The BookingTool is an easily deployable web application that serves as a simple-to-use interface between advertisers, provider and a number of third-party services. It provides a robust and easy-to-use platform for both advertisers and provider that can be adapted to specific local languages.