

Location Based Service and Contextual Preference Aware (LBSCPA) System on Mobile Platform

Yin Yin Thu, Nang Sai Moon Kham

*University of Computer Studies, Yangon
yinyinthu8@gmail.com, moonkhamucsy@gmail.com*

Abstract

The explosive growth of location-detection devices, wireless communications, and mobile internet has resulted in the realization of location-based services as commercial products and research prototypes. Unfortunately, current location based applications are rigid as they are completely isolated from various concepts of user “preferences” and/or “context”. In this paper, we introduce the system of Location Based Service and Contextual Preference Aware (LBSCPA, for short) on Mobile Platform that delivers services to its users based on the current location and users’ preferences. LBSCPA goes beyond the traditional scheme of “one size fits all” of existing location-aware database systems. Instead, LBSCPA tailors its functionalities and services based on the preference of each user. LBSCPA provides a restaurant finder application in which LBSCPA does not base its choice of restaurants solely on the user location. Instead, LBSCPA will base its choice on both the user location and user preferences. Moreover, depends on current user’s location and preferences, restaurant’s information will be provided dynamically. LBSCAP results one optimal restaurant that has largest overall priority.