

Research Article

Souvenir's Touch Guide App

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Abstract: This Souvenir's Touch app is basically a guide app that helps tourists find the nearest and most affordable souvenir shops. This app is designed using the Canva app, where we choose a template for our mobile app interface, whereas we will build our app from Apphive and iBuildApp, and then users can install the app from their respective play stores, be they iOS or Android. Furthermore, this app helps souvenir hunters find reliable businesses near them with convenient paths, particularly while visiting a new place. Knowing how hard it is to locate mementos while travelling inspired us. For example, Sarawakians visiting Sabah should buy souvenirs at "Pasar Filipin" since they have better bargains and quality. Therefore, we think our app may assist individuals who are looking for a souvenir store, particularly those who are in a rush and unclear about where to shop. This software makes it easy to find gift and souvenir retailers, receive the best discounts, read product descriptions, and compare prices. On top of that, there will be paid ads from selected social media platforms like Facebook, Instagram, and websites, as well as from word-of-mouth. User reviews are trusted more than sponsored ads.

Keywords: mobile application; souvenirs; guide.



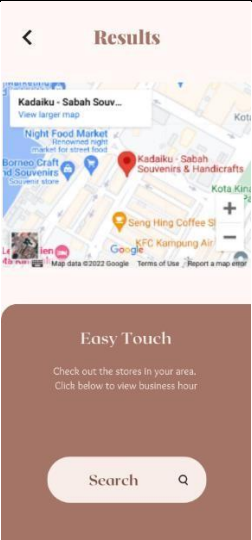
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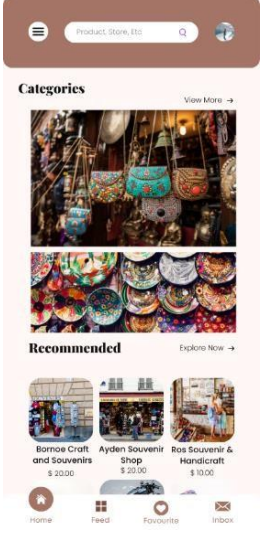
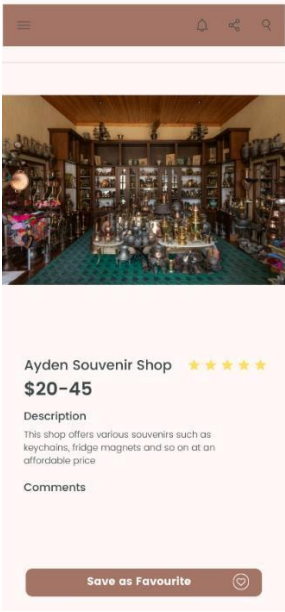
1. INTRODUCTION

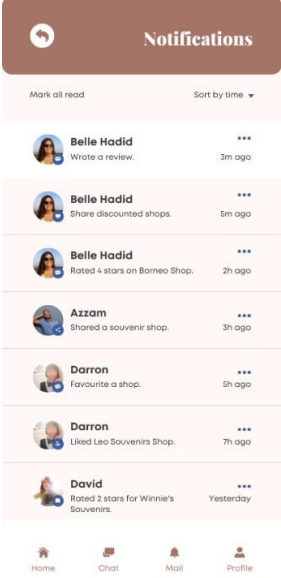
This Souvenir Touch application consists of a variety of interfaces. In fact, this app is very easy to use since there are many clickable buttons that can take the user to the exact page so they can follow through. Next, it provides search and filtering capabilities, allowing users to customise their shopping experience based on their personal preferences and the price range of the products they wish to purchase, in addition to all the necessary information, such as local recommendations. Moreover, users can provide reviews, ratings, and suggestions that serve to create awareness by sharing their experiences about a specific location. Furthermore, there are notification alerts for new souvenir stores or if there are discounts or special offers available for any price adjustments, which is useful for budget travellers.

2. METHOD & MATERIAL

No	Interface	Descriptions
1.	 <i>Figure 1: Welcoming Page</i>	Firstly, on this page, users will have to install our app from the play store for android users while app store for iPhone users. Once it is downloaded, users who have not yet created an account can proceed by selecting the "register" option, while users who are already registered can access their accounts by using the "log in" option. This will then take them to the next page.
2.	 <i>Figure 2: Login Page</i>	Next, existing users need to log in with their email address and password to access their account so they can proceed to the following page.

3.	 <i>Figure 3: For First Time Register</i>	After that, the first-time user registration process requires the users name and email address. Then, users just need to type it twice to make a secure password then only they can proceed to register and it is done.
4.	 <i>Figure 4: Location Search</i>	Furthermore, users need to enter their current or desired location to be directed to the best souvenir shop in the nearest area. There will be a google map to show the proper route in getting to the selected souvenir shop.
5.	 <i>Figure 5: Profile Page</i>	In addition, this is where the user can make any necessary changes to their profile such as App mode, language, about, terms & conditions, privacy policy, ratings, and sharing are also accessible via this menu. These controls are entirely customizable by the user.

6.	 <i>Figure 6: Recommended Shops to Explore Based on Categories</i>	Apart from that, shops and souvenir categories are highlighted on this homepage. For example, if the users would like to focus in buying keychains only so they can just click and browse through. Any user's preferences can be considered with using the filter functions to make it easier to find.
7.	 <i>Figure 7: Souvenir Shops Descriptions with Ratings and Favourites</i>	Another point, this page will display the specific details of various souvenirs shops which is giving the best offer, alongside with their respective prices. This gives the users many options to choose from. Aside from that, customers can also write reviews based on their personal experience, give star ratings, and see people's feedbacks as well as saving the shops as their favourite.

8.	 <i>Figure 8: Notifications on Latest Updates</i>	Every user will be updated with the latest information if there are new souvenir shops, as well as when price drops, sales, and other special deals, will be posted here so that they would not miss out any discounted items and promotions.
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3. FINDINGS

3.1 Novelty and uniqueness

Souvenir's Touch is a mobile app that provides real view images of souvenir shops and their items, allows tourists to give reviews, and offers instant updates and notifications. It also allows users to write their own opinions and share their experience, as well as give shop star ratings from 0 to 5 stars. Businesses can use user behaviour to draw attention to their areas of interest. Offline access is a special feature that allows users to use the app without having to worry about a stable connection. Chatbots are used to provide better customer support and simplify the process for users, making the app user friendly.

3.2 Benefit to mankind

Souvenir's Touch is an app that helps tourists find authentic souvenirs based on their nearest location. It is also useful for those who are souvenir lovers and want to search for trusted but affordable shops. Additionally, it can help save thousands of dollars on marketing budgets by reducing expenses and maximizing apps. Mobile app advertising is less expensive than web advertising, and users can monetize their mobile app via in-app purchases and advertisements. Advertisements can include advertisements for their own items, new releases, or information about promotions.

3.3 Potential commercialization

Souvenir's Touch is an app that helps tourists find authentic souvenirs based on their nearest location. It is also useful for those who are souvenir lovers and want to search for trusted but affordable shops. Additionally, it can help save thousands of dollars on marketing budgets by reducing expenses and maximizing apps. Mobile app advertising is less expensive than web advertising, and users can monetize their mobile app via in-app purchases and advertisements. Advertisements can include advertisements for their own items, new releases, or information about promotions.

4. DISCUSSION

The problem many tourists face when purchasing souvenirs for their loved ones is having to find a trustable souvenirs shop that offer good quality products at valuable prices. Souvenir's Touch Guide App can help to promote local sellers and obtain photographs and first-hand accounts of the various souvenir shops. Additionally, it can provide consumers with authentic product experiences by displaying prospective sights of their upcoming souvenir shops, allowing them to gain a sense for the shops well in advance, making them eager to anticipate purchasing the products. The app may also deliver insights to enhance the consumer experience.

5. CONCLUSION

In a nutshell, Souvenir Touch is a great app since it is not popularly developed in this country, so this is the best app solution to help those who are searching for trusted, yet affordable souvenirs shop at the closest location. It is an effective mobile app development idea for the travel industry. It has been shown that souvenirs play a crucial role in directing tourists. On the one hand, it has an emotional value that may help connect individuals, moments, emotions, phases, places, or events, whereas it preserves their memories, experiences, and recollections. It may help businesses better comprehend the demands and preferences of their consumers. Effective mementos are those that are distinctive and, as a result, create a competitive edge over comparable products.

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