# A Mother's Touch

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**Abstract – 'A Mother's Touch' is an Android application with an idea to create a simple-to-use platform for mothers and other women who are homemakers. It provides them with the opportunity to showcase their abilities, interests, and handiwork commercially, hence giving them an opportunity to freelance while still staying at home. This Android application is suitable for homemakers as it has an easy to use userinterface, understandable language, and in-depth instructions on how to use the Android application. Since mothers and other homemakers have a limited amount of time and many responsibilities, they cannot go out to work even if they want to. This Android application is an idea to give such women a chance to do what they like commercially, through this easy to use, less memory consuming Android application. If used on a wide scale, it could improve the monetary income of the family as whole, as well as provide a boost to womens' confidence, their stand in the society and help them to gain experience. This Android application will connect the interested buyers and sellers without any middle man in between them.**

**Index Terms—Signup, Login, Online advertisement, Android, Database. Consumer purchase, convenience, cust, cost saving, customization, flow theory, online advertising ads, online advertising measurement, online advertising mechanism, selfconfidence, willingness to purchase.**

## 1. INTRODUCTION

Online marketplaces have proliferated over the past decade, creating new markets where none existed. By reducing transaction costs, online marketplaces facilitate transactions that otherwise would not have occurred and enable easier entry of small sellers. One central challenge faced by designers of online marketplaces is how to build enough trust to facilitate transactions between strangers. This paper provides an economist's toolkit for designing online marketplaces, focusing on trust and reputation mechanisms. Over the past decade, there has been a proliferation of online marketplaces, ranging from eBay and Amazon to Uber and Airbnb. These online markets cannot exist without trust. Buyers need to trust that sellers are accurately describing products or services and fulfilling transactions as promised. Sellers need to trust that buyers will pay, and in the case of services and rentals, will abide by the agreed-upon terms of service. Trust between buyers and sellers is enabled by reputation systems and design choices made by online marketplaces.

The founding of Amazon and eBay in 1994 and 1995, respectively, ushered in the first generation of online marketplaces. These platforms were remarkable in their ability to facilitate transactions between strangers. Someone in upstate New York could order a used book from a stranger in southern California and trust that it would arrive in a few days. These platforms facilitated transactions that would not otherwise occur, supported in part by reputation systems. At the same time, buyers and sellers generally did not provide pictures or names until after a purchase was made. Both platforms had review systems to facilitate transactions.

In the 20 years since, a variety of more specialized platforms such as Airbnb, Uber, and Upwork have emerged, creating new markets, and pushing a growing proportion of the economy onto the Internet. To give context for how quickly the industry is growing: Airbnb was founded in 2008 and is now valued at $26 billion. It currently has more than 2 million listings, which is more than the largest hotel chain. Similarly, remarkable is the statistic that there are now more Uber drivers –affiliated vehicles than traditional taxis in New York City. As of 2015, Uber is valued at roughly $50 billion. Relative to first-generation platforms, these marketplaces have less anonymity – pictures and names are fast becoming the norm – but still have the reputation systems that were staples of earlier platforms.

Social distance has the potential to affect a variety of other behaviors, such as generosity (Hoffman et al. et al. 1996)[1] and reciprocity (Charness et al. et al. 2007)[2] – even in oneshot games. With pictures and profiles becoming an increasingly common design choice, online marketplaces are beginning to shrink the social distance between buyers and sellers. One might expect this to lead to higher ratings.

This could be good if it makes users more comfortable with each other but may distort reviews to the extent that higher

ratings reflect a reluctance to leave negative feedback after a bad experience. The level of social distance can be a choice variable for platforms. This project is an Android data advertisement app which aims to implement the idea to create a simple-to-use platform for mothers and other women who are homemakers. The objective of this minor project is to increase the chances of entrepreneurship, to increase women's employment, to provide a secondary means of income for a household, to provide a platform for women to showcase their skills and abilities. Our project contains four main modules and implementation of it is done based on these four modules only.

SIGNUP MODULE: The signup work is done such as inserting and updating new details, deletion of old details, such as password setup.

USER MODULE: Users have the option to choose either to buy or to sell. User can also remove unrequired data.

BUY MODULE: Here, the user can go through the product advertisements and if they like anything they can directly contact the seller by the contact details displayed.

SELL MODULE: Any user can upload advertisements of the products they wish to sell after filling out an application form.

## 2. RELATED WORK

In the early days of electronic commerce, economists hypothesized that online platforms might decrease the amount of discrimination in commercial transactions. For example, consider a customer looking to purchase a car. This is a market where prices are negotiated separately for each buyer, and the final price paid is opaque – and this is also a market where racial discrimination is prevalent (Ayres and Siegelman 1995)[3]. However, when a purchase is initiated through an online platform, Morton et al. (2003)[4] find no difference in outcomes based on race. Similarly, eBay has less scope for discrimination because indicators of race and gender are generally not very salient on the platform. On other platforms, such as Amazon and Expedia, sellers essentially pre- commit to accepting all buyers regardless of race or ethnicity. Marketplaces have the potential to facilitate transactions while reducing discrimination.

Over time, though, the design of online platforms has changed, moving toward systems with less anonymity and fuller user profiles, coupled with more flexibility on the part of sellers and buyers to do business based on these attributes. For example, Expedia effectively prevents a hotel from rejecting a guest based on perceived race, ethnicity, or almost any other factor. But if the same hotel lists a room on Airbnb, it could reject a guest based on these or other factors. This highlights the fact that, while the Internet has the potential to reduce discrimination, this benefit depends on the design choices made by platforms. In part because online platforms have evolved in this way, the conditions that made online markets

potential havens free from discrimination are not prevalent on all platforms.
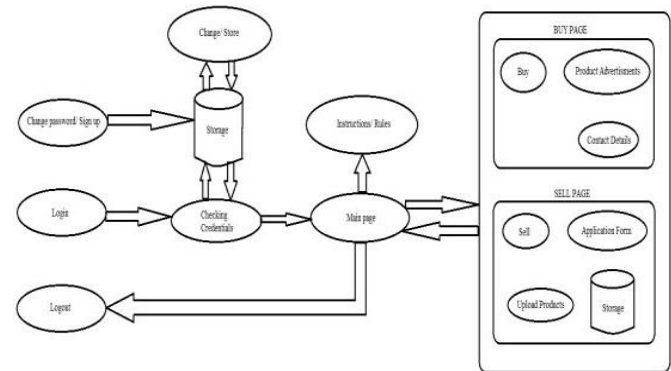
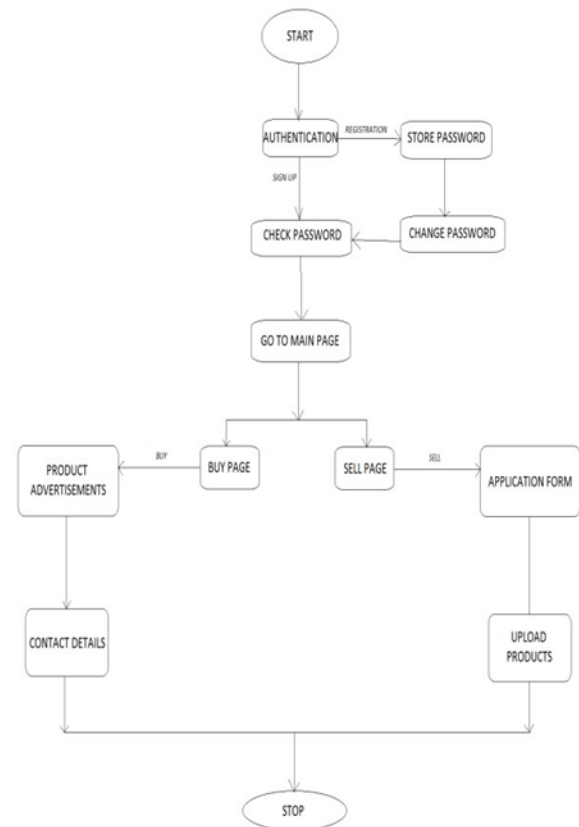## 3. PROPOSED MODELLING



Fig.1: System Architecture Diagram



Fig.2: Workflow Diagram

Following are the modules for "A Mother's Touch" application:

SIGNUP MODULE: The signup work is done such as inserting and updating new details, deletion of old details, such as password setup. The buttons it will have are:
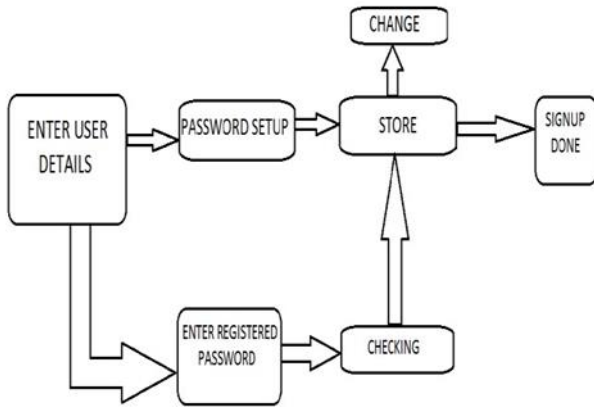
Sign Up, Log In.



Fig.3: Dataflow for Signup Module

USER MODULE: Users have the option to choose either to buy or to sell. User can also remove unrequired data.



Fig. 4: Dataflow for User Module

BUY MODULE: Here, the user can go through the product advertisements and if they like anything they can directly contact the seller by the contact details displayed.



Fig.5: Dataflow for Buy Module

SELL MODULE: Any user can upload advertisements of the products they wish to sell after filling out an application form.
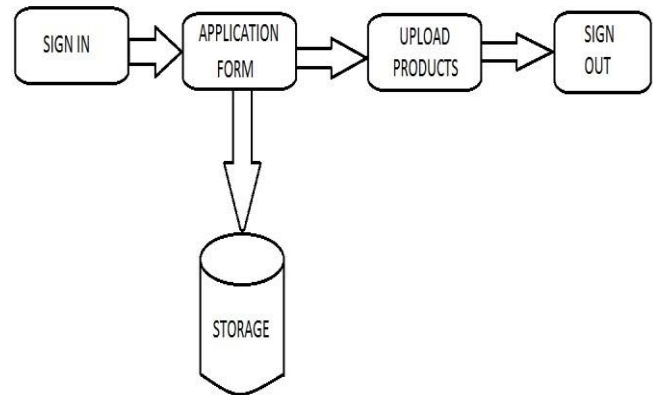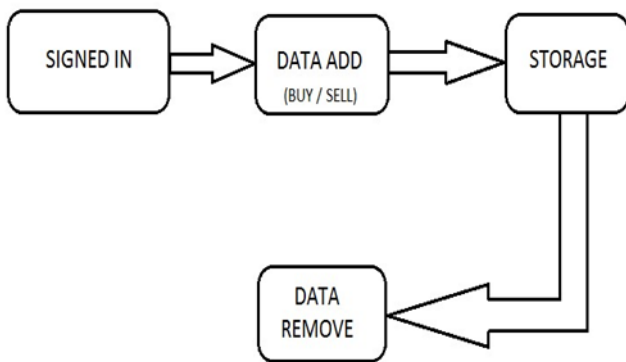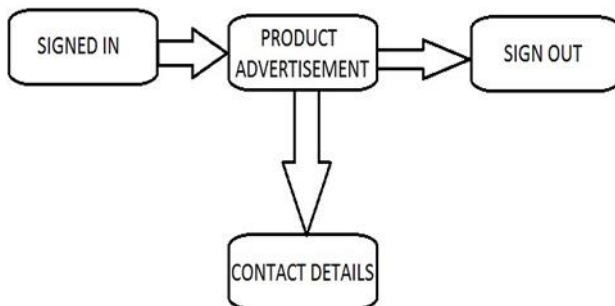


Fig. 6: Dataflow for Sell Module

## 4. RESULTS AND DISCUSSIONS

The fundamental module concentrates on the registration and access to the application. We require the following for setting up the app for a new user:

- Name
- Username
- Password
- Email-id

This data is entered in the signup page. The framework at that point contrasts the password and the username in the database and if they coordinate then the user's account is logged in. This ensures that a user can't access another user's data. The user is provided with a username and password, which identifies him/her uniquely. The member is given a login form. He enters the login credentials (username and password). The options given to each member are:

- Add Advertisement
- Remove Advertisement
- Change password
- Log out

At whatever point a client needs to change his/her password he can choose the change password option. The framework shows the form, which approaches him for his old password and new password. The framework at that point contrasts the old password and the current password in the database. The id for recovering the points of interest from the database is brought through the session, which is kept up utilizing treats in the frame. This evacuates the weight on client in writing client id again and furthermore keeps up security by not enabling one client to change secret word of other coincidentally.

Focusing on two central decisions faced by a marketplace. First, online marketplaces design review systems, which allow buyers and sellers to review each other and the product or service being transacted. Second, marketplaces choose what information buyers and sellers should have about each other when deciding whether to transact, and how much flexibility market participants should have in choosing who they will transact with.

Historically, reviews have formed the backbone of reputation systems in the online marketplace. Sellers (and the products and services they are offering) on online platforms are rated and reviewed by buyers, and buyers can use this information to choose whom to interact with. Likewise, sellers on some platforms can review buyers. Reviews allow buyers and sellers to make sure they are transacting with someone deemed trustworthy enough to participate in the transaction. Reviews also create incentives for quality, as behaviour of buyers and sellers is made more public. Despite the benefits of creating online reputation systems, several design challenges have been documented in the context of reviews. First, on platforms with reciprocal reviewing (i.e., where buyers and sellers review each other), users can have strategic incentives to manipulate reviews. In future, the idea of this application can be used for creating a niche platform for women.

## 5. CONCLUSION

This is an Android online advertisement application (created by using Android studio version 2.3.3) which can be used to either display advertisement or refer them and shop through the displayed advertisement. This app aims to implement the concept of women employment and provide them a secondary means of income for a household. To provide a platform for women to showcase their skills and abilities and ultimately increase the chances of entrepreneurship. Handcrafted things like clothes, decorations, sweets, pickles and other food items etc.

This app also includes password protected user handle. So, no one other than the registered user can access any account. Once the account has been created the user has the freedom to change the password n number of times. Once the data is added it can be removed as per the demand of user. The user can store as much data, in text file formats as their mobile phone allows.

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