

# artistree

## Artistree: iOS location based marketing app for music retail

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Nicolas Roldos  
University of Redlands MS GIS program



# Music Retail: Record Stores v.s. Online Content Providers



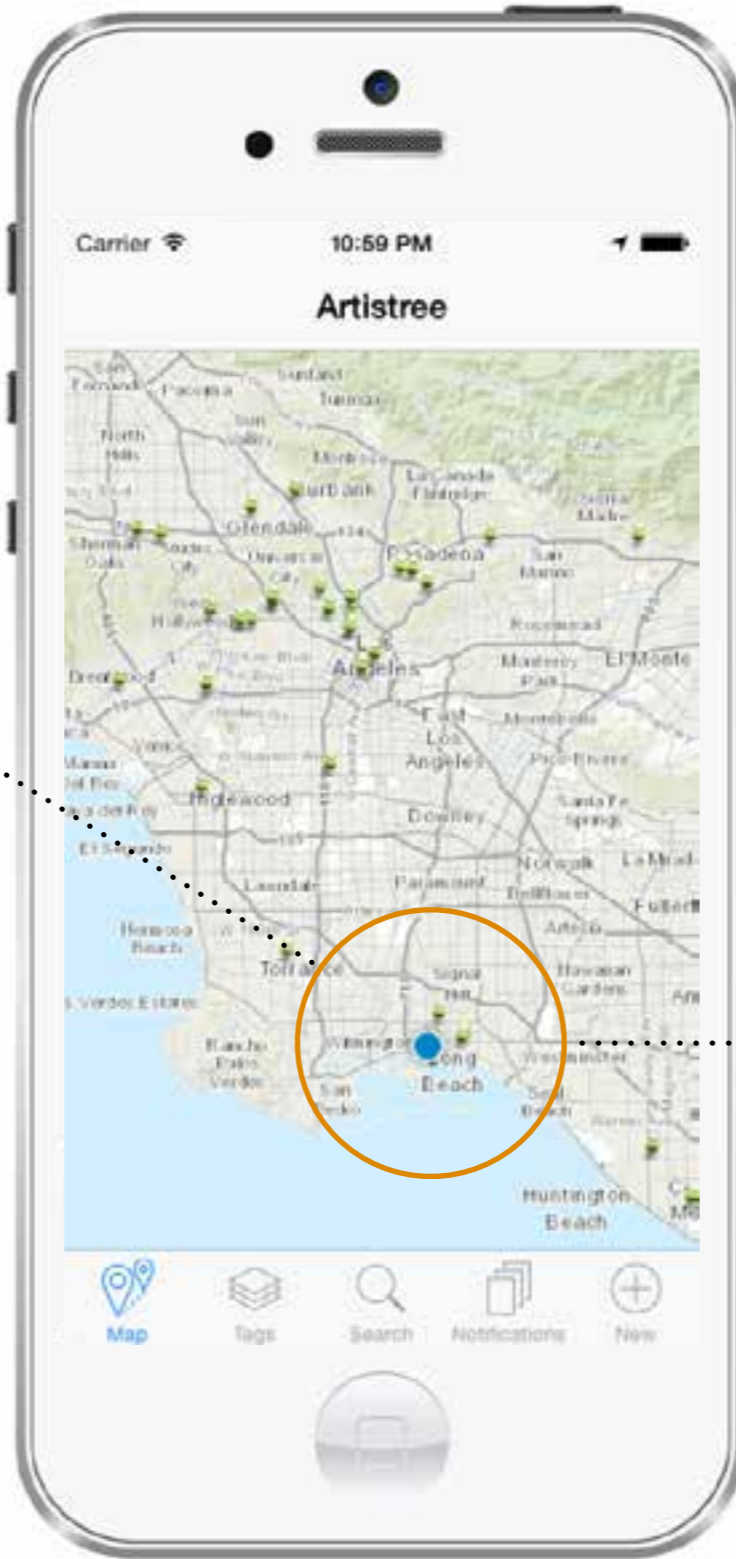
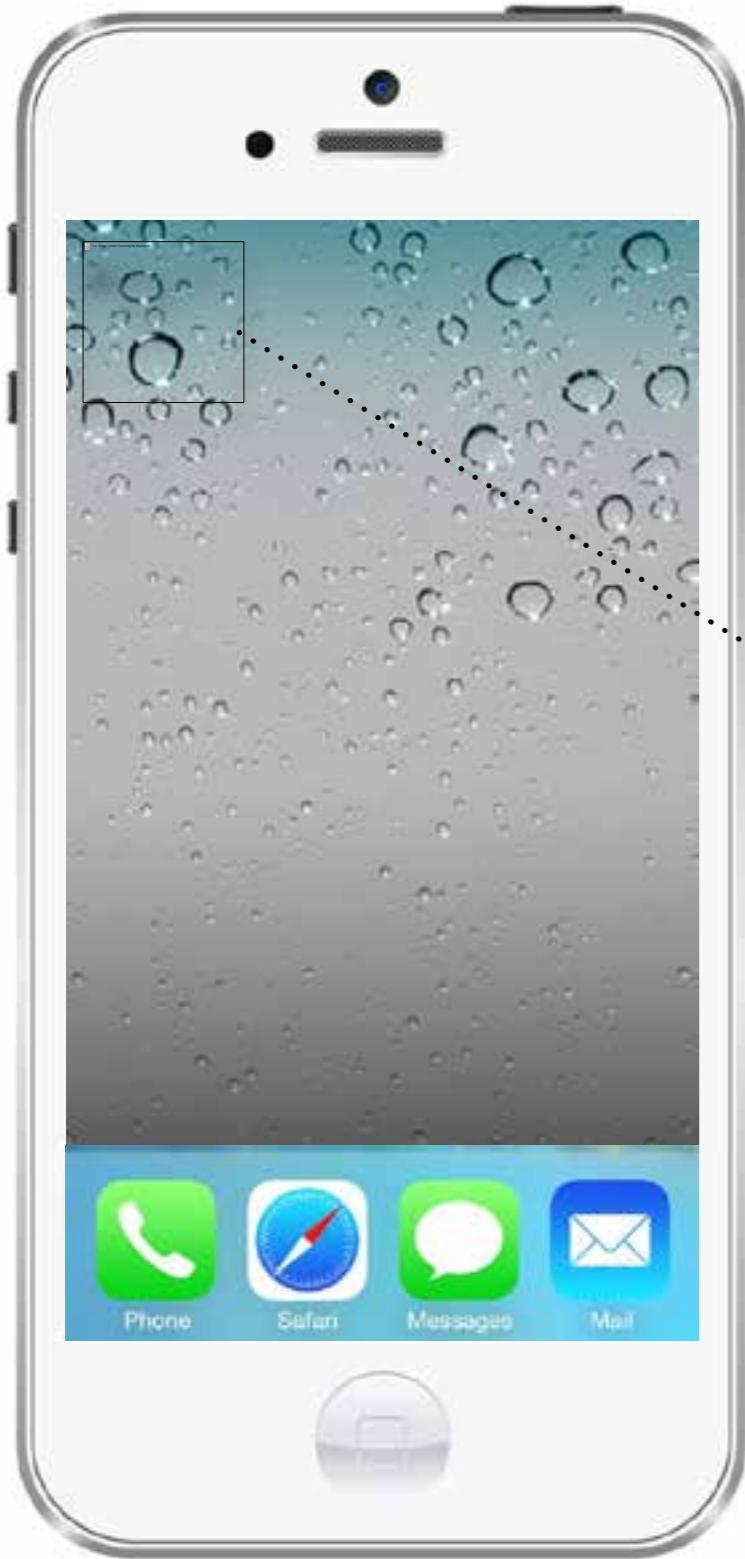
Pandora

iTunes

Spotify

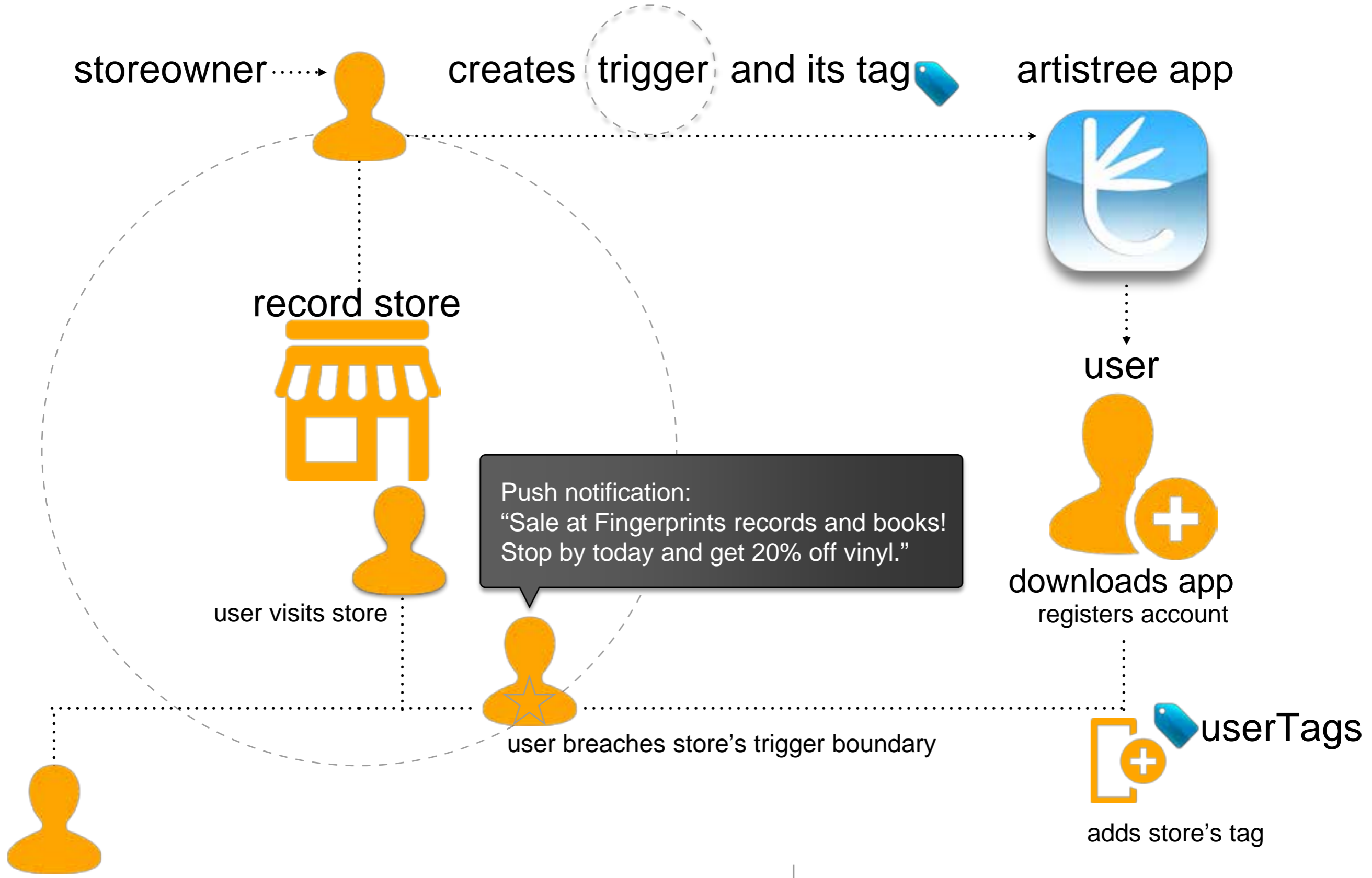
## Introduction

Artistree: iOS application for music retail



## Solution: Artistree app

Artistree: iOS application for music retail (3)



user ignores if not interested  
not stored as message or email

# User story

Artistree: iOS application for music retail

## Mobile platform:

iOS 7 and 6: iPhone

very popular

lots of support, documentation

quality control

## Software development kits:

Parse.com SDK ..... no need for PHP  
takes complexity out of server side operations

ArcGIS Geotriggers SDK ..... adaptively moderates GPS usage  
manages battery use

ArcGIS iOS Runtime SDK ..... easy to edit map users view in app  
content management system: very comprehensive

## Development platforms

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# PlaceGuides.....

Use geo-triggers and push notifications to notify attendees on promotions, samples and sales

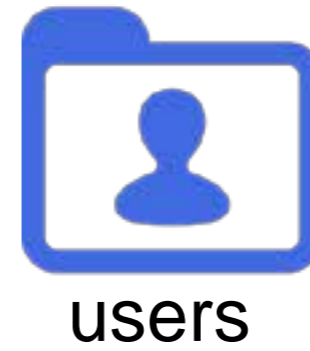
i.e. Nespresso campaign  
America's Cup Village at Marina Green  
San Francisco, CA

# REI app .....

Users receive notifications on REI sales events delivered to REI message center on users phone

# Background

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AGO web map service



hosted on [parse.com](https://parse.com)

hosted on [parse.com](https://parse.com)

hosted as AGO app

hosted as AGO service

# Datasets

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User



Register for store triggers  
Manage subscription to store triggers



Store  
Owner



Create/customize triggers, push  
notification details

## Application requirements

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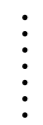


tag:  
"Fingerprints  
Summer Sale"

store details  
event  
trigger  
details  
location



tag



added to...

tagsList

UserTag

s

users

used to access



eventList



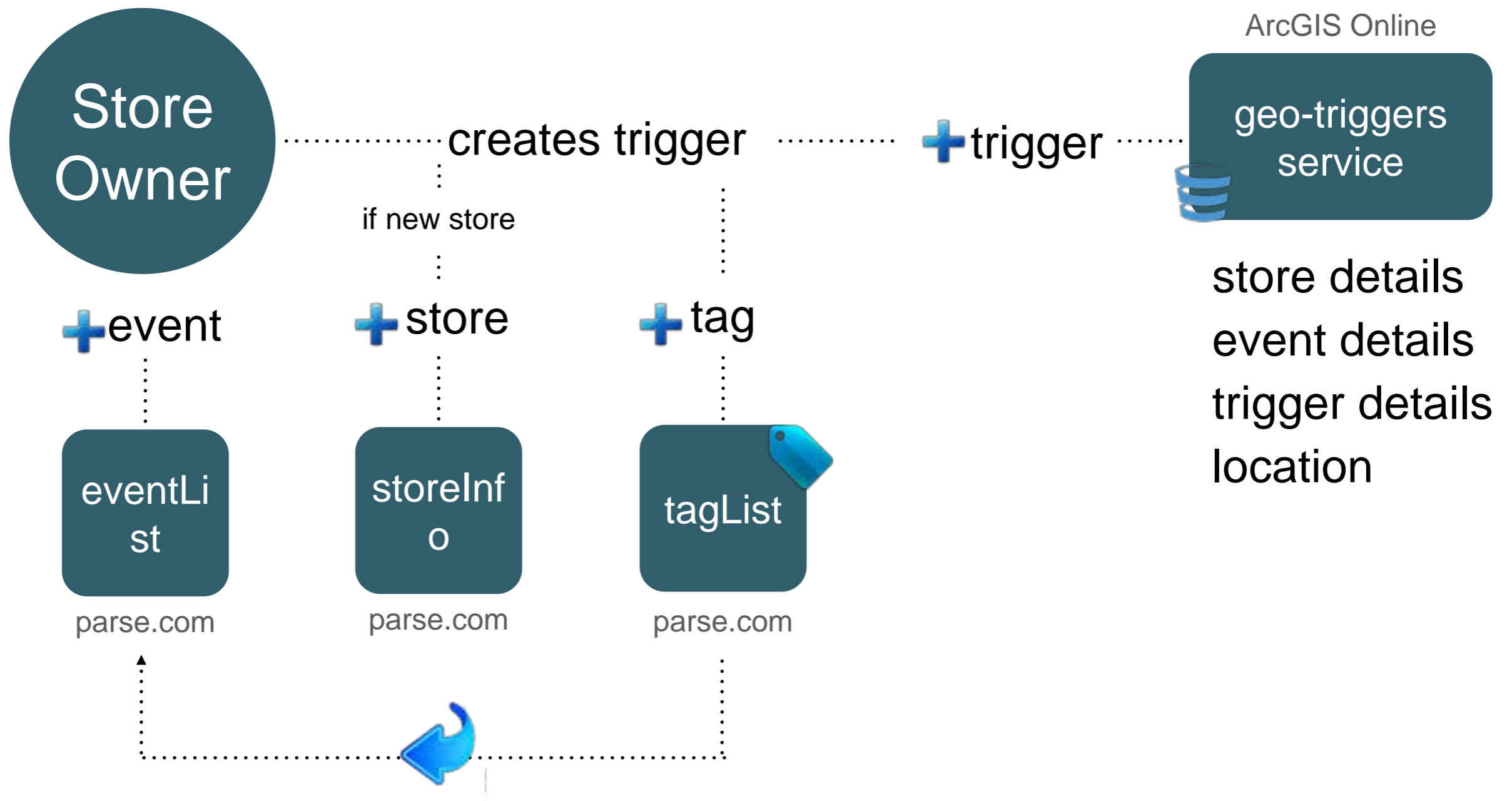
geo-trigger  
service

related to



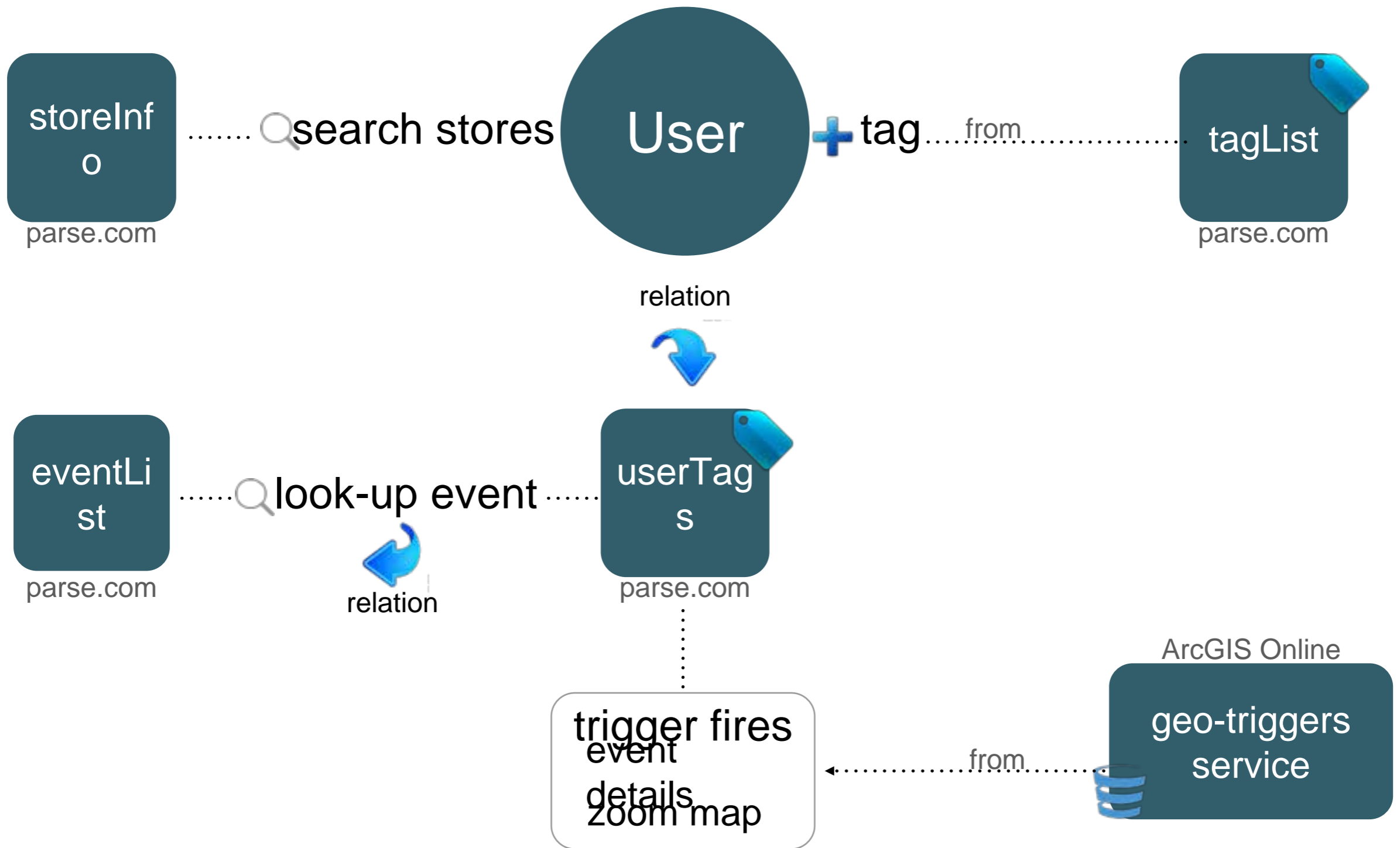
# Using tags to relate data

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# Storeowner: System Design

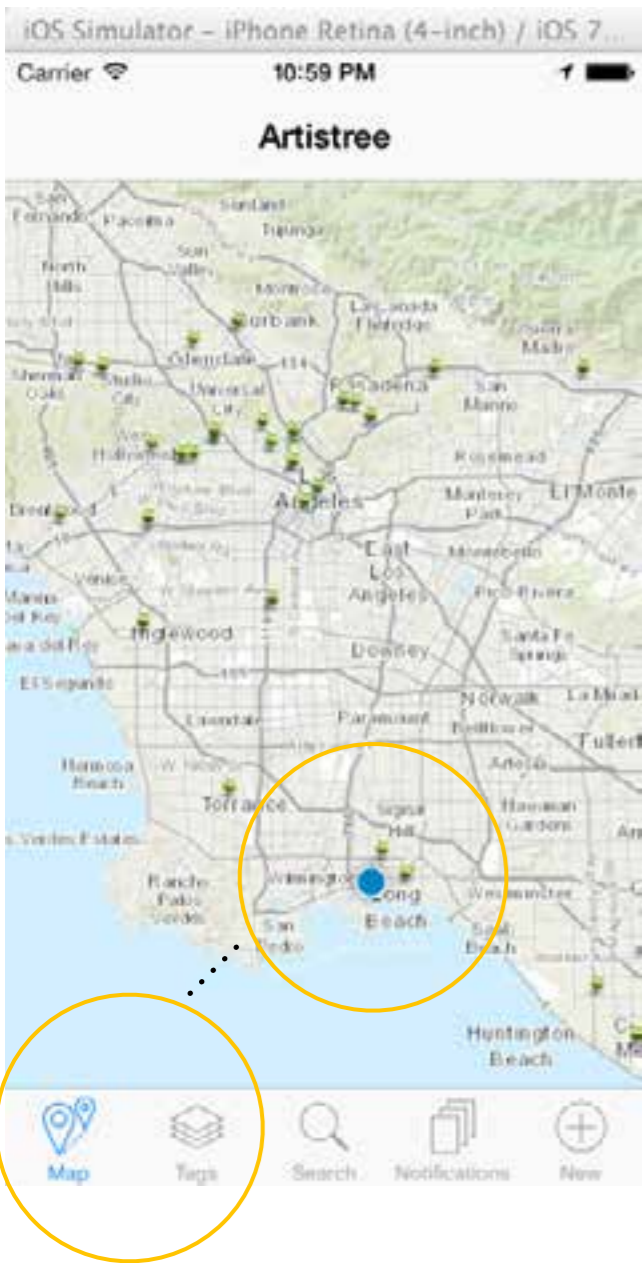
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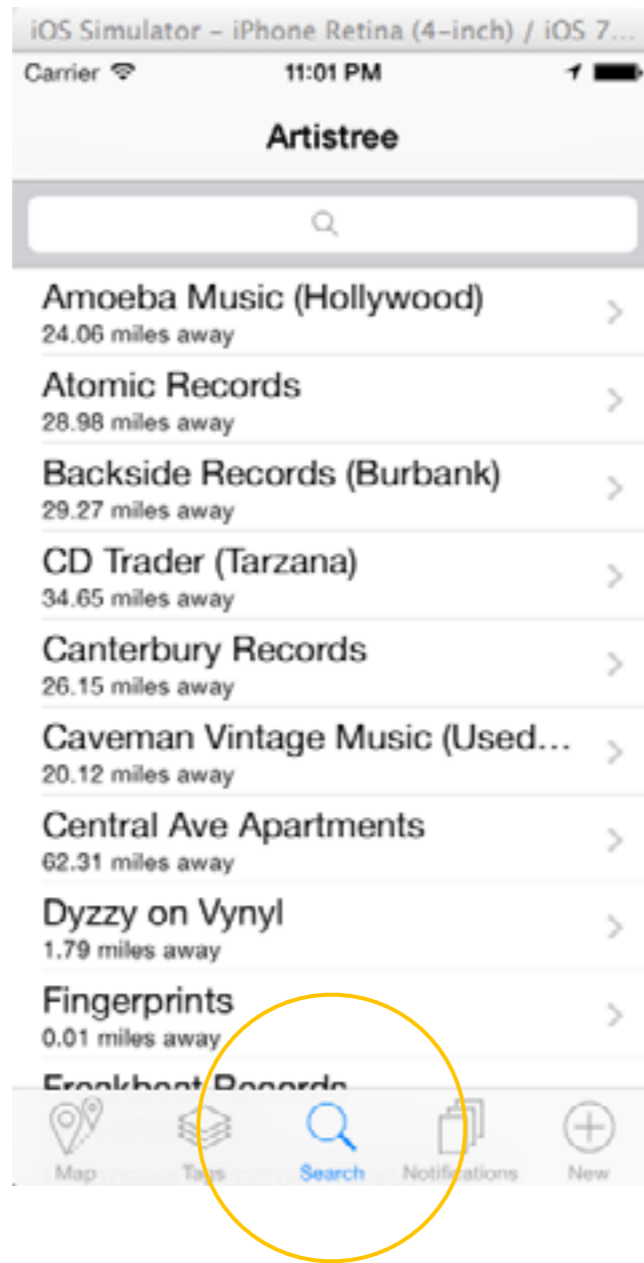
# User: System Design

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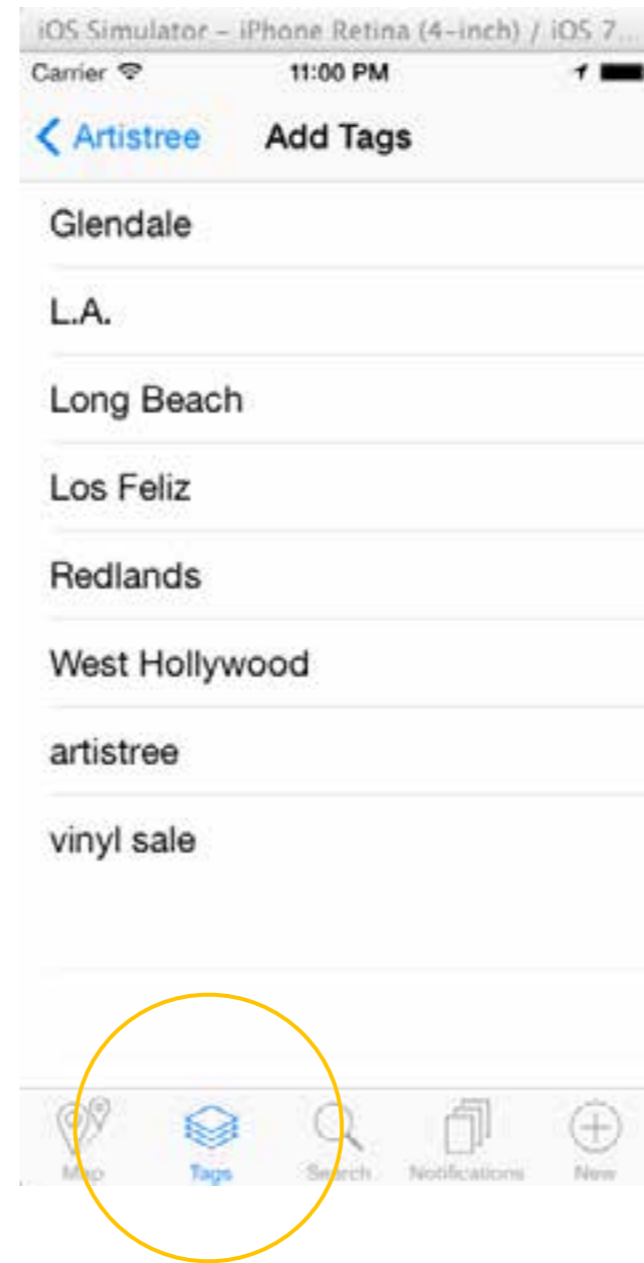
map view



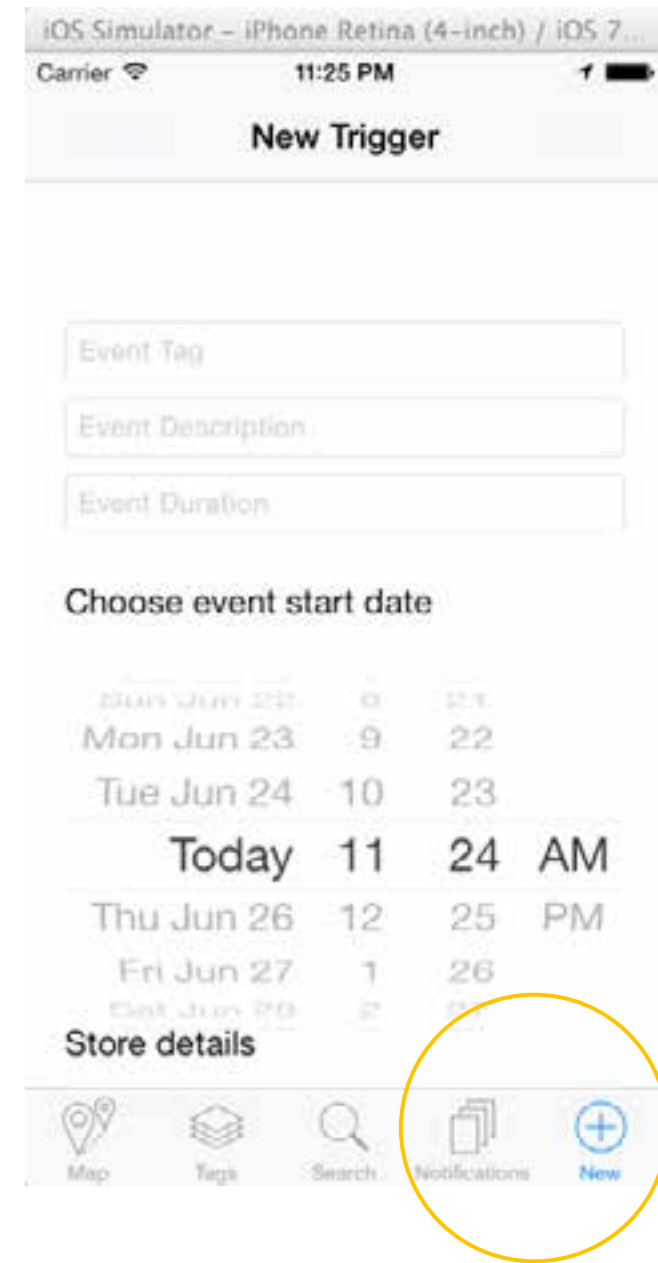
search stores



edit user tags

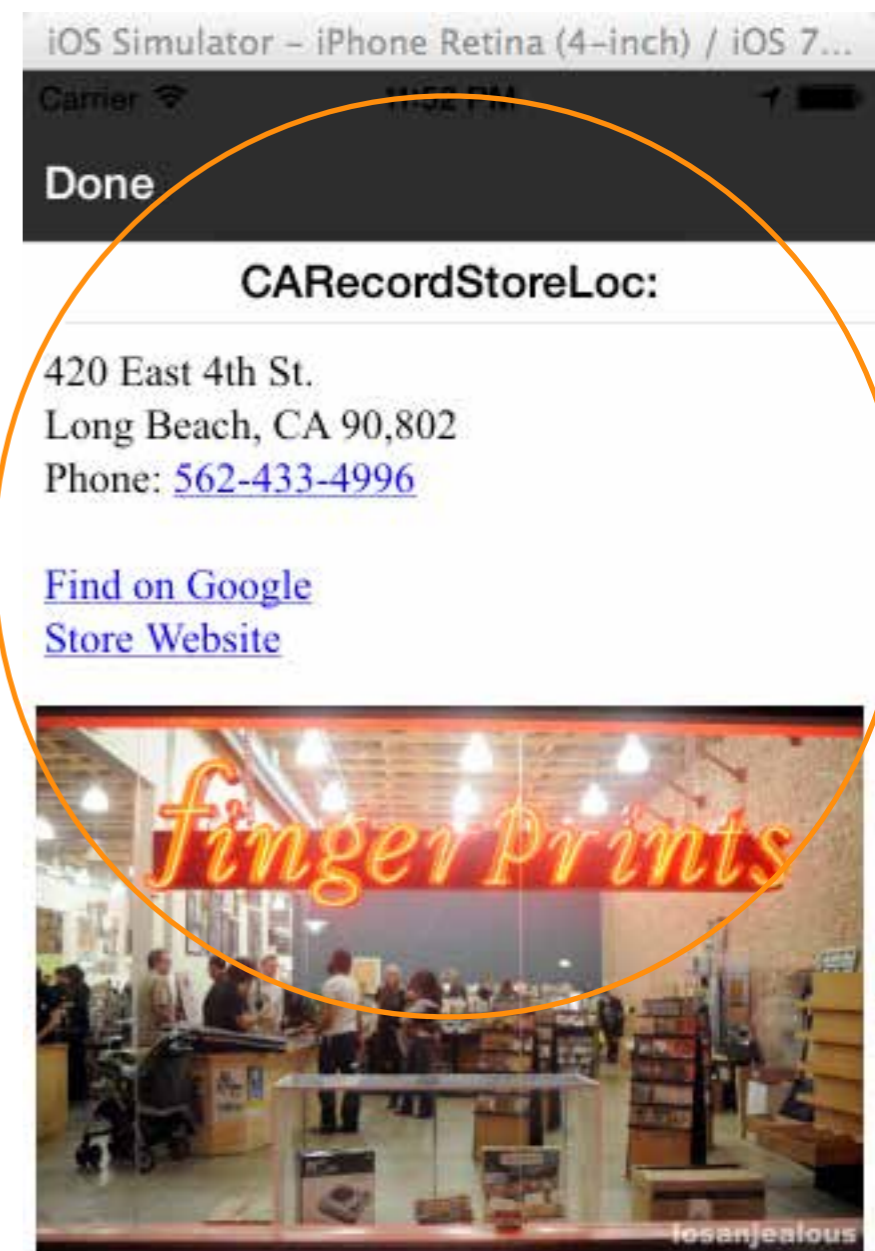
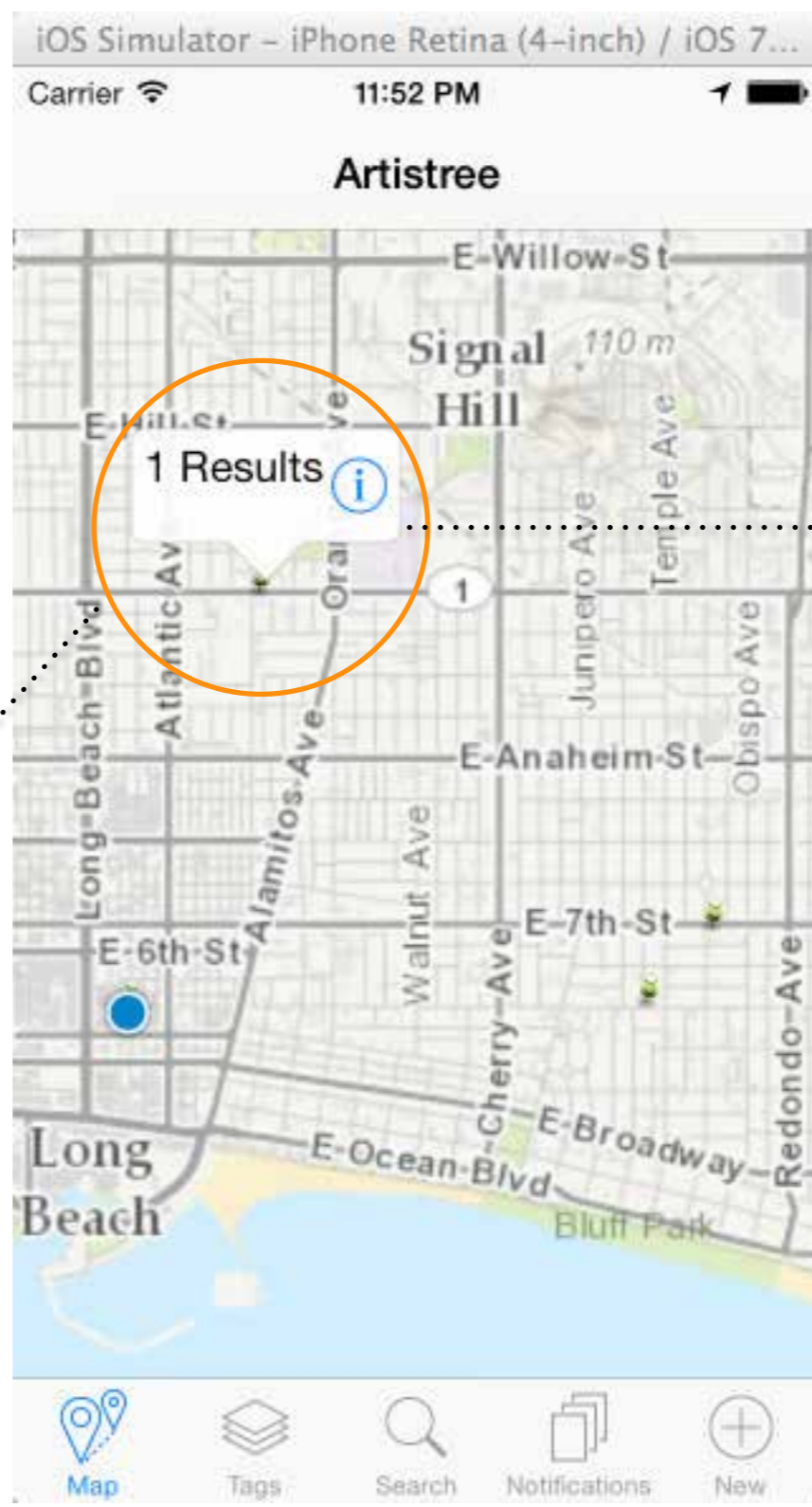
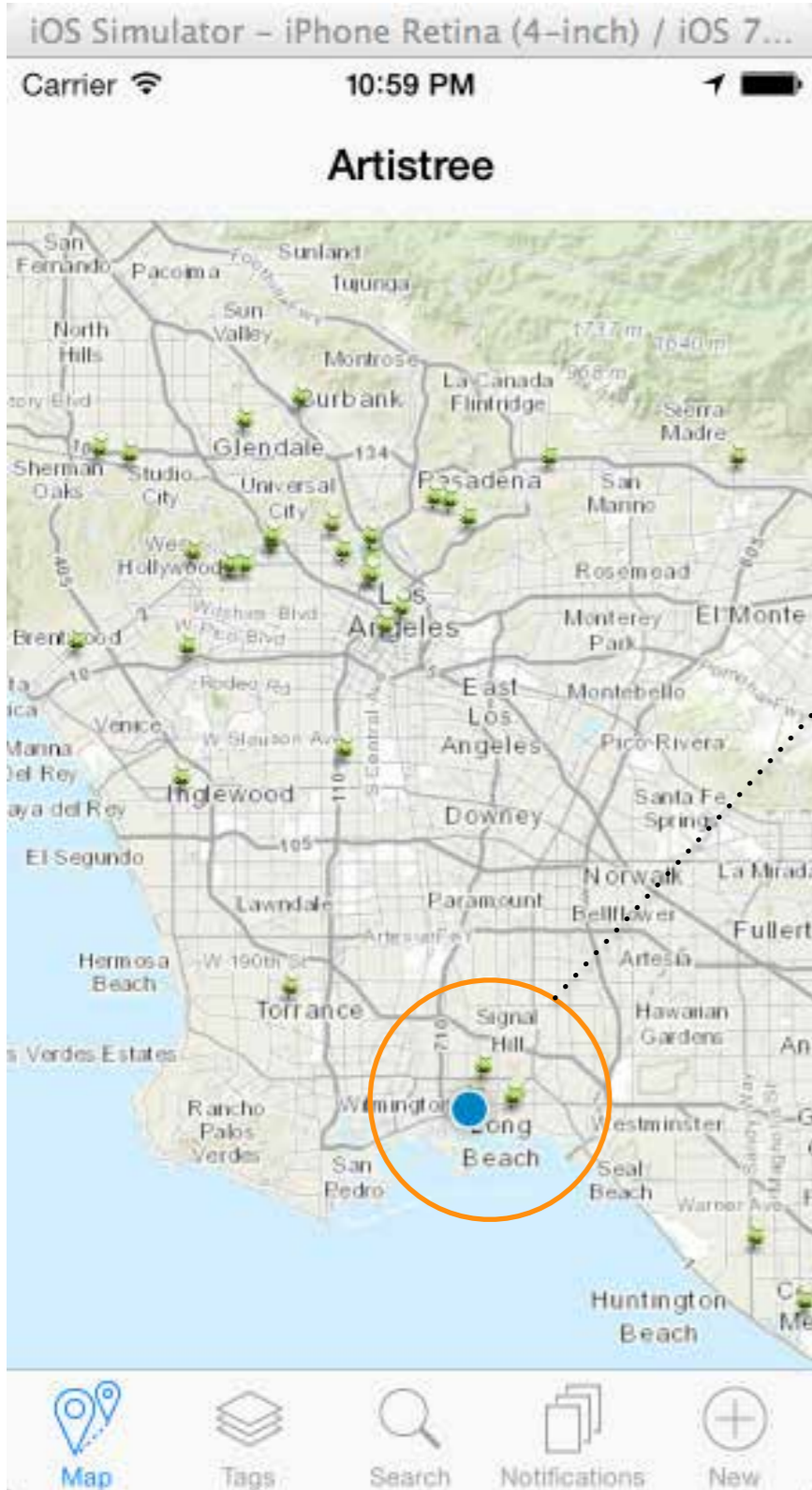


adding trigger



# System design

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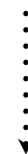
# System design: map popups

(10)

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# Store information table

Role		address String	city String	google String	latitude Number	longitude Number	name String	phone String
User	3	1200 E Collon Ave	Redlands	Find on Google	34.089953	-117.1746375	University of Redlands	Phone: (909) 793-2121
storeInfo	39	214 E Redlands Blvd	Redlands	Find on Google	34.057079	-117.179829	Katz Alley Record Store	Phone: 909-798-3444
tagsList	8	17 East State St.	Redlands	Find on Google	34.051151	-117.182092	Redlands Vinyl Record...	Phone: 909-793-5252
TestObject	1	1111 East Central Ave.	Redlands	Find on Google	34.0585571	-117.165675	Central Ave Apartments	Phone: 240-338-4335
		5123 York Blvd.	Los Angeles	Find on Google	34.121147	-118.203872	Wombleton Records	Phone: 213-422-0009
		3815 W. Suroct Blvd	Los Angeles	Find on Google	34.091408	-118.279073	Vacation (Vinyl Only)	Phone: 323 688 2111
		21405 Brookhurst St	Huntington Beach	Find on Google	33.6517488	-117.9536858	IKO Records	Phone: 714-962-0600
		453 S. Spring Street	Los Angeles	Find on Google	34.047806	-118.24956	The Last Bookstore	Phone: (213) 488-0599



# User table

Role		objectId Stri...	username String	password String	authData authData	emailVerified Boolea...	email String	tagRelation Relation
User	3	g4o82djfQK	artistroo	(hidden)	(undefined)	(undefined)	artistroo@gmail.com	View Relations
storeInfo	39	mmjauDMTf	tom	(hidden)	(undefined)	(undefined)	geoidlife@gmail.com	View Relations
tagsList	8	aaoyKuhmoM	nico	(hidden)	(undefined)	(undefined)	nico.roldos@me.com	View Relations



# User's tags

Role		tr...	createdAt Date	updatedAt Date	ACL ACL	FID Number	app String	tag String
User	3	7	Jun 18, 2014, 06:24	Jun 18, 2014, 06:25	(undefined)	8	artistreeApp	Los Feliz
tagRelation			Jun 18, 2014, 05:01	Jun 18, 2014, 05:38	(undefined)	6	artistreeApp	Redlands
storeInfo	39	o	Jun 18, 2014, 05:01	Jun 18, 2014, 05:38	(undefined)	5	artistrooApp	West Hollywood
tagsList	8	J7	Jun 18, 2014, 05:01	Jun 18, 2014, 06:24	(undefined)	4	artistreeApp	L.A.
TestObject	1		Jun 18, 2014, 04:57	Jun 18, 2014, 05:38	(undefined)	3	artistreeApp	Long Beach

Database on parse.com

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## Interactive Development Environment:

X-Code

## Software development kits:

Parse.com SDK

ArcGIS Geotriggers SDK

ArcGIS iOS Runtime SDK

## Hosting:

Parse cloud hosting

ArcGIS Online (both triggers and feature service)

# Implementation

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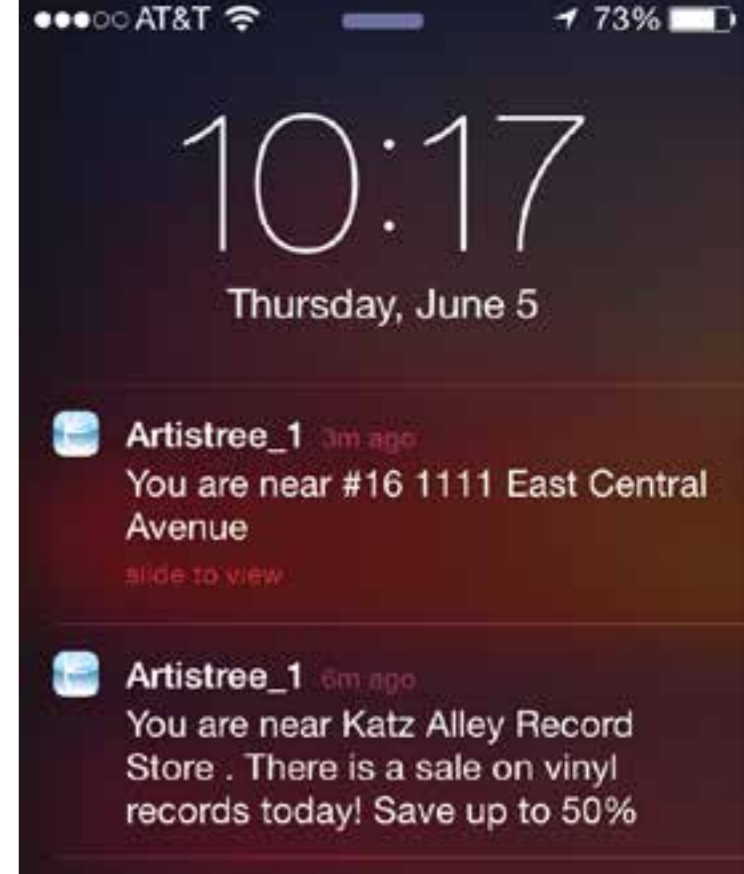
## Tested:

Small and large triggers fire

Notifications easily updated via ArcGIS Online

## Results vary:

Proximity to cell towers



## Summary

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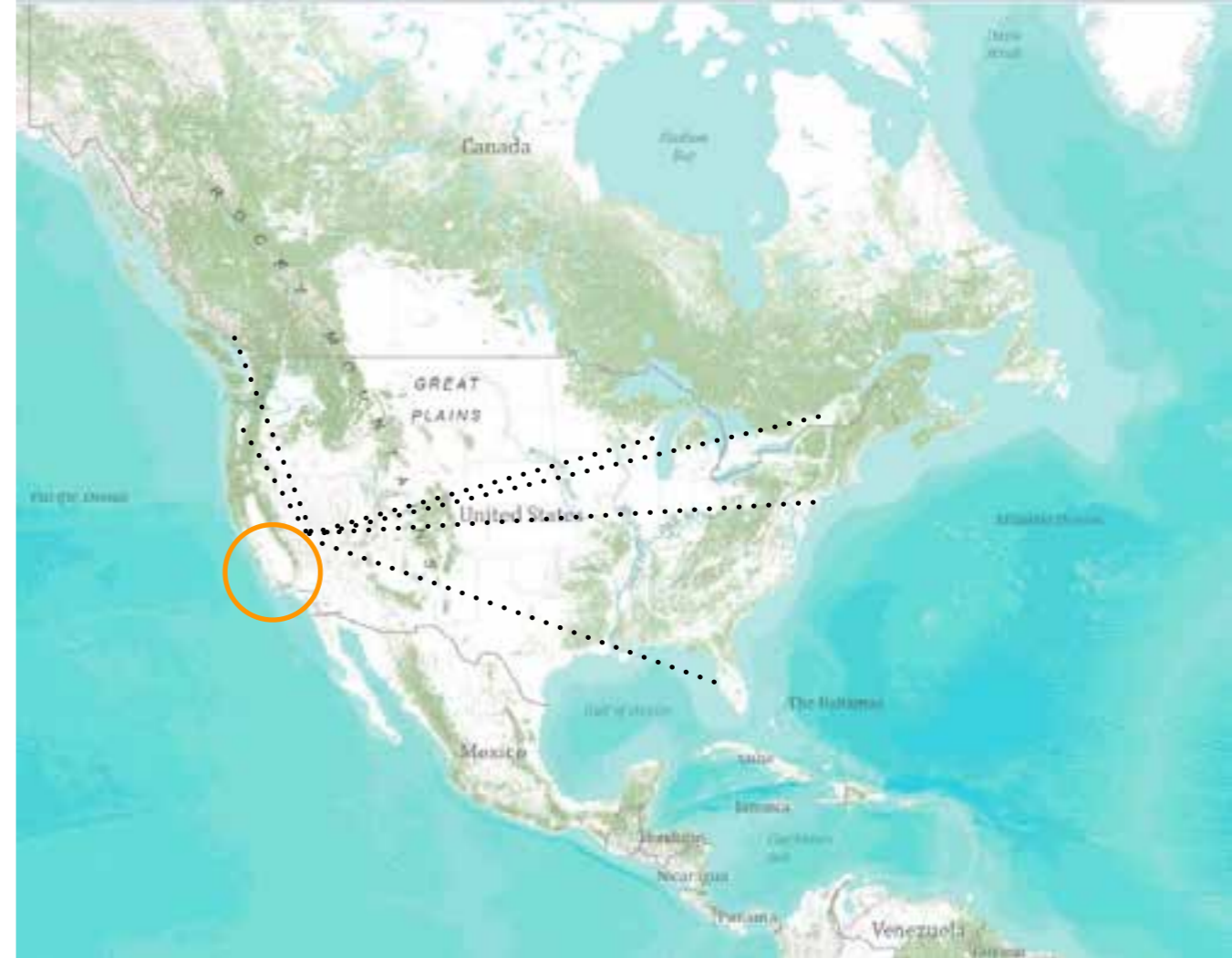
## Front end:

Streamline user interface

Incorporate social media

Go beyond Los Angeles music retail

Expand nationwide,  
internationally  
Include concert venues

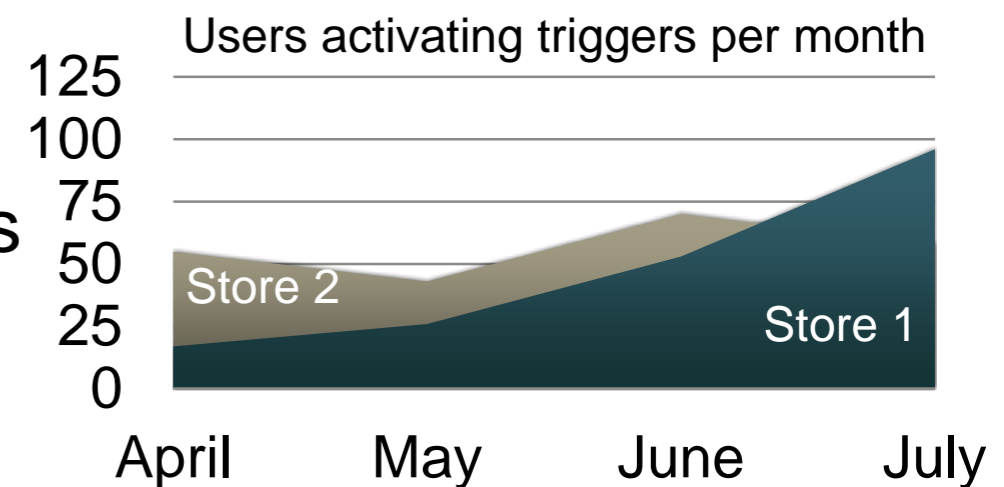


## Behind the scenes:

Add more stores, store information

Create a trigger monitoring service; user analytics

Upgrade hosting capabilities



## Recommendations

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Nicolas Roldos

contact information:

[geoidlife@gmail.com](mailto:geoidlife@gmail.com)

@geoidlife

[geoidlife.com](http://geoidlife.com)



Thank you

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