

## eMoo – B2B/B2C Marketplace



**Location:**  
Bermuda

**Project:**  
eMoo

**Industry:**  
IT Industry

### **Technologies / Platform:**

- Blackberry
- Eclipse (Galileo)
- Mantis Bug Tracker
- BaseCamp

### **Business Benefits:**

#### **Customer / Consumer**

- Easy to use & navigate
- Application provides advertisement information based on your current location

#### **Accessibility:**

Providing up to date localized information on products for sale to mass consumers.

### **Client**

eMoo is a Bermuda based local community and ecommerce website in Aspen offering classified advertisements. In addition to classified ads, eMoo.com provides additional services such as business directory listings, offering a full menu of information for getting around town and enjoying all that Aspen and its environment have to offer.

### **Business Needs**

- To provide a mobile extension to the existing online local community marketplace for the users & buyers where they can advertise various products based on category listing and at the same time people can buy and sell.
- The application should also show important details for the selected advertisements.

### **RapidSoft's Role**

- To make location based application on Blackberry which would help the users to see and locate respective classified in around their geographic region.
- The user will log in and select the region and the application would fetch the information from the server.

### **Solution Overview**

- To make a Blackberry application that would work in online mode to fetch the data from the server that will list down and display the advertisements ranging from local classified ads to ads from real estate, local guides , community & government , lifestyle to name a few categories.

### **Highlights**

- Real time interaction between buyers and sellers on the go
- Category wise browsing
- Sub - Category wise browsing
- Product/Advertisement list
- Item List
- Individual Item description
- Ad/Banner Ad display
- Region Change