

What are the benefits and drawbacks of location-based applications for businesses and individual users?

There are so many benefits to location-based applications. For example, I have a Kindle which is Amazon.com's e-reader. My Kindle has a wireless feature that allows me log on to Amazon via my home wireless network and I can purchase books, newspapers etc. Since my account information is stored on the Amazon site, I can easily make my purchases with little thought or effort. This benefits the business because it is more of an impulse buying mechanism and as such generates more revenue from sales. The benefits to the individual user is just the plain easy of buying! I can even preorder a book and when it is released it is automatically downloaded to my Kindle! No more waiting in line at the store. The drawback is that the individual user can get swept up in the purchasing because it is so easy. It is important to be mindful that what is done on a wireless device such as a Kindle or a smartphone has repercussions. Chapter 7 in the text explained how location-based applications can keep track of a person's movements and routines which was illustrated to have a great benefit to a business but dwells in privacy issues for the individual user.

## Response 2

Retail shopping, advertising and providing customer service have benefits with respect to location based applications. Retail companies allow the user to shop as there from any place at any time. In addition, auction sites allow customer to stay in touch with the bis process at all times. When someone needs to see a customer one can have access to traffic conditions to avoid being late in order to provide customer service to their customer. When it comes to marketing, advertising companies and zone in where the person is as they can now send coupons or sales to fit the whereabouts of the shopper. In essence, companies can offer servicing tools that can help maintain ones customer base, drive business to retail stores and help provide value deals to shoppers. However, the downside of location based applications is that the consumers do not appreciate adds transmitted to their cell pones unless they have requested them and more importantly there has been the major issue or concern of privacy issues. One concern that I can personally think of is the fact that these marketing tools and ease of buying can put the consumer in financial troubles as they can act on impulse and spend more than they should.

