

## Personalized Mobile Search Engine

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**ABSTRACT:** *We have already browser in mobile. Whenever we surf for data in mobile that related links will be displayed in list view. User can click on particular link then go to another page and displayed link related information on that page. So we propose a personalized mobile search engine (PMSE) that captures the users' preferences in the form of concepts by mining their click through data. Surf your favourite data quickly and easily. Every click the website link can be saved automatically. Whenever we launch this app and search for any data, you can avoid the step of each time selecting the web pages to open and then open them one by one. Instead we are personalizing the search data such a way that will be displayed in tabs view and every link have a particular web view below to it. So user can directly view the particular link related information in the below the web view and searched data automatically get stored in the database when we click on the results one by one.*

**Keywords:** *Google API, JSON Parsing, search engine*

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Date of Submission: 14-02-2018

Date of acceptance: 01-02-2018

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### I. Introduction

In this paper, the search results count 16 at time horizontally. When we click on each result, the result output will be display below to the screen. In order to do this we are using Google API with the help of JSON Parsing. When we are searching for particular topic in web browser, the particular page contains several links. Instead of opening the links one by one, all links in that page will be displayed (opened) at a time side by side (fragment) using this app and the content in that link will be displayed down.

This paper will be more useful when we are browsing through mobiles and tabs. This makes ease of searching and decreases complexity. This will be useful for anybody as everyone is habit of surfing the net.

### II. Objective

When we search for any materials we will get list of 8 to 10 in a single page as search results. If we want to see the first search result, when we click on it, its gets redirected to the particular and shows the output in another browser. It becomes a tedious task to user to see the results. To avoid the problem in existing system, we are proposing a new application saying named "Personalized mobile search engine". One of the fastest growing industries now a day is mobile industry. There are many competitors in this area who are doing research and development on new platforms & user experience. One such is Android from Google which is supported for Google phones. These phones are described as next Generation mobiles [As described by Google].

In this application the search results count 16 at time horizontally. When we click on each result, the result output will be display below to the screen. In order to do this we are using Google API with the help of JSON Parsing.

Android is a software stack for mobile devices that includes an operating system, middleware and key applications. The Android SDK provides the tools and APIs necessary to begin developing applications on the Android platform using the Java programming language. The Android SDK includes a comprehensive set of development tools. Requirements include Java Development Kit, the officially supported integrated development environment (IDE) is Eclipse (3.2 or later) using the Android Development Tools (ADT) Plug in, though developers may use any text editor to edit Java and XML files then use command line tools to create, build and debug Android applications.

When we are searching for particular topic in web browser, the particular page contains several links. Instead of opening the links one by one, all links in that page will be displayed (opened) at a time side by side (fragment) using this app and the content in that link will be displayed down. This app will be more useful when we are browsing through mobiles and tabs. This app makes ease of searching and decreases complexity. This app will be useful for anybody as everyone is habit of surfing the net. When we click on it, its gets redirected to the particular and shows the output in another browser. It becomes a tedious task to user to see the results.

## 1. SYSTEM ANALYSIS

### a. EXISTING SYSTEM

When we search for any materials we will get list of 8 to 10 in a single page as search results. If we want to see the first search result, when we click on it, its gets redirected to the particular and shows the output in another browser. It becomes a tedious task to user to see the results.

### b. PROPOSED SYSTEM

To avoid the problem in existing system, we are proposing a new application saying “Google Quick Browser”.. In this application the search results count 16 at time horizontally. When we click on each result, the result output will be display below to the screen. In order to do this we are using Google API with the help of JSON Parsing

### c. DESIGN AND IMPLEMENTATION CONSTRAINTS

All modules are coded thoroughly based on requirements from software organization. The software is designed in such a way that the user can easily interact with the screen. Software is designed in such a way that it can be extended to the real time business.

### d. USER INTERFACES

This application include GUI standards or product family style guides that are to be followed, screen layout constraints, buttons and functions that will appear on every screen, display standards and so on.

### e. FEASIBILITY STUDY

The next step in analysis is to verify the feasibility of the proposed system. “All App are feasible given unlimited resources and infinite time“. But in reality both resources and time are scarce. Application should confirm to time bounce and should be optimal in their consumption of resources.

### f. TECHNICAL FEASIBILITY

As we are developing this Application on Java 2 platform edition which is an open source and free of cost. Once we started developing this application in Java 2 platform editions then there is no need of purchasing any special software or application software for support.

### g. OPERATIONAL FEASIBILITY

To determine the operational feasibility of the system we should take into consideration the awareness level of the users. Users who are using this Application don't require much knowledge of how to use. Everything will be understood by user once he sees the application.

### h. ECONOMIC FEASIBILITY

To decide whether a Application is economically feasible, or not we have to consider various factors as:

- Cost benefit analysis
- Long-term returns
- Maintenance costs

## 2 MODULES

The following are the modules in the system

- Graphical user interface
- Search view
- Tabs
- Web view

### a. GRAPHICAL USER INTERFACE

Graphical user interface is a type of User Interface that allows users to interact with electronic devices through graphical icons and visual indicators such as secondary notation as opposed to text-based interface typed command labels or text navigation. The actions in GUI are usually performed through direct manipulation of the graphical elements. Designing the visual composition and temporal behavior of GUI is an important part of software application programming in the area of human computer interaction.

### b. SEARCH VIEW

In search module we can search any kind of material using Google API. It is business logic.

### c. TABS

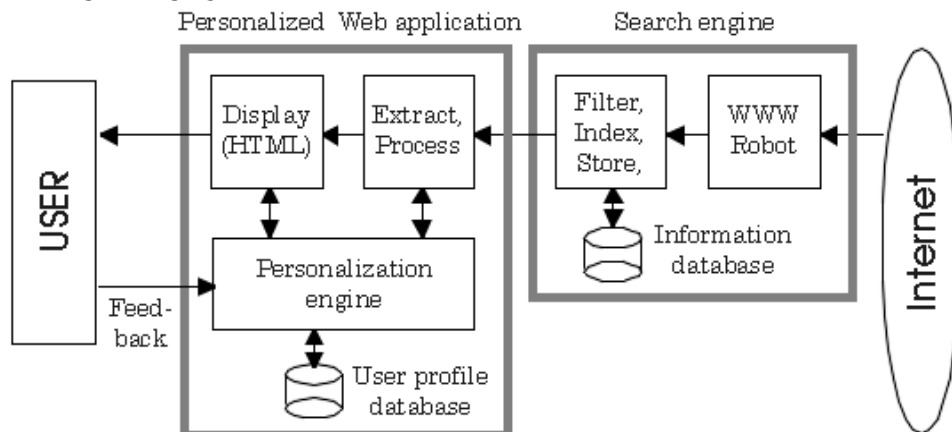
In above module whatever you search, the links can be displayed in tabs. These tabs can be designed vertically or horizontally according to our convenience.

### d. WEB VIEW

In above the tab which you select is displayed here. Without this web view we couldn't see our description related to any link.

### III. System Design

#### 3.1 SYSTEM ARCHITECTURE



**Fig 3.1** Architecture For Personalized Mobile Search Engine System Design

System design is transition from a user oriented document to programmers or data base personnel. The design is a solution, how to approach to the creation of a new system. This is composed of several steps. It provides the understanding and procedural details necessary for implementing the system recommended in the feasibility study. Designing goes through logical and physical stages of development, logical design reviews the present physical system, prepare input and output specification, details of implementation plan and prepare a logical design walkthrough.

The database tables are designed by analyzing functions involved in the system and format of the fields is also designed. The fields in the database tables should define their role in the system. The unnecessary fields should be avoided because it affects the storage areas of the system. Then in the input and output screen design, the design should be made user friendly. The menu should be precise and compact.

### IV. Software Design

In designing the software following principles are followed:

- Modularity and partitioning: software is designed such that, each system should consists of hierarchy of modules and serve to partition into separate function.
- Coupling: modules should have little dependence on other modules of a system.
- Cohesion: modules should carry out in a single processing function.
- Shared use: avoid duplication by allowing a single module is called by other that needs the function it provides.

### V. Input/Output Design

#### Input design:

Considering the requirements, procedures to collect the necessary input data in most efficiently designed. The input design has been done keeping in view that, the interaction of the user with the system being the most effective and simplified way. Also the measures are taken for the following Controlling the amount of input .Avoid unauthorized access to the Universal Dossier. Eliminating extra steps. Keeping the process simple. At this stage the input forms and screens are designed.

#### Output design:

All the screens of the system are designed with a view to provide the user with easy operations in simpler and efficient way, minimum key strokes possible. Instructions and important information is emphasized on the screen. Almost every screen is provided with no error and important messages and option selection facilitates. Emphasis is given for speedy processing and speedy transaction between the screens. Each screen assigned to make it as much user friendly as possible by using interactive procedures. So to say user can operate the system without much help from the operating manual.

### VI. Conclusion

To adapt to the user mobility, we incorporated the user's GPS locations in the personalization process. We observed that GPS locations help to improve retrieval effectiveness, especially for location queries.

This makes the application efficient, convenient and easy to use along with providing maximum user satisfaction which is the key aspect for any developers. So it is useful for capturing the user's preferences in the form of concepts by mining their click through data.

### **References**

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IOSR Journal of Computer Engineering (IOSR-JCE) is UGC approved Journal with Sl. No. 5019, Journal no. 49102.

G.Niveditha " Personalized Mobile Search Engine " IOSR Journal of Computer Engineering (IOSR-JCE) 20.1 (2018): PP 26-29.