

ABSTRACT

SYSTEM AND METHOD FOR PROVIDING SERVICE FOR RANDOM DISCOUNT

IN REAL TIME BY USING MOBILE APP

The present disclosure relates to a system and method for providing a real-time random discount service by using a mobile app, the system including: a seller terminal provided in an off-line shop operated by a seller; a purchaser terminal owned by a purchaser who authorizes payment for the purchase of a product; and a random discount service server including: a random discount app control unit for controlling to forcibly execute a random discount application by pushing an app activation signal to the purchaser terminal, to thereby display, on a display unit of the purchaser terminal, a random discount selection screen including a plurality of random discount selection buttons, wherein the random discount selection button has a winning probability inversely proportional to a discount rate, and to receive, from the purchaser, selection information on one of the plurality of random discount selection buttons; a random discount price setting unit for setting a random discount price to be offered to the purchaser, according to the winning probability and a discount price included in the selection information transmitted from the purchaser terminal; and a payment settlement unit for settling the payment according to the set random discount price.

Figure 1