

# **Service Advertising Website**

## **Business Requirement Description**

**Introduced By SE2018G01**

## Introduction:

### Executive Summary

This website is an online platform for those who are looking to start their careers whether as a developer/freelancer or someone looking to make their own startups and need technical aid.

On this platform each developer will have a profile from which other people can evaluate and decide on weather to hire them or not. That would be achieved by keeping a portfolio of these developers and feedback from their previous clients.

This website will also provide additional advertising for higher ranked developers via scheduled emails that are sent with recommendations for the particular developer.

### Document Overview

This document introduce service advertising website product study plan. It introduces general description, technical description, development and operation plans.

### Business Objectives

- Offer a platform for starting developers to propose their services.
- Offer a place for all development services .
- Offer easy means for startup company owners to get the technical services they need.
- Offer records for starting developers that represents their portfolio.
- Offer advertising for developers to help boost their careers.
- Offer specific services that cater to companies with a less frequent demand.

## System Description:

You are an indefatigable person, who's got the necessary skills for the job, but can't find it, or someone with a vision, but lack the technical skills to achieve it. In either case this platform is your solution to starting a portfolio for your own or achieves your vision.

### Advertising

The website gives starting developers the platform on which they can create a name for their own and build their portfolio, each developer can login and create their own profile the website also keeps stats of successful job rates and feedback and also offers additional periodic advertising for active users of the platform by sending scheduled automated emails. The website also offers a proposal service where developers can propose their services to particular clients.

### Meeting Needs

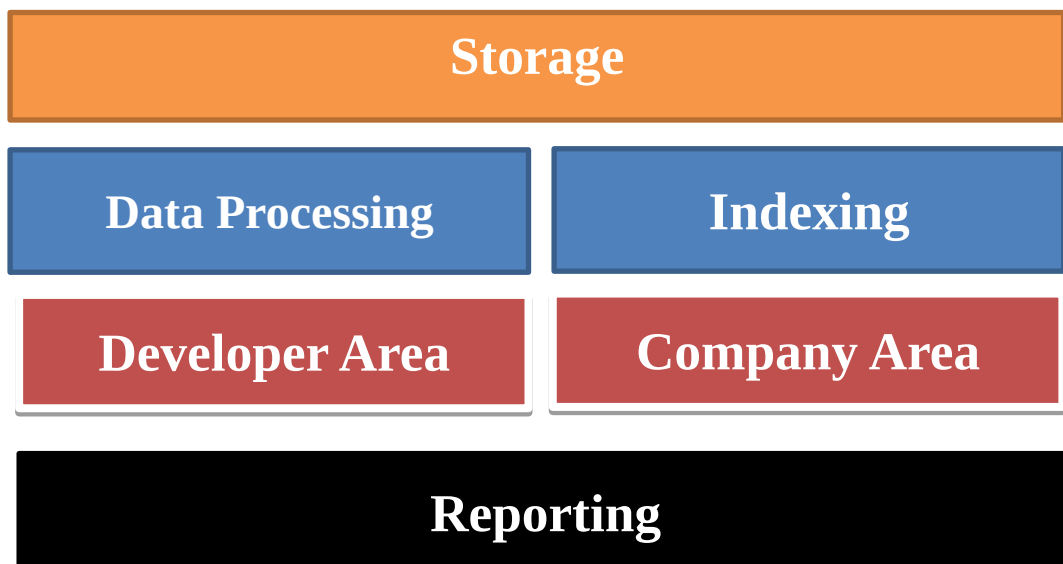
If someone wants it, another probably is ready to serve it. On this platform multiple services will be available by multiple developers to choose from, and for the ones not yet available service requests will be considered to add the service to the available ones, by checking periodically what is the most required service is and adding it to the list of available services.

## System Architecture

Service advertising system is a great business model that allows you to get started with virtually no overheads that you can start almost immediately with a bit of time and passion. So many people think freelancing is just for creative professionals but I have learned that the business model is so much more. I define freelancing as: “A business started by an individual that advertises a service.”

The system consists of the following modules:

1. Storage.
2. Data processing.
3. Indexing.
4. Developer area.
5. Company area.
6. Reporting.



## Storage:

Service advertising system uses different types of storage:

- Core storage for user interaction.
- Archive storage for historical changes, deleted contents in developer profile.
- System storage for system configuration, developer information and company information.
- Indexing storage to support full text search engines.

Core storage uses MySQL structured database as it's the most popular database system used with PHP, ideal for both small and large storage, very fast, reliable, easy to use, uses standard SQL and compiles on a number of platforms.

Archive storage uses JSON data format stored directly over distributed storage.

JSON allow flexible access of data attributes. Distributed storage allows fast access of data items and offer expandable storage. Data replication is configured to minimum which full data availability and data recovery needs of archiving information. System storage uses traditional structured database which provide better queries and data processing over structured contents.

## Data Processing:

It's series of operations that are carried out on data of developers and companies as collection and manipulation to produce meaningful information.

Data transformation is required to allow import and export of different data format.

Multimedia processing is required to enhance the quality of multimedia contents like images, audio and video.

## Indexing

This module is responsible on indexing textual contents to allow internal full text search queries. Full text search is used by final users to find certain contents. Also, it is used by other modules like data processing to locate contents in a fixed time regardless of the overall contents size.

## Developer Area

This module is responsible on providing developer with all the tools required to make his profile, search about companies in certain field by its name and search about companies with specific requirements.

## Company Area

This module is responsible on providing company with all the tools required to make its profile, recruit developers for different jobs in certain field or recruit developers with specific requirements.

## Reporting

This module is responsible on providing technical and non-technical reports for any occurring issues like following:

Technical reports:

- o Developing quality and performance.
- o Periodic maintenance.
- o ...

Non-technical reports:

- o Developer behaviors with companies.
- o ...

## **System Features:**

### **Create developer profile**

Developers can create profiles on our platform to introduce themselves, they provide personal information (Name, country, age ... etc.), and technical information (years of experience, fields of expertise, skills, programming languages mastered ...etc.), and other information for career purpose (working hours, payment per hour, availability, contact methods preferred... etc.). After creating the profile, our system sends a verification mail to the developer so that we can ensure the activity of registered email address.

### **Create Company profile**

Companies can create profiles on our platform with their branding information providing name, logo, mission, vision, brief description about the company, needed positions, job requirements and selection phases for recruiting developers. After creating the profile, companies can view lists of developers to recruit them.

### **Searching and Filtering**

Developers can search among all companies for jobs to see the most suitable position for them. They can view a list of jobs, then they can filter this list depending on company providing the job or years of experience required for the job.

Service Advertising Website

Also, companies can search for all developers depending on their field, payment per hour, and job title, so this feature will have complete searching and filtering system, that enables both developer and companies to find their need on our platform.

### **Contact Channel Between Developer and Company**

After the company has searched and found the desired developer, they can start contacting them through our platform; it's not a chatting system, but it's forms that can be filled to start a conversation. This forms will be back-ended with their emails, so the conversation will start from our platform, and continued through their personal emails.

### **Scheduled emails**

Scheduled emails will be sent periodically containing recommendations based on companies feedback.

### **Reporting**

Companies and developer can report any occurring issues and they can choose the particular category of the issue to report.



The system development is performed using Agile methodology. Initial R&D activity should be applied to experiments tools and techniques. Later continuous R&D activity will run beside the system development activities. The first version of the system should take twelve weeks. After release, the system will enter an initial operation phase for six weeks. During that phase the whole development team will communicate directly with the operation and business team. Later the system will enter the final operation and maintenance phase. During that phase a minor development team will provide an indirect technical support.

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## Team

Team	Role	
Development Team	Team Leader	Almonzer Alaaeldin
	Web Developers	Almonzer Alaaeldin Ahmed abdalla Amgad Abdelkhaleq Baher Abdelfatah Ehab Abd Elghay Eslam Shaaban Hazem Mostafa Omar Taher

## Tools

Service Advertising Website will be developed using open source tools, languages and servers. Commercial tools will be

used in case there is no open source alternative. This will decrease the cost especially for long term operation.

While development only online tools will be used for management, tracking, testing and source control.

This will increase the collaboration between team members even they are not located at the same place.

Operation	RecommendedTool
Source Control	GitHub/Git
TasksandIssuesTracking	Github/Git
StructuredDatabase	MySQL,PHP
ProgrammingLanguages	PHP,HTML,JS
Documents	GoogleDocs
Planning	JIRA/project libre

## Assumptions

- The system completely depends on personal contribution of developers and users to build

Service Advertising Platform and to develop the skills needed to achieve it.

- The system completely depends on free open source tools and languages.
- Users should approve to give the copyright of their material to the system.