

Software Requirements Specification (SRS) Doc

Location Based Advertising,

Team no. 24

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Brief problem statement

We have to create a platform on which users can advertise their product based on location. User will buy slots based on time and location for his advertisement and upload advertisement . On server side , a sequence of advertisements will be created for display at a particular time , location and bundle of devices. Device will ping its location to the server and corresponding advertisements will be displayed. *The advertisements will be beamed on the screens with GPS module attached (For e.g. Android TV, Tab), fitted inside the vehicles (for e.g. RTC buses).*

System requirements

- *OSM API*
- *MVC framework (Django)*

Users profile

- Administrator: Well acquainted with the use of computer.
- Local business owner: Not expected to know much about computers. Should atleast know how to open a website.

Feature requirements (described using use cases)

No.	User Case Name	Description	Release
1.	Division of region into zones	Overall area where advertisements can be displayed will be divided into square zones and user will be identified on the basis of the zone he is located in.	R1
2.	Updating information about each zone	Number of bundles,slots available,price etc. will be updated by the administrator.	R2
3. 3.	Selecting a zone	User will select a zone where he wants to advertise	R1
4.	Selection of bundles	User will select Number of bundles he wants to advertise his product on.	R2
5.	Selection of slots	User will select number of slots he wants for his advertisement . One slot will be of 30 s. If his advertisement is of 45s (for eg.) then he has to buy two slots.	R1
6.	Selection of number of weeks	User will select the time period ,in terms of number of weeks , for which he wants to advertise. Week will be on monday-sunday basis.	R2
7.	Check Availability	Checking if the number of slots,bundles and time period for which user is demanding is available or not for the selected zone.	R2
8.	Calculate Cost	Calculating amount he has to pay for his selection.	R2
9.	Upload Advertisement	User will upload his advertisement He will also enter the exact duration of his advertisement.	R1
10.	Login	Anyone using the web app has to login.System will check if the user is administrator or user.	R1
11.	Login to display	Device on which advertisement will be displayed will ping to the server by login in through a id given to it.	R1
12.	Display Advertisements	Advertisements corresponding to the location of the device which has pinged and time will start playing.	R1
13.	User History	When user is logged in , he can check his previous activities.	R2
14.	Edit advertisement	When user is logged in , he can edit the advertisements which are still live and is uploaded by him. He can delete the current ad and upload new one but cant change number of slots and bundles when his account is still live.	R2
15.	Managing Users	Administrator can regulate users.He will have the power to add or delete them or any content uploaded by them.	R2

Use case diagram

