

OOAD

Project Deliverable 1

Vision

“OUR VISION IS TO PROMOTE THE AUDIOBOOK INDUSTRY IN PAKISTAN AND TO AID PEOPLE CHASE THEIR PASSION FOR BOOKS AND ACQUIRE A LIVELIHOOD THROUGH IT.”

Explanation:

- Our presiding purpose is to support Urdu authors, book publishers, voice-over artists, sound engineers, and studio folks for audiobook production through a freelancing marketplace. They will also be provided with an online ebook store and affiliate program for sales and promotion.
- Through the E-book store, authors and publishers will be able to upload audiobooks for sale and buyers will be able to purchase them.
- Through the freelancing marketplace, a user may easily interact with the people of his interest and get services.
- Through the affiliate program, affiliates will be able to earn commission by promoting our website.

Requirements:

Thinking from the client's perspective, the basic requirement of this project is to create a workplace where authors, narrators, studio persons, producers, publishers can communicate with each other and give them an environment to produce audiobooks. An e-shop alongside this freelancing marketplace should also be designed where the authors can sell their books, either independently or by sharing 50% profit with the narrators(if not paid before). As for the buyer, each book in his collection will be indexed in a customized library. With each money transfer, the client shall receive a certain commission. An affiliate program shall also be developed under which a person will be able to earn commission through affiliate marketing of either the books or services.

Features List

As our whole system is divided into 3 segments, our features list for each of the segments is given below:

Freelancing marketplace:

- **Login system**
This module will create accounts of the user and verify whether the user is a human or robot.
- **Chat System**
This system will provide an interface between two users to exchange services or products.
- **Search Bar**
This feature will help the users to find the services, according to their preferences(if needed).
- **Order management system**
This system will manage all the currently going projects on both buyers and sellers' ends.
- **Analytics**
This module will provide all the analytical information about the impressions and frequency of the previous records.
- **Billing and withdrawal**
This module will handle all the details of our account balance, previous records, and balance withdrawal option.
- **Notifications**
This feature will manage all the notifications.
- **Tutorials**
This module will provide brief guides and manuals for the new users.
- **Paid promotion**
This feature will enable service providers to promote their services by paying for them.
- **Customer support**
This module will provide help to the users to resolve different conflicts between them.
- **User Rating**
Each user will have his rating, based on prior experiences of people that interacted with him.

E-shop:

- **Price suggestions**
This feature will suggest the price of the audiobook according to its duration and voice quality.
- **Personalized Library**
Each user will have a personalized library containing the audiobooks that he has bought.

- **Subscription plan**

This feature will provide different benefits for monthly subscribers

- **Feedback section**

Through this section, end-users will be able to provide feedback to improve other users' experiences.

- **Login system**

This system will create accounts of the user and verify whether the user is a human or robot.

- **Search Bar**

This feature will help the users to find the services, according to their preferences(if needed).

- **Analytics**

This module will provide all the analytical information about the impressions and frequency of the previous sales.

- **Billing and withdrawal**

This module will handle all the details of our account balance, previous records, and balance withdrawal option.

- **Notifications**

This feature will manage all the notifications.

- **Tutorials**

This module will provide brief guides and manuals for the new users.

- **Paid promotion**

This feature will enable users to promote their services by paying for them.

- **Customer support**

This module will provide help to the users to resolve different conflicts between them.

Affiliate program

- **Affiliate materials**

Through this feature, Affiliate will be provided products e.g banners, mobile apps, APIs, pixels etc for better marketing

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- **Customer support**

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Functional Specifications

Listed below are all the supplementary specifications of our features:

❖ **Freelancing Marketplace**

- **Login System**
 - Profile Verification
- **Chat System**
 - Send and Receive Messages
 - Voice Note
 - Chat Backup
 - Document attachment
- **Search Bar**
 - Show indexed results
- **Order Management System**
 - Order Delivery
 - Order Revisions and Feedback
 - Display all ongoing projects
 - Display deadlines
 - Display requirements
 - Providing customer support
- **Analytics**
 - Displays analytical graphs about book sales
- **Billing and withdrawal**
 - Display net income, withdrawn amount, amount used for purchases and the amount used
 - Redirects to the main cash management system, on pressing the withdraw button
- **Notifications**
 - Displays all the notifications
 - Once a notification is read, it marks it as read.
- **Customer Support**
 - Live chat support
 - Submit support ticket
- **Display Ads**
 - Displays Rate
 - Displays Portfolio
 - Redirects to Live Chat
- **Tutorials**
 - Step by Step HOW-TO-USE procedures
- **Paid Promotion**
 - Allows to index the ad on the top page

❖ E-Book Store

- Login System
 - Profile Verification
- Search Bar
 - Show indexed results
- Analytics
 - Displays analytical graphs
 - Shows the response time, order completion, on-time delivery score, and user ratings
- Billing and withdrawal
 - Display net income, withdrawn amount, amount used for purchases and the amount used
 - Redirects to the main cash management system, on pressing the withdraw button
- Notifications
 - Displays all the notifications
 - Once a notification is read, it marks it as read.
- Paid Promotion
 - Allows to index the ad on the top page
- Price Suggestion
 - Suggests a price according to the duration of the audiobook.
- Personalized Library
 - Contains all the books bought by the buyer
 - Search Bar
- Subscription Plan
 - Provides a book for free to monthly subscribers
- Feedback Section
 - Allows to rate and comment to the writer and narrator of the audiobook bought
 - Allows the seller to reply to a feedback
- Tutorials
 - Step by Step HOW-TO-USE procedures
- Customer Support
 - Live chat support
 - Submit support ticket

❖ Affiliate Program

- Login System
 - Profile Verification
- Affiliate Materials
 - Provides advertisement material for the affiliate marketing
- Analytics

- Displays analytical graphs
- **Billing and withdrawal**
 - Display net income, withdrawn amount, amount used for purchases and the amount used
 - Redirects to the main cash management system, on pressing the withdraw button
- **Notifications**
 - Displays all the notifications
 - Once a notification is read, it marks it as read.
- **Tutorials**
 - Step by Step HOW-TO-USE procedures
- **Customer Support**
 - Live chat support
 - Submit support ticket

Supplementary Specifications

Listed below are all the supplementary specifications of our features:

❖ **Freelancing marketplace**

- **Login System**
 - Two-step verification of user profile
- **Chat System**
 - Delete Messages
 - Unsend Messages
 - Edit Message within one minute
 - Recorded Calls
 - Emojis
 - Visiting profile from the chat system
 - Restriction checks on sharing personal information
 - Online Status
- **Search Bar**
 - Autocomplete Suggestions
 - Setting user Preferences
 - Next Page
 - Suggestions
- **Order Management System**
 - Chat System
 - Deadline notifications
- **Analytics**
 - Allows you to see the graph for a selected period
 - Displays total earnings, average selling price, orders completed, and earnings in the ongoing month
- **Billing and withdrawal**
 - Display the graph of net income over time.
- **Notifications**

- Gives a delete option for different notifications
 - Gives mark all as read-option
 - Sends out an email, when someone receives a notification
- Customer Support
 - Leave Feedback
 - Reporting abuse
- Display Ads
 - Detail of service provider
 - Display packages
 - Ad description
 - Rating of the Ad and the service provider
- Tutorials
 - Provide FAQs
 - Tutorial Videos
- Paid Promotion
 - Negotiation for Price

❖ E-Book Store

- Login System
 - Two-step verification of user profile
- Search Bar
 - Autocomplete Suggestions
 - Setting user Preferences
 - Next Page
 - Suggestions
- Analytics
 - Allows you to see the graph for a selected period
- Billing and withdrawal
 - Display the graph of net income over time.
- Notifications
 - Gives a delete option for different notifications
 - Gives mark all as read-option
 - Sends out an email, when someone receives a notification
- Paid Promotion
 - Negotiation for Price
- Price Suggestion
 - Shows similar audiobooks with the same duration or price for sellers to compare.
- Personalized Library
 - Sorting
 - Favourites
- Subscription Plan
 - The buyer can choose from a set of ranges, the book he wants for free.

- **Feedback Section**
 - Pin certain feedbacks
 - Allows marking feedback as helpful or otherwise.
- **Tutorials**
 - Provide FAQs
 - Tutorial Videos
- **Customer Support**
 - Leave Feedback
 - Reporting abuse

❖ **Affiliate Program**

- **Login System**
 - Two-step verification of user profile
- **Affiliate Materials**
 - Advertisement material for seasonal or occasional sales
- **Analytics**
 - Allows you to see the graph for a selected period
- **Billing and withdrawal**
 - Display the graph of net income over time.
- **Notifications**
 - Gives a delete option for different notifications
 - Gives mark all as read-option
 - Sends out an email, when someone receives a notification
- **Tutorials**
 - Provide FAQs
 - Tutorial Videos
- **Customer Support**
 - Leave Feedback
 - Reporting abuse

Risk List

❖ **Negative SEO**

Negative SEO is an emerging threat for all websites present on the internet. We will tackle this risk by:

- Checking for duplicate content
- Setup Google Webmaster tool email alerts
- Keeping track of backlinks
- Monitoring social media mentions
- Watching over your website speed
- Integrating ReCaptcha

❖ **Operational Risk**

It may crash at any point because of the scope of this project.

- We have divided it into 3 segments to overcome this risk in production.

❖ Market Risk

As we are willing to target the audiobooks audience for this project, there is a chance that it may not survive because of the high competition in this domain.

- We will particularly focus on Urdu audiobooks, initially targeting the Pakistani Audience, then expanding it to all Urdu-speaking regions and then other languages.

❖ Security Breach

As we know a website can easily be penetrated, by entering SQL codes.

- We will make sure that no SQL is entered into the system externally. Similarly, we will ensure two-step verification for the users on every withdrawal

Listed below are some isolated issues for each of our segments:

❖ Freelancing Marketplace

➤ Potential Spam

- We will create a system automated like Fiverr i.e payment will be taken from one end but won't be sent to the other party until the work is done. Similarly, one may always be able to cancel an order, if both parties agree to do so.

➤ Financial Risk

- The project may come out as more costly than our pre-assessment. So, we will provide a wide estimate to tackle any inconvenience.

❖ E-shop

➤ Credit Card Frauds

- Deduction of a very small amount on a free trial for authentication.

➤ Technology Issues

- If the voice is not up to promised quality, the audiobook might become a total failure. We intend to resolve such issues by providing instant customer support.

❖ Affiliate Program

➤ Affiliates Who Do not Create Value

- We will ask for strategies beforehand to avoid such affiliates. We will also track all affiliates' performance to narrow down their count.

Feasibility

❖ Time Feasibility:

We are willing to complete this project as our final year project. With the guidance of project supervisors and using our practised skills, we are confident enough to say that we will complete it by this deadline.

❖ Technical Feasibility:

Assuming we have one year to complete this project, we can develop about 70% of the system using our basic knowledge. However, advanced network security and best algorithm practices might not be possible, for now. We may use basic technologies such as PHP, MySql, etc or we might shift to frameworks like Laravel or .NET and .NET core, etc.

❖ Financial Feasibility:

To start this project, it may require some financial investment e.g for cloud hosting and domain, etc. It is considered to be a budget-friendly project as it mostly involves influencing the general public and targeting the right audience for its success.

Use Cases

General user:

- ❖ A general user authenticates himself using a login system
- ❖ User browses through the default homepage of the website(in this case, shop)
- ❖ User switches between freelancing marketplace, e-book store and affiliate program.
- ❖ User further signs up into freelancing marketplace, e-book store and affiliate program.

Freelancing Marketplace

- ❖ The author, narrator, sound engineer, studio person and publisher authenticates himself using the server login system.
- ❖ The user searches for his desired service by writing in the search bar.
- ❖ The service provider pays for the promotion of his services.
- ❖ The user communicates with their service provider through the live chat system
- ❖ The service provider creates an offer for the user and he/she accepts it by paying for the service.
- ❖ The service provider provides the desired service to get its feedback.

- ❖ The user(on the buyer end) accepts the product and the money is transferred to the service provider.
- ❖ The service provider withdraws money from his account.

EBook Store

- ❖ The author, narrator, buyer or publisher authenticates himself using the server login system.
- ❖ The author or publisher gives detailed information of his book through available fields
- ❖ The authors and publishers sell books on the E-Book store.
- ❖ Buyer searches books by their title, author, subject category as well by the publication date.
- ❖ Buyer buys books online, after which he downloads or listens to them online.
- ❖ The buyer gives feedback on the book.
- ❖ The authors/publishers receive the profit from their uploads.
- ❖ Website maintainers maintain the website monthly.
- ❖ The client earns a specific amount of commission on each money transfer.
- ❖ The author or publisher pays for the promotion of their book/s.

Affiliate Program

- ❖ The affiliate authenticates himself using the server login system.
- ❖ The affiliate gets the code from his menu and adds it at the end of the product.
- ❖ The affiliate gets a link to keep track of sales.
- ❖ Affiliate asks for help and gets an instant response.
- ❖ Affiliate withdraws money from his account.

Domain rules

Following are the domain rules for this website:

- ❖ As a person can never own a public domain product so general users will not be given custody to upload the audiobooks that fall under the public domain
- ❖ If some effort is to be made under the title of the public domain, the user must first authenticate through these points:
 - First: check copyright, trademark, or patent laws etc. These will indicate whether the audiobook is a property of some individual, author or company artist.

- There must be some modifications in the general version like creating your unique title interpretation and addition of your original content etc.
 - They must put their creative and original version of the audiobook for sale on the shop for sale.
 - You must not claim rights for someone else's version of the public domain work/audiobook.
 - You must seek the required services, like for an author, he must find a narrator to narrate his/her book or narrate it himself/herself, to complete his audiobook product and then upload it on the desired platform.
- ❖ Users are prohibited to use their affiliate links for spamming third party forums or social media.
 - ❖ Users must not indulge themselves in unethical and fraudulent practices, like the cookie dropping (commonly known as cookie stuffing) technique, in which affiliate cookies are embedded into web pages without the knowledge or consent of the visitor.