

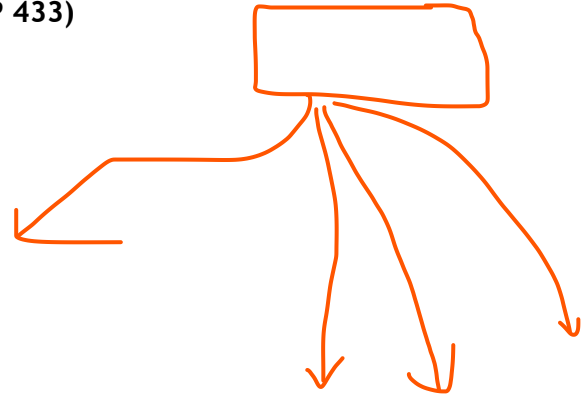


## College of Engineering and Technology

### Department of Computer Science

Course: Software Engineering (COMP 433)

Course Project



## Golden Adverts

### Introduction

*Golden Adverts* is one the first companies in this region that has specialized in managing and executing professional advertisements campaigns for its clients. Your group has been assigned the task of developing complete analysis and design model towards building a comprehensive software system that can automate almost all of their business processes as well as their customer information. This document provides a general description of Professional Adverts company internal business processes.

Your group will need to extend this information and add additional features.

### General Background

The company has dozens of employees and is growing very quickly. The headquarters is located at Ramallah, and new branches are opening in Nablus, Hebron and Bethlehem. In the nearby future, all other main cities in the west bank will be targeted as well.

The company provides specialized services in the advertising domain. Clients can have advertising campaigns of several types, such as:

- Radio
- Television
- Social networks adverts such as Facebook.
- and Billboards located in the roads and on buildings.

Each campaign type has its own description, start and end date, cost, items, assigned employees, campaign manager, etc. Clients can have any mix of the campaign types. Further, clients can have several campaigns during the year.

Professional Adverts has its own set of contacts of representatives for radio stations, television channels, technical online adverts, and so on.

### Business Department

Professional Adverts has a large group of clients (companies, organizations, individuals) that are currently kept as Excel spread sheets. Currently, they record all contact information of their clients including phones numbers, mobile numbers, emails, web sites, etc, as well as description of client business domain. Usually, each client is managed by special employee in the business department to follow up with the client. They also keep a special list of golden clients. These golden clients receive special care as well as special discounts on their campaigns.

### Billboards Department

The Billboards department is the largest department in the number of employees. They have billboards in the streets inside the cities as well as at roads between the cities. They also have special team that put new adverts and remove old ones from the billboards. The team is also responsible for the maintenance of billboards. It is very important to keep records about the billboards locations, dimensions, names, detailed schedule of the adverts on the billboards and so on. They also need to record the maintenance activities done on the billboards so that they can calculate the expenses.

### Social Media Adverts Department

Social media adverts department is responsible for creating and managing online adverts on social media such as Instagram and Facebook. They need to record all relevant information for advert campaigns, dates, material, dates, cost, technical personnel, etc.

① ✓  
Registration

Maintain

## TV and Radio Department

The TV and radio department is responsible for creating and managing advert campaigns on TV channels and Radio stations. they maintain a group of contacts that represent TV and Radio stations. They also have contacts of special agencies that can create the advert TV and Radio material.

## Management Department

The management needs to have access to detailed reports regarding:

- ⇒ 1. Customer campaigns and all related financial information such as customer payments, cost, revenue, etc.
2. Billboards detailed financial information including, maintenance cost, revenue, etc.
3. Employees financial information, including salaries, cost, taxes, etc.

## Customer Information

Customers should be able to register online and create initial plan for their campaigns, with the help of business department. Customers can pay online and check their financial status. later on, customers can monitor their campaign details and progress. We should allow customer to use our portal using their smartphones.

Please note the following:

1. The above description is basic, your group needs to extend it by adding additional, smart features.
2. Do not, in any case share your work with any person outside your group. I expect each group to be different in their additional features.
3. Copying between groups will not be tolerated and will be directed to university punishment committees ( سيتم تحويل المجموعات التي تشارك عملها مع مجموعات أخرى الى اللجان ) (التأديبية في الجامعة)
4. I wish you the best of luck.