

# **Pitch Connect**

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## **Final Approval**

This is to certify that we have read the report submitted by Muhammad Faisal Rashid (33418), Muhammad Ahsan Akmal (35781) and Muhammad Junaid Ul Hassan (37627) for the partial fulfillment of the requirements for the degree of the Bachelors of Science in Software Engineering (BSSE). It is our judgment that this report is of sufficient standard to warrant its acceptance by Riphah International University, Islamabad for the degree of Bachelors of Science in Software Engineering (BSSE).

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## **Declaration**

We want to make it clear that our document, "Pitch Connect," is entirely our own work, and we haven't copied it from anywhere. We've put in our personal efforts to complete this project along with the report. Our teachers, especially our supervisor Mr. Waqar Arshad, guided us throughout the process. We promise that none of the content in our system is taken from any other source or copied from another project. If it's proven otherwise, and any part is found to be a reproduction of someone else's work, we're ready to face the consequences. This declaration reflects our commitment to honesty and accountability in our academic endeavors.

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## **Dedication**

We dedicate this project to Allah Almighty, our Creator, who has been our unwavering source of strength, wisdom, and guidance throughout this journey. We also extend this dedication to our families, friends, and teachers. Their constant encouragement and support have played a vital role in the successful completion of this project. Our deepest appreciation goes to our supervisor, Mr. Muhammad Waqar Arshad, for his insightful guidance and mentorship, along with all the faculty members who have contributed to our academic growth.

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# **Abstract**

In today's fast-paced world, the challenge of connecting entrepreneurs with potential investors has become increasingly significant. Many entrepreneurs struggle to secure funding, while investors find it difficult to discover promising startups that align with their interests. Pitch Connect an innovative web-based platform designed to bridge this gap efficiently.

Pitch Connect allows entrepreneurs to present their business ideas through an engaging Idea Pitch Room, where they can upload multimedia presentations and essential business documents. Investors can explore various projects and interact with entrepreneurs, facilitated by a messaging system that involves platform administrators for message approvals until a deal is finalized. It provides a comprehensive solution that addresses the current inefficiencies in connecting entrepreneurs and investors.

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# **Chapter 1: Introduction**

# **Introduction**

## **1.1 Overview**

Pitch Connect is a comprehensive web-based platform designed to connect entrepreneurs seeking funding with investors looking for potential startups to invest in. The platform streamlines the pitching and funding process by providing features such as video pitch rooms, contract management, and business document handling. Entrepreneurs can create detailed profiles, present their startup ideas, and specify their funding requirements. Investors can explore these profiles, engage with entrepreneurs through integrated messaging and video calling, and negotiate investment contracts. Pitch Connect also promotes social responsibility by allocating a portion of successful investment returns to charitable causes.

## **1.2 Opportunity & Stakeholders**

The primary opportunity lies in addressing the inefficiencies in the traditional investor-entrepreneur connection process. Entrepreneurs often face challenges finding investors who align with their vision, while investors struggle to identify promising startups. Pitch Connect simplifies this process by offering a user-friendly platform that enhances visibility, communication, and trust between the two parties.

### **1.2.1 Stakeholders**

1. Entrepreneurs
2. Investors
3. Admin

## **1.3 Motivation and Challenge**

Pitch Connect aims to bridge the gap between entrepreneurs and investors by providing a platform for entrepreneurs to showcase their innovative ideas through short videos. This model is increasingly relevant in the era of digital networking, where accessibility and direct connections are essential for success. Here are some motivations and challenges of Pitch Connect.

### **1.3.1 Motivations of Pitch Connect**

1. Efficiency: By providing an all-in-one platform, Pitch Connect saves time for both entrepreneurs and investors by offering tools for quick communication, contract management, and document handling.
2. Visibility: Entrepreneurs can feature their startups at the top of search results for enhanced visibility, increasing the likelihood of attracting investors.
3. Social Responsibility: The integration of a charity module incentivizes entrepreneurs and investors to engage in socially responsible practices by allocating a portion of investment returns to charity.
4. Streamlined Contracts: The use of digital signatures through DocuSign allows for efficient and secure contract handling between entrepreneurs and investors.

### **1.3.2 Challenges of Pitch Connect**

1. Competition: There are several platforms in the market aiming to connect entrepreneurs and investors, which requires Pitch Connect to offer unique features and seamless functionality to stand out.
2. Trust: Building trust between entrepreneurs and investors, especially in virtual negotiations, can be challenging, necessitating secure communication and contract features.
3. User Engagement: Sustaining long-term engagement from both entrepreneurs and investors is critical for the success of the platform, which can be a challenge if the platform does not continually innovate.

## **1.4 Goals and Objectives**

Pitch Connect project goals can be to:

### **1.4.1 Increase Startup Visibility**

One of the core objectives of Pitch Connect is to provide entrepreneurs with better visibility by featuring their ideas in front of relevant investors through video pitch rooms and featured idea placements.

### **1.4.2 Facilitate Investor-Entrepreneur Interaction**

Pitch Connect seeks to enable seamless communication between investors and entrepreneurs via real-time messaging, video calls, and contract management, facilitating faster and more transparent negotiations.

### **1.4.3 Encourage Social Responsibility**

The Social Prosperity feature, Pitch Connect aims to promote a culture of social responsibility by allowing a portion of returns to be allocated to charitable causes from successful investments.

### **1.4.4 Simplify Contract Management**

Integrating with DocuSign, Pitch Connect ensures that contracts are signed, managed, and archived digitally, reducing the complexity and time involved in investment deals.

## **1.5 Solution Overview**

Pitch Connect offers an integrated solution for the investor-entrepreneur relationship. The platform includes features for creating detailed profiles, showcasing startup ideas through video pitches, managing contracts, and integrating communication tools. With payment systems and document management, the platform covers all aspects of the funding process. By encouraging social responsibility and improving visibility for entrepreneurs, Pitch Connect addresses the current inefficiencies in the investment market.

### **1.5.1 Scope of the Project**

#### **For Entrepreneurs**

1. Profile Creation
2. Video Pitch Room
3. Business Document Handling
4. Social Prosperity Module

#### **For Investors**

1. Investment Opportunity Search
2. Real-time Communication with Entrepreneurs
3. Contract Management through DocuSign

#### **For Admin**

1. User Management
2. Payment Management
3. Compliance Management

## **1.6 Report Outline**

Chapter 1 covers the overview of the Pitch Connect platform, including its goals and objectives, the existing problems in the market, and how the proposed solution aims to address them. The scope of the project is detailed, covering all features available to entrepreneurs, investors, and platform administrators. The chapter also discusses motivations and challenges for the platform.



# **Chapter 2:**

# **Market Survey**

## 2.1 Introduction

Conducting a market analysis is essential to understanding the current solutions and gaps within the entrepreneurial funding domain. For this purpose, we surveyed existing platforms that facilitate connections between entrepreneurs and investors, engaging with stakeholders, including entrepreneurs who have used these platforms. This survey highlighted significant gaps in current offerings, such as a lack of real-time communication tools, complex onboarding processes, and limited options for pitching ideas effectively. Furthermore, current platforms don't fully address trust-building, comprehensive contract handling, or a social responsibility component.

The market analysis identified a substantial need for a streamlined, all-in-one platform that simplifies connections between investors and entrepreneurs. Insights from this survey will enable us to build a system that directly addresses the limitations of existing systems, providing a more seamless experience for both entrepreneurs and investors. Pitch Connect will improve communication, increase visibility for entrepreneurs, and simplify contract and fund management.

## 2.2 Literature Review

We reviewed popular platforms in the entrepreneurial funding space, analyzing their features and limitations. Most platforms enable entrepreneurs to showcase business ideas but lack robust contract management, secure payment handling, and integrated communication channels. This highlights opportunities for improvement in addressing these gaps.

Table 2.1: Existing System

Features	AngelList	CrunchBase	Seed Invest	Pitch Connect
<b>Profile Creation</b>	YES	YES	YES	YES
<b>Idea Pitch Room</b>	NO	NO	YES	YES
<b>Real Time Communication</b>	NO	NO	NO	YES
<b>Contract Management with Docu-Sign</b>	NO	NO	NO	YES
<b>Social Responsibility</b>	NO	NO	NO	YES
<b>Featured Ideas</b>	NO	NO	NO	YES

This comparison reveals that Pitch Connect stands out in its provision of video-based pitching rooms, real-time communication, and a social responsibility module, features that are either absent or underdeveloped in competing platforms. The integrated e-signature function, enabled by DocuSign, also simplifies contract handling, making Pitch Connect a more robust, end-to-end solution for both parties.

## **2.3 Summary**

Our market survey and literature review indicate that while several existing systems facilitate connections between entrepreneurs and investors, they do not fully meet the requirements of modern entrepreneurial funding. Key features such as efficient contract management, enhanced communication, and social responsibility are underdeveloped or absent, leading to gaps that Pitch Connect can fill. Feedback from stakeholders reinforced the need for a platform that emphasizes usability, security, and direct communication between parties.

Based on these findings, Pitch Connect is positioned to introduce innovative features that address current market demands, offering a more streamlined and effective solution. Our goal is to differentiate Pitch Connect by creating a reliable, feature-rich platform that fosters trust and transparency, ultimately making the investment process more accessible and efficient for all stakeholders.

# **Chapter 3:**

# **Requirement**

# **Engineering**

## 3.1 Introduction:

In this chapter we will discuss all functional and nonfunctional requirements of Pitch Connect. Additionally, we detail the problem scenarios that drive the need for developing this system, aiming to bridge the gap between entrepreneurs and investors with an efficient, transparent platform.

## 3.2 Problem Scenarios

Table 3.1: Problem statement 1

<b>The Problem of</b>	<b>Lack of an efficient platform connecting entrepreneurs with suitable investors</b>
<b>Affects</b>	Startups, Entrepreneurs, Investors
<b>The Result of which</b>	Missed investment opportunities, slower business growth, inefficient pitch processes
<b>Benefits of</b>	Streamlined connections, targeted networking, and effective funding for startups

Table 3.2: Problem statement 2

<b>The Problem of</b>	<b>High cost and time consumption in arranging in-person meetings for pitching</b>
<b>Affects</b>	Entrepreneurs, Investors
<b>The Result of Which</b>	Increased expenses, limited engagement between parties, delayed funding decisions
<b>Benefits of</b>	Reduced travel costs, efficient virtual pitch meetings, faster investment decisions

Table 3.3: Problem statement 3

<b>The Problem of</b>	<b>Limited access to a comprehensive, user-friendly platform for presenting business ideas</b>
<b>Affects</b>	Startups, New Entrepreneurs
<b>The Result of which</b>	Difficulty in showcasing ideas effectively, reduced visibility, missed funding opportunities
<b>Benefits of</b>	Enhanced visibility, a streamlined platform for pitching, better chances for funding success

## 3.3 Functional Requirements

### 3.3.1 For Admin

1. Admin should be able to login to the system.

2. Admin should be able to add user accounts for entrepreneurs and investors.
3. Admin should be able to update user accounts for entrepreneurs and investors.
4. Admin should be able to deactivate user accounts for entrepreneurs and investors.

### **3.1.1 Entrepreneur Management**

1. Admin should be able to approve entrepreneur profiles.
2. Admin should be able to reject entrepreneur profiles.
3. Admin should be able to approve pitch material submitted by entrepreneur.
4. Admin should be able to reject pitch material submitted by entrepreneur.
5. Admin should be able to review user content if policy violates.
6. Admin should be able to edit user content if policy violates.
7. Admin should be able to delete user content if policy violates.
8. Entrepreneur should be able to upload pitch videos.
9. Entrepreneur should be able to create profiles with detailed business information.
10. Entrepreneur should be able to specify their funding requirements.

### **3.1.2 Contract Management**

1. Admin should be able to monitor contract created by DocuSign.
2. Admin should be able to generate reports on signed contracts.
3. Admin should be able to generates reports on pending contracts.
4. The admin should be able to track payments processed through Stripe.

### **3.1.3 Investor Management**

1. Admin should be able to monitor investor profiles for compliance.
2. Admin should be able to monitor investor profiles for legitimacy.
3. Investor should be able to create profiles outlining their investment interests.
4. Investor should be able to specify their area of expertise.

### **3.1.4 Idea Pitch Room**

1. Entrepreneur should be able to upload video pitch presentation.
2. Investor should be able to view video pitch presentation.
3. Investor should able to leave comments on pitch videos.
4. Investor should be able to initiate follow up actions on pitch videos.

### **3.1.5 Social Prosperity**

1. Admin should be able to track the total funds raised for charity.
2. The admin should be able to allocate a percentage of investment returns to charitable causes.

### **3.1.6 Featured Ideas**

1. Entrepreneurs should be able to pay for ad promotions to increase the visibility of their pitches.
2. The admin should be able to track featured ideas.
3. Admin should be able to manage the promotion slots for equitable distribution.

### **3.1.7 Communication Management**

1. Entrepreneurs should be able to send real-time messages to investors to initiate discussions.
2. Entrepreneurs should be able to initiate video calls with investors.
3. Investors should be able to send real-time messages to entrepreneurs to initiate discussions.
4. Investors should be able to initiate video calls with entrepreneurs.

## **3.2 Nonfunctional requirements**

There are no specific NFR in our system.

## **3.3 SQA activities**

Defect Detection:

We applied black box testing technique for defect detection and designed our test cases.

### **3.3.1 Test Case Design:**

Functional Requirement Test Cases



### 3.5.1.1 User Registration

Table 3.4: User Registration

Input	Valid Class	Invalid Class
<b>Username</b>	{aA,bB,.....,zZ} {0,1,2,.....,9}	Outside valid class
<b>Email</b>	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Outside valid class
<b>Password</b>	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}	Outside valid class
<b>Confirm Password</b>	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}	Outside valid class

Table 3.5: User Registration Valid

Test case id: 01	username	email	Password
<b>Input</b>	NajeebTahir	<a href="mailto:tahir@gmail.com">tahir@gmail.com</a>	Tahir@125
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,.....,9}	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
<b>Expected Output</b>	Valid input	Valid input	Valid input

Table 3.6: User Registration In-Valid

Test case id: 02	username	email	Password
<b>Input</b>	Najeeb\$Tahir12	<a href="mailto:tahir%gmail.com">tahir%gmail.com</a>	T@125
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,.....,9}	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
<b>Expected Output</b>	Enter valid username.	Enter valid email.	Enter valid password.

Table 3.7: User Registration In-Valid

Test case id: 03	username	email	Password
<b>Input</b>	1255	<a href="mailto:6@gmail.com">6@gmail.com</a>	Th@125
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,.....,9}	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
<b>Expected Output</b>	Enter valid	Enter valid email.	Enter valid password.

Table 3.8: User Registration In-Valid

Test case id: 04	username	email	Password
Input	Najo	najogmail.com	tah
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
Expected Output	Enter valid username.	Enter valid email.	Enter valid password.

### 3.5.1.2 User Login

Table 3.9: Valid Login Credentials

Test case id: 05	email	Password
Input	<a href="mailto:tahir@gmail.com">tahir@gmail.com</a>	Tahir@125
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
Expected Output	Login successful.	Login successful.

Table 3.10: In-Valid Login Credentials

Test case id: 06	email	Password
Input	tahgmail.com	tahir@125
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
Expected Output	Enter valid email.	Enter valid password.

Table 3.11: In-Valid Login Credentials

Test case id: 07	email	Password
Input	@gmail.com	tahir
ECP	{aA,bB,.....,zZ}	Length>=8
Expected Output	Enter valid email.	Enter valid password.

Table 3.12: In-Valid Login Credentials

Test case id: 08	email	Password
Input	Thir@125	125
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9} {@}	Length>=8 {aA,bB,.....,zZ} {0,1,2,.....,9} {!,@,#,...}
Expected Output	Enter valid email.	Enter valid password.

### 3.5.1.3 Check Orders

Table 3.13: Valid Check Order

Input	Valid Class	Invalid Class
Check Orders	{aA,bB,.....,zZ} {0,1,2,.....,9}	Outside valid class

Table 3.14: Valid Check Order

Test case id: 9	Check Orders
Input	How many new orders are placed and how many completed in an array of 20
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Question created.

Table 3.15: In-Valid Check Order

Test case id: 10	Check Orders
Input	1256
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid statement

Table 3.16: In-Valid Check Order

Test case id: 11	Check Orders
Input	!@#\$@#12345
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid statement

### 3.5.1.4 Check Payments

Table 3.17: Valid Check Payments

Test case id: 13	Payment Status
Input	@12\$345
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid input

Table 3.18: In-Valid Check Payments

Test case id: 13	Payment Status
Input	5thousand rupees
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid input

### 3.5.1.5 Printing Copies

Table 3.19: Valid Printing Copies

Test case id: 14	Print copies
Input	Take design from the client and print 500 copies
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Copies printed.

Table 3.20: In-Valid Printing Copies

Test case id: 15	Print copies
Input	12345
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid statement

Table 3.21: In-Valid Printing Copies

Test case id: 16	Print copies
Input	Num1000
Partition Tested	{aA,bB,.....,zZ} {0,1,2,.....,9}
Expected Output	Enter valid statement

### 3.5.1.6 Distribution Type

Table 3.22: Valid Distribution Type

Test case id: 17	Distribution type
Input	This distribution type is residential and the order is for sector G-10 and G-11 Islamabad
Partition Tested	{Aa,... ..,Zz} {0,1,2,3,... } {!,@,#,...}
Expected Output	Valid statement

Table 3.23: In-Valid Distribution Type

Test case id: 18	Distribution type
Input	@/G-10
Partition Tested	{Aa,.....,Zz} {0,1,2,3,... } {!,@,#,...}
Expected Output	Enter valid statement

Table 3.23: In-Valid Distribution Type

<b>Test case id: 19</b>	<b>Distribution type</b>
<b>Input</b>	#/G-eleven
<b>Partition Tested</b>	{Aa,.....,Zz} {0,1,2,3,... } {!,@,#,...}
<b>Expected Output</b>	Enter valid statement

### 3.5.1.7 Distributor Tab

Table 3.24: Valid Distribution Tab

<b>Test case id: 1</b>	<b>Registered Distributors</b>
<b>Input</b>	The total number of distributors in our system are 150
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,....,9} {!,@,#,\$,...}
<b>Expected Output</b>	Valid statement

Table 3.25: In-Valid Distribution Tab

<b>Test case id: 2</b>	<b>Registered Distributors</b>
<b>Input</b>	Num=155
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,....,9} {!,@,#,...}
<b>Expected Output</b>	Enter valid statement

Table 3.26: In-Valid Distribution Tab

<b>Test case id: 3</b>	<b>Registered Distributors</b>
<b>Input</b>	Distributer#191
<b>Partition Tested</b>	{aA,bB,.....,zZ} {0,1,2,....,9} {!,@,#,...}
<b>Expected Output</b>	Enter valid statement

### 3.5.1.8 Paying Distributor

Table 3.27: Valid Paying Distributor

<b>Test case id: 10</b>	<b>Pay distributor</b>
<b>Input</b>	@ AsifAli you have completed your task and your payment has been successfully transferred Rs:25,000 to your Account No : 55429785789
<b>Partition Tested</b>	{Aa,... ..,Zz} {0,1,2,3,... } {@,\$,%,& .. }
<b>Expected Output</b>	Valid statement

Table 3.28: In-Valid Paying Distributor

Test case id: 11	Pay distributor
Input	#20000 Rs transferred to account 55429785789
Partition Tested	{Aa,...,Zz} {0,1,2,3,... } { @,\$,%,&... }
Expected Output	Invalid Statement

### 3.5.1.9 Distribution Cost

Table 3.29: Valid Distribution Cost

Test case id: 12	Distribution Cost
Input	The total distribution cost of Bilal's marketing project in sector G-9 and G-10 Islamabad is Rs :30,000
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Valid statement

Table 3.30: In-Valid Distribution Cost

Test case id: 13	Distribution Cost
Input	Total cost=30,000Rs
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Invalid Statement

Table 3.31: In-Valid Distribution Cost

Test case id: 14	Distribution Cost
Input	G-9, G-10 project cost is 30000
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Invalid Statement

### 3.5.1.10 Paper Type

Table 3.32: Valid Paper Type

Test case id: 15	Paper type
Input	The paper type for this project is Glossy and its size is A4.
Partition Tested	{Aa,...,Zz} {0,1,2,3,...}
Expected Output	Valid statement

Table 3.33: In-Valid Paper Type

<b>Test case id: 16</b>	<b>Paper type</b>
<b>Input</b>	#reflexive/ size is b4
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,.....}
<b>Expected Output</b>	Invalid Statement

Table 3.34: In-Valid Paper Type

<b>Test case id: 17</b>	<b>Paper type</b>
<b>Input</b>	Matt with A4
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,.....}
<b>Expected Output</b>	Invalid Statement

### 3.5.1.11 Vehicle Media

Table 3.35: Valid Vehicle Media

<b>Test case id: 1</b>	<b>Vehicles number</b>
<b>Input</b>	In system, the total number of registered vehicles is 117 since January, 01, 2022 until now
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,.....}
<b>Expected Output</b>	Valid statement

Table 3.36: In-Valid Vehicle Media

<b>Test case id: 2</b>	<b>Vehicles number</b>
<b>Input</b>	#68 vehicle are register
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,.....}
<b>Expected Output</b>	Enter valid statement

Table 3.37: In-Valid Vehicle Media

<b>Test case id: 3</b>	<b>Vehicles number</b>
<b>Input</b>	89/ since january 2022
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,.....}
<b>Expected Output</b>	Enter valid statement

### 3.5.1.12 View Vehicle Route

Table 3.38: Valid Vehicle Media Route

Test case id: 4	Vehicles route
Input	The Vehicle (Van) with registration number BRB 430 route is from Rawat to Taxila.
Partition Tested	{Aa,...,Zz} {0,1,2,3,...}
Expected Output	Valid statement

Table 3.39: In-Valid Vehicle Media Route

Test case id: 5	Vehicles route
Input	#rawat to #taxila
Partition Tested	{Aa,...,Zz} {0,1,2,3,...}
Expected Output	Invalid Statement

Table 3.40: In-Valid Vehicle Media Route

Test case id:6	Vehicles route
Input	*Taxila to /peshawar
Partition Tested	{Aa,...,Zz} {0,1,2,3,...}
Expected Output	Invalid Statement

### 3.5.1.13 Advertising Cost w.r.t Time

Table 3.41: Valid Ad Cost

Test case id: 7	Advertising Cost
Input	The vehicle [BRB 449] is hired for 2 weeks and its advertising cost is Rs. 6,000 .
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} {@,\$,%,&...}
Expected Output	Valid statement

Table 3.42: In-Valid Ad Cost

Test case id: 8	Advertising Cost
Input	(BRJ 668) hired for week
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} {@,\$,%,&...}
Expected Output	Invalid Statement



Table 3.43: In-Valid Ad Cost

<b>Test case id: 9</b>	<b>Advertising Cost</b>
<b>Input</b>	Advertising cost for this vehicle is #7000 Rs
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&...}
<b>Expected Output</b>	Invalid Statement

### 3.5.1.14 Map

Table 3.44: Valid Map

<b>Test case id: 1</b>	<b>Map providing</b>
<b>Input</b>	Sector G-11 which has 200 Houses, 5 Parks, 10 Mosques, 4 supermarkets, and 7 schools.
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&...}
<b>Expected Output</b>	<b>Valid statement</b>

Table 3.45: In-Valid Map

<b>Test case id: 2</b>	<b>Map providing</b>
<b>Input</b>	G-9 has #180 homes and offices
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&...}
<b>Expected Output</b>	Invalid Statement

Table 3.46: In-Valid Map

<b>Test case id: 3</b>	<b>Map providing</b>
<b>Input</b>	@G-10 has 156 houses and schools
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&...}
<b>Expected Output</b>	Invalid Statement

### 3.5.1.15 Quotation

Table 3.47: Valid Quotation

<b>Test case id: 1</b>	<b>Map providing</b>
<b>Input</b>	The MOQ is 1,000 flyers for sector G-10 with the total marketing price of Rs.25,000.
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} {@,\$,%,&...}
<b>Expected Output</b>	Valid statement

Table 3.48: In-Valid Quotation

<b>Test case id: 2</b>	<b>Map providing</b>
<b>Input</b>	The price for sector @ G-9 is 20000
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} {@,\$,%,&...}
<b>Expected Output</b>	Invalid Statement

Table 3.49: In-Valid Quotation

<b>Test case id: 3</b>	<b>Map providing</b>
<b>Input</b>	25000 is the price for sector #G-10
<b>Partition Tested</b>	{Aa,...,Zz} {0,1,2,3,...} {@,\$,%,&...}
<b>Expected Output</b>	Invalid Statement

### 3.5.1.16 Client

Table 3.50: Valid Client Login Credentials

<b>Test case id: 1</b>	<b>Name</b>
<b>Input</b>	Najeeb Tahir
<b>Partition Tested</b>	{aA,bB,cC,...,xX,yY,zZ}
<b>Expected Output</b>	no error

Table 3.51: In-Valid Client Login Credentials

<b>Test case id: 2</b>	<b>Name</b>
<b>Input</b>	M.r_Najeeb
<b>Partition Tested</b>	{aA,bB,cC, ...,xX,yY,zZ }
<b>Expected Output</b>	Please enter only alphabets

Table 3.52: In-Valid Client Login Credentials

<b>Test case id: 3</b>	<b>Name</b>
<b>Input</b>	tahir@125
<b>Partition Tested</b>	{aA,bB,cC, ...,xX,yY,z Z}
<b>Expected Output</b>	Please enter only alphabets

### 3.5.1.17 Generate Quotation

Table 3.53: Valid Generate Quotation

Test case id: 4	Generate Quotation
Input	Map's Selected area : G-10 Number of copies : 1000 Time duration : 1 week Total Advertising Cost :Rs 25,000.
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Valid statement

Table 3.54: In-Valid Generate Quotation

Test case id: 5	Generate Quotation
Input	@ G-9 advertising for 2 week
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Invalid Statement

Table 3.55: In-Valid Generate Quotation

Test case id: 6	Generate Quotation
Input	1500 flyers for sector #G-9
Partition Tested	{Aa,...,Zz} {0,1,2,3,...} { @,\$,%,&... }
Expected Output	Invalid Statement

# **Chapter 4:**

# **System Design**

## 4.1 Introduction

Design is a significant engineering representation of something that is intended to be constructed. It is derived from the customer's requirements. Without proper design, there is a risk of developing an unstable system that may fail when even minor changes are made. It could also be challenging to test such a system, and its quality may only be assessed late in the software development process, when time is limited, and a considerable amount of money has already been invested. In this chapter, we will explore the importance of design, the paradigm employed in this project, and the architecture chosen for the development of our marketing project.

## 4.2 Architectural Design

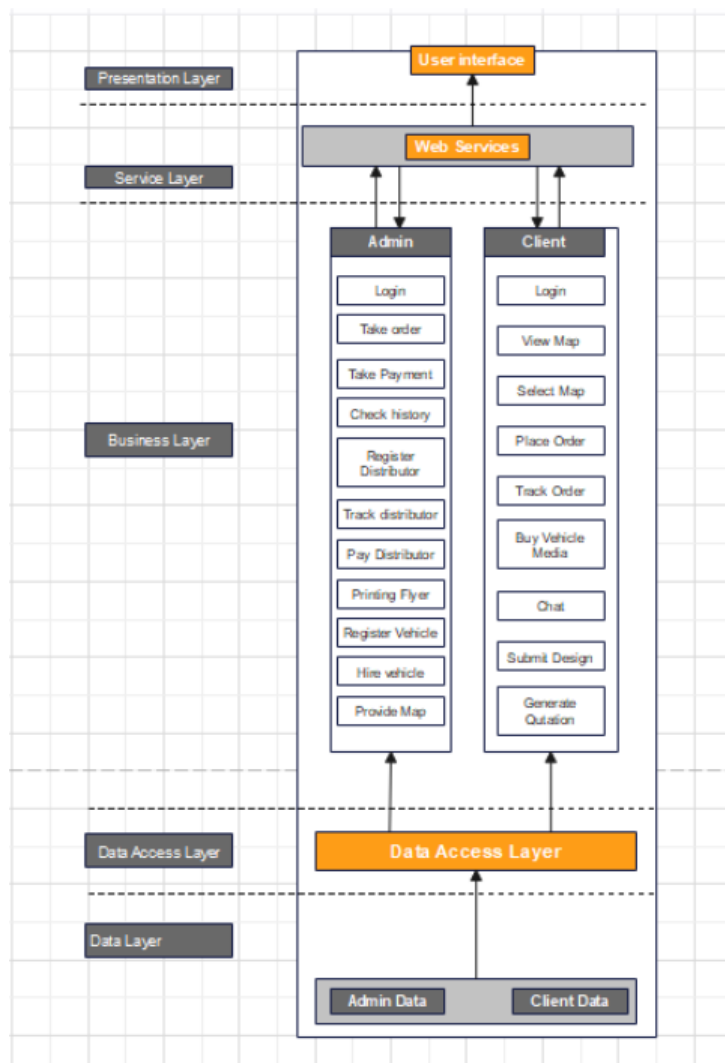


Figure 4.1: Architecture Diagram

## 4.3 Class Diagram

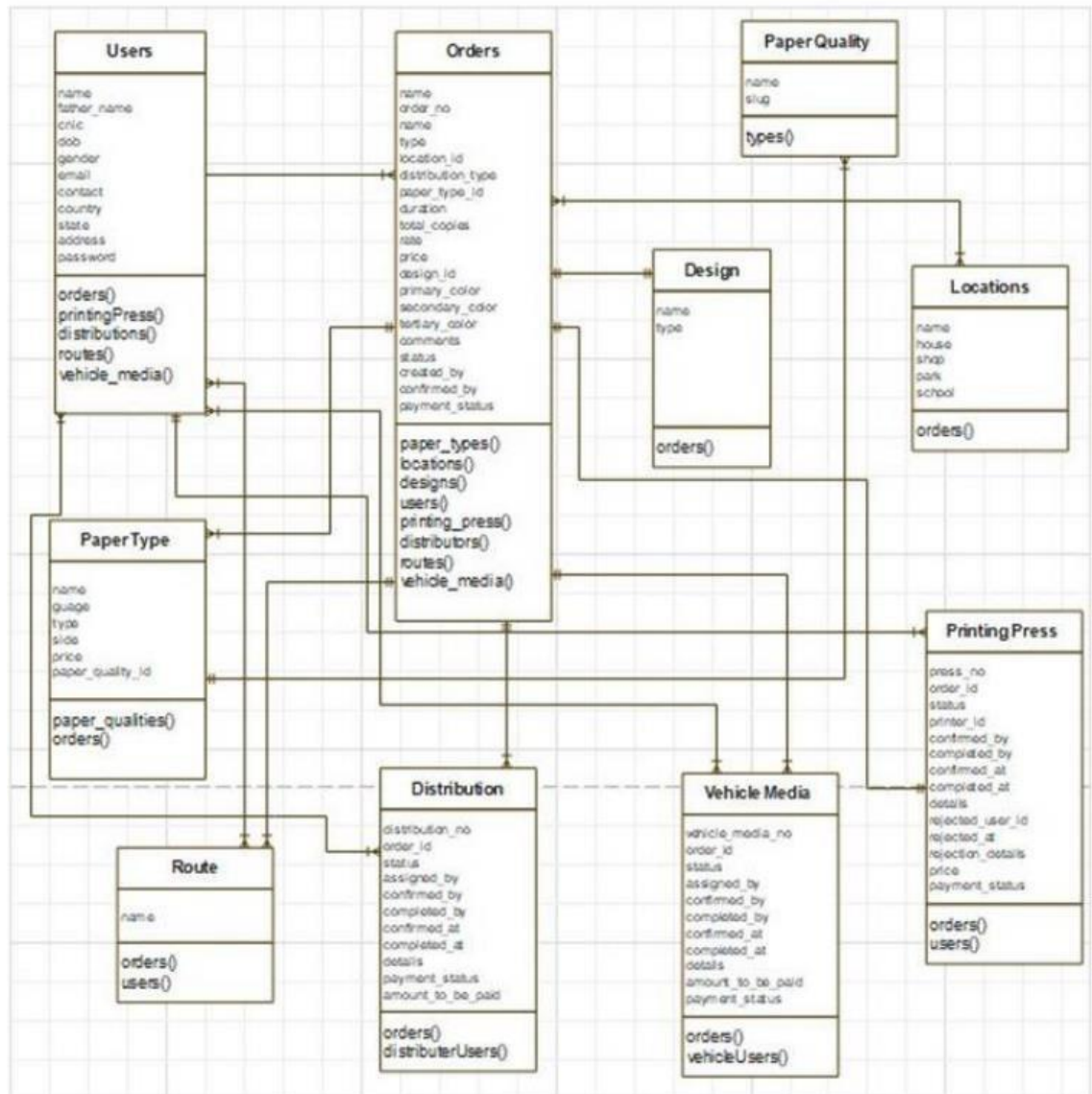


Figure 4.2: Class Diagram

## 4.4 Activity Diagrams:

### 4.4.1 Client

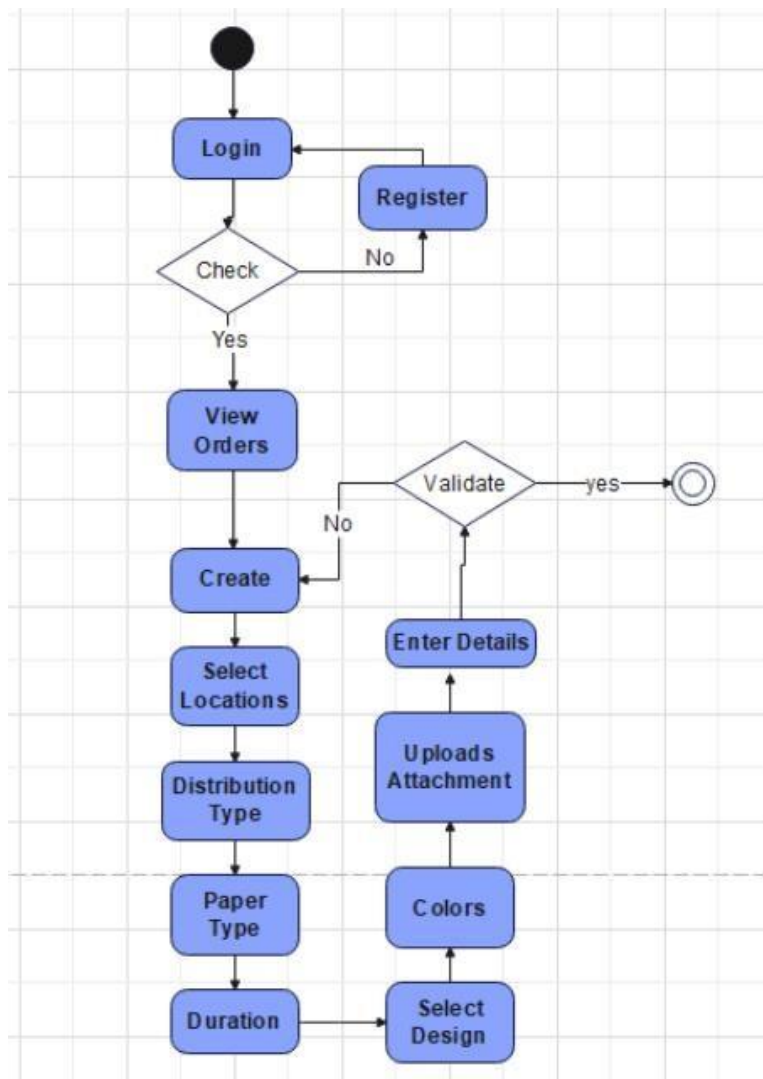


Figure 4.3: Client Activity Diagram

#### 4.4.2 Admin

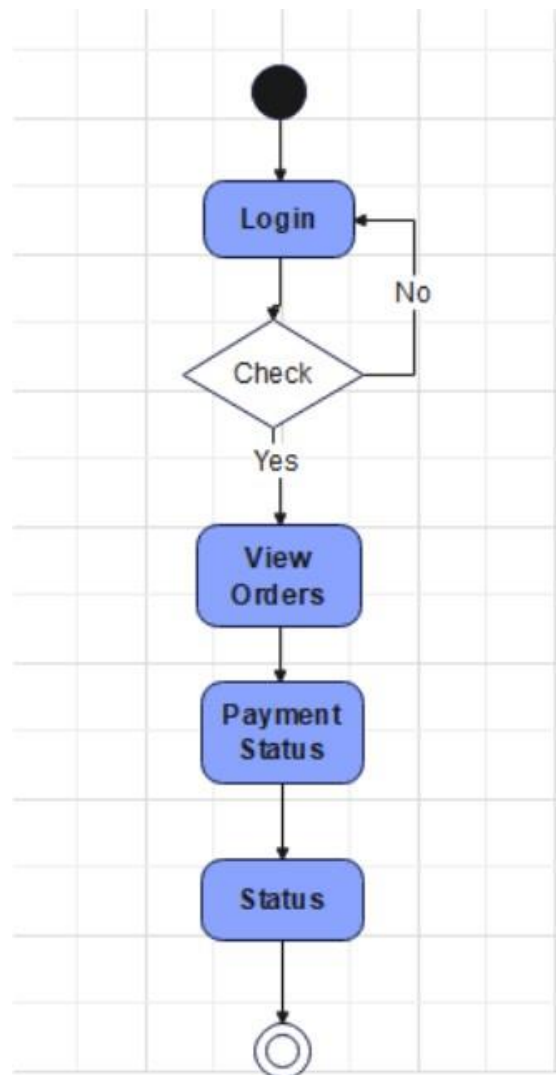


Figure 4.4: Admin Activity Diagram



## 4.5 Use Case Diagram

### 4.5.1 Admin:

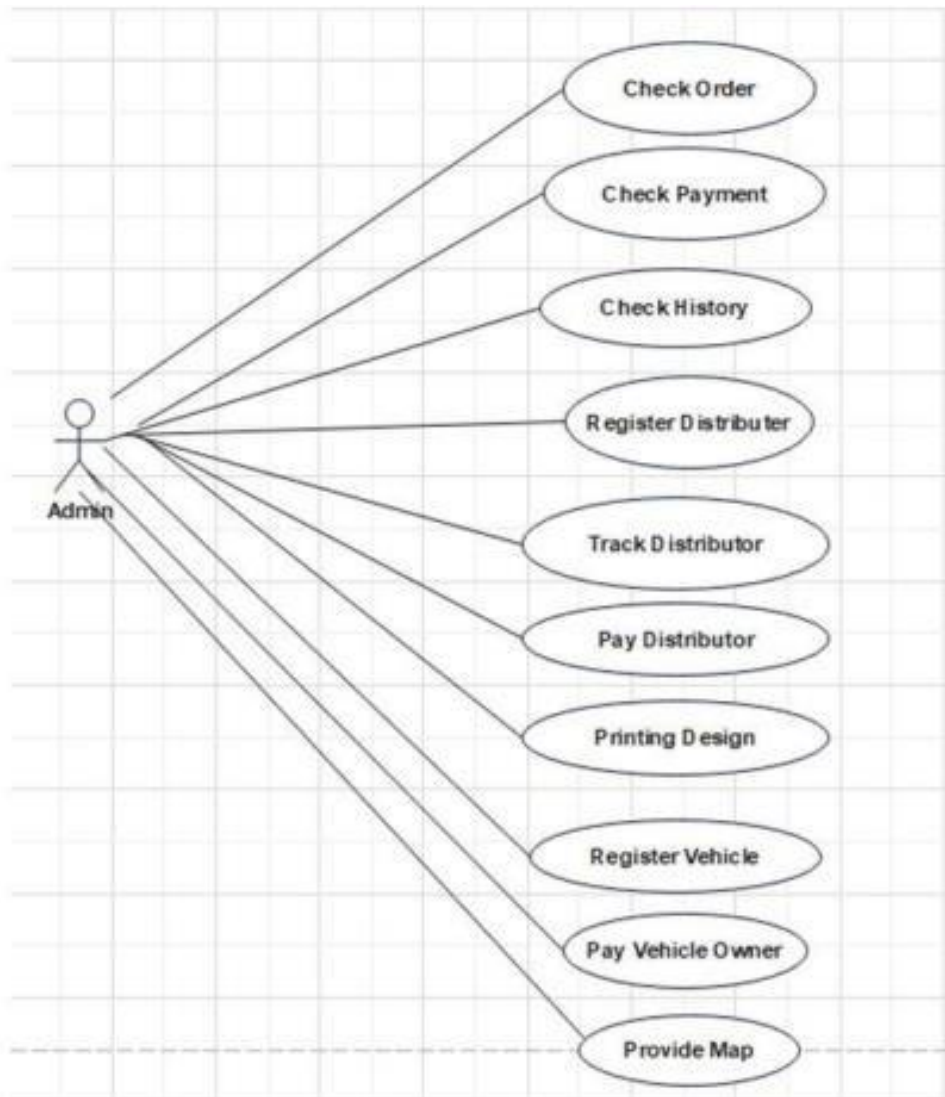


Figure 4.5: Admin Use Case Diagram

#### 4.5.2 Client:

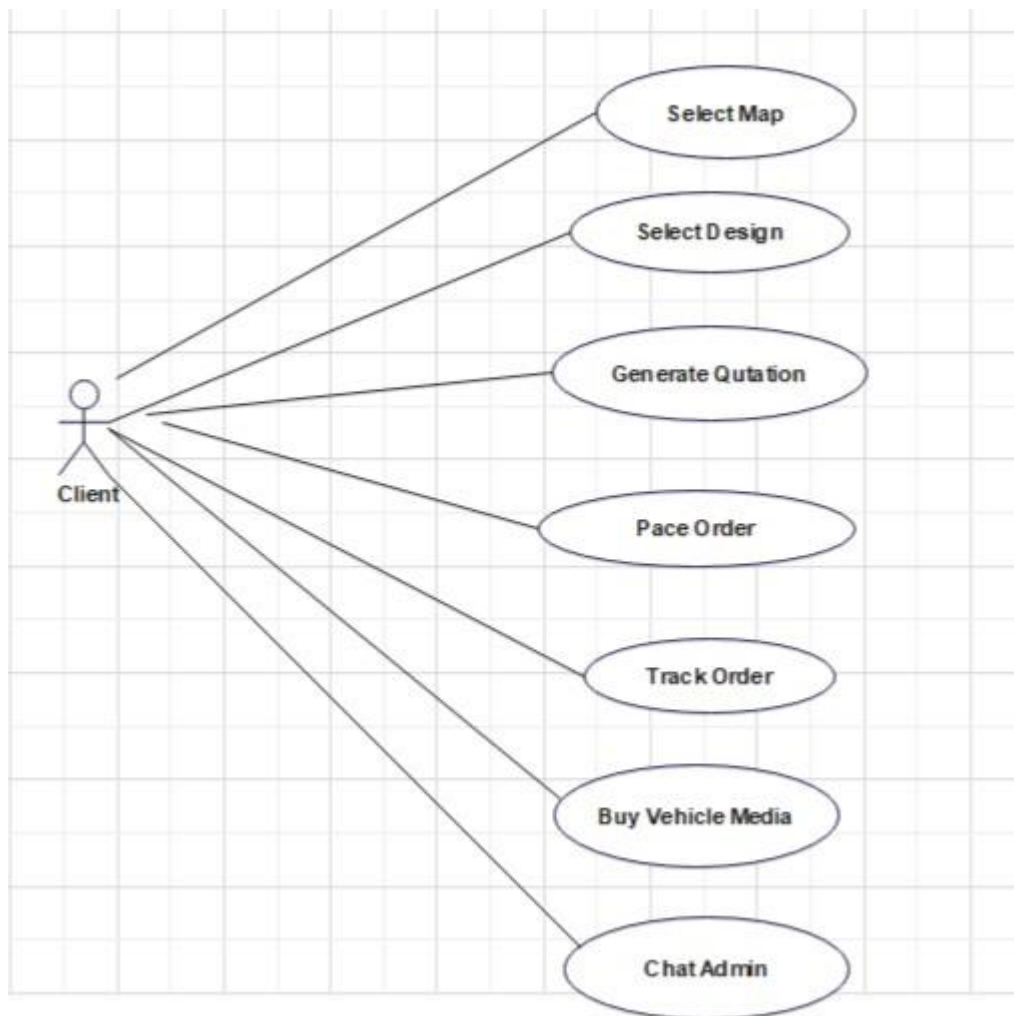


Figure 4.6: Client Use Case Diagram

## 4.6 Fully Address Use Cases

### 4.1.1 Admin

Table 4.1: Check Order

<b>UC-ID # 1</b>	
<b>Use Case Name:</b> Check Order	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be login to the system.	
<b>Post-Condition:</b> 1. Admin will be able to view Customers Order.	
<b>Main Scenario</b>	1. Admin initiate this use case by clicking “Orders” module 2. System displays the orders management dropdown list 3. New Orders 4. Completed Orders 5. Admin can check detail any of these by simply clicking anyone
<b>Alternate</b>	Redirect to back with error message.

Table 4.2: Check Payment

<b>UC-ID # 2</b>	
<b>Use Case Name:</b> Check Payment	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin will be able to check payment.	
<b>Main Scenario</b>	1. Admin initiate this use case by clicking “Orders” module 2. System displays the orders management dropdown list 3. Admin clicks on orders. 4. The system displays the payment status in the table.
<b>Alternate</b>	Redirect to back with error message.

Table 4.3: Check History

<b>UC-ID # 3</b>	
<b>Use Case Name:</b> Check History	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin will be able to check the history of orders.	
<b>Main Scenario</b>	1. Admin initiate this use case by clicking “Orders” module 2. System displays the orders management dropdown list 3. Admin click on orders tab. 4. Admin can search for any order.
<b>Alternate</b>	Redirect to back with error message.

Table 4.4: Register Distributor

<b>UC-ID # 4</b>	
<b>Use Case Name:</b> Register Distributer	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin will be able to register a distributor.	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>Admin initiates this use case by visiting user management module from admin dashboard.</li> <li>Admin clicks on the add new button.</li> <li>A system displays a registration form dashboard.</li> <li>Admin clicks on the add new button.</li> <li>A system displays a registration form</li> <li>Admin can register by entering all the related data.</li> <li>Admin submits the form</li> <li>System displays data in the tabular form</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

Table 4.5: Track Distributor

<b>UC-ID # 5</b>	
<b>Use Case Name:</b> Track Distributor	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin will be able to track a distributor.	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>Admin initiates this use case by visiting distribution module from admin dashboard.</li> <li>Admin clicks on tracking.</li> <li>System shows a Google Sheet.</li> <li>Admin can add the start and end time of distributor's task</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

Table 4.6: Pay Distributor

<b>UC-ID # 6</b>	
<b>Use Case Name:</b> Pay Distributor	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin should be able to pay distributor.	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>Admin initiates this use case by visiting distribution module from admin dashboard.</li> <li>Admin clicks on order.</li> <li>System will display options.</li> <li>Select any one option.</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

Table 4.7: Print Design

<b>UC-ID # 7</b>	
<b>Use Case Name:</b> Printing Design.	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 2. Printing Press User must be logged in to the system.	
<b>Post-Condition:</b> 2. Printer Press User will be able to print the design/copies.	
<b>Main Scenario</b>	5. Press User initiates this use case by visiting printing module from the dashboard. 6. System shows a dropdown list of status: <ul style="list-style-type: none"> <li>• New</li> <li>• Confirm</li> <li>• Complete</li> </ul> 7. Press User mark confirm to before printing. 8. System will display all orders 9. Admin clicks on completed 10. The system will show all completed orders.
<b>Alternate</b>	Redirect to back with error message.

Table 4.8: Check Order History

<b>UC-ID # 8</b>	
<b>Use Case Name:</b> Check Order History	
<b>Primary Actor:</b> Admin	
<b>Pre-Condition:</b> 1. Admin must be logged in to the system.	
<b>Post-Condition:</b> 1. Admin will be able to view Quotation details.	
<b>Main Scenario</b>	1. Admin clicks on order module from dashboard 2. System will show different status of orders. 3. Admin clicks on new orders 4. System will show analytics to admin
<b>Alternate</b>	Redirect to back with error message.

#### 4.1.2 Client

Table 4.9: Select Map

<b>UC-ID # 1</b>	
<b>Use Case Name:</b> Select Map	
<b>Primary Actor:</b> Client	
<b>Pre-Condition:</b> 1. Client must be logged in to the system.	
<b>Post-Condition:</b> 1. Client will be able to select specific area on map.	
<b>Main Scenario</b>	1. Client initiates this use case by visiting orders module and add new order page. 2. System shows a map on right side of screen 3. Client can select his desired areas from map.
<b>Alternate</b>	Redirect to back with error message.

Table 4.10: Select Design

<b>UC-ID # 2</b>	
<b>Use Case Name:</b> Select Design	
<b>Primary Actor:</b> Client	
<b>Pre-Condition:</b> 1. Client must be logged in to the system.	
<b>Post-Condition:</b> 1. Client will be able to select designs file.	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>1. Client initiates this use case by clicking on client dashboard in order module.</li> <li>2. System shows add new Order button.</li> <li>3. Client clicks and a Add new order to Place New Order.</li> <li>4. User can select design in the design tab</li> <li>5. User will fill all the required fields and submit the form.</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

Table 4.11: Generate Quotation

<b>UC-ID # 3</b>	
<b>Use Case Name:</b> Generate Quotation	
<b>Primary Actor:</b> Client	
<b>Pre-Condition:</b> <ol style="list-style-type: none"> <li>1. Client must be login to the system.</li> <li>2. Client must be fulfilling the data input fields</li> </ol>	
<b>Post-Condition:</b> 1. Client can generate the quotation	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>1. Client initiates this use case by visiting client-side dashboard.</li> <li>2. System shows My Order tab</li> <li>3. Client clicks and a dropdown Place New Order.</li> <li>4. System shows the input fields <ol style="list-style-type: none"> <li>5. Select media type</li> <li>6. Paper size</li> <li>7. Distribution Type</li> <li>8. Select map</li> <li>9. Upload File Attachments</li> <li>10. Number of copies</li> </ol> </li> <li>11. Client fills all these input fields and press Print Quotation</li> <li>12. System prints a quotation to client.</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

Table 4.12: Place Order

<b>UC-ID # 5</b>	
<b>Use Case Name:</b> Place Order	
<b>Primary Actor:</b> Client	
<b>Pre-Condition:</b> <ol style="list-style-type: none"> <li>1. Client must be login to the system.</li> <li>2. Client must have placed an order.</li> </ol>	
<b>Post-Condition:</b> <ol style="list-style-type: none"> <li>1. Client will give his order to B2Door Marketing.</li> </ol>	
<b>Main Scenario</b>	<ol style="list-style-type: none"> <li>1. Client initiates this use case by visiting client-side dashboard.</li> <li>2. System shows My Order tab</li> <li>3. Client clicks and a dropdown Place New Order.</li> <li>4. System shows the input fields</li> <li>5. Client fills all these input fields and press place order.</li> <li>6. System shows success message to client.</li> </ol>
<b>Alternate</b>	Redirect to back with error message.

# **Chapter 5:**

# **Implementation**



## **5.1 IDE, Tools and Technologies**

### **5.1.1 Front-End:**

1. HTML
2. CSS
3. Bootstrap
4. JavaScript
5. jQuery
6. FilePond
7. FlatPickr
8. Toastr

### **5.1.2 Back-End:**

1. Laravel
2. Yajra Data Table

### **5.1.3 Database:**

1. PostgreSQL

### **5.1.4 Tools:**

1. VS Code
2. EdrawMax
3. Star UML
4. Git & GitHub
5. Figma

## **5.2 Best Practices / Coding Standard**

1. Naming Conventions
2. Coding Standards
3. Error Handling
4. Optimization

# **Chapter 7: Conclusion & Outlook**

## **7.1 Introduction**

We looked at every part of this project carefully, from the beginning to the happy ending. We checked what we did well, the improvements we made, and thought about how the project might grow in the future. The summary we're sharing here doesn't just highlight our successes, but also talks about the problems we fixed from past solutions. Along the way, we faced many tough situations and challenges. But, our strong passion and deep happiness for successfully finishing the project are clearly explained in this chapter.

## **5.2 Achievements and Improvements**

The successful implementation of the “B2Door” project is a testament to our unwavering dedication and collaborative efforts. Throughout the journey, we encountered numerous challenges during the requirement gathering phase, development, and integration. However, our team demonstrated resilience and perseverance, ultimately overcoming these obstacles.

Despite facing fluctuations within the team, we remained focused on our goals and continually strived to work more efficiently within the allocated timeframe. In our quest for excellence, we extensively studied existing systems with similar features, allowing us to identify gaps and areas for improvement. Throughout the project, our dedicated project supervisor played a pivotal role, providing guidance and support from day one till the present. Their expertise and guidance proved instrumental in helping us accomplish our tasks and meet the project's objectives.

In conclusion, the B2Door project represents a remarkable achievement, driven by our collective determination, extensive learning, and implementation. We are proud of the results we have achieved and the impact our solution will have on addressing the needs of our target audience.

## **7.3 Critical Review**

Our Project targets every level of business who want to expand it quickly. Our project will minimize their efforts which they put like they go manually outside and consume their time and resources. The system will help them and reduce their efforts. They can market their product or service in just few clicks.

## **7.4 Future Recommendations/Outlook**

Looking forward, there are a few important suggestions for the future of the marketing Project. First, it's a good idea to keep learning about what customers like and what's new in the market. This can help make better plans for selling things and staying ahead of others. Second, it's important to use the internet and social media to tell more people about the products. Things like social media, making interesting content, and making sure the website shows up on search engines are important. Also, it's a good idea to make customers feel special by using their names and remembering what they like. This can make them want to keep buying things. Project's reach and credibility. By staying

adaptable and responsive to market changes, the marketing project can position itself for continued success in the dynamic business landscape.

## **7.5 Summary**

The system operates seamlessly and demonstrates efficient performance in executing the tasks assigned by both the Admin and clients. It serves as a comprehensive platform that not only facilitates their connection but also fosters a bond of trust and confidence. At this juncture, the project is fully prepared to be utilized as a market-ready product or can be further developed into a thriving business startup.