

Sri Lanka Institute of Information Technology



Assignment 1

MLB_02.01_03

Online Advertising Agency

Internet and Web Technologies – IT1100

B.Sc. (Hons) in Information Technology

Group Details

Group Number: MLB_02.01_03

Project Title: Online Advertising Agency

	Student ID	Student Name	Email	Contact Number
1	IT23166110	D.D. HAPUTHANTHRI	it23166110@my.sliit.lk	077 590 7458
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3	IT23160866	U.P.H.S ABEYWICKRAMA	it23160866@my.sliit.lk	074 035 8532
4	IT23164376	W.M.T.P.K WANASINGHE	it23164376@my.sliit.lk	074 018 5846
5	IT23163218	M.H.S. PERERA	it23163218@my.sliit.lk	070 260 6776

1 Introduction

Welcome to our state-of-the-art advertising agency, where we are revolutionizing the digital marketplace in Sri Lanka and other countries. What is our goal? We offer a dynamic online application that combines creativity and accessibility to make digital advertising easier for buyers and sellers. By conducting thorough market research and user research, we were able to pinpoint the weaknesses in the current systems. Our platform's easy-to-use interface and smooth user-to-user communication channels redefine convenience. Buyers value comprehensive listings and global access, while sellers gain from quicker listing procedures and several payment options. We're not just creating a platform with our unwavering commitment to quality. We're also fostering relationships, transforming business dealings, and launching a new era in digital advertising. Come along with us as we transform digital advertising, each click individually, Greetings from Sri Lanka's online advertising of the future!

Characteristics of the system: -

- ❖ Users can explore comprehensive listings with multimedia content.
- ❖ Users can refine their selections based on various parameters.
- ❖ Logged-in users can add products to their wish lists.
- ❖ Logged-in users can leave reviews for advertised products.
- ❖ Logged-in users can inquire directly with sellers.
- ❖ Buyers and sellers can communicate with each other directly.
- ❖ Sellers can edit their product descriptions.

Benefits of utilizing our system: -

- ❖ On our platform, sellers can display their adverts with ease.
- ❖ Users can quickly locate appropriate advertisements by using effective filters.
- ❖ You may easily and conveniently advertise from any location.

2 Personas

- Unregistered User

Januda Perera



Bio

I am Januda and I am a software engineer. I'm dedicating to finding and engaging with the latest products and services that match my interests with a discerning eye for compelling campaigns, I actively support brands that deliver value to their audience.

Goals

- Register as a member.
- Ability to secure and fast online payment.
- Ability to use this web browsers in computer and mobile .

Technical Ability

- B.Sc.(Hons) in software engineering .
- B.Sc.(Hons) in Information technology and business

Age

26

Marital Status

Unmarried

Education

Post Graduate

Motivation

- Access to in detail information of products.
- Access to customization.
- Finding deals and discounts.
- Helpful customer service.

Frustrations

- Can't recognize some advance professional words instantly .
- Lack of control over ad preferences.
- showing unnecessary adds while checking products.

Personality

- Friendly
- Comparative Person
- Creative
- Strategy Thinker

“Always go with your passions.Never ask yourself if it's realistic or not ! ”

- Registered User

Ranidu Bhashana



Bio

I am Ranidu Bhashana and I have mobile phones selling and repairing sgop. I'm dedicating to finding and engaging with the latest products and services that match my interests with a discerning eye for compelling campaigns and i want to sell my phones.

Goals

- Post your ad.
- Air to access and visualize the basic
- features & functionalities.

Technical Ability

- NVQ Level 4 (Hardware and Mobile repairing)

Age

28

Marital Status

Unmarried

Education

Post Graduate

Motivation

- **Access to Features** : Registered users often gain access to additional features and functionalities.
- **Personalization** : Registration allows users to personalize their experience on the platform.

Frustrations

- **Technical Issues** :Technical glitches frustrate users when they hinder access to features or tasks.

Personality

- Kindness
- Diligence
- Creative
- Knowledge

“Usability is about people and how they understand and use things, not about technology!”

- Financial – Financial Manager

Nimali Ranasinghe



Bio

I'm Nimali, an Ad budget analyst with 5 years' experience. Skilled in cost analysis, budget management, and maximizing campaign spending.

Goals

- Stay updated on tech and trends for success.
- Cut wasteful spending by reallocating funds based on data analysis.
- Allocate ad funds wisely across platforms.

Technical Ability

- Competent in excel for data analysis.
- Skilled in Google Analytics, Facebook Insights, and other monitoring tools.
- Uses AdWords Editor and budget software.

Motivation

- Passionate about cost-effective ad spending.
- Driven to maximize ROI through data monitoring.
- Inspired by stats, finding joy in data analysis.

Frustrations

- Struggles to optimize campaigns with evolving markets and budgets.
- Ad platforms evolve constantly, frustratingly requiring frequent adjustments.

Personality

- Kindness
- Diligence
- Extrovert
- Knowledge

Age

29

Marital Status

Married

Education

Post Graduate

Quote

"Balancing budgets is an art. Let's make every dollar count!"

- Support Team – Customer Service

Vishmi Madumali



Bio

Vishmi Supportive is the lead of AdVantage's support team, known for her empathetic and effective customer service. She's skilled in problem-solving and communication, ensuring clients feel valued and supported in their online advertising goals.

Goals

- Support their users for all issue and problems.
- Improve her team's efficiency.

Technical Ability

- Awareness of SEO principles and practices.
- Proficiency in HTML, CSS, JavaScript, and responsive design
- Skills in languages such as PHP or Python.

Age
32

Marital Status
Married

Education
Post Graduate



"Talent wins games but teamwork and intelligence wins championship!"

Motivation

- **Empower Success:** Providing seamless support for clients' web pages.
- **Drive Impact:** Enhance user experiences and contribute directly to campaign success.
- **Continuous Improvement:** Foster a culture of innovation and growth within your team.

Frustrations

- Constantly dealing with complex technical issues and troubleshooting can be frustrating.
- Ad platforms evolve ,constantly, frustratingly requiring frequent adjustments.

Personality

- Kindness
- Diligence
- Extrovert

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- Admin – Manage Database, Advertisement and User Accounts

AMILA FERNANDO



Bio

Amila is a 31-year-old Data Analyst who has been working in the online advertising industry for six years. His background in both database management and adverts management equips him with a unique skill set to effectively handle various aspects of online advertising operations.

Goals

- Manage users, feedbacks and reviews appropriately.
- Manage all published adverts, updating their modifications, and review adverts appropriately.
- Update database typically, maintaining accurate, and reliable data within a database system.

Technical Ability

- Database design and optimization.
- Ad Targeting Techniques.
- Ad Placement Optimization.
- Database security and access control.
- Data backup and recovery strategies.

Motivation

- Focus on managing advertisements in a way that enhances the overall user experience, ensuring that ads are relevant, non-intrusive, and engaging.
- Prioritize maintaining accurate and update data within the database to effectively target advertisements to the right audience..

Frustrations

- When faced with complex database issues that require extensive troubleshooting and debugging.
- When outdated ad management tools that make it difficult to efficiently organize, track, and optimize advertisements within the online advertising platform.

Personality

- Introvert • Thinker
- Tech-Savy • Analytical

Age
31

Occupation
Data Analyst

Status
Married

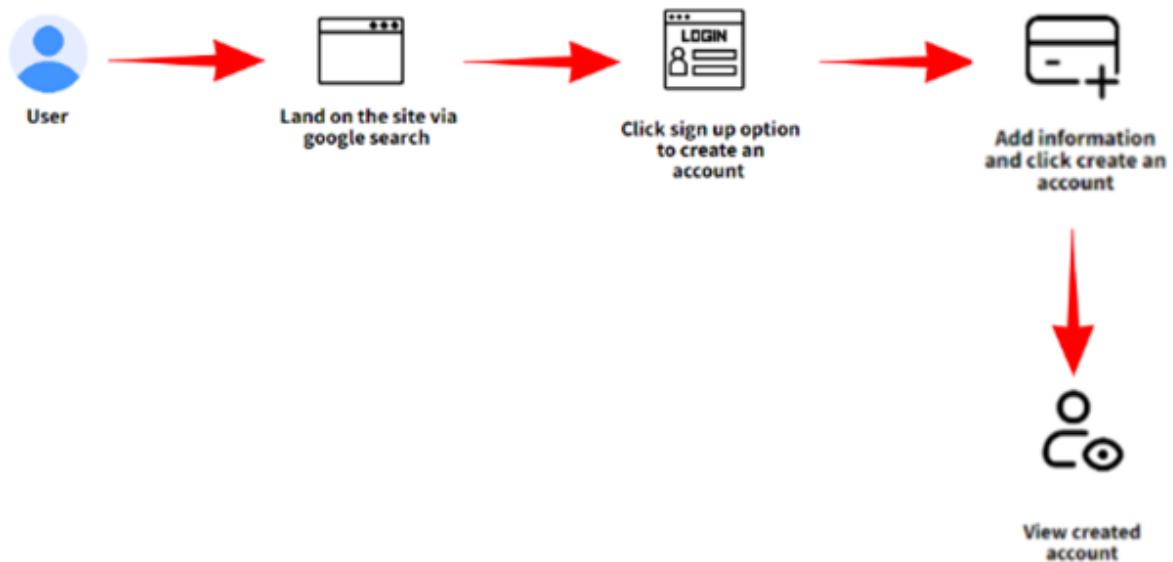
Location
Negombo, Sri Lanka

“
I believe time management boost daily tasks”
”

3 User Journeys

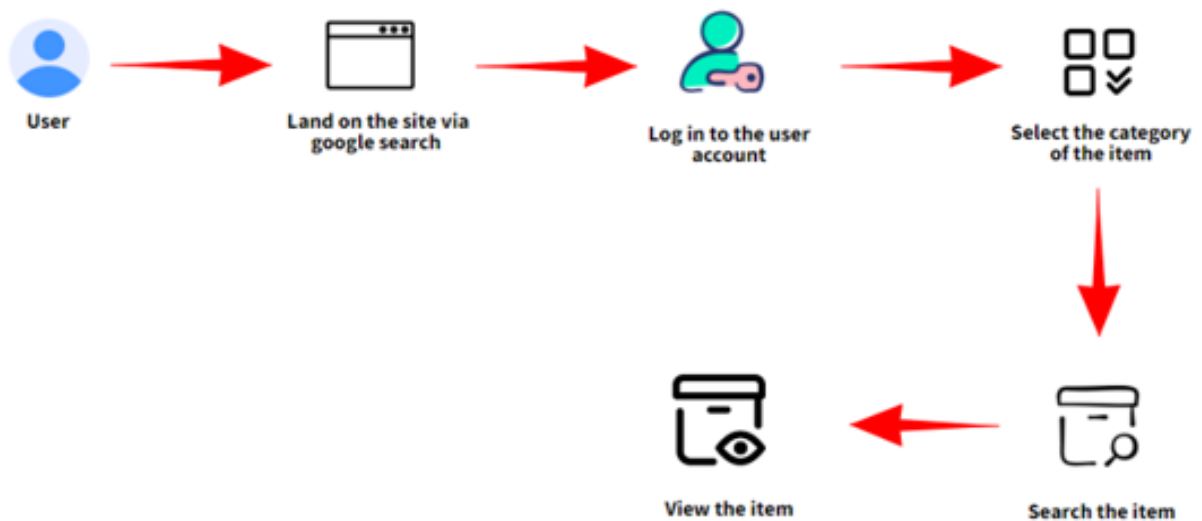
• Persona - Unregistered User

User Journey - Creating an Account



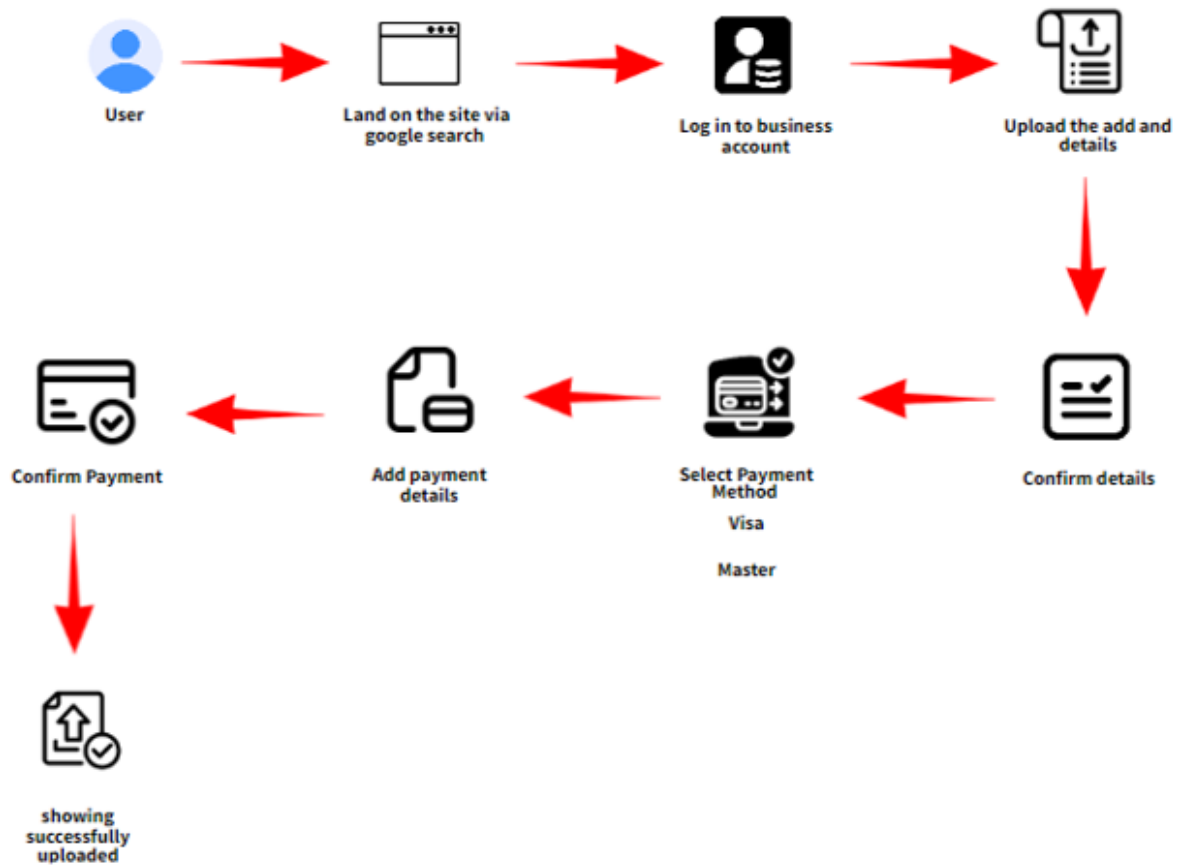
• Persona - Unregistered User

User Journey - Finding Ads



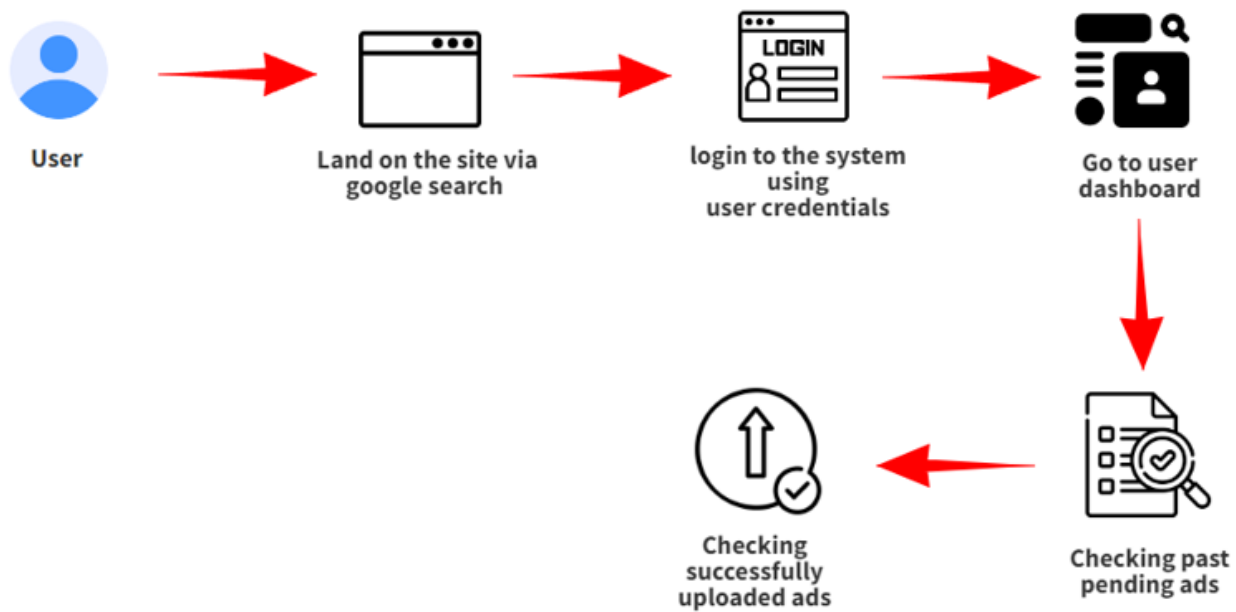
• Persona - Registered User

User Journey - Creating Ads

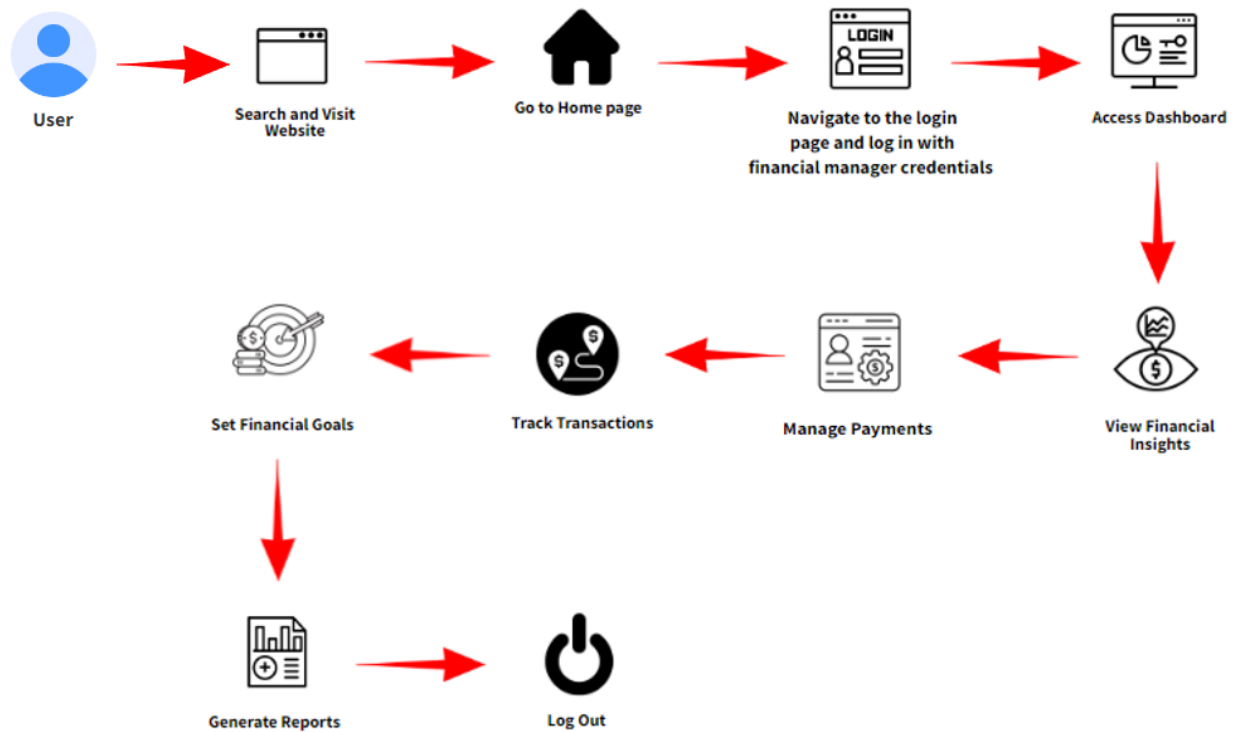


• **Persona - Registered User**

User Journey - Check Past Ads Progress

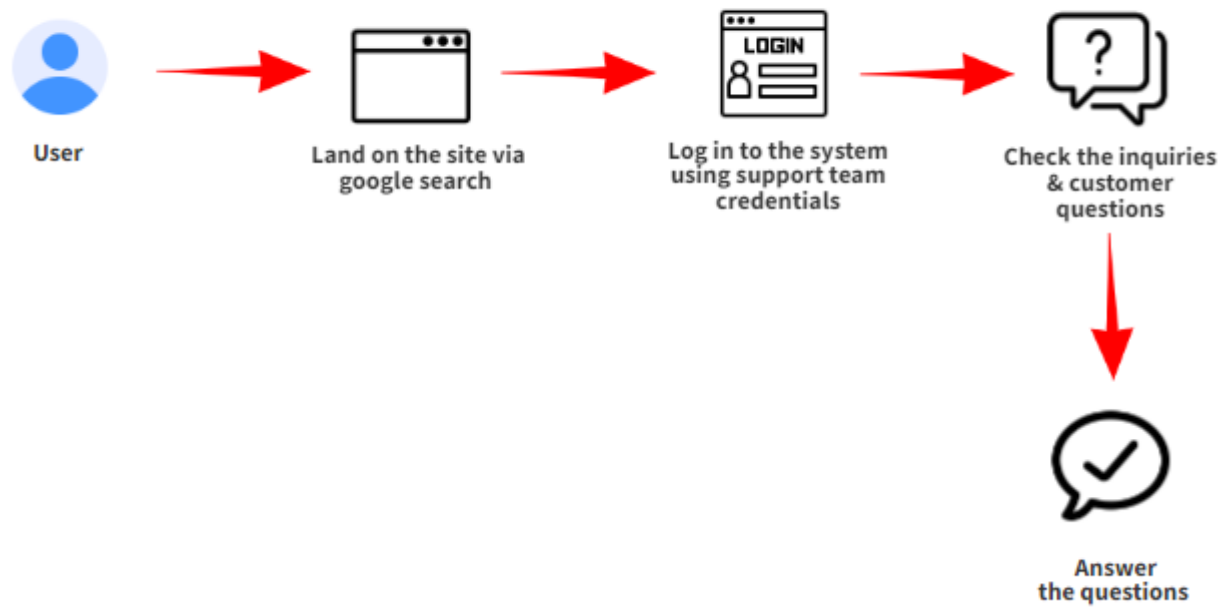


• Persona - Financial User Journey - Financial Management

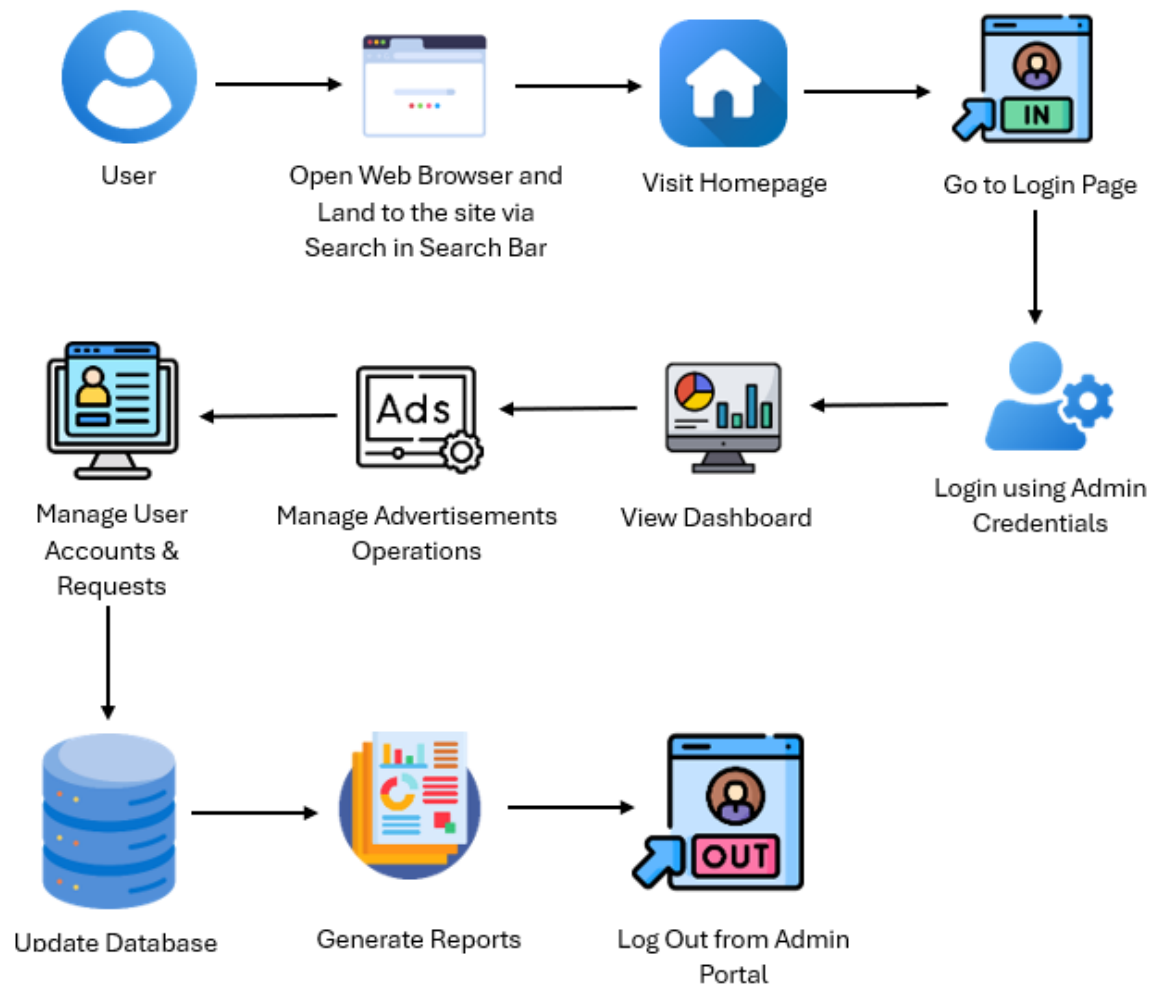


• **Persona - Support Team**

User Journey - Customer Service

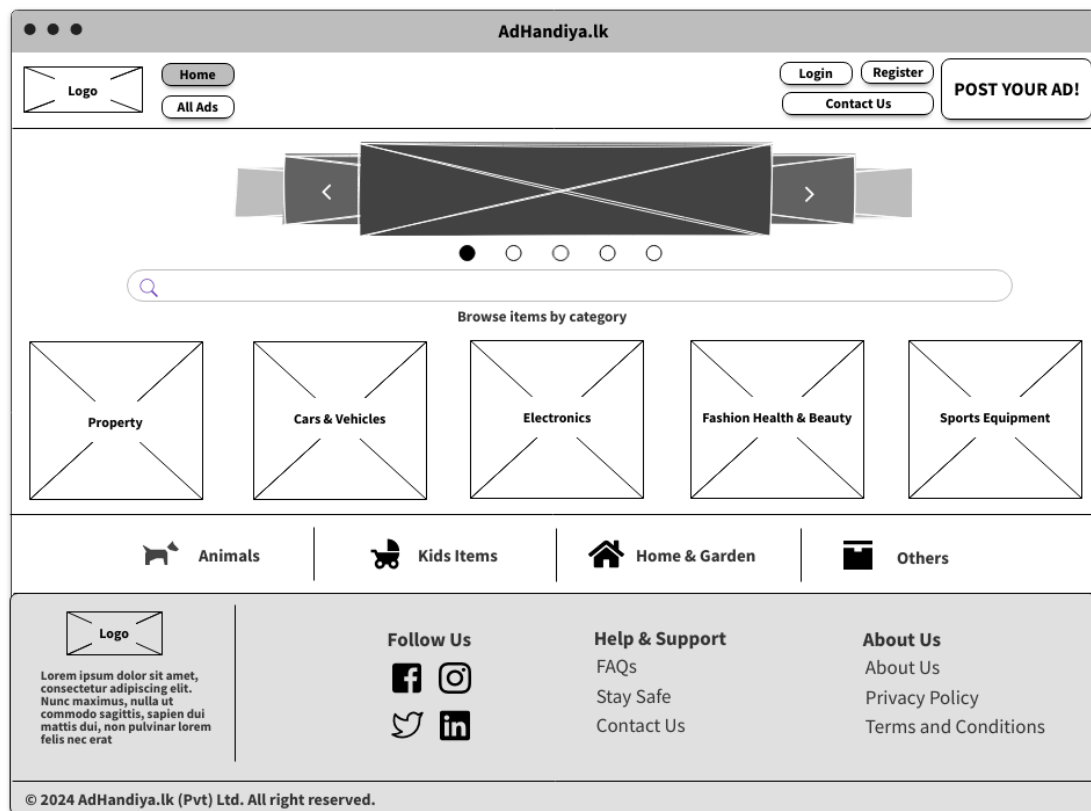


- **Persona - Admin**
- **User Journey – Manage Database, Advertisements and User Accounts**




4 Wire Frames


- Home Page



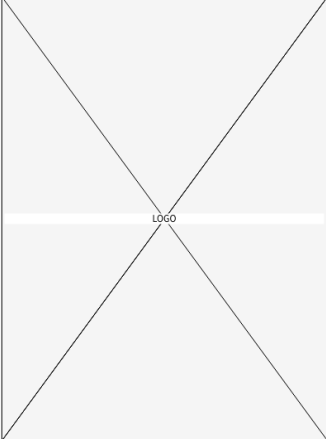
- Registration Page

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Last Name


Email

Contact Number

Location

Select


Password



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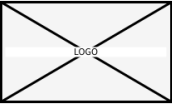
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Don't you have account yet ? [sign up](#)

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Password



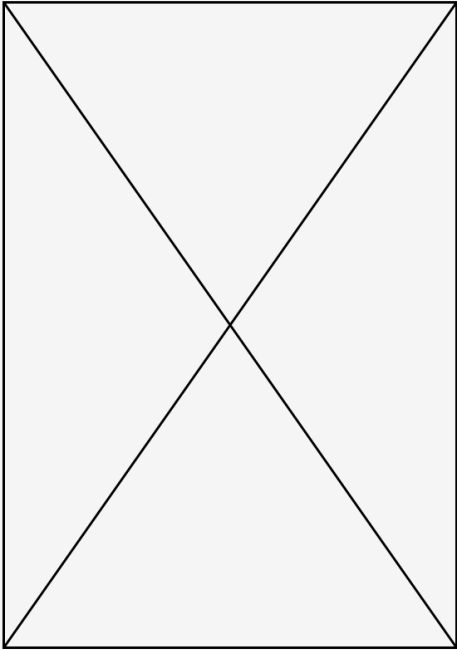
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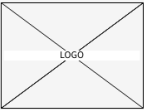
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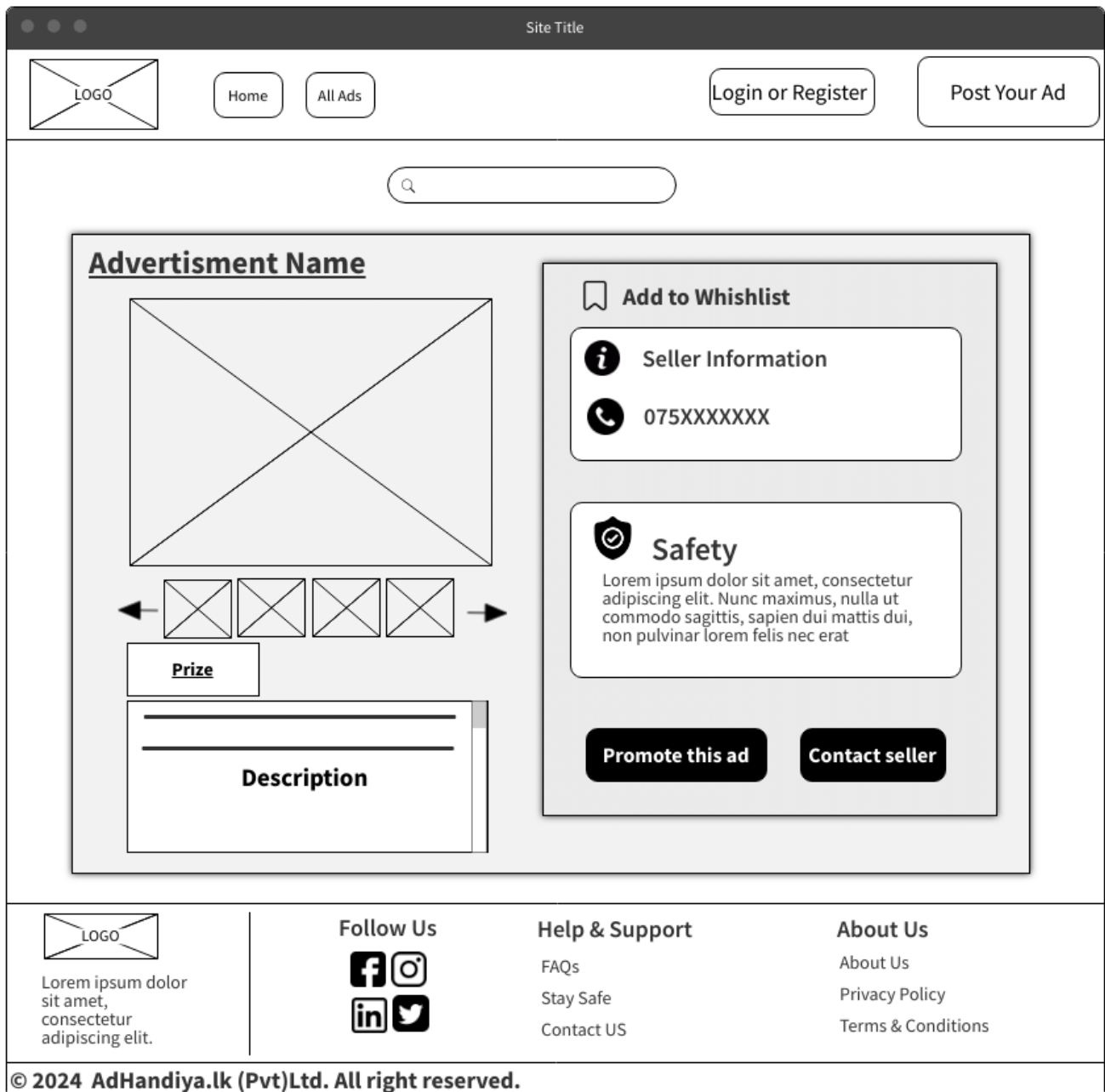
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- Ads View Page



- Result Page

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LOGO

Home

All ads

Login

Register

POST YOUR AD!

Sort result by

Date :

Newest on top

Type of poster

All

Category

Location

Search

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1

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4

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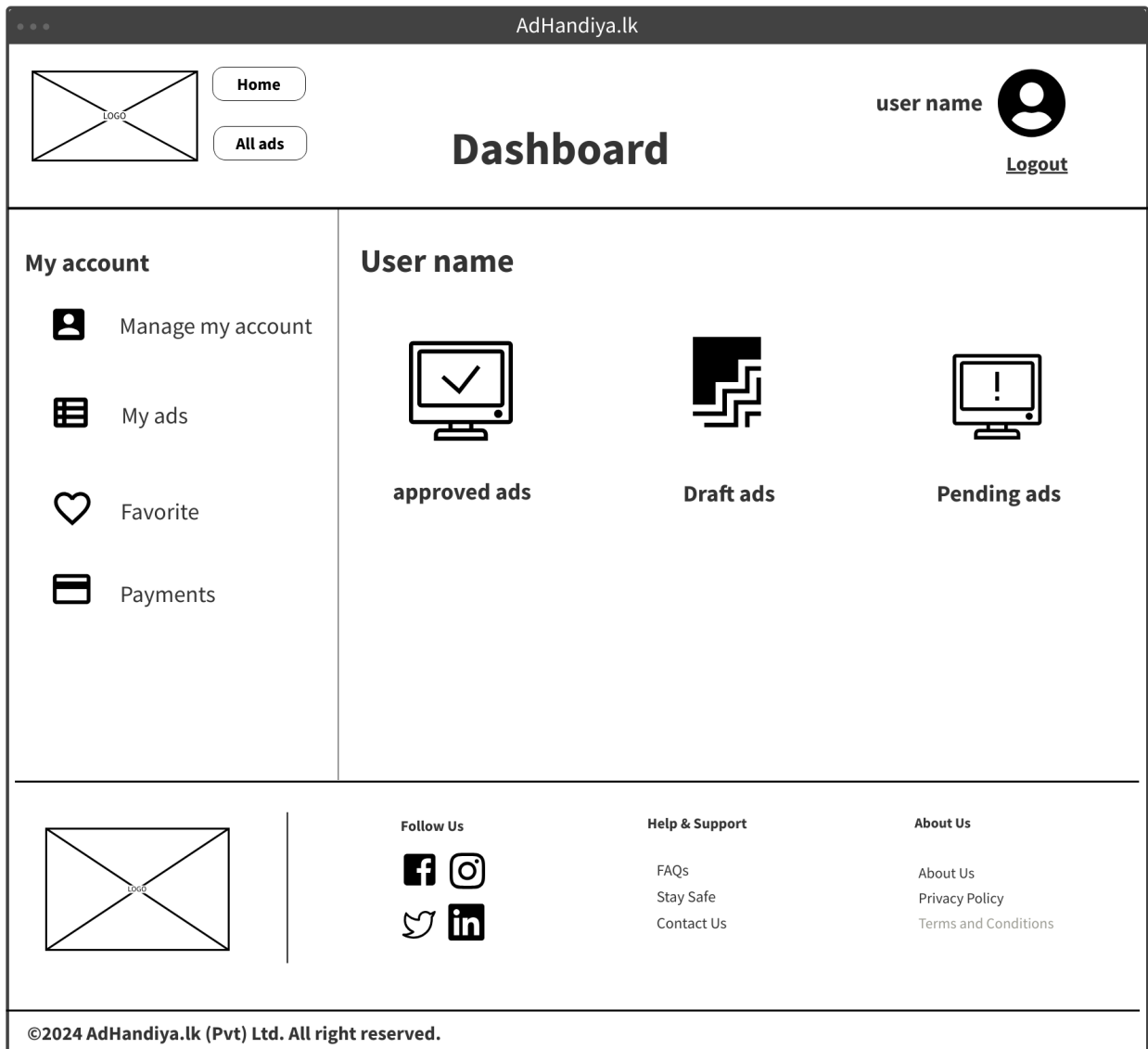
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- User Dashboard



- Ads Listing Page

Site Title

LOGO

Home

All Ads

My profile

Log Out

List Your Ad

Add image or video

+

Add Title

Keep it short

Discription

Add more detail

Category

Sub Category

Select city or Devision

Local Area

Condition

☒ Used
 ☐ New

Prize

Pick a Good price

☐ Negotiable

Contact Details

Auto fill

E-mail

Enter a email

Phone Number

Add your mobile number

Post Ad

LOGO

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- Payment Portal

Site Title

LOGO

HomeAll Ads

My profile

Log Out

Payment Portal

Payment Method

☒ Visa card

☐ Master card

Card Holder Name

Card Number

Expire Date

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LOGO

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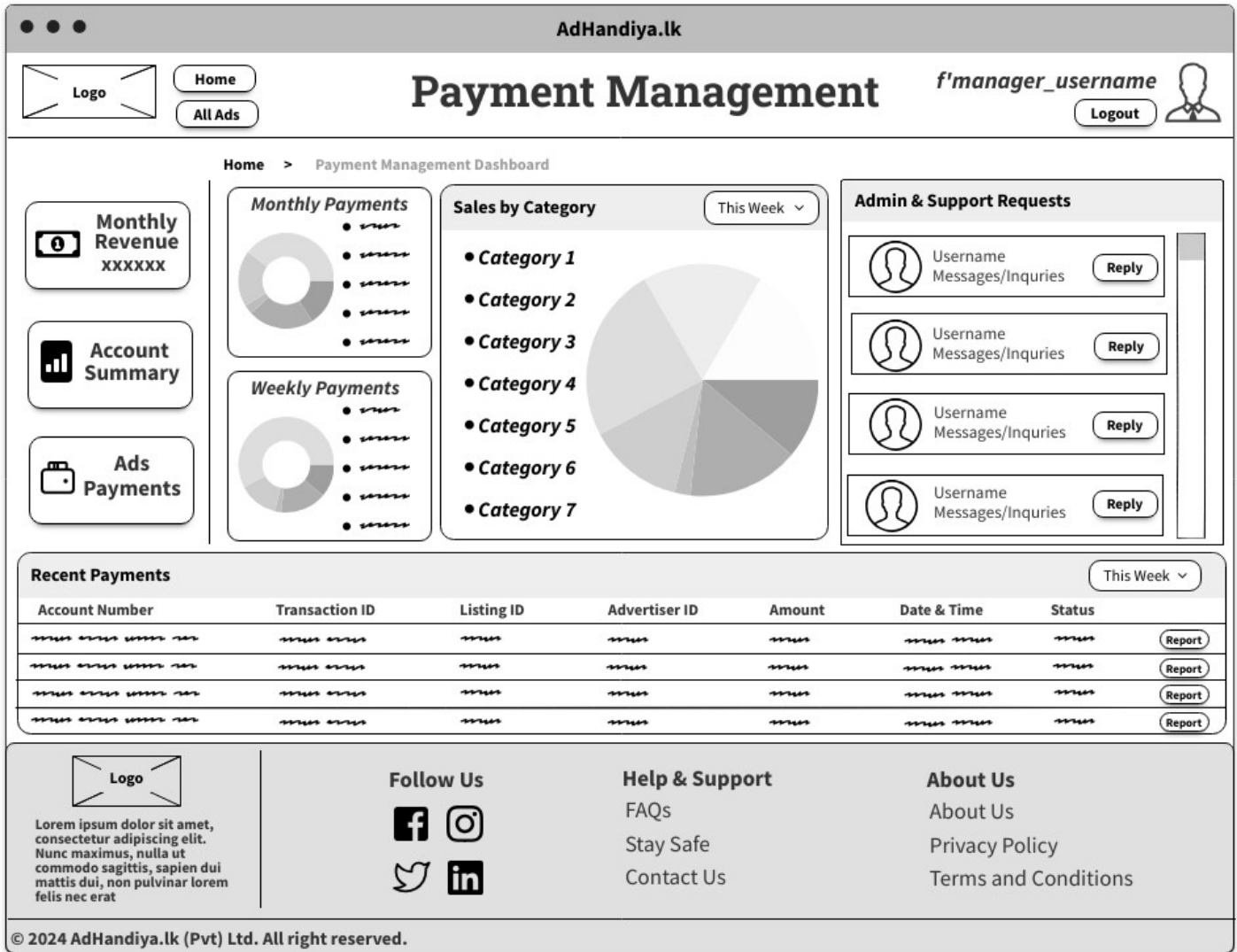
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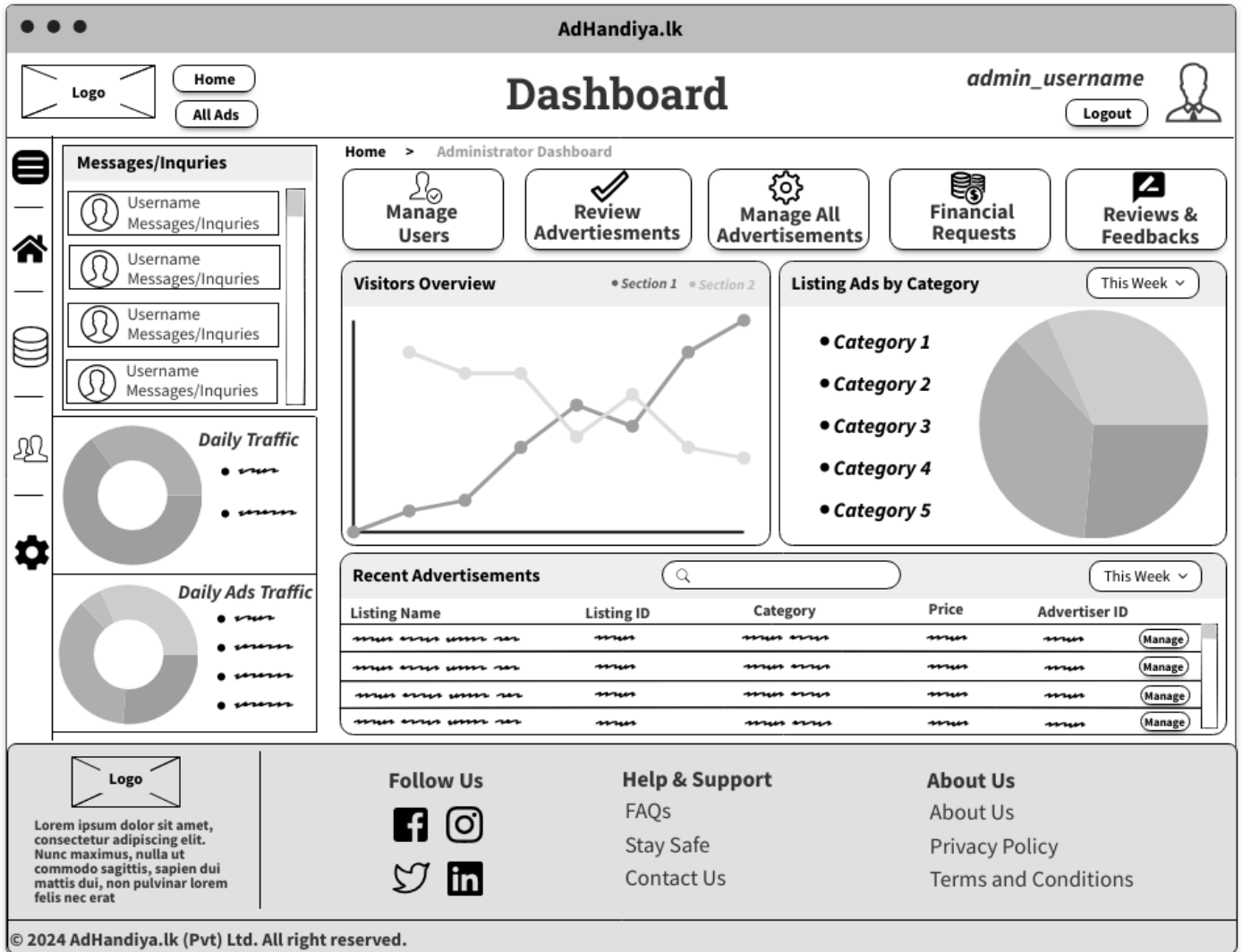
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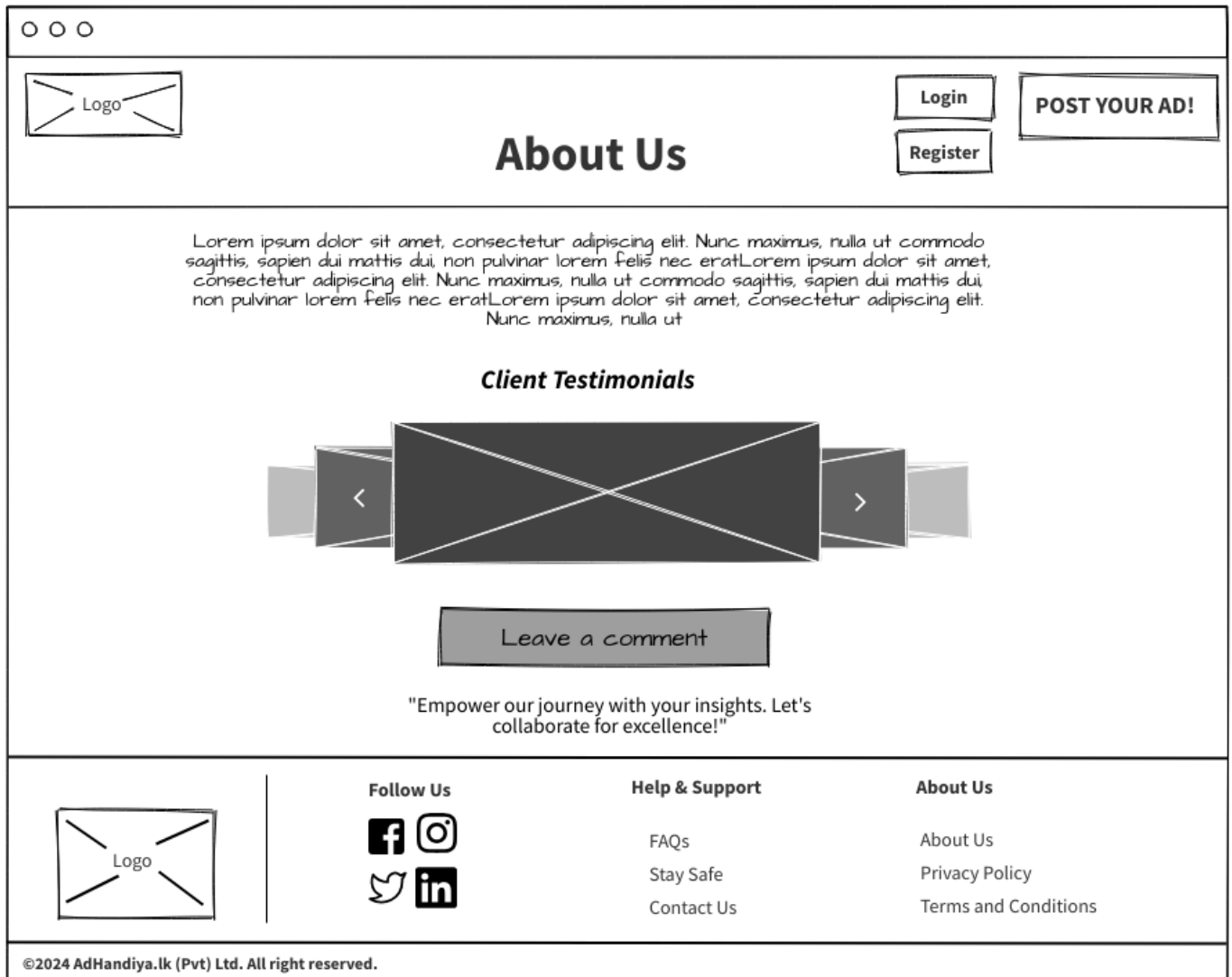
- Financial Manager Dashboard



- Admin Dashboard



- About Us Page



- Contact Us Page

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Register

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Contact Us

Your Name

Email Address

Type Your Message...

Submit

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+94 112 5514 22

support@domain.com

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Logo

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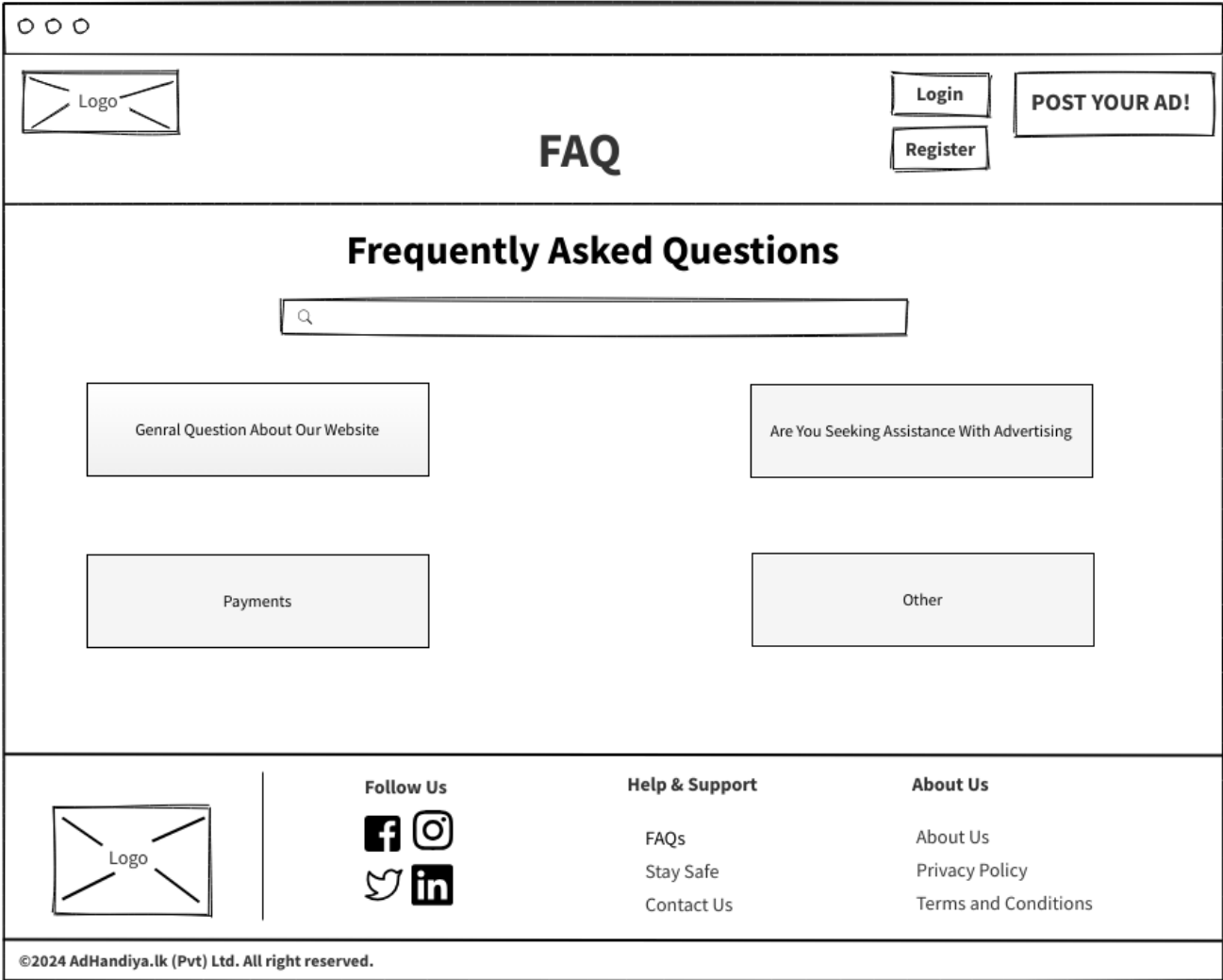
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- FAQ Page



- Terms and Conditions

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Logo

Home

All ads

Login

Register

POST YOUR AD!

TERMS AND CONDITIONS

GENERAL

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WATERMARKS

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Stay Safe

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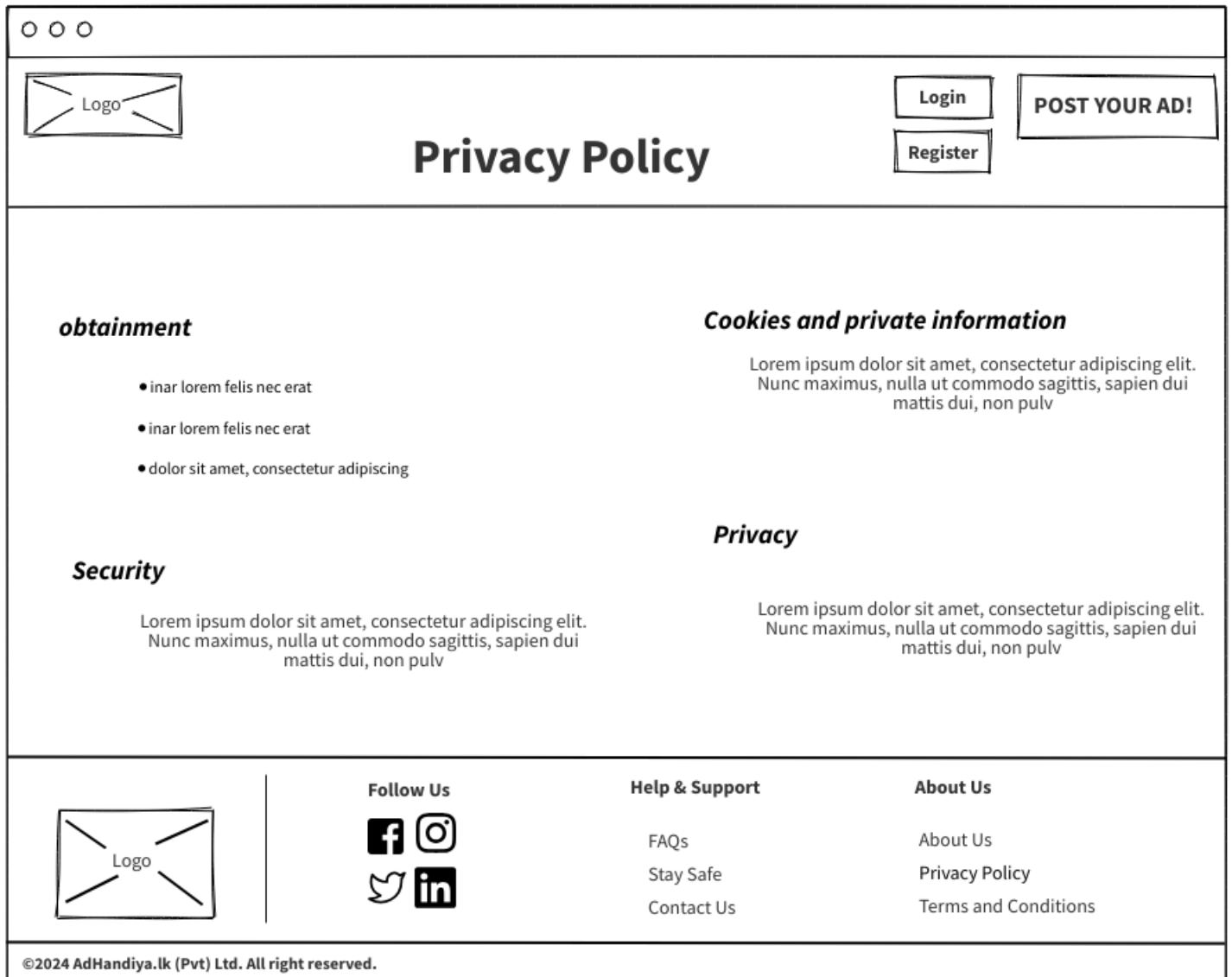
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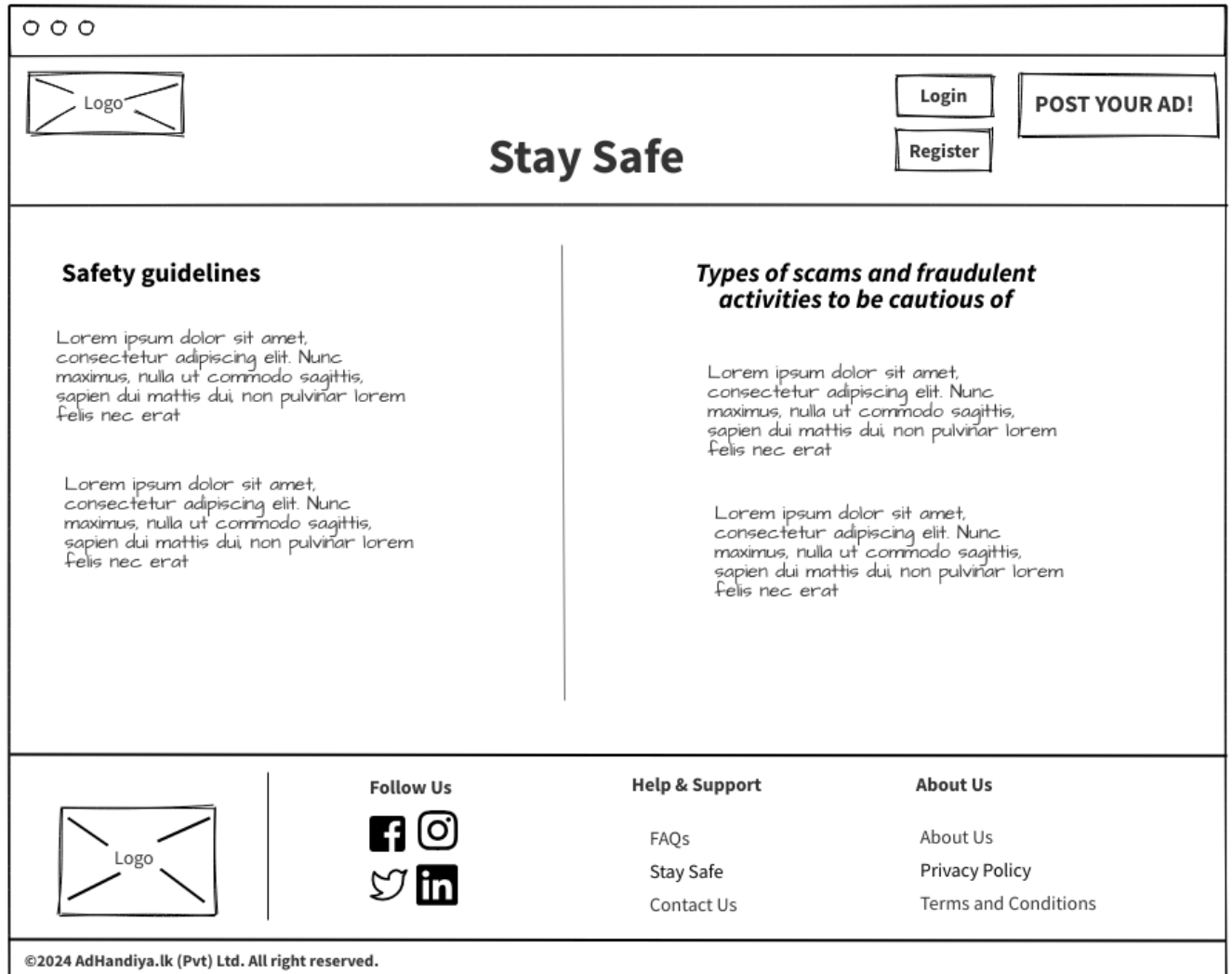
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- Privacy Policy Page



- Stay Safe Page



5 Individual Contribution

	Student ID	Student Name	Individual Contribution
1	IT23166110	D.D. HAPUTHANTHRI	<ul style="list-style-type: none"> • Persona: Financial • User Journey: Financial Management • Wireframe: About Us, Contact Us, Privacy Policy Page, Terms and Conditions Page
2	IT23156074	R.M.H.I. RATHNAYAKE	<ul style="list-style-type: none"> • Persona: Support Team • User Journey: Customer Service • Wireframe: User Dashboard, Item Viewing Page, Stay Safe Page
3	IT23160866	U.P.H.S ABEYWICKRAMA	<ul style="list-style-type: none"> • Persona: Registered User • User Journey: Create ads, Check Past Add Progress • Wireframe: Ads View Page, Ads Listing Page, Payment Gateway
4	IT23164376	W.M.T.P.K WANASINGHE	<ul style="list-style-type: none"> • Persona: Unregistered User • User Journey: Finding Ads, Creating an Account • Wireframe: Log in Page, Registration Page, FAQ Page
5	IT23163218	M.H.S. PERERA	<ul style="list-style-type: none"> • Persona: Admin • User Journey: Manage Database, Advertisement and User Accounts • Wireframe: Home Page, Admin Dashboard, Financial Manager Dashboard