

Digital Marketing Project

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Project submitted for the degree *Baccalaureus Scientiae* in
Information Technology at the North-West University

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CHAPTER 1 INTRODUCTION AND OVERVIEW

1.1 Introduction

This project is about designing an application for a South African digital marketing company. They have expressed the need for a web application that serves as an online platform allowing users to store, view and share photos.

Users should be able to create an account and login before utilising the platform. Once logged in, users should be able to view their own photos as well as the photos shared with them. The user should be able to create and manage the metadata recorded for each photo that the user has access to. The ability to share content with other registered users also needs to be built into the web application. Users should have the ability to download photos that they have access to.

The web application should be designed as consistent, intuitive, easy to use and easy to navigate without needing to provide excessive user guide documentation. All information and media items that are stored should be stored securely and in accordance with POPI.

1.2 Highlights

The highlights for this project was the ERD diagram as well as the Use Case diagram. Drawing these diagrams was valuable. It helps to stay updated on what Use Case as well as ERD diagrams need to look like or contain.

The weekly Client Sessions was another highlight. To be able to interact with someone working in this type of area was beneficial. It was a very good learning opportunity. She provided a lot of solutions and help with this project.

1.3 Challenges

The challenges for this project was the different technology stacks that was expected to be used to build this project. It was a bit difficult to implement all the different technologies in the project.

1.4 System Overview

Users within the digital marketing company currently send the photos back and forth over email. The users with whom the photos are shared are included in the recipients list of the email, with any additional information included in the body of the email. The additional information does not

follow any specific format and is often excluded completely (or lost between versions of mail trails).

The current process sometimes creates confusion and miscommunication about which photos are the latest versions and which users the photos have been shared with. There is currently no defined and standardised way of recording any additional information relevant to the photos. There are also size limits when sending emails. These size limits are not often breached but when they are, the limitation needs to be mitigated. By switching to a centralised online platform, that all users have access to, the highlighted challenges can be mitigated and resolved.

The biggest risk to the project would be any limitations that a technology stack would present. Any technology limitations that prohibit the functional implementation of core requirements would need to be mitigated using a technology stack (or intermediate workaround) that alleviates the blocker or limitation.

The recommended approach for this business case is to pursue the development of an online platform that allows users to create, manage and share content with other users, with the ability to capture the applicable additional information (in the form of metadata). The content to be uploaded onto the platform should be grouped using albums and any content that has metadata recorded should be searchable by its metadata.

There are different technology stacks that need to be implemented for this project to run successfully. The following need to be used:

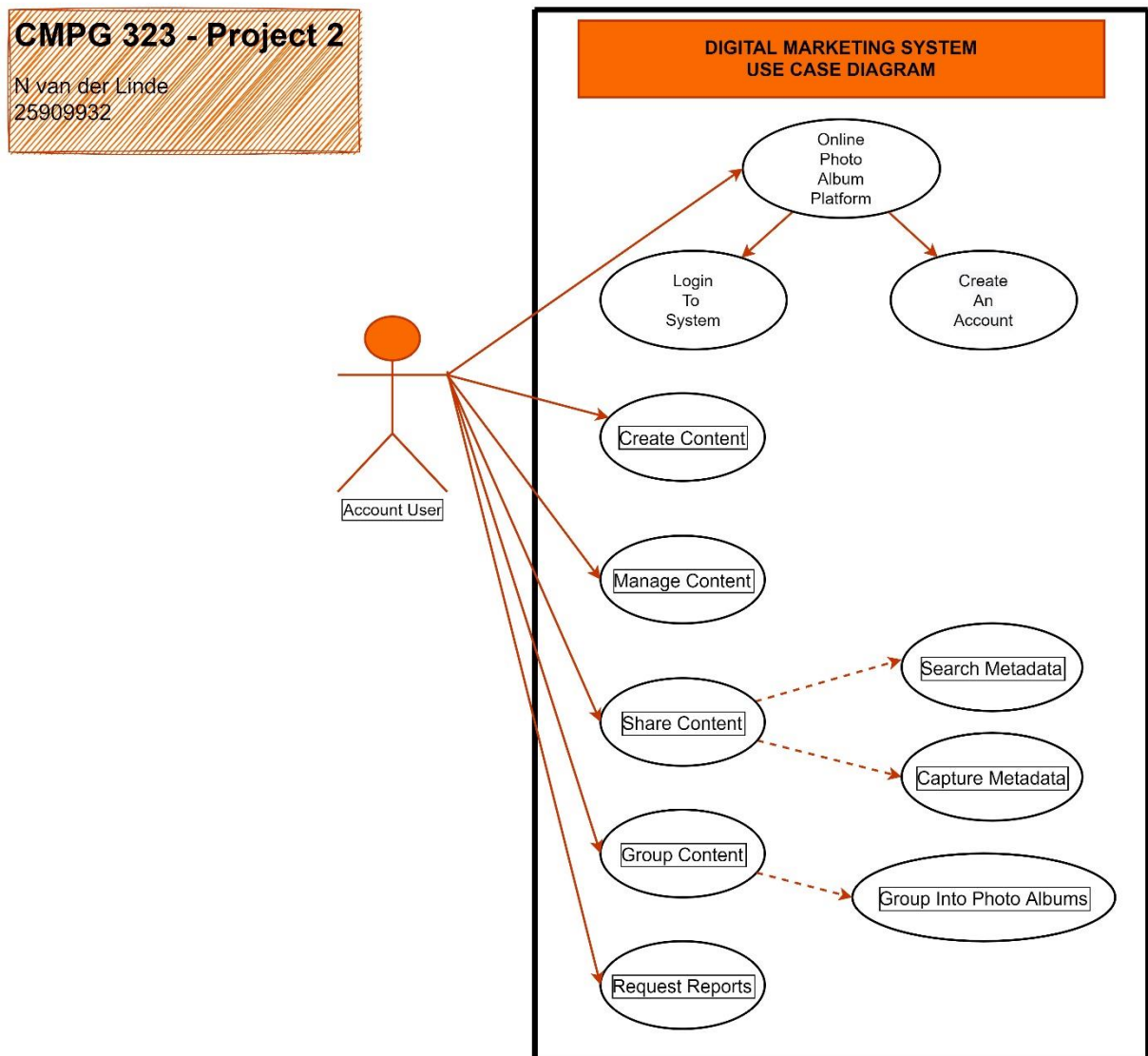
- GIT: this is used for the source control. GitHub was used for this project's source control.
- Backend (API): .NET Core was used for the backend of this project.
- Backend (Database): SQL server (a relational database in Oracle) was used to design the database.
- Frontend (Design): C# (ASP.NET) and CSS was used for the frontend.
- Cloud Technology: Google cloud was used to host this project.
- Diagrams: it is required to draw diagrams (ERD, Flow and Use Case diagrams) for this project. Any tool could have been used. For this project, draw.io was used to design the diagrams.
- Logging: the application will need logging. A logging framework was implemented.
- Code coverage: this is a type of tool, library, plugin, or framework that needs to be used to check the project's code coverage. A code coverage framework was implemented.

CHAPTER 2 USE CASE DIAGRAM

2.1 The Use of UML Diagrams

The Use Case Diagram is a diagram that depicts the interactions between the system and external systems and users. It graphically describes who will use the system and in what ways the user expects to interact with the system. It is also a set of modelling conventions that is used to specify or describe a software system in terms of objects. The use-case narrative is used in addition to textually describe the sequence of steps of each interaction.

Figure 2-1: Use Case Diagram



From the abovementioned diagram for the Digital Marketing System, the following can be derived:

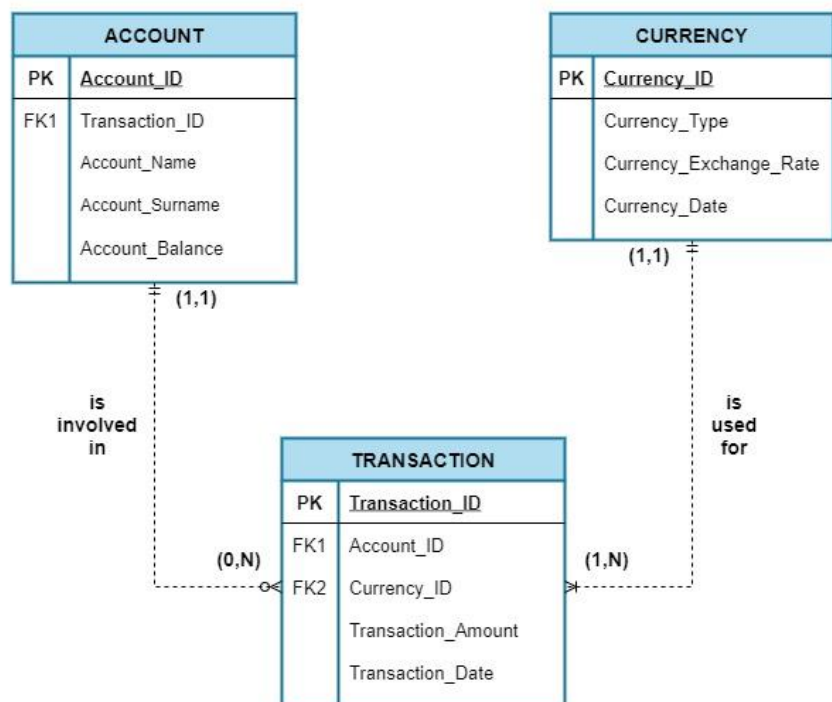
- Online Photo Album System: the account user will either login to his or her account, using their unique username and password, or create an account.
- Create Content: the user can create photos, with the ability to capture the applicable additional information (in the form of metadata) and any content that has metadata recorded should be searchable by its metadata.
- Manage Content: the user can manage photos, with the ability to capture the applicable additional information (in the form of metadata) and any content that has metadata recorded should be searchable by its metadata.
- Share Content: the user can share photos, with the ability to capture the applicable additional information (in the form of metadata) and any content that has metadata recorded should be searchable by its metadata.
- Group Content: the account user makes use of this so that the content that was created, viewed, or stored can be uploaded onto the platform and grouped using photo albums.
- Request Reports: an extra Use Case added. This is for the user to see what content was created, viewed, or stored. It is also to show the metadata created.

CHAPTER 3 ERD DIAGRAM

3.1 The Use of ERD Diagrams

The ERD diagram is a model or blueprint representing the technical implementation of the database. Therefore, the technical implementation for the Digital Marketing System is shown below:

Figure 3-1: ERD Diagram



From the abovementioned diagram for the Digital Marketing System, the following can be derived:

- Account: the account user has a unique Account_ID. The Transaction_ID is stored so that the user can see their purchase history. The Account holder's name and surname is

also kept on record. The Account_Balance is also stored, so that the user can see the amount he or she has left in Discovery Miles.

- Currency: this entity has its own unique ID. The type of currency is important for the purchase, so that the user can choose from the different currencies in the system. The exchange rate is there so that the purchase amount is correctly converted to the currency selected. The date is also stored to keep record of the exchange rates constantly changing.
- Transaction: the user will be involved in a transaction using their Discovery Miles. Once a purchase has been made, it registers a new Transaction _ID. The Account_ID of the user is also stored as well as the currency that was used to make the purchase. The transaction amount is also recorded along with the date that the transaction occurred.

CHAPTER 4 FLOW DIAGRAMS

4.1 The Use of Flow Diagrams

The flow diagram below demonstrates the different application layering for the Digital Marketing System.

The Account System consists of three layers, namely:

- The Service Layer;
- The Logic Layer; and
- The Persistence Layer.

The Account System also has five services, specifically:

- Domain;
- Business Logic;
- Repository;
- Translator; and
- Web Services.

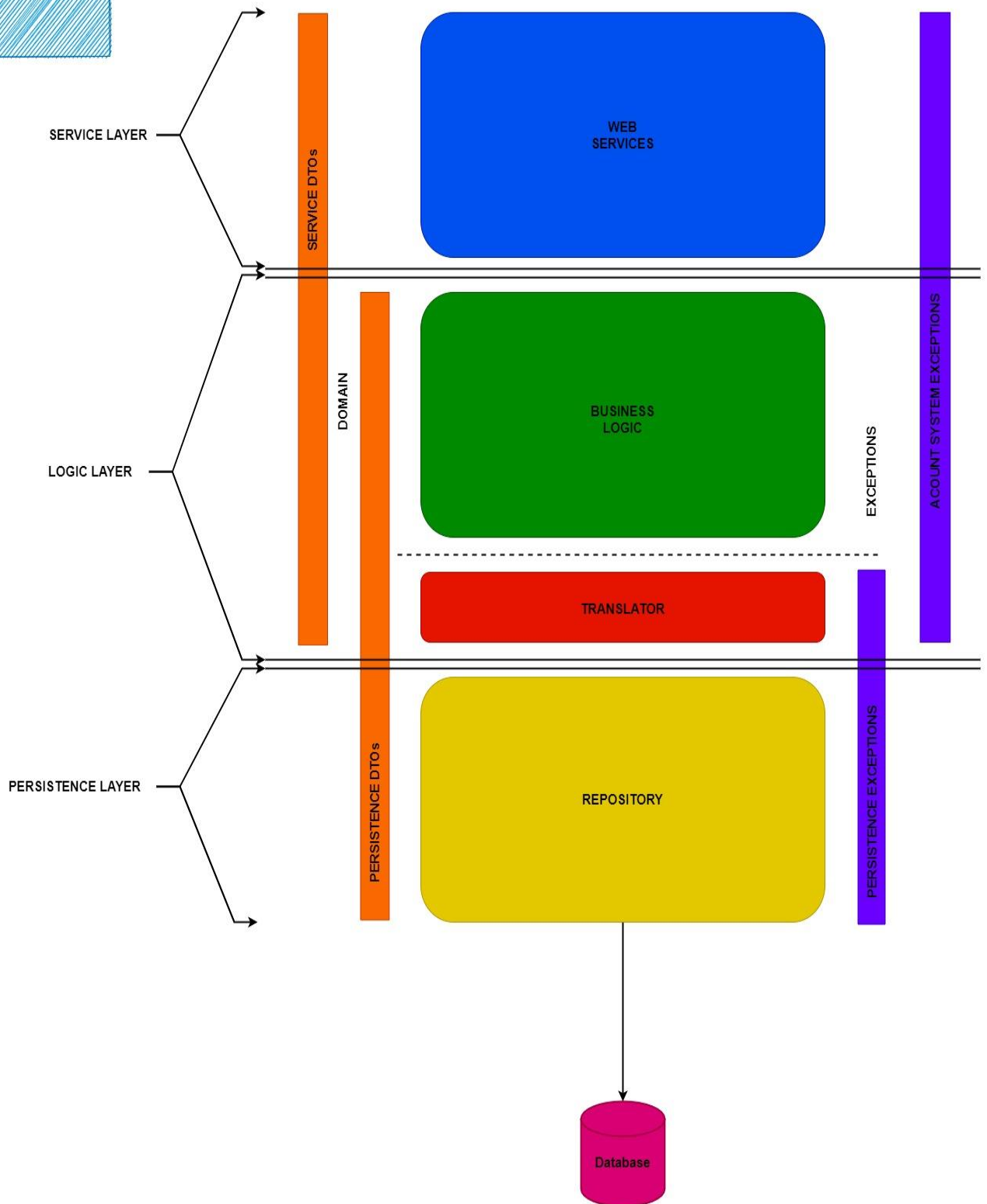
The Domain service has Persistence DTOs as well as Service DTOs. Then there are two Exceptions, which is the Account System Exceptions and the Persistence Exceptions.

Lastly, all the services, layers, DTOs and the Exceptions connect to a Database.

Figure 4-1: Flow Diagram

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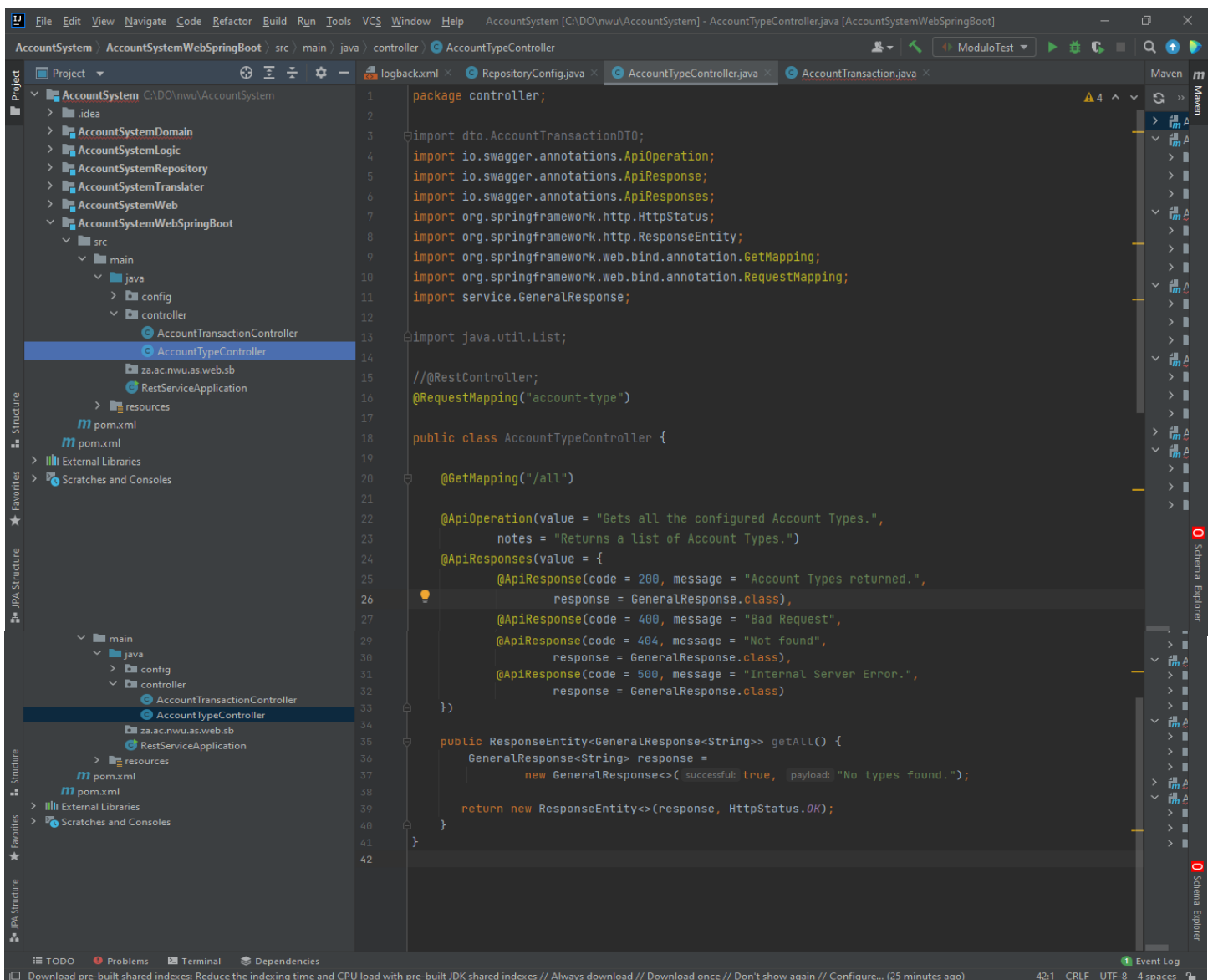
CHAPTER 5 THE USER GUIDE

5.1 The Account Type Controller Class

The AccountTypeController Class:

- This Java Class makes use of the GeneralResponse Class created in the Domain service. It returns the appropriate response when the program is installed. It can either return a positive or a negative result, as specified below:

Figure 5-1: The Account Type Controller Class

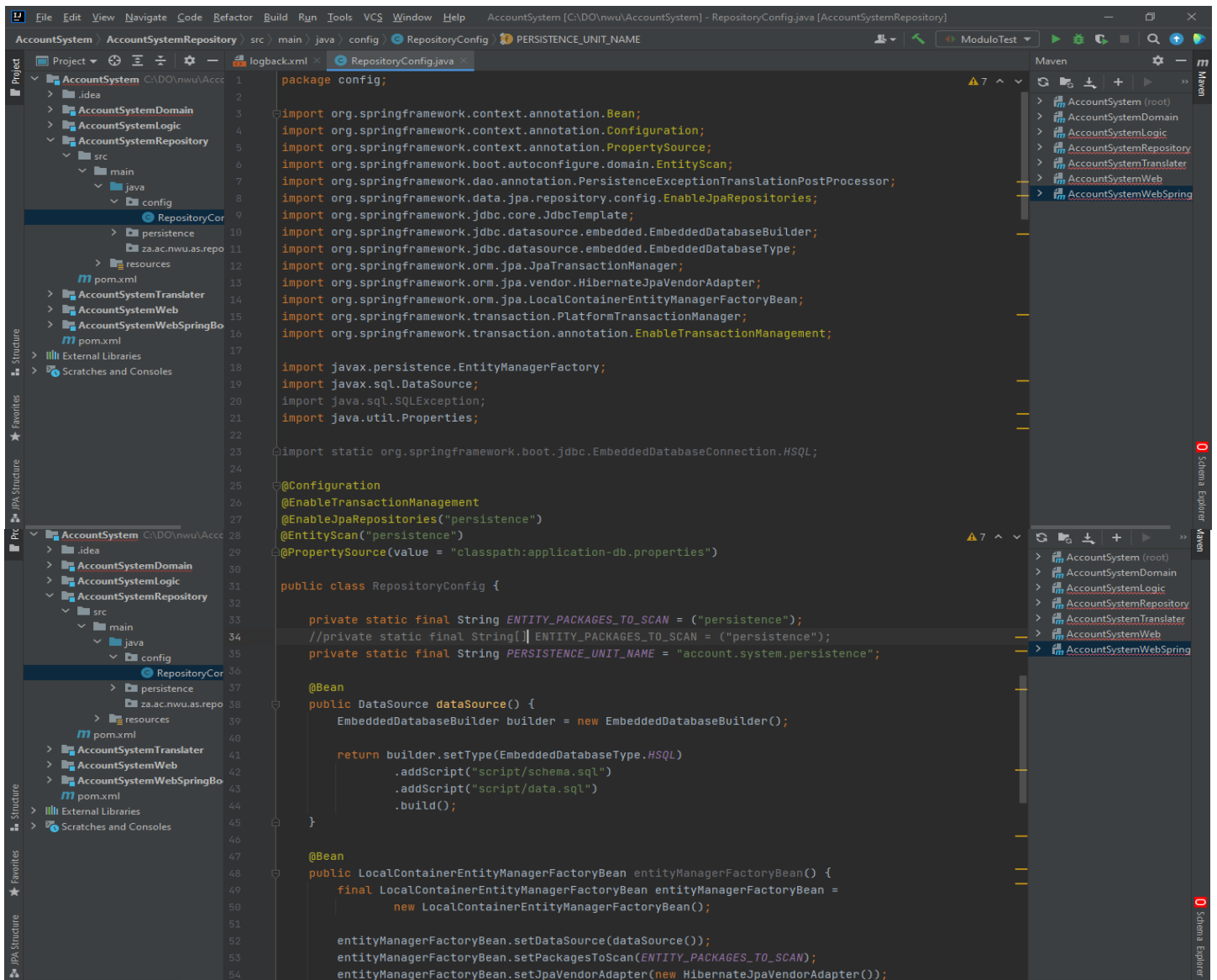


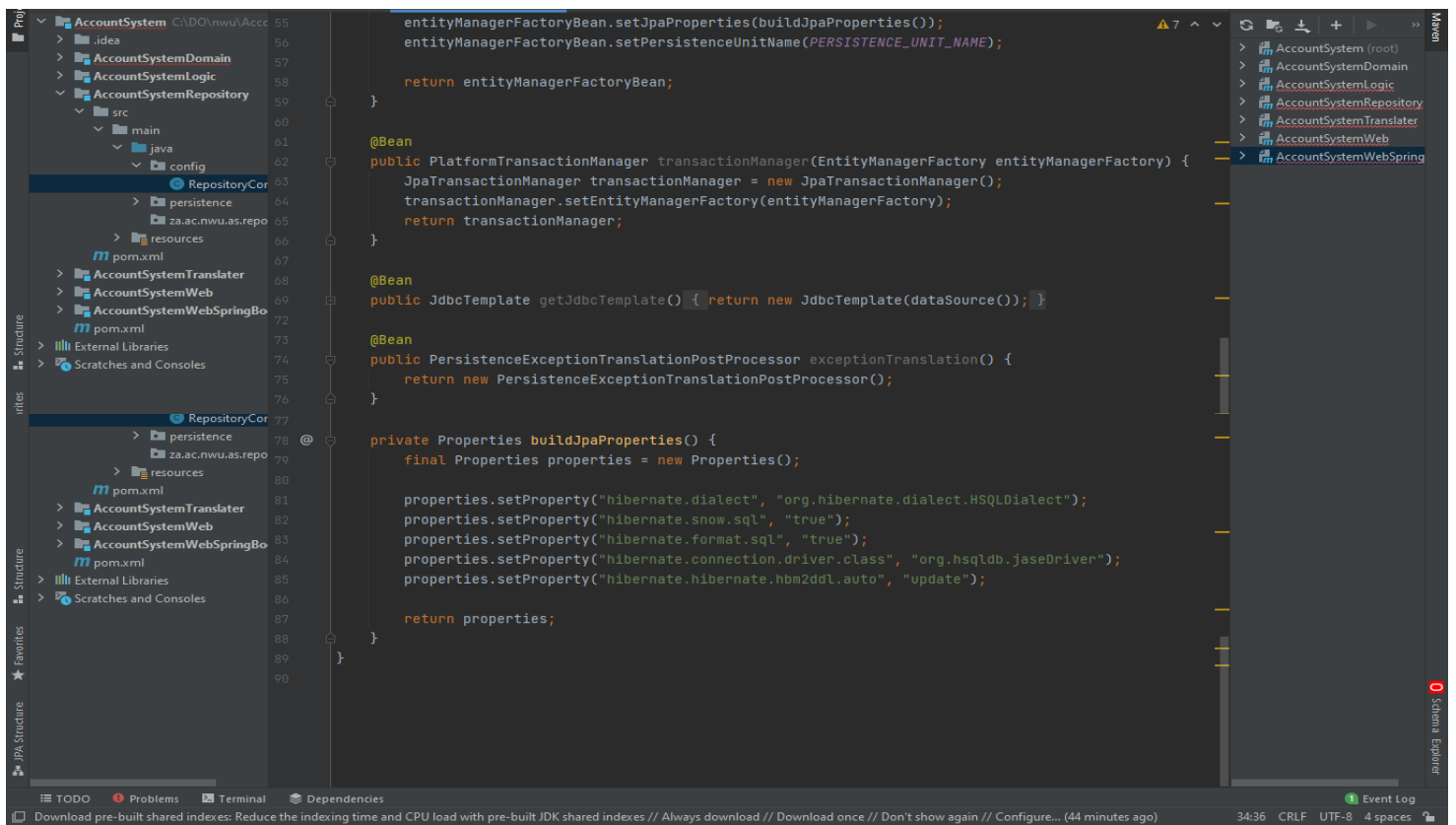
5.2 The Repository Configuration Class

The RepositoryConfig Class:

- This Class shows the configuration for the Repository service.

Figure 5-2: The Repository Configuration Class



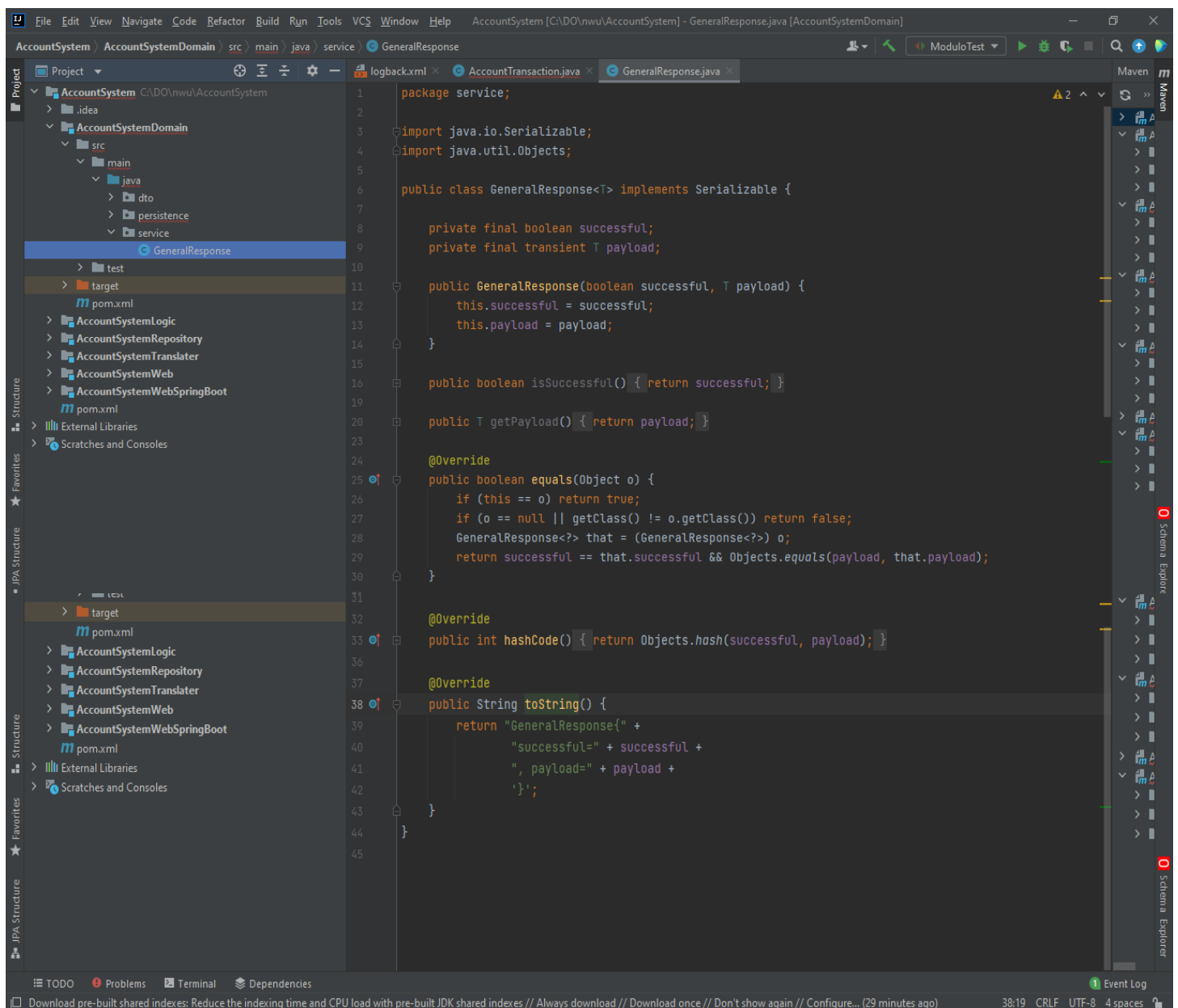


5.3 The General Response Class

The GeneralResponse Class:

- This Java Class is created under the Domain service. This Class is used by the AccountTypeController Class, as can be seen in *Section 5.1.* above, as well as the AccountTransactionController Class.

Figure 5-3: The General Response Class

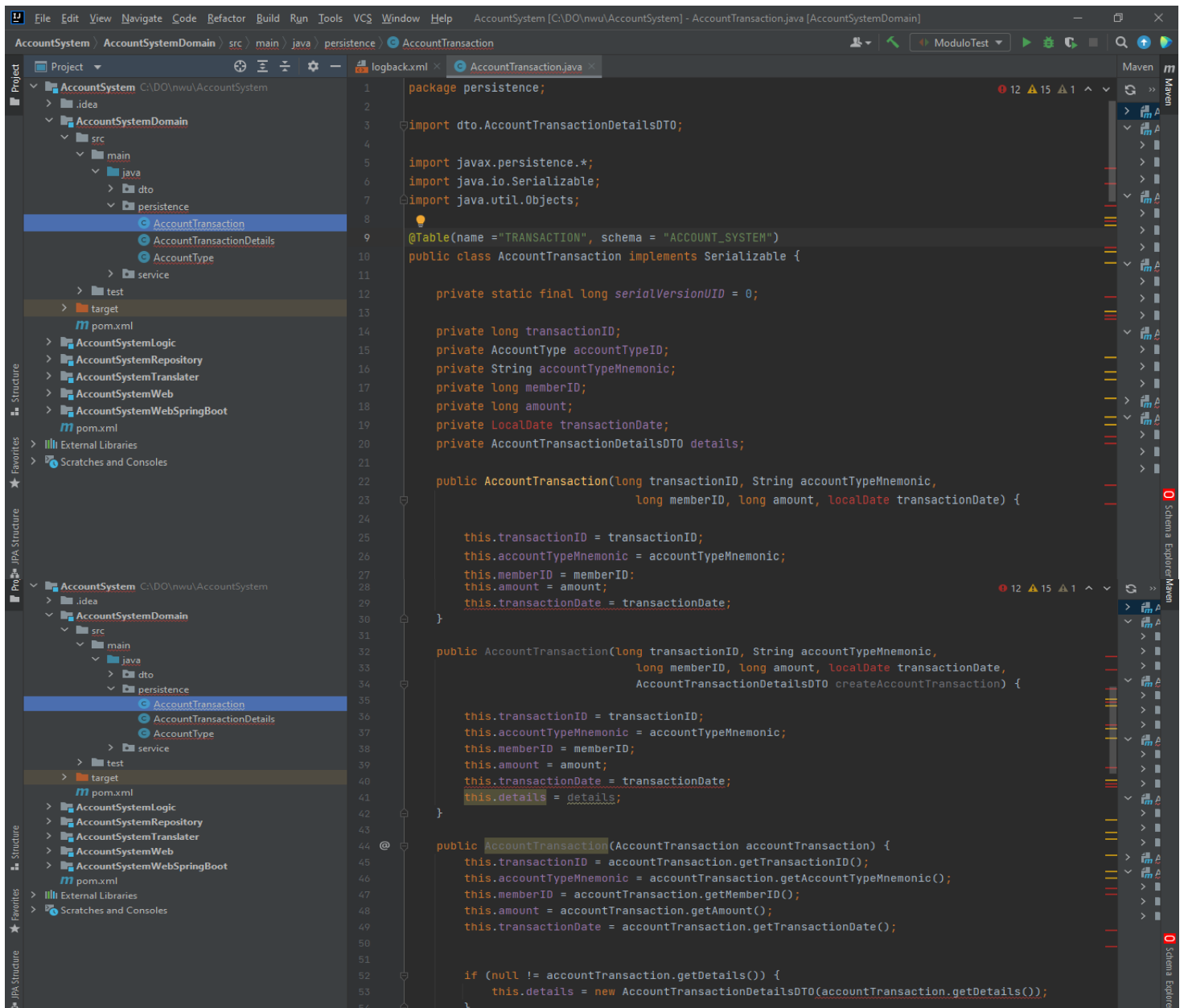


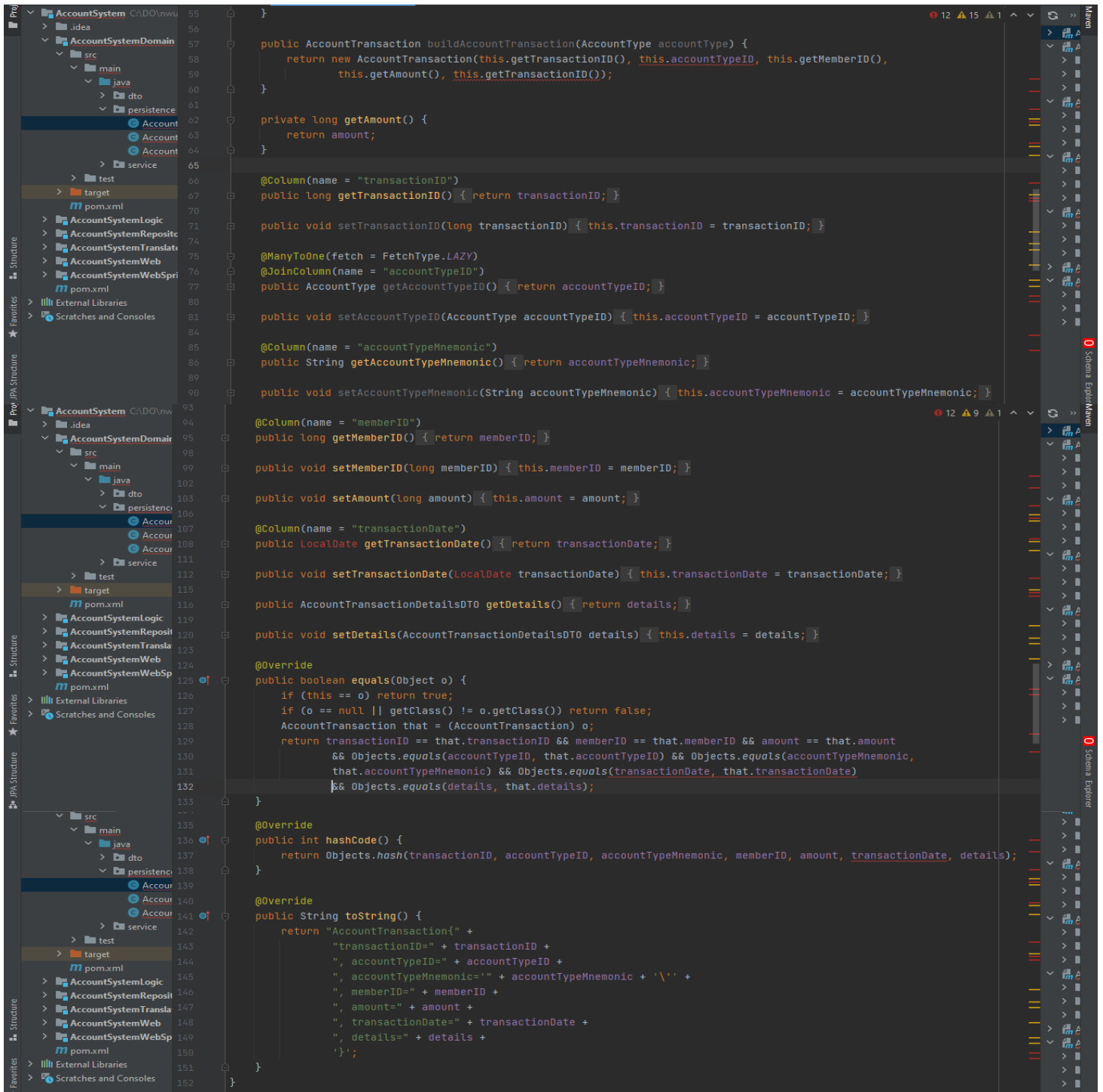
5.4 The Account Transaction Class

The AccountTransaction Class:

- This Class is created to keep track of a member's transactions. All transactions made or completed will use this Class. It links with the AccountType Class.
- It was designed according to the ERD. This program is not entirely the same as the ERD, it is just similar.

Figure 5-4: The Account Transaction Class



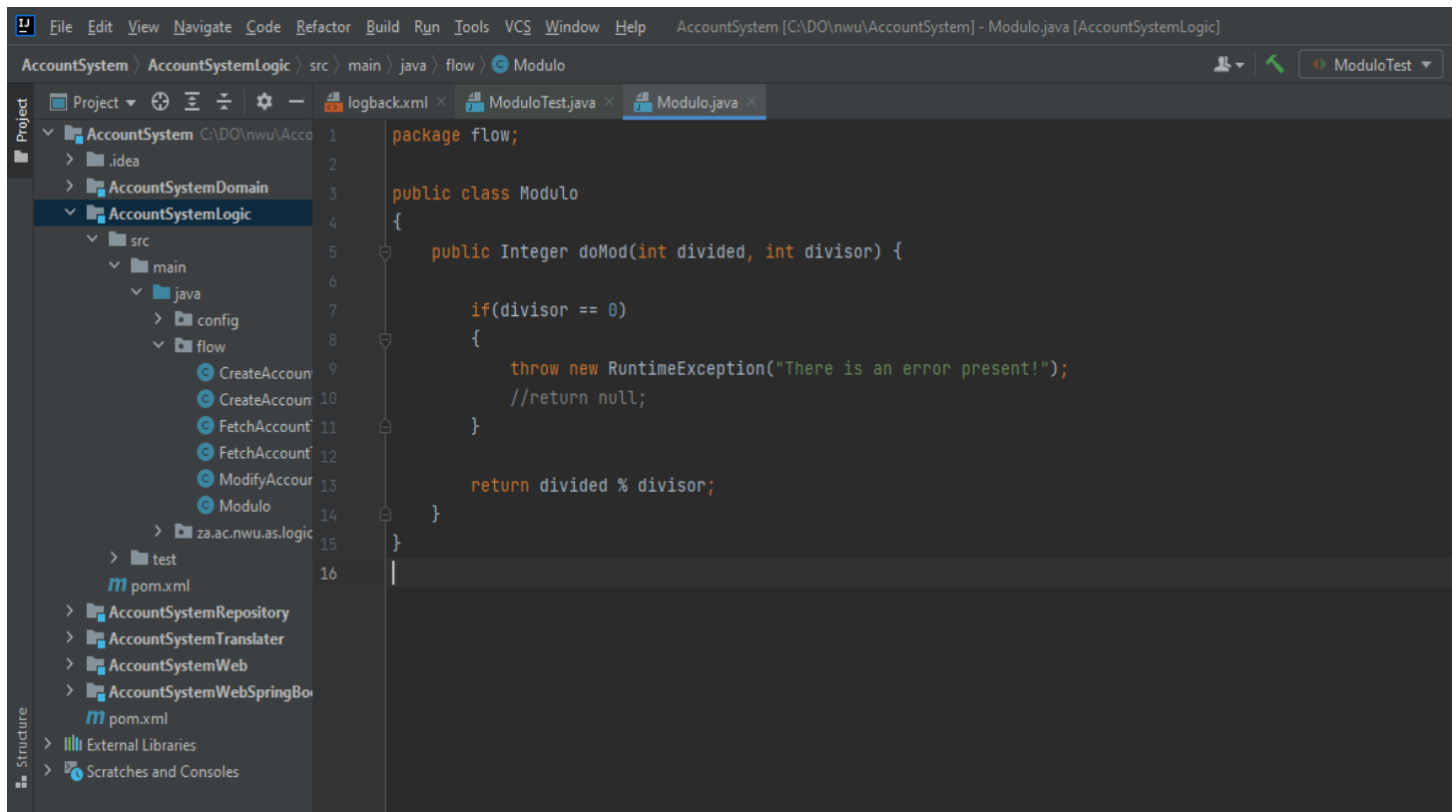


5.5 Modulo and ModuloTest

The Modulo Class:

- This Java Class will calculate what the mod will be of two integers. A Runtime Exception is added to indicate whether there is an error present when the divisor equals null. If not, then the program will return the answer.

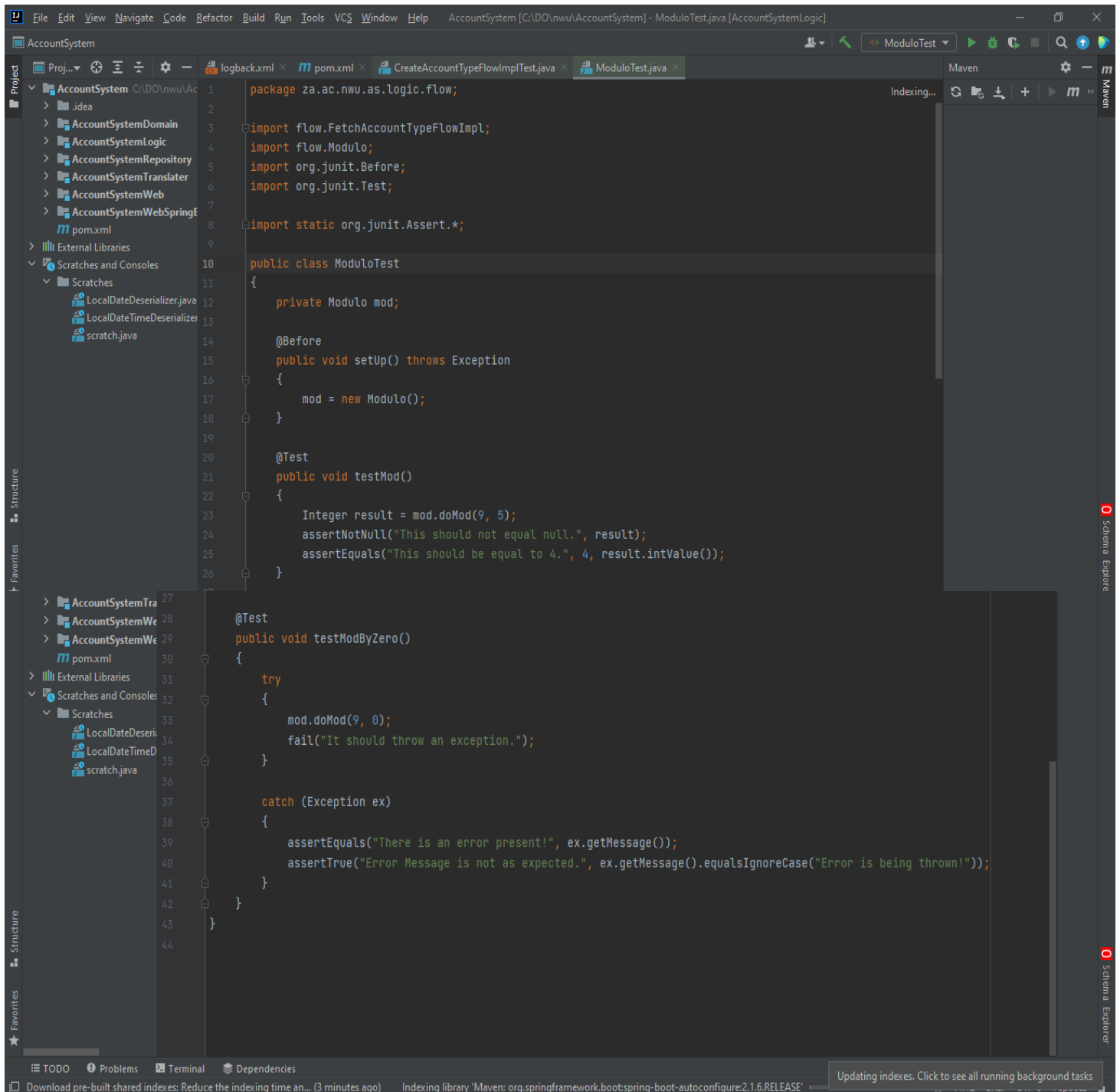
Figure 5-5-5: The Modulo Class



The ModuloTest Class:

- This Java Class tests the Modulo program, as explained above. Two integers are inserted for the dividend and the divisor, respectively. The result is printed out as an integer value. Then, another program tests if the two integers inserted can be divided by zero. This program has an exception error thrown out when the answer is equal to zero.

Figure 5-5-6 The Modulo Test Class



CHAPTER 6 CODE COVERAGE

6.1 Code Coverage Report

The code coverage report does not want to show. I did insert the correct dependency, the JaCoCo dependency, according to the videos provided. I tried to install my project and extract the report from *target*, *site* and then open the *index.html* file in Browser, but it did not want to work.

You are more than welcome to have a look at the JaCoCo dependency on GitHub, where I have uploaded the entire Digital Marketing System's code.