

Technical Document

Juker App and Backend Dashboard

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Project Description

Juker is web based online ad display and booking portal from which user has permissions to display the advertisements on digital signboards or digital platform like LED Screens where he is entitled with advertisement of his choice in visual format for particular time period.

Project Scope (Background and strategic fit)

As we all know mobile is on the rise. A recent survey to customers showed that 85% of users use their mobile on a daily basis. Most of the customers also use competitor apps, so this is something we need to have. The platform which is introduced for replacing the conventional way to display ad will be game changer for the advertisement agencies also because of the technology will play big role over here.

Business Model

After going through the web app and backend dashboard, The findings about the business model are stated below.

1. User Module - End User will have access to platform independent app (based on web) which is very good for the access management part.
User can browse , add points or use that point to book the ad from pre-build or customized ad templates.
User can choose how and where the ad should be displayed according to time , place or category of audience.
Prebuilt example of ads will be shown to user for demo purpose. He can choose from that or make his own customized ad for that. The AI feature will be helpful for the same.
User will be entitled free 99 points as joining bonus so that he can make successful ad placement without even paying on trial basis.
2. Admin Module -
It consist of all the backend related tasks such as
 - Create/manage users ads
 - Screen management
 - Create / manage Templates
 - Scheduling ads and Approval of ads from users

WebApp performance testing:

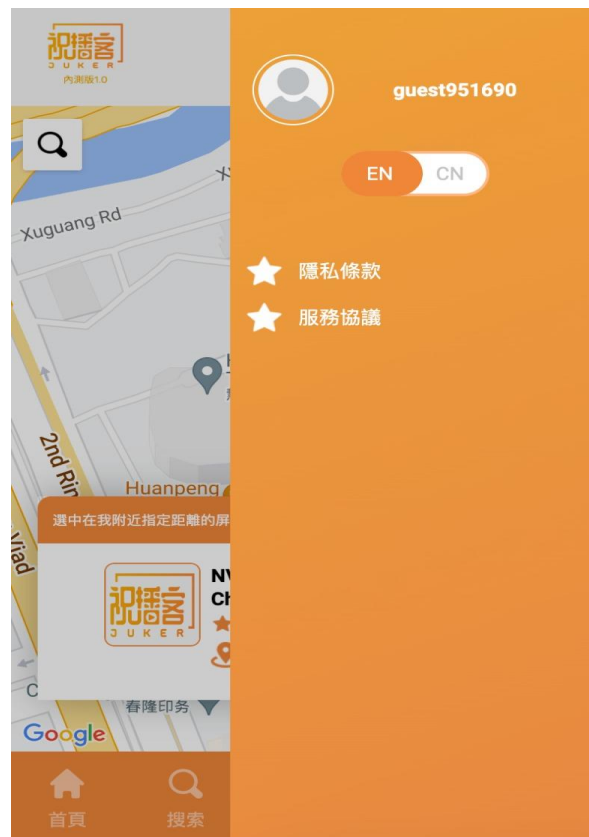
Link : <https://pagespeed.web.dev/report?url=https%3A%2F%2Fapp.juker3.com%2F>

In the above report , at initial stage, Its good to go with this release but as the user base will increase this performance bottlenecks should have been fixed at later stage

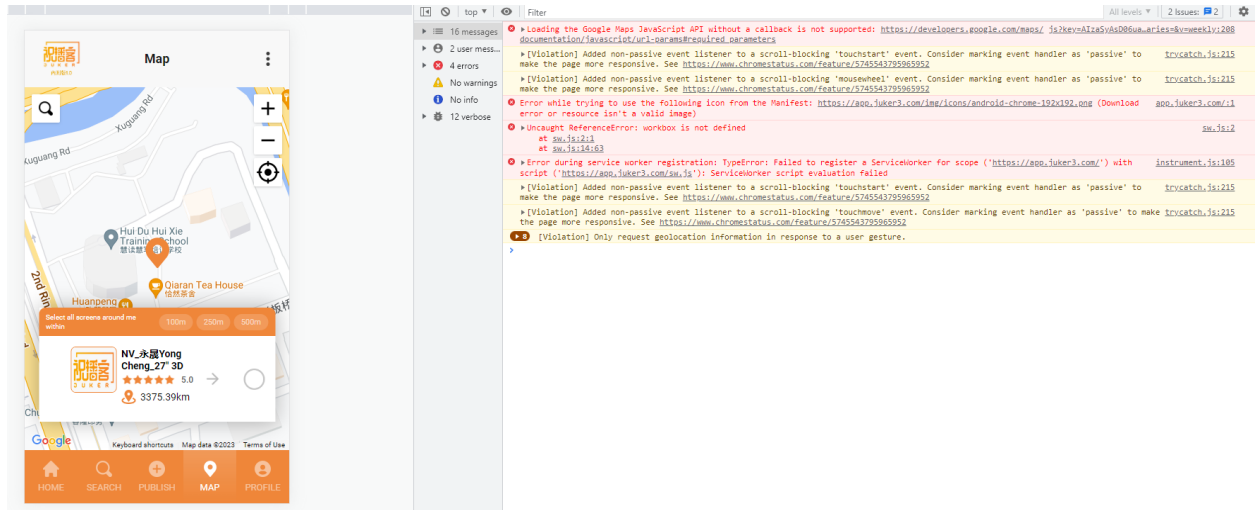
Improvisation / Suggestions:

1. User must have its own dashboard for orders and its overall expenditure on app related to its points and advertisements performance statistics
2. Admin must have all kinds of stats at their homepage/dashboard for quick access and with graphical representation
3. I found 2 major bugs while exploring the app
 - a. When as guest user i tried to switch between chinese -> English language and redirected to another page then it switched to previous (chinese) language automatically

Attached screenshot



- b. When i was tried accessing my location using JS Map api then it was not successfully taking the location



4. User onboarding is taking his mobile number while registration and asking for OTP
Instead of that it should be like
Just taking mobile number and in the next screen otp should be verified automatically so that he dont have to wait and then entering OTP manually.
5. At homepage ads are displayed but there is no audio option or subtitles given so this will be just muted video experience which is not good at all so there must be subtitles included out of the box or audio icon at top just like social media apps so user can listen to that ad as well.
6. Adding ad preview before posting or approval will be great experience for user just like print preview is provided for pages so that user can easily imagine how his ad is going to be played at that particular screen or digital board.
7. User Educating is most important part in any kind of new technology for smooth onboarding experience. So if possible add Small informative video or slider images for overall project demonstration also add FAQ or Knowledgebase in the app itself for creating campaigns , creating customized ads and so on thus user can explore more about the product.

Conclusion

The overall business model and tech stack used is best way for going ahead. But there are some functional areas which needs incremental improvements that will enhance overall user as well as backend experience