Design Document

1. Project Description

AdBoost is a web-based platform that enables merchants to manage and activate their own online advertisement campaigns using a credit-based system. Merchants can register and log in, purchase advertisement credits (simulated without real payment integration), and use these credits to activate customized ad campaigns. The platform provides merchants with an intuitive dashboard to view, activate, and manage different types of ad plans based on their business goals.  
The platform supports **three advertisement types**:

* **E-commerce Link Ads** – redirect users to an online store or product page.
* **App Download Ads** – promote mobile apps with download links.
* **Web Banner Ads** – display visual banner ads for general website promotion.

Each ad type has its own pricing model and activation cost. Merchants can view campaign status, credit balance, and performance statistics directly from their personal dashboard.

2. User Personas

Persona 1 – Alice Chen (Small Business Owner)

* Age: 32 Location: Toronto
* Goal: Promote her handmade jewelry store affordably.
* Needs: Simple dashboard, clear credit usage, affordable plans.
* Frustrations: Complex ad tools, limited budget, unclear ROI.

Persona 2 – Daniel Roberts (App Developer)

* Age: 27 Location: Austin
* Goal: Increase app downloads through flexible ads.
* Needs: Credit-based ad control, easy performance tracking.
* Frustrations: High entry costs, hard-to-read analytics.

3. User Stories

As a Merchant (Advertiser):

I want to register with a unique username and log in to manage my ads.

I want to view my current credit balance and recharge credits (simulated purchase, no real payment).

I want to browse available advertisement plans and see their activation costs.

I want to activate an advertisement plan using my available credits.

I want to view all active and past advertisement campaigns in my dashboard.

I want to see campaign details such as ad type, cost, start date, and status.

I want to pause or deactivate an ongoing campaign.

I want to delete my account and all associated ads if I choose to leave the platform.

4. Design mockups

A screenshot of a login form

AI-generated content may be incorrect.