

Posterverse (Advertisement poster design and management system)

Abstract: Posterverse is an online portal for designing and managing advertisement posters and graphics related designs, In today's market if we hire an IT company or an advertising agency for a poster design they charge about 600-1000 rs for a poster, but in our website we can provide the same posters for 200-300 rs. The main reason for this low price is that the graphic designers in our website are people who work as free Lancers and doing work from home who cannot go outside for work due to personal reasons. The main intention of this website is providing graphic works for affordable and low cost amounts. The amount is collected by the website via admin. If a user needs a poster, he can choose from the works uploaded by graphic designers and give enquiry about the model, Then the user will be contacted from the admin side and the demands and requirements will be noted. Then the users contact number will be provided to the graphic designer. After checking every requirement the designer will provide the user with the product.

Payments should be made in advance, and if there is any issues or any updations needed in the poster the user can contact the designer. The graphic designers also provide other services like photo and video editing, 3D design, caricature design, and offline delivery of posters and frames.

Modules:

1.Admin Module:

Functionality: Manages the overall operation of the system.

Features:

User and vendor management: Administer user accounts, graphic designer profiles, and vendor listings.

Task allocation: Assign design tasks to freelance graphic designers based on availability and expertise.

Payment tracking: Monitor payment transactions, verify payments, and ensure financial integrity.

Sales reporting: Generate detailed reports on sales performance and revenue metrics for analysis.

2.User Module:

Functionality: Enables users to interact with the platform and request design services.

Features:

Account management: Register, log in, and manage user profiles.

Poster browsing: Explore available poster designs and graphics.

Design request submission: Submit inquiries and requirements for custom poster designs.

Payment processing: Make advance payments securely for requested services.

Communication: Interact with graphic designers for updates, feedback, and revisions.

Order history: Access and download finalized posters from previous transactions.

3.Vendors or Graphic Designers Module:

Functionality: Empowers freelance graphic designers to offer their services within the platform.

Features:

Registration and profile creation: Create profiles showcasing skills, portfolio, and expertise.

Task acceptance: Receive and accept design tasks assigned by administrators or directly from users.

Requirements gathering: Communicate with users to understand project specifications and preferences.

Design submission: Provide design drafts, seek feedback, and make revisions as required.

Additional services: Offer supplementary services such as photo editing, video editing, and offline delivery of posters and frames.

4.Payment Module:

Functionality: Facilitates secure online transactions for design services.

Features:

Payment methods: Support online payment options

Advance payments: Ensure users make advance payments before initiating design tasks.

5.Sales Report Module:

Functionality: Provides insights into sales performance and revenue metrics.

Features:

Report generation: Generate detailed reports on sales, revenue, and customer demographics.

Analysis tools: Analyze trends to optimize marketing strategies and product offerings.

Decision support: Make data-driven decisions to enhance business profitability and growth.

Customization: Customize reports to meet specific business requirements and objectives.