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PROJECT ID: M-26

# Project Title: EndeavorHive

## GROUP MEMBERS:

- |                   |                    |
|-------------------|--------------------|
| 1. HAMIDULLAH     | ROLL#. 2K20/IT/44  |
| 2. MUHAMMAD AAMIR | ROLL#.2K20/IT/67   |
| 3.SARDAR ALI      | ROLL#. 2K20/IT/106 |

## SUPERVISOR NAME:

**DR.MUHAMMAD ALI NIZAMANI**

DEPARTMENT OF INFORMATION TECHNOLOGY,  
FACULTY OF ENGINEERING AND TECHNOLOGY,  
UNIVERSITY OF SINDH, JAMSHORO



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# Introduction of Project

Our web application is designed to provide digital marketing companies with a centralized platform to manage their projects, budgets, and channels. Clients can easily access this platform to view the progress of their projects and ensure that they are getting the desired results.

# Introduction of Project Continued!

- The digital marketing industry is rapidly growing and becoming increasingly competitive.
- More companies are investing in digital marketing to reach and engage with their target audience due to the rise of e-commerce and digitalization.
- Managing digital marketing projects can be a difficult task, especially for agencies that handle multiple clients simultaneously.
- To improve client satisfaction and streamline the process, a digital marketing project management system is essential.

## Literature Review / Similar Project

There is Workamajig project management software already in the market. However, our project stands out from Workamajig by prioritizing transparency for clients and growth tracking for the agency over time.

# Problem Identification / Statement

- Lack of transparency and communication between digital marketing agencies and their clients is a common problem.
- The web application aims to provide a platform for clients to view the progress of their project.
- Our platform also provide tools for agencies to track their own progress and growth, helping them to improve their services.

# Aim and Objectives

## ➤ **Aims:**

- The main aim of this project is to provide digital marketing platform
- The company's growth rate will be measured on a monthly/yearly basis.

## ➤ **Objectives:**

- To develop a user-friendly and responsive web application
- To ensure data security and privacy through appropriate measures.
- To implement respective dashboards for client monitoring and employee progress.

# Scope of Project

Our project is focused on developing a comprehensive project management system that will enable companies to improve their project planning, execution, and monitoring. Our web application will offer a range of features and functionalities. By providing a powerful and easy-to-use project management system, our goal is to help companies grow and succeed.



# Project Milestones and Deliverables

SNo	Milestone	Date	Deliverable
1	Project initiation and planning	30-4-2023	Project proposal and scope document
2	UI Design and Development	20-5-2023	UI design wireframes and mockups
3	Database Design and Development	30-6-2023	Database schema and data models
4	Employee and Client Dashboard Development	30-9-2023	Fully functional employee and client dashboards
5	Growth Tracking Feature Integration	30-11-2023	3 Growth tracking feature with customizable summaries
6	Deployment and Implementation	30-12-2023	Deployed and fully

# Tools and Technologies

## ▶ **FRONT END**

- Angular/React
- Bootstrap

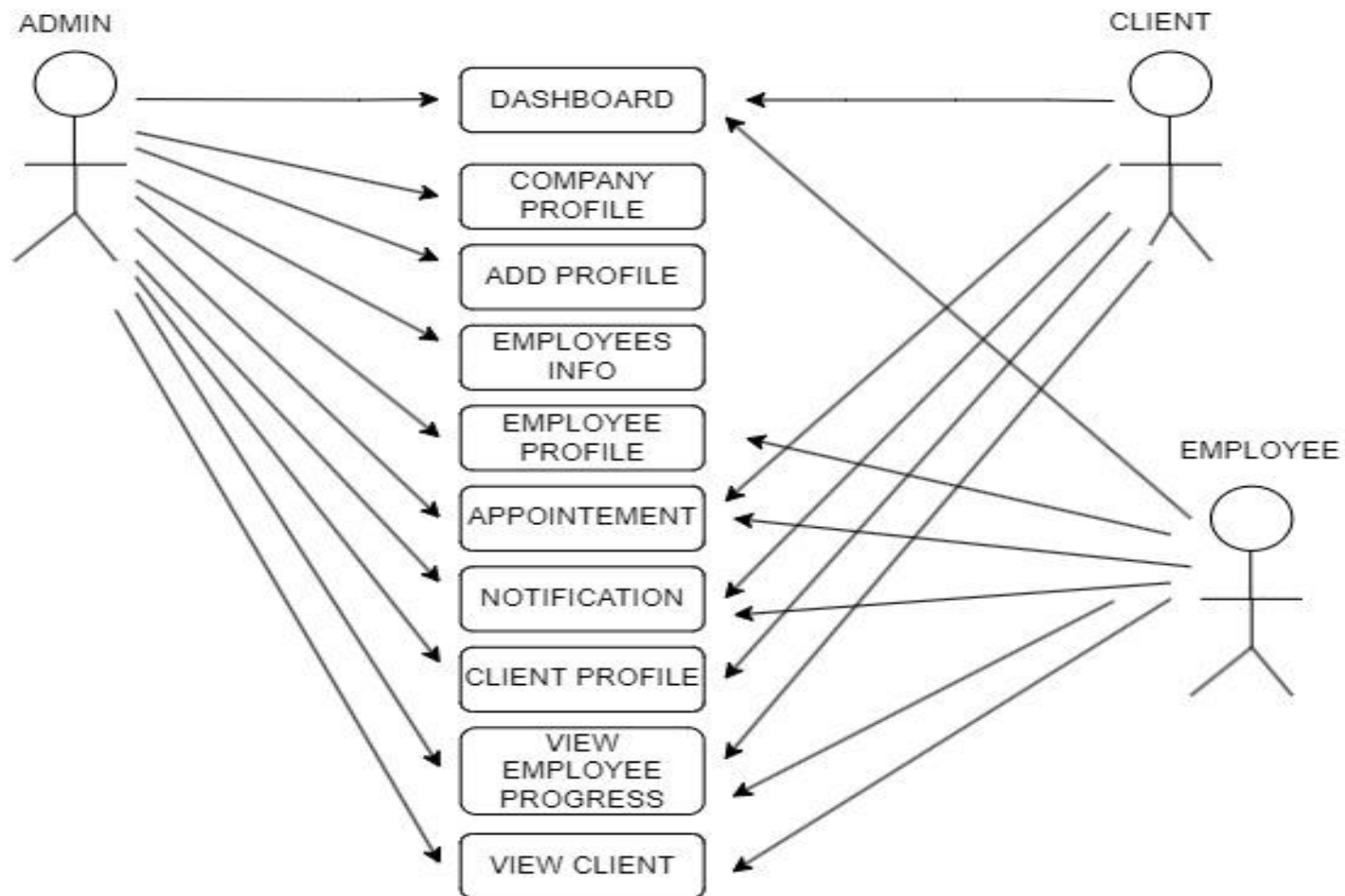
## ▶ **BACK END**

- Java/Python
- Springboot/Django
- Servlet
- MySQL

## **DEVELOPING TOOL**

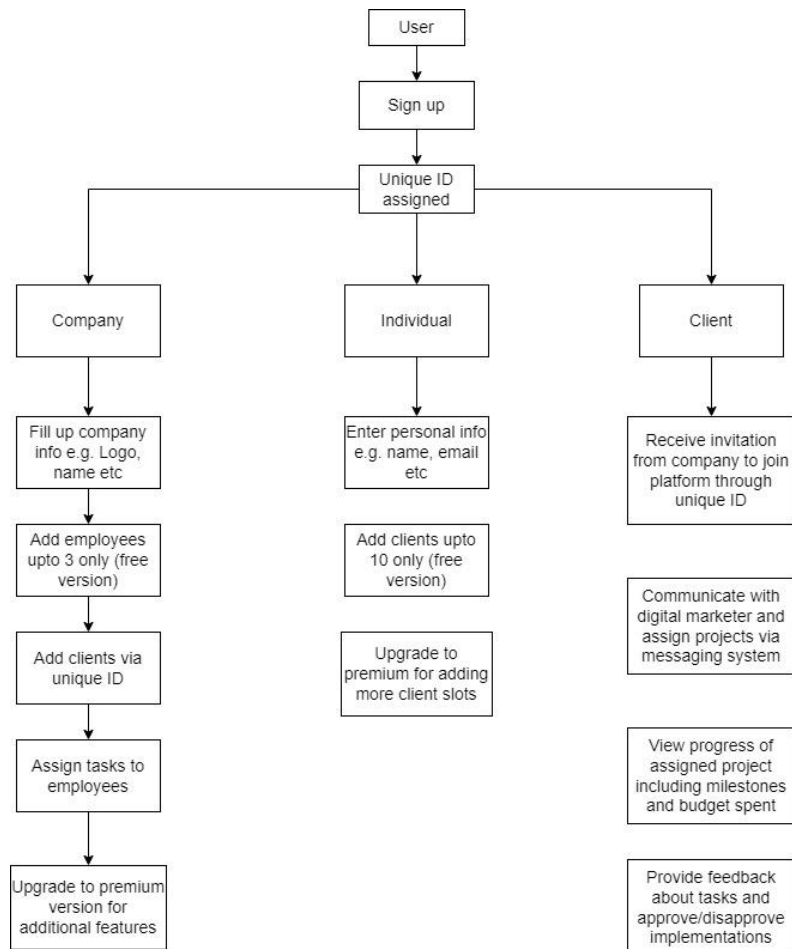
- MySQL
- eclipseIDE
- API
- Sublime
- GitHub

# Design and Development Methodology



# Design and Development Methodology

## Flow Chart:



# References

## ► PROTOTYPE MODEL

- HubSpot - <https://www.hubspot.com/>
- Trello - <https://trello.com/>
- Asana - <https://asana.com/>
- Wrike - <https://www.wrike.com/>
- Smartsheet - <https://www.smartsheet.com/>
- Moz - <https://moz.com/>
- SEMrush - <https://www.semrush.com/>
- Google Analytics - <https://analytics.google.com/>
- Ahrefs - <https://ahrefs.com/>
- GitHub - <https://github.com/>

*Thank you!*