**WebQart**

(Mini Project Synopsis)

**Submitted as the initial documentation of the project**



**Under the Supervision**

**Of**

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***Introduction***

Nowadays web advertisement is growing very fast. Many Advertisers prefer to put their ads on Facebook pages, Instagram pages, Youtube channels rather than putting on TV or billboards outside.It is because of low fees demand by publishers(admin) and great effect on the mass population.  
Therefore Here we came with an idea (website, app) that will help both advertisers as well as publishers. We are not saying that it is a new idea BUT yes it has not been implemented so well before.

There will be a login/sign-up page which will be optional for the user as per now and then there will be four different features which are available for the user i.e Publish and Advertise and the user might select as per the choice. Each feature contain a Website and a Youtube Channel and Social Networking Pages (facebook, twitter, instagram, etc) as an option for advertisment pupose.

This web based application will use the Web Development Technologies, but as per now we are using only the Front End technologies that is HTML, CSS, JavaScript and a few more advance library and will create a layout of this website and in future we will look forward to connect Backend to this website to give it a complete website gesture.

This is our current idea of the project.

***Objective of the project***

The objective of this project is to design a user interface of a website “WebQart” from which user will be able to buy or sell column for advertisement and advertise or publish ads of the products.

***Technologies Used***

In this project we are going to use various Front End Technologies

1. **HTML (Hyper Text Markup Language):-** A programming language that describes the

structure and information of the page. This is the building bones of the website which has

different kinds of tags. The HTML elements specify what kind of information each item on

the web page contains. HTML connects the different pages of the website bringing them as

one.

**2. CSS (Cascading Styling Sheets):-** A language for describing the presentation of webpages in a website, including colors, layouts, fonts. It allows one to adapt the presentation to different

type of devices, such as large screen, small screen, printers. CSS is independent of HTML and

can be used in three ways inline, external and internal styling .In our project we will be using

the external styling sheets.

**3. Bootstrap:-** Free open source UI framework directed at responsive ,mobile first front end

web technology useful to design templates for typography , forms, buttons, navigation and

other interface components. As well as there are several JavaScript plugins using the JQuery.

We might be using a bit of bootstrap in our application.

**4. JavaScript:**- A client-side programming language that helps in making dynamic and

interactive web pages by implementing customer side scripts. JavaScript helps the easy

navigation of the website and help designers to guide visitors with additional information

and walkthrough of the website. Visual effects and animations can also be achieved.

1. **React:- cmn**cccc React (also known as React.js or ReactJS ) is an open-source, front end, javascript library for building user interface or UI components. It is maintined by Facebook and a community of the individual developers and companies. React can be used as a base in the developement of single-page or mobile applications. However, React is only concerned with rendering data to the DOM, and so creating React applications usually requires the use of additional libraries for state management and routing. Redux and ReactRouter are respective example of such libraries.

**Limitations of the Front End Technologies are:-**

There are certain flaws observed in the Front End segment. Some of them are:

➢ **Not at par with hefty computations Back-end Systems** : Few sites or apps involve

computations with tons of data transmits happening every minute and here full stack

technologies sometimes fail to be at par.

➢ **New Immature Technologies:** There are huge giants like PHP and Java while we have

seen JavaScript at the server side. Sometimes result in lack of knowledge by developers.

➢ **Custom Development:** Every website has features that need customization which rely

on certain frameworks violating the traditional thumb rule-DRY (Don’t repeat yourself).

➢ **New Versions:** Front end technologies have various updates in short periods hence it is

very important to keep the pace up with the updates.

***Hardware Requirements***

• Processor: intel i5

• Operating System: Windows 10

• RAM : 4GB

***Software Requirements***

~ Text Editor: Visual Studio Code

~ NodeJS and NPM: NodeJS is the platform needed for the ReactJS development.

~ GitHub: for the official documentation of the project

***Modules of the Project***

Our project WebQart will be divided into different modules:

• **The login/signup page:** There will be validation form for the login to the website. And a way for users who don’t want to login but see the content.

**• Advertise Ads on:** This is for advertisers. This page will be further connected to validation form and then there are cards containing available digital platform for advertisement examples:

* Websites
* Social Network Page
* Youtube Channel

• **Publish Ads on (This is for Publishers):** This is for publishers. This page will be further connected to validation form and then publisher register as ads Publisher for your page.

• **Documentations and reports:** Apart from this, there will documentation of the various modules of the project and timely report.

***Team Members***

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***Conclusion***

On the whole this project holds a website, we have named this website as “WebQart”. This blogs holds various websites, Youtube channels and many social networking pages in which a column can be sell, buy by the users for advertisement purpose. In a simple inventory selling process, this website will provide a ad network as a mediator responsible to introduce right impression with the right buyer. It partners up with bunch of publishers (supply-side) and bunch of advertisers (demand-side) to help them reach their ad campaign goals.

In future, we will include payment transaction so if buyer want to buy something from seller then they will buy through us.

***References***

• Images and videos from Google/Youtube/Social Networking Sites

• Instagram hashtags and photography pages