

A Project Presentation on See Radio

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Outline

- Introduction
- Problem Definition
- Analysis
- Design
- Implementation
- Testing
- Conclusion and Future work

Introduction

- See radio is a user friendly and interactive **Web Application** which can give a perfect advertising platform.
- It mainly focuses on **production, management, and distribution of advertisement**. It will make advertisements as per the client requirement.
- It deals with the **client and End-products**.
- Clients want to display the advertisement on the internet world for their productivity and growth. And See Radio will help to complete client Goals and requirements.

Introduction (cont.)

- Team Structure
 - Project Manager
 - Backend Team(MySQL, Node JS)
 - Frontend Team (React JS)
- My Contribution
 - Frontend Team
 - Worked on Sales Person Functionalities
 - **Tools and Technology used:**
 - Technology: React JS
 - Tool: Visual Studio Code

Problem Definition

- The purpose of this project is to develop a user friendly and interactive Web Application which can give a perfect advertising platform to make real viewers and perfect platform to display and advertise at the right time.
- Existing System
 - In the Existing System They are Using some Manual work and every stakeholder works on their own software. There is no system for them to work using single software.
- Proposed System
 - Goal: bring all stakeholders on one platform and reduce manual work
 - It mainly focuses on production, management, and distribution of advertisement.

Problem Definition (cont.)

- Roles

- See Radio Administrator(SRA)
- See Radio Account Manager(SRAM)
- Advertiser
- Sales Organizations
- Graphic Designers
- Distribution Partners



Administrative roles

Problem Definition (cont.)

- What do they do?
 - **SRA and SRAM : Administrative roles**
 - Have access to manage all activities.
 - **Advertiser**
 - Comes with specific requirements and targeted no. of views for the campaign.
 - **Sales Organization : middleware entity (third party Company)**
 - Communicate with Advertisers, looks after their requirements and manages the entire production of the campaign.
 - **Graphic Designers**
 - Responsible for generating fundamentals (storyboard and videos) for the campaign.
 - **Distribution partner : third party Company**
 - Responsible for distributing campaigns and achieving targeted views.

Analysis

- **Requirement gathering techniques:**
 - Examining documentation
 - Research
 - Observing the organization in operation
- **Feasibility Study:**
 - **Technical Feasibility:**
decide tools and technologies for building system
 - **Economic Feasibility:**
compare all the incomes and expenses
 - **Operational Feasibility:**
users have basic knowledge required for using web application

Analysis (cont.)

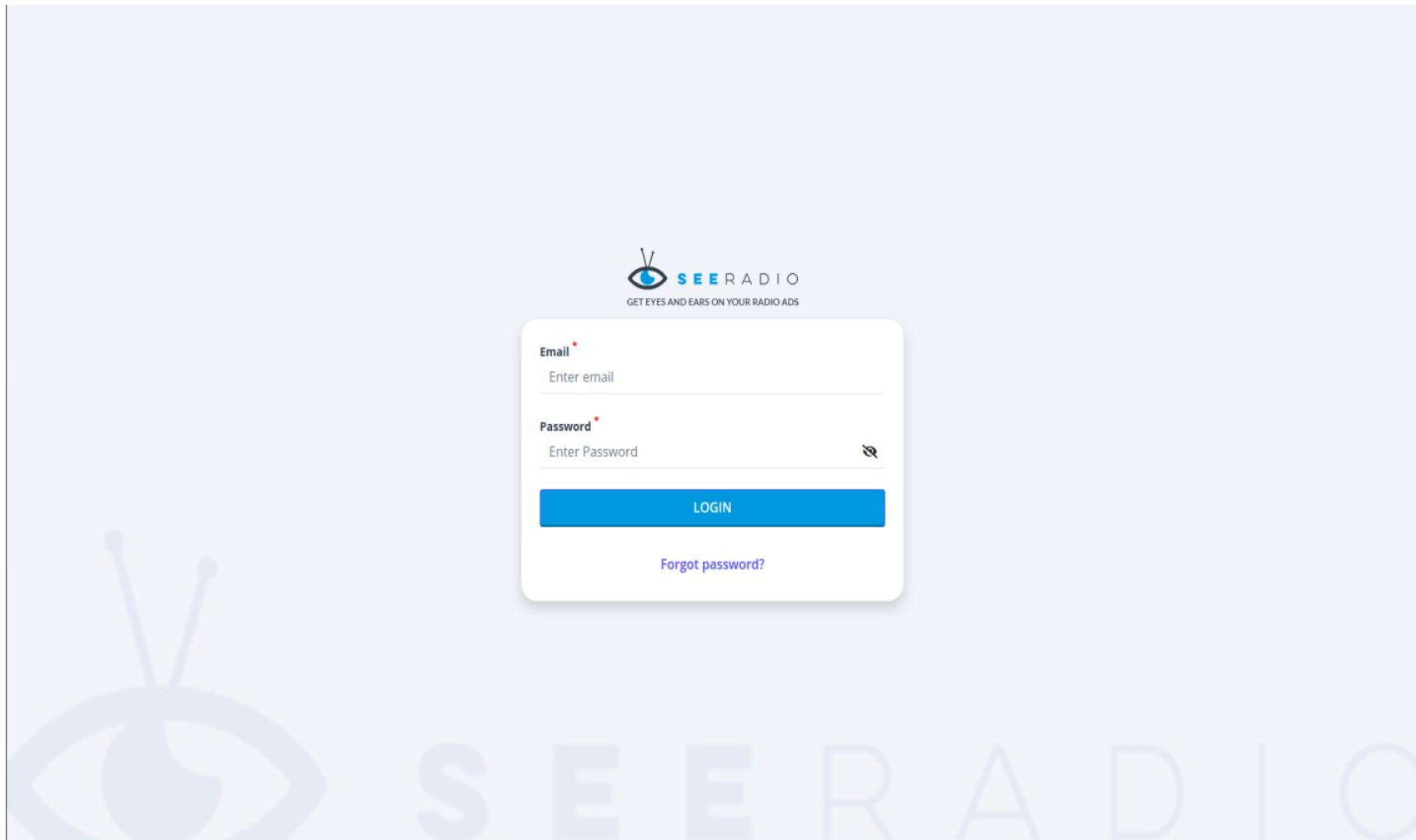
- **Diagrams**
 - ER diagram
 - DFD
 - Usecase diagrams
 - Sequence diagram
 - Class diagram

Design

- **Database Dictionary**
 - 17 Tables

Frontend Screenshots

Login Page



Dashboard

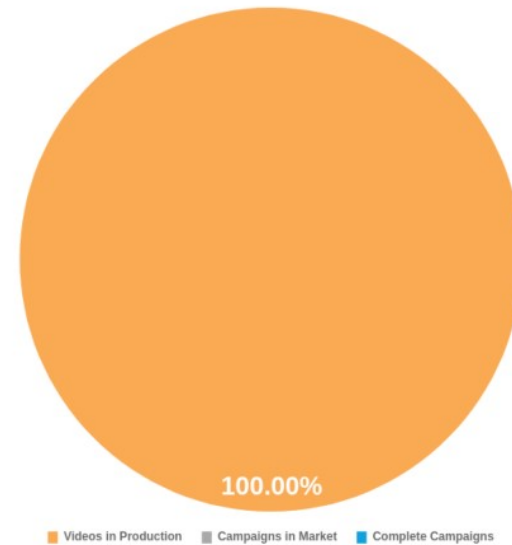
To Do List

There are no tasks remaining

Video Status

Advertisers Assets Required	1	<div></div>
Basic Assets Required	0	
Pending Approval	1	<div></div>
Drafted	0	
Pending GRA Assignment	0	
Pending GRA Acknowledgement	1	<div></div>
Pending Storyboard Submission	0	
Pending Storyboard Approval	0	
Pending Storyboard Revision	0	
Pending Video Submission	0	
Pending Distribution Partner	0	
Pending Distribution	0	

Campaign Reports



 Videos in Production  Campaigns in Market  Complete Campaigns

Add Order

Step 1
Add Advertiser

Step 2
Add Order

Step 3
Add Assets


Add New Advertiser


Company Name *	Company Website Address *
<input type="text" value="Company Name"/>	<input type="text" value="e.g www.abc.com"/>
Industry Category *	
<input type="text" value="Select..."/>	
Primary Contact	
First Name *	Last Name *
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
Email *	Phone *
<input type="text" value="Enter email"/>	<input type="text" value="Enter Contact Number"/>
<input type="checkbox"/> Secondary Contact (Billing - Optional)	
Business Address	
Address *	Address line 2
<input type="text" value="Enter Address"/>	<input type="text" value="Enter Address"/>
City *	Country *
<input type="text" value="Enter City"/>	<input type="text" value="Select..."/>
State/Province *	Postal *
<input type="text" value="Select..."/>	<input type="text" value="Enter Postal Code"/>
<input type="checkbox"/> Billing Address (Optional)	

Cancel

Create Advertiser ➡

Add Order (Step – 2)

**SEERADIO**
GET EYES AND EARS ON YOUR RADIO ADS

**COMPUTER CITY**
Salesperson
hiral.baraiya+2@bacancy.com

DashboardCampaignsAdvertisers+ Order

Step 1
Add AdvertiserStep 2
Add OrderStep 3
Add Assets

Add New Orders

Order

Advertiser *
Test Bacancy

Title *
Title

Preferred Landing Page URL *
www.testbacancy.com

Price *
Price

Description *
Description

Distribution

Target Market
Calgary


Budget *
\$0

◀ Back


Cancel

Create Order ▶

Add Order (Step – 3)



GET EYES AND EARS ON YOUR RADIO ADS




COMPUTER CITY
Salesperson
hiral.baraiya+2@bacancy.com

DashboardCampaignsAdvertisers+ Order

Step 1 Add AdvertiserStep 2 Add OrderStep 3 Add Assets

Test


Script File

 Drag & Drop Your SCRIPT File Here

OR

UPLOAD


Voice File

 Drag & Drop Your AUDIO File Here

OR

UPLOAD

Advertiser Assets

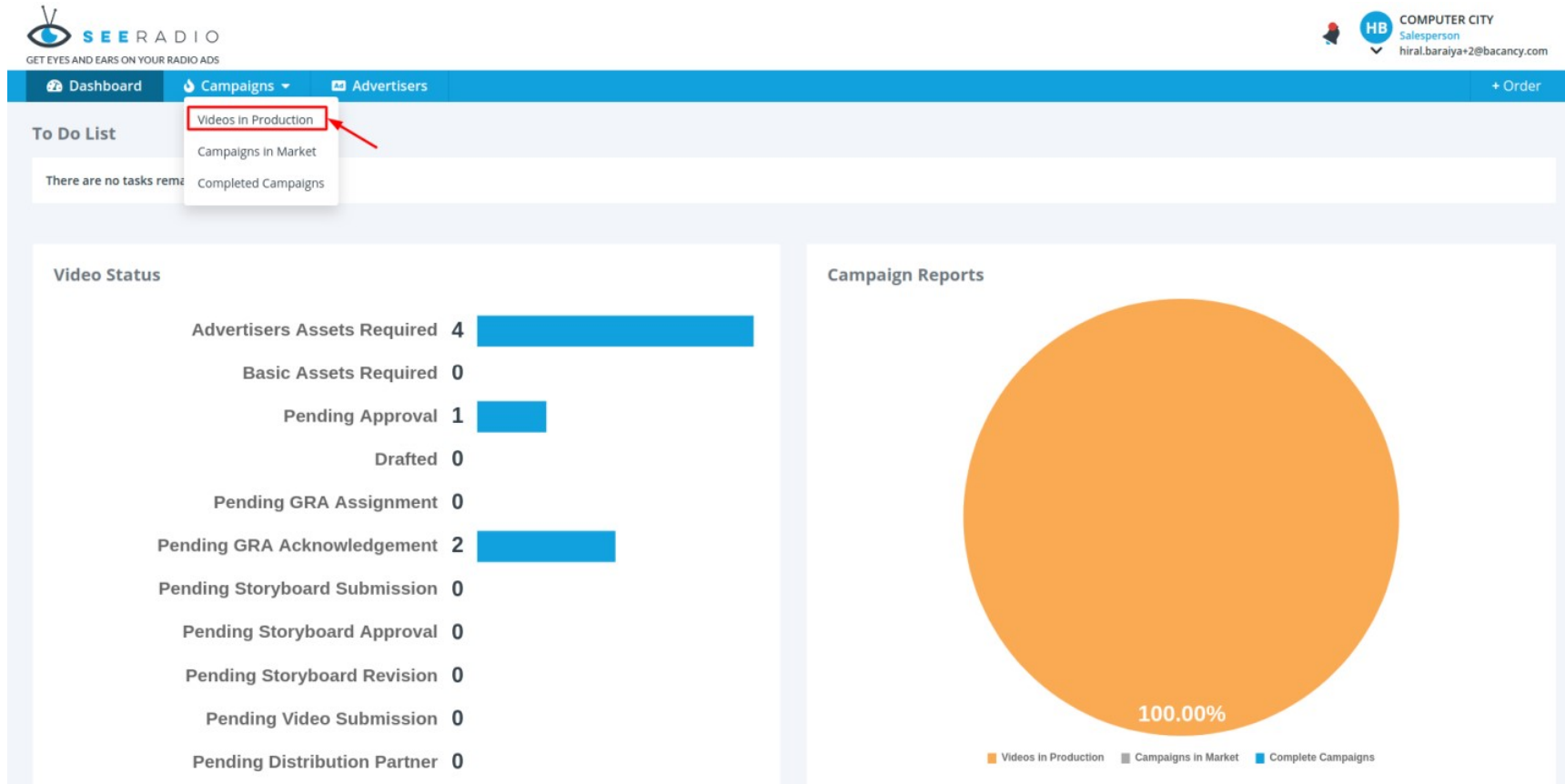
 Drag & Drop Your File Here

OR


UPLOAD


BackCancelDone

Videos in Production



Videos in Production

**SEE RADIO**
GET EYES AND EARS ON YOUR RADIO ADS

**COMPUTER CITY**
Salesperson
hiral.baraiya+2@bacancy.com

DashboardCampaignsAdvertisers+ Order

Search Filters7 Results Returns

Videos in Production


ID	Title/Details	Advertiser	Action Required By	Next Action Due By	Start	Finish
000...	Test Test	test client	Hiral Baraiya (Advertiser)	23-Feb-2021	Not Selected	Not Selected
000...	test timeline2 gjhg	test client	Hiral Baraiya (Advertiser)	23-Feb-2021	Not Selected	Not Selected
000...	Test Test	Test Bacancy	Test Bacancy (Advertiser)	23-Feb-2021	Not Selected	Not Selected
000...	test timeline gbjhgj	test client	Hiral Baraiya (Advertiser)	23-Feb-2021	Not Selected	Not Selected
000...	second campaign test	test client	Hiral Baraiya (SOA)	15-Feb-2021 Overdue	10-Mar-2021	25-Mar-2021
000...	first campaign test	test client	Hiral Baraiya (SRAM)	15-Feb-2021 Overdue	08-Mar-2021	16-Mar-2021
000...	final test test	test client	Shweta Gra (GRA)	02-Mar-2021	18-Mar-2021	31-Mar-2021

Result Per Page : 10 | 15 | 20

Prev1Next

Campaign Detail Page

Advertiser Test Bacancy	Order Name Test	Order Number 00001-00003-00001	Sales Organization computer city
-----------------------------------	---------------------------	------------------------------------------	--------------------------------------------

Status Advertisers Assets Required	Action required by Test Bacancy	Next Action Due By Invalid date	
----------------------------------------------	-------------------------------------------	-------------------------------------------	-------------------------------------------------------------------------------------

Information


Account Manager Assigned Hiral Baraiya	Distribution Partner Company Assigned Not Yet Assigned
Sales Person Assigned Hiral Baraiya	Graphic Designer Assigned Not Yet Assigned

Production Progress

Advertisers Assets Required

[Download All Assets](#)


Script File

 Drag & Drop Your SCRIPT File Here

OR

UPLOAD

Voice File


 Drag & Drop Your AUDIO File Here

OR

UPLOAD

Campaign Detail Page


Advertiser Assets

 Drag & Drop Your File Here

OR

UPLOAD

Advertiser Assets List

File Name	File Upload by	File Uploaded Date	Download
Screenshot from 2021-02-17 18-08-43.png	Hiral Baraiya	23-Feb-2021	 Download

Order

Description

Test

Preferred Landing Website URL

www.testbacancy.com

Distribution Budget

\$50.00

Target Market

Calgary

Industry Category

Arts & Entertainment

Order Dates

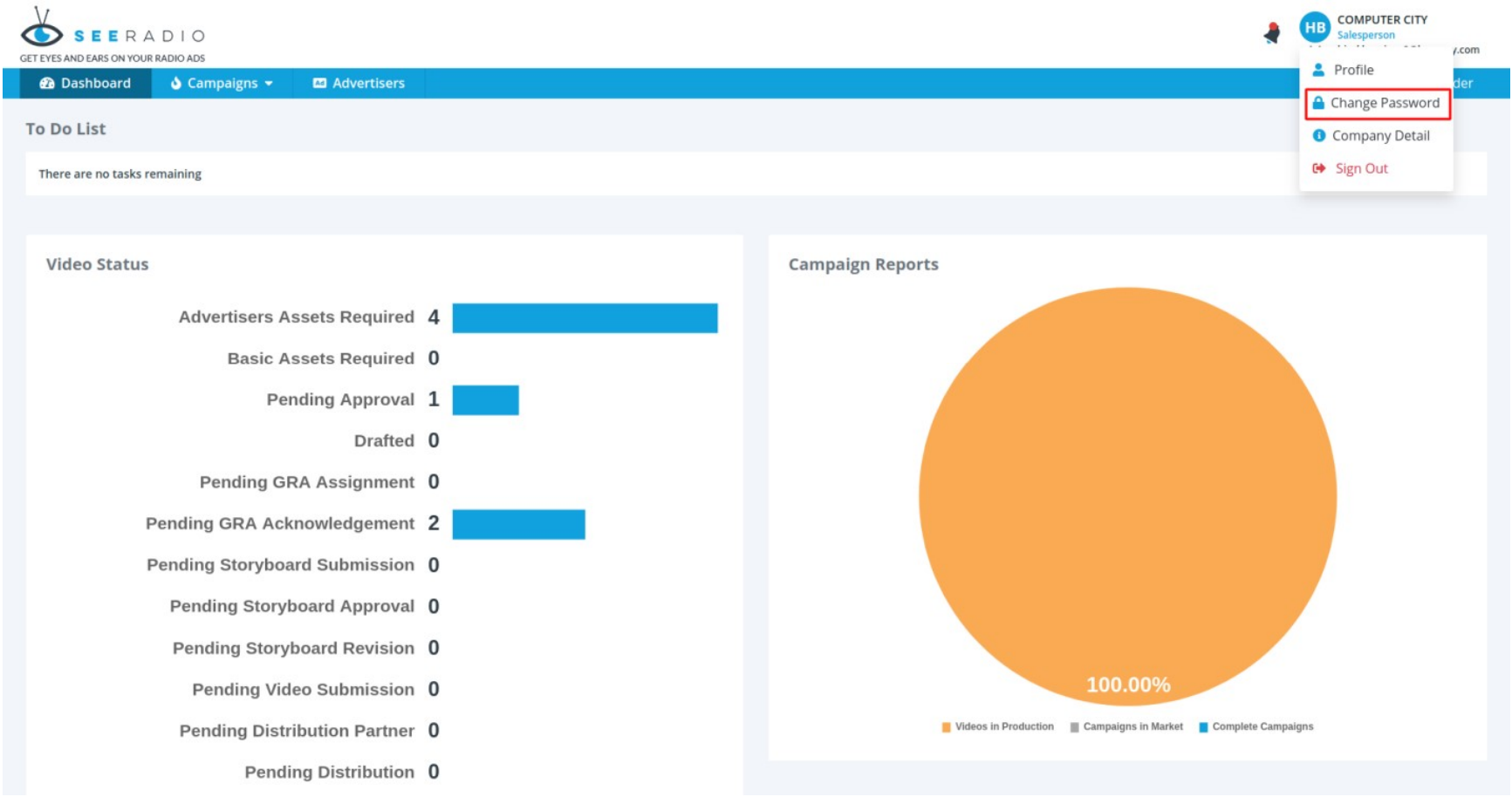
Not Selected

Download All Assets

Edit

Back

Change Password



Change Password

Current Password *

Enter Current password



New password *

Enter New Password



Use 8 or more characters with a mix of upperCase, lowerCase, numbers & symbols

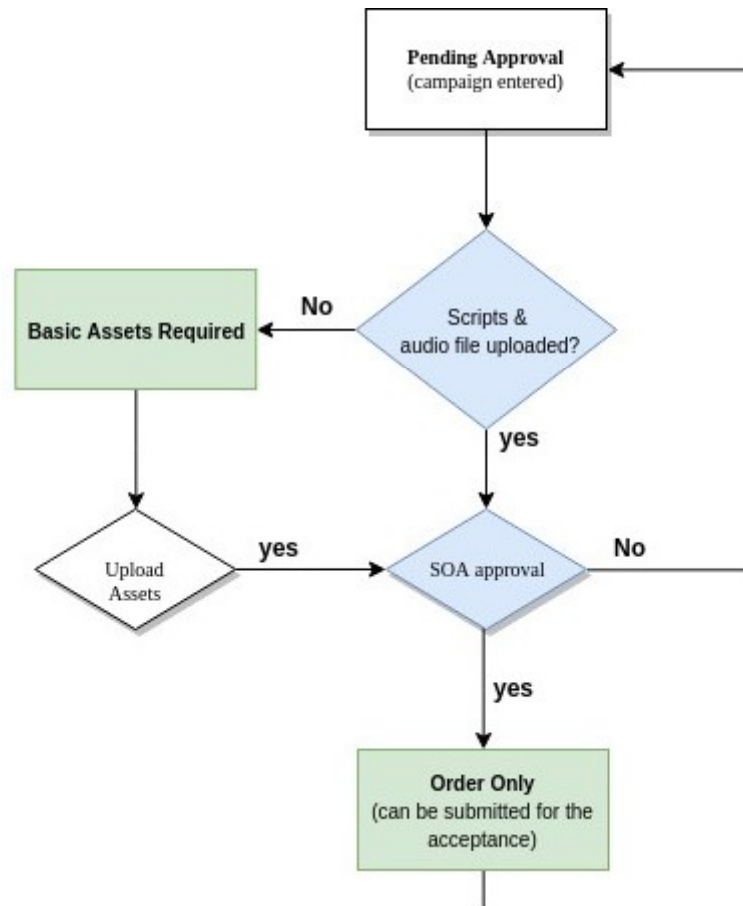
Confirm password *

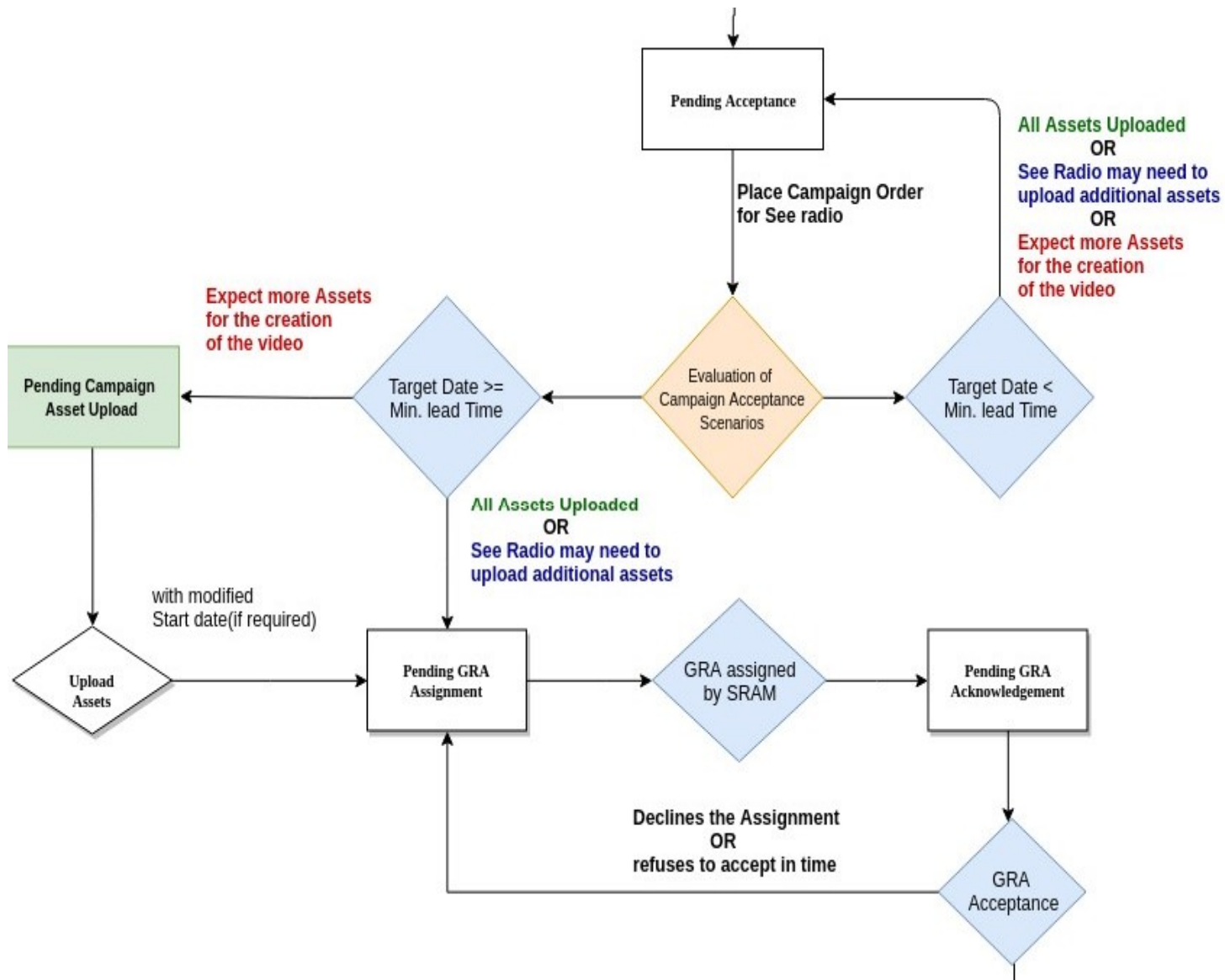
Confirm Password

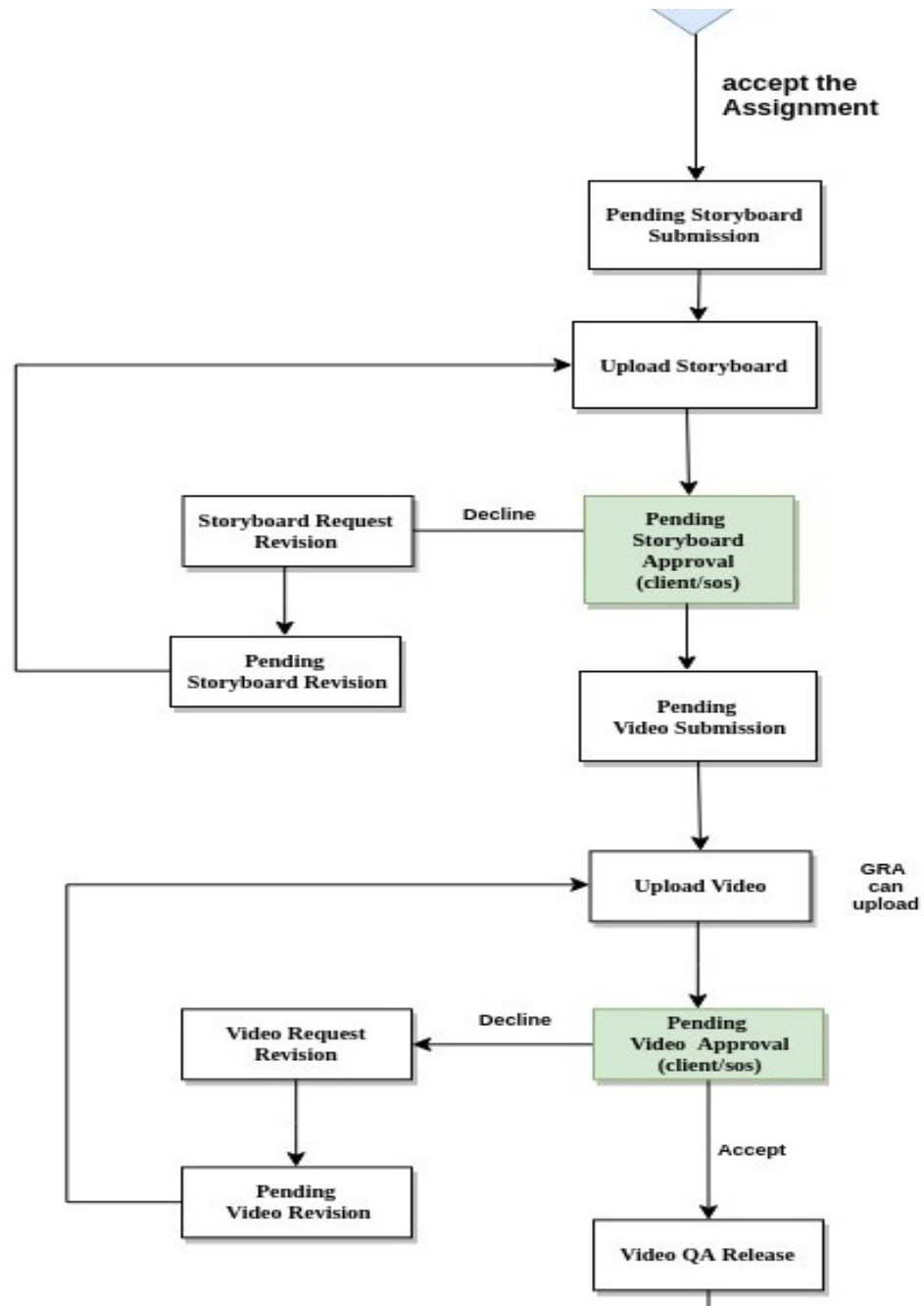


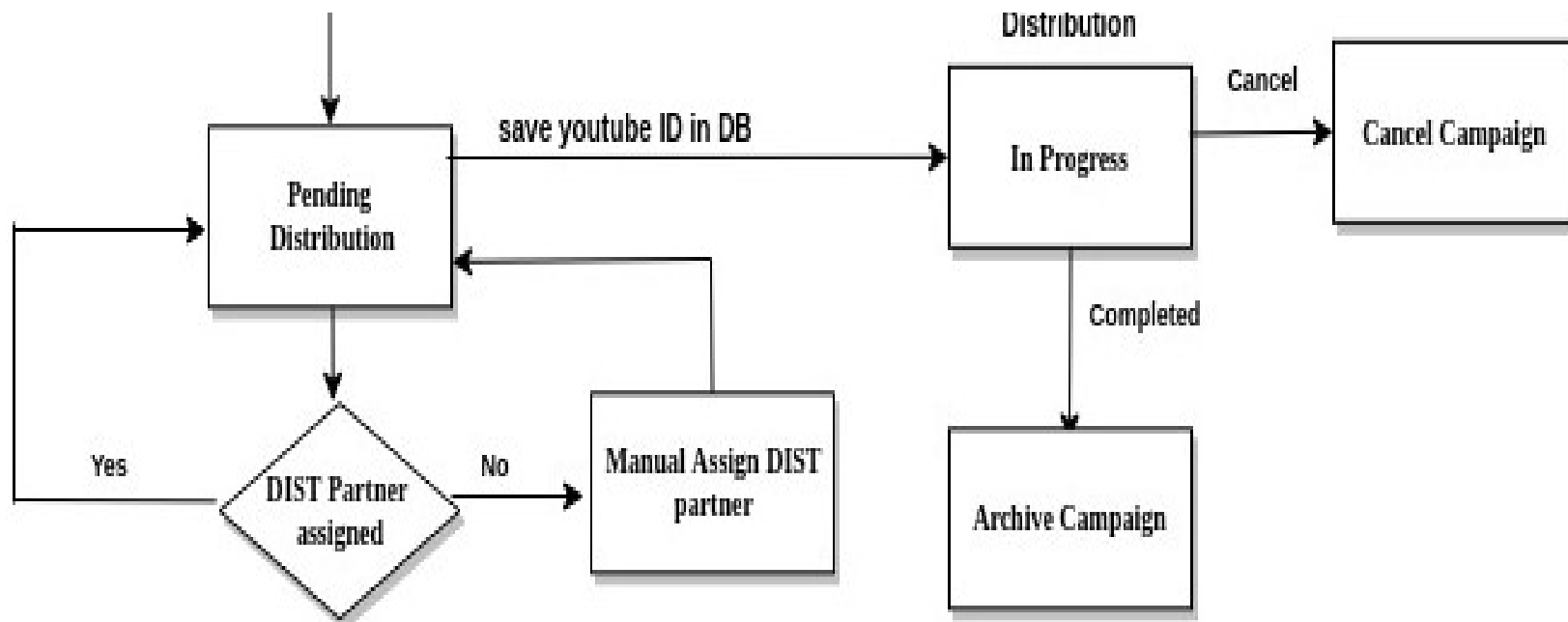
Change Password

Application Navigation



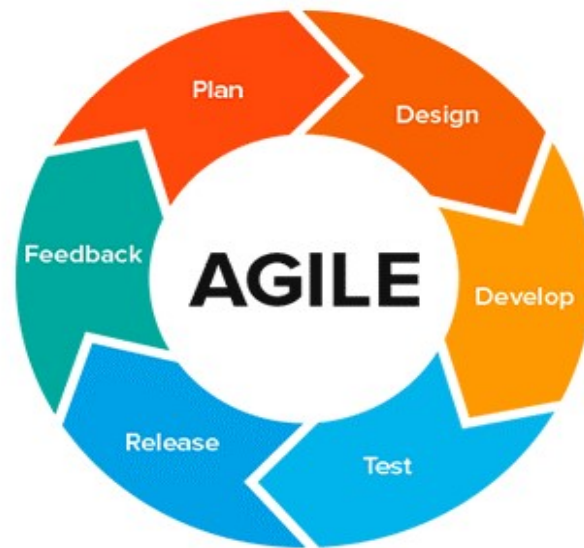






Implementation

- Process Model
 - Agile



Testing

- Test Cases

Conclusion and Future work

- **Limitation:**
- There are 7 types of different roles that use the See radio system.
- There are some steps and information which is heavily dependent on the user's domain knowledge and the user's cooperation with the system's timeline.
- When deadlines are not met by users or information given by users is not authentic, the system may produce undesirable results.
- **Future Scope:**
- We will add automated analytics of video ads as per client requirement.
- Currently we are asking clients for only views and based on that budget is decided so in future we are planning to ask budget and views are decided based on Budget.

Thank You