

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 Login module and 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.

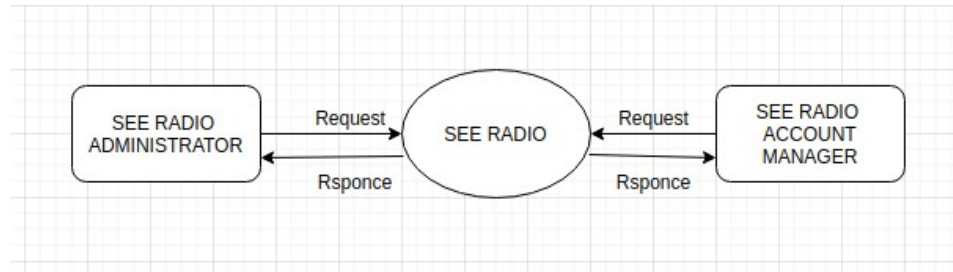
Analysis

- **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

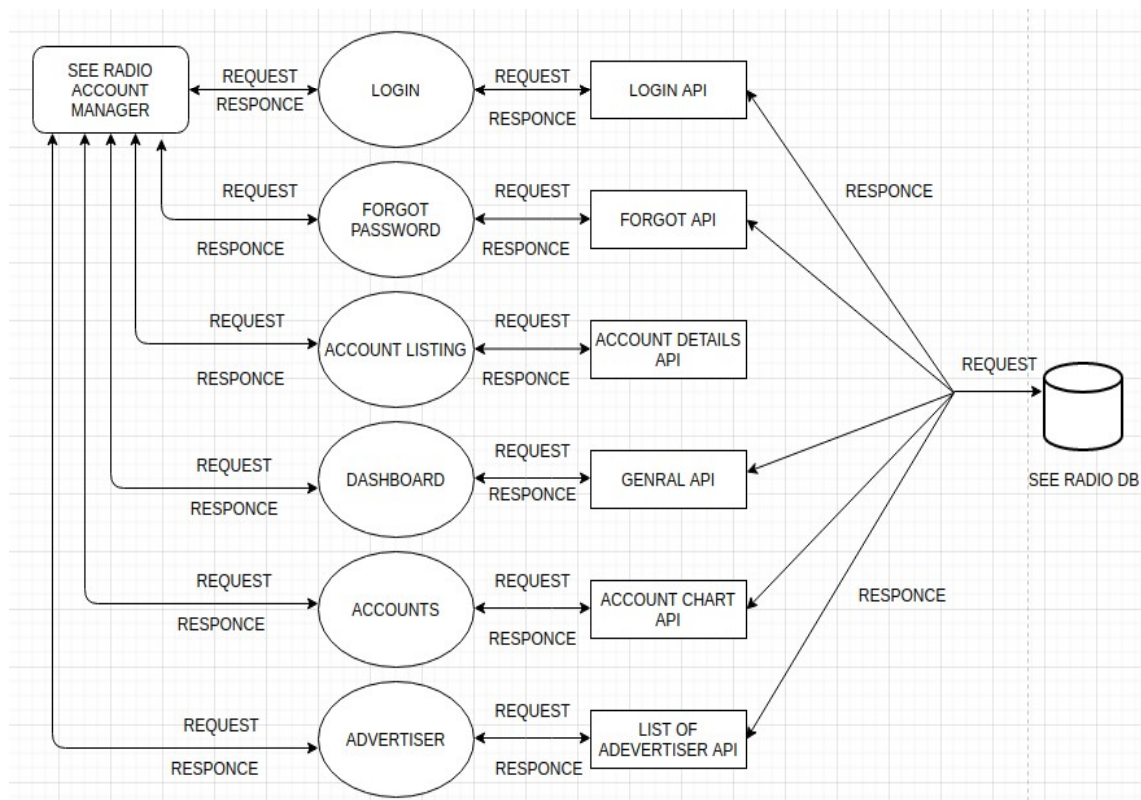
Analysis (cont.)

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

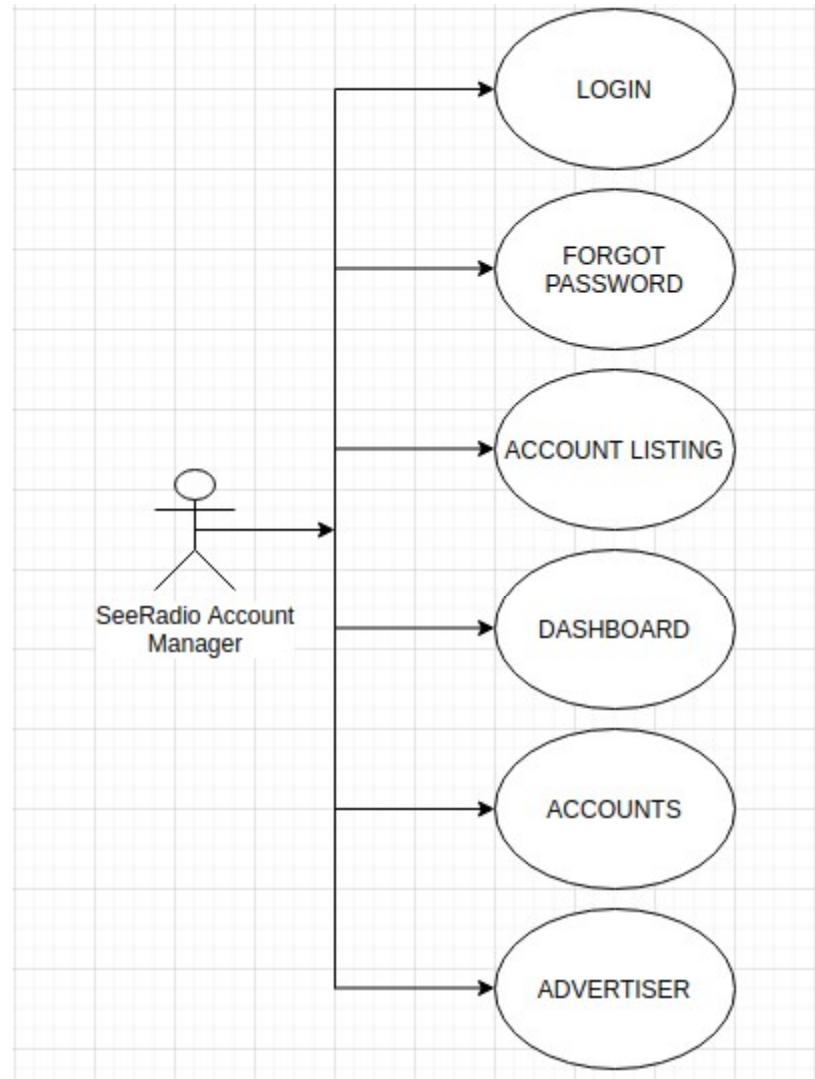
Context Level Diagram 0 level



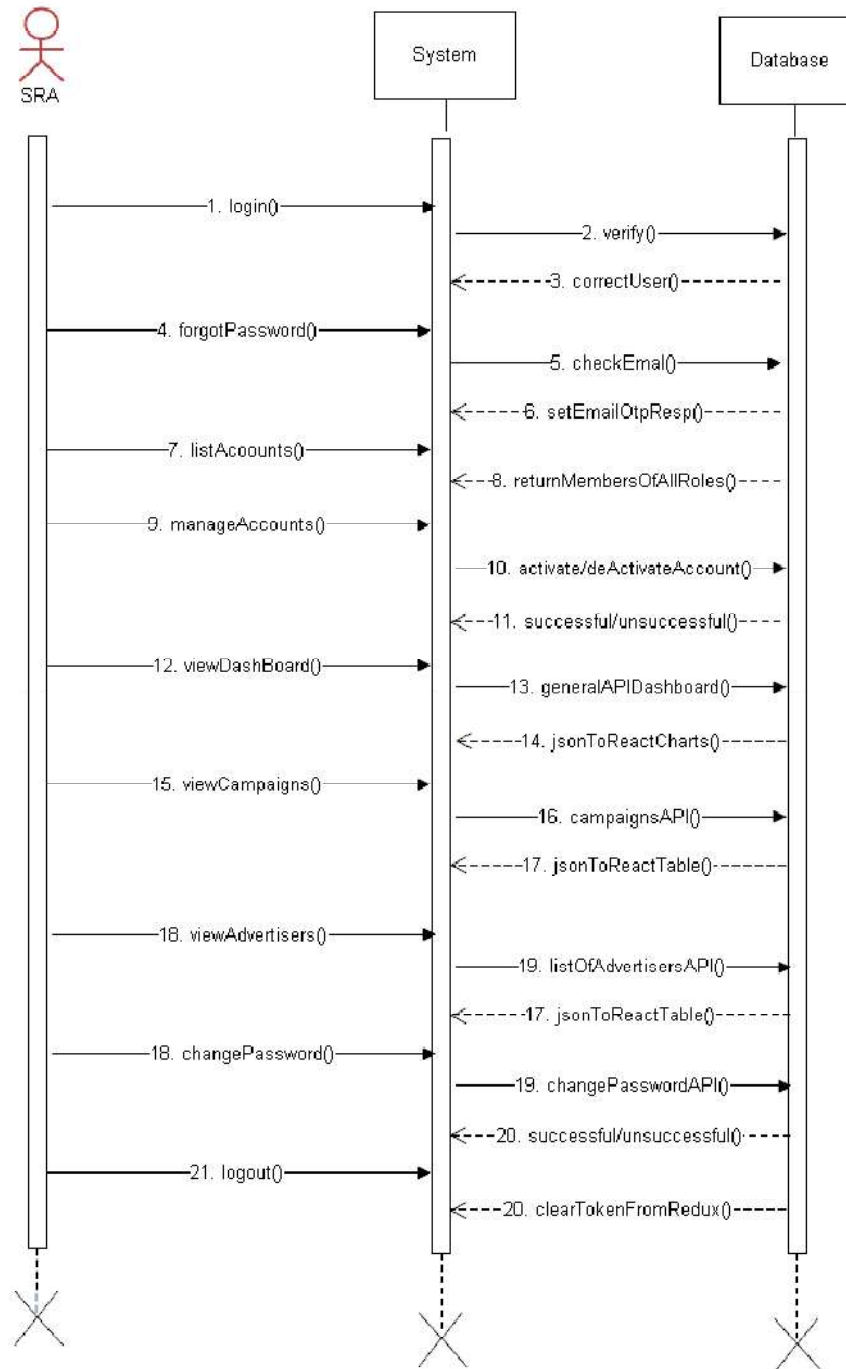
Level 1 DFD for SRAM



Use Case Diagrams for See Radio Account Manager



Sequence Diagram



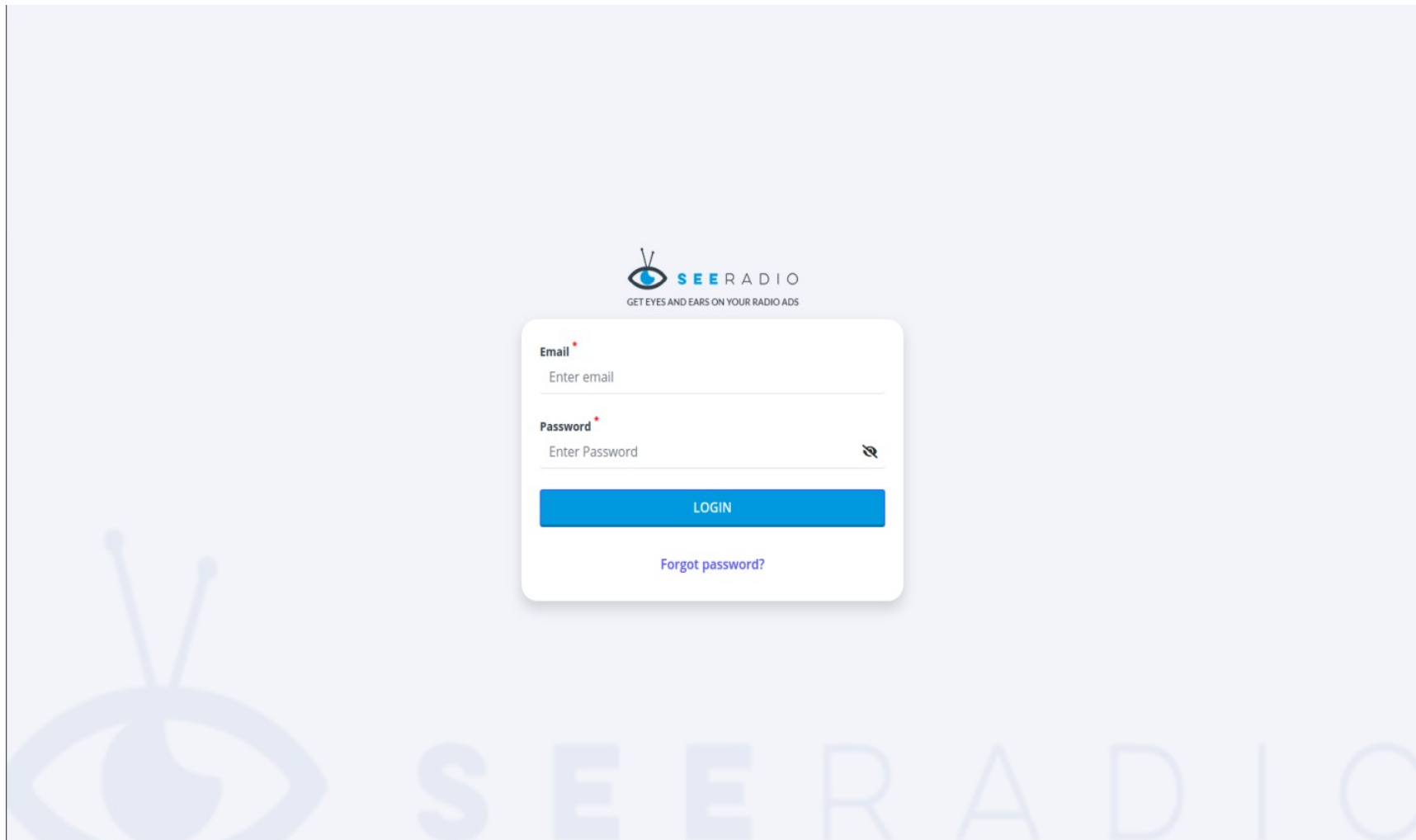
Design

- **Database Dictionary**
 - 17 Tables

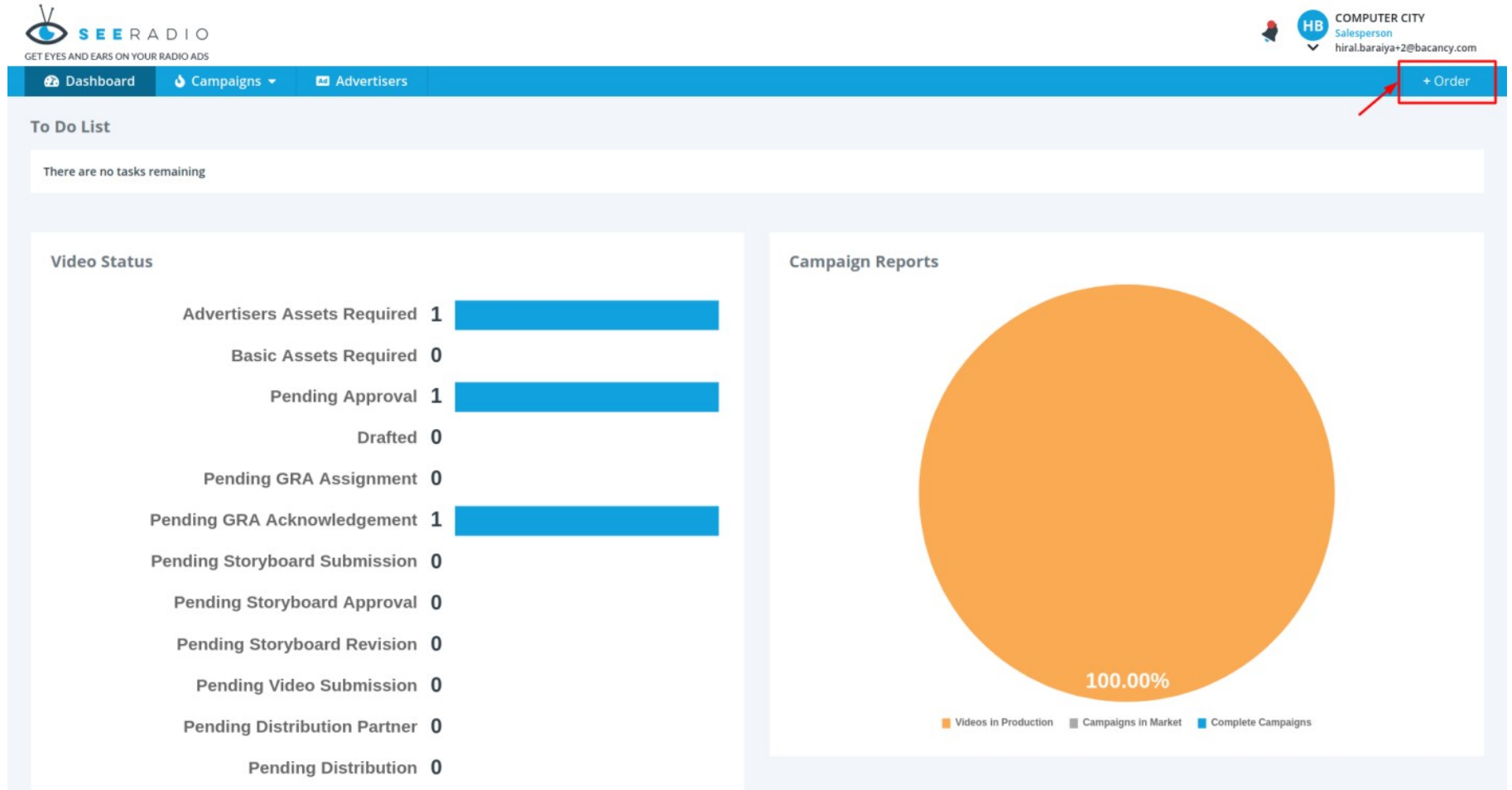
addresses	campaignassets	campaignhistories
campaigninventories	campaigns	distributionregions
grareports	industrycategories	markets
notifications	persons	regions
salesorgcompanies	Salesorgcompanyaddresses	salesorgcompanypersons
sequelizemeta	wholesalepricings	

Frontend Screenshots

Login Page



Dashboard



Add Order

Step 1
Add Advertiser

Step 2
Add Order

Step 3
Add Assets

Add New Advertiser

Company Name *

Company Name

Company Website Address *

e.g www.abc.com

Industry Category *

Select...

Primary Contact

First Name *

First Name

Last Name *

Last Name

Email *

Enter email

Phone *

Enter Contact Number

☐ Secondary Contact (Billing - Optional)

Business Address

Address *

Enter Address

Address line 2

Enter Address

City *

Enter City

Country *

Select...

State/Province *

Select...

Postal *


Enter Postal Code


☐ 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



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

DashboardCampaignsAdvertisers+ Order


Step 1
Add Advertiser

Step 2
Add Order

Step 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

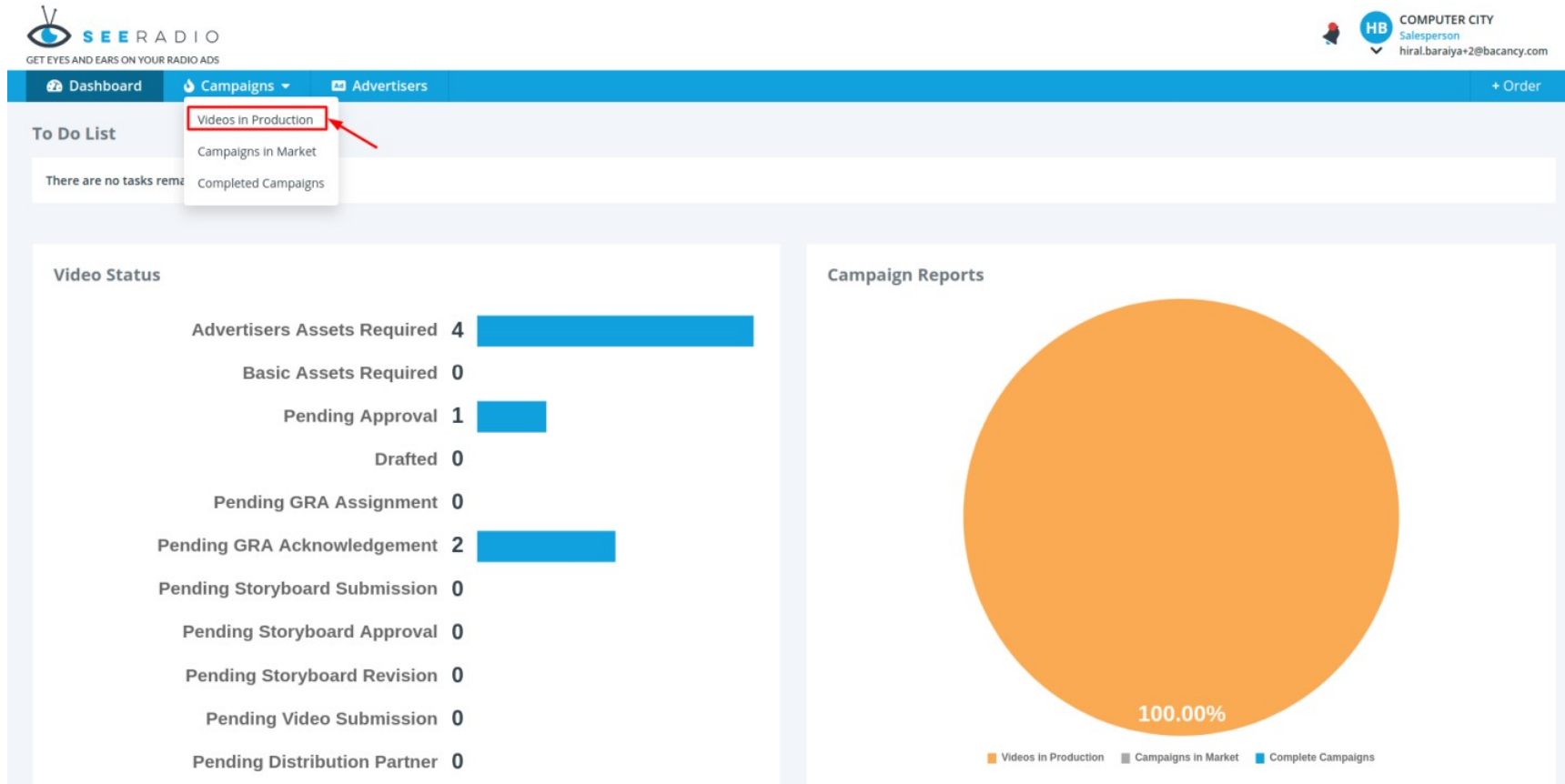
UPLOAD

Back


Cancel


Done

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
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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

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

The image shows two screenshots of the SEERADIO dashboard. The top screenshot displays the user profile menu with the 'Change Password' option highlighted. The bottom screenshot shows the 'Change Password' modal form.

Top Screenshot: Dashboard Overview

SEERADIO
GET EYES AND EARS ON YOUR RADIO ADS

Navigation: Dashboard, Campaigns, Advertisers

User Profile: COMPUTER CITY, Salesperson, hiral.baratya@20bacancy.com

Menu: Profile, Change Password, Company Detail, Sign Out

To Do List: There are no tasks remaining.

Video Status:

Status	Count
Advertisers Assets Required	4
Basic Assets Required	0
Pending Approval	1
Drafted	0
Pending GRA Assignment	0
Pending GRA Acknowledgement	2
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:

100.00%

Legend: Videos in Production, Campaigns in Market, Complete Campaigns

Bottom Screenshot: Change Password Modal

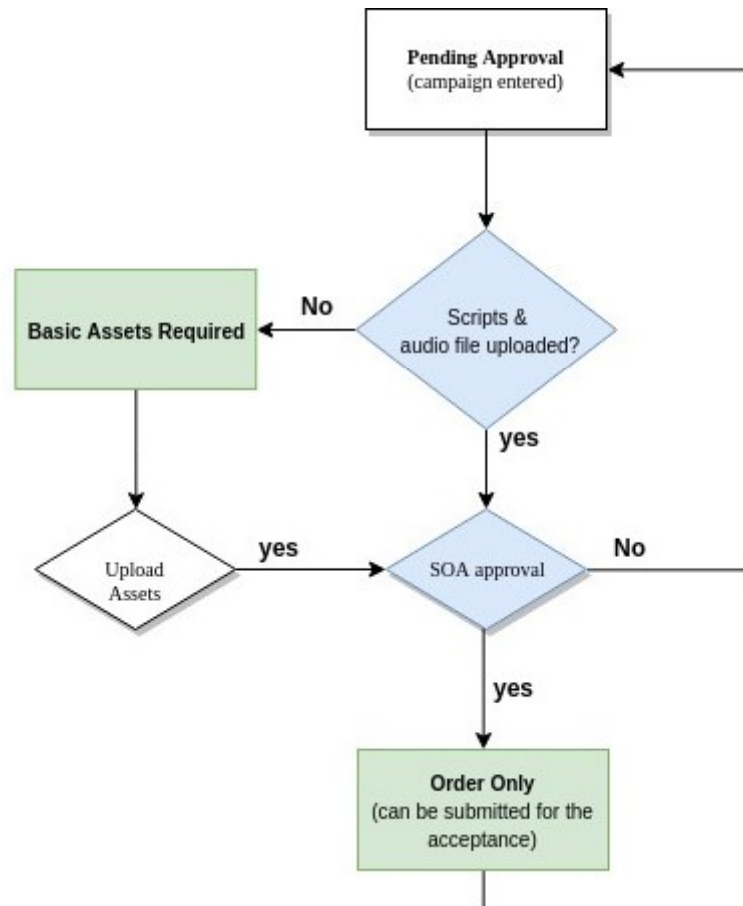
Current Password *
Enter Current password

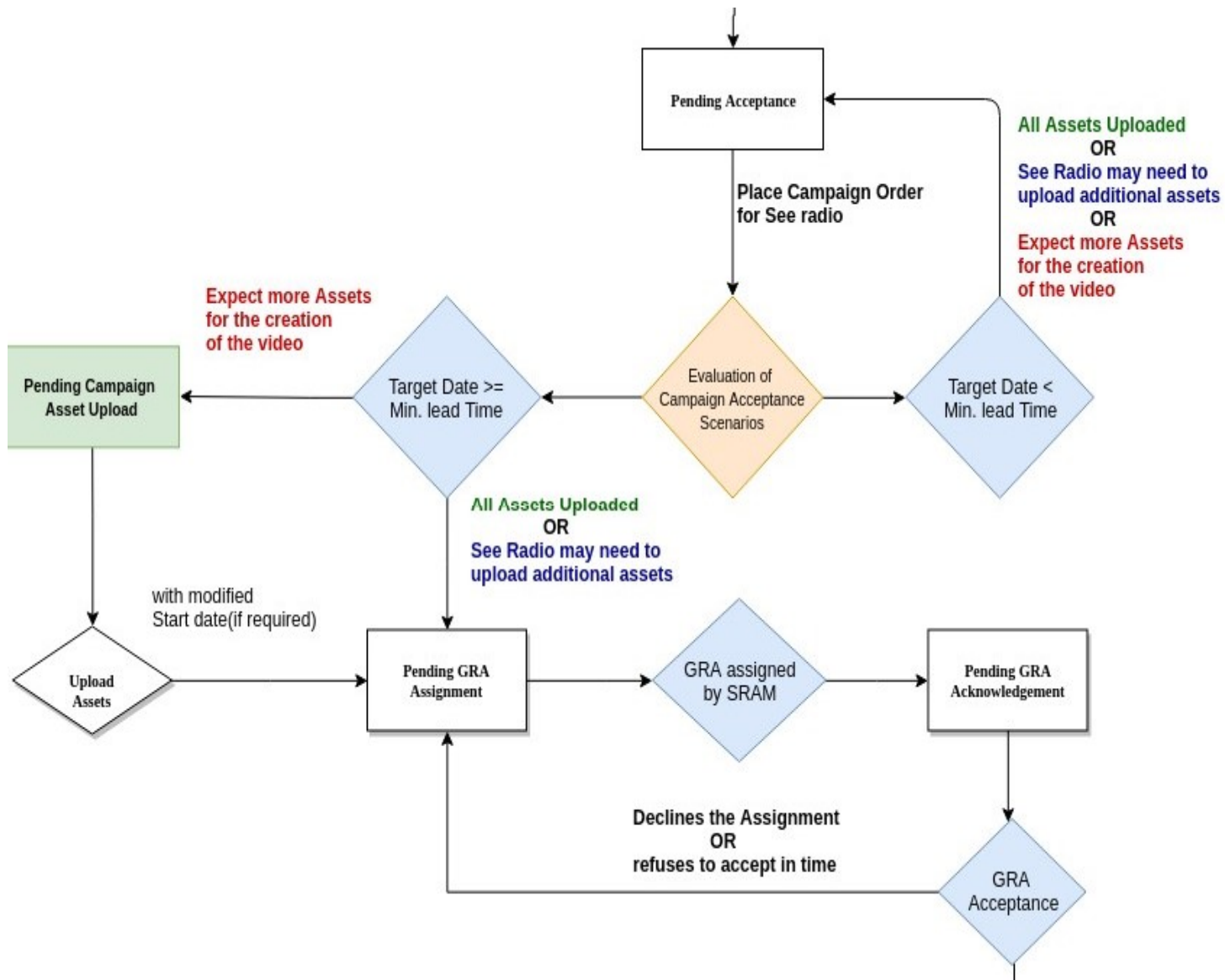
New password *
Enter New Password
Use 8 or more characters with a mix of upperCase, lowerCase, numbers & symbols

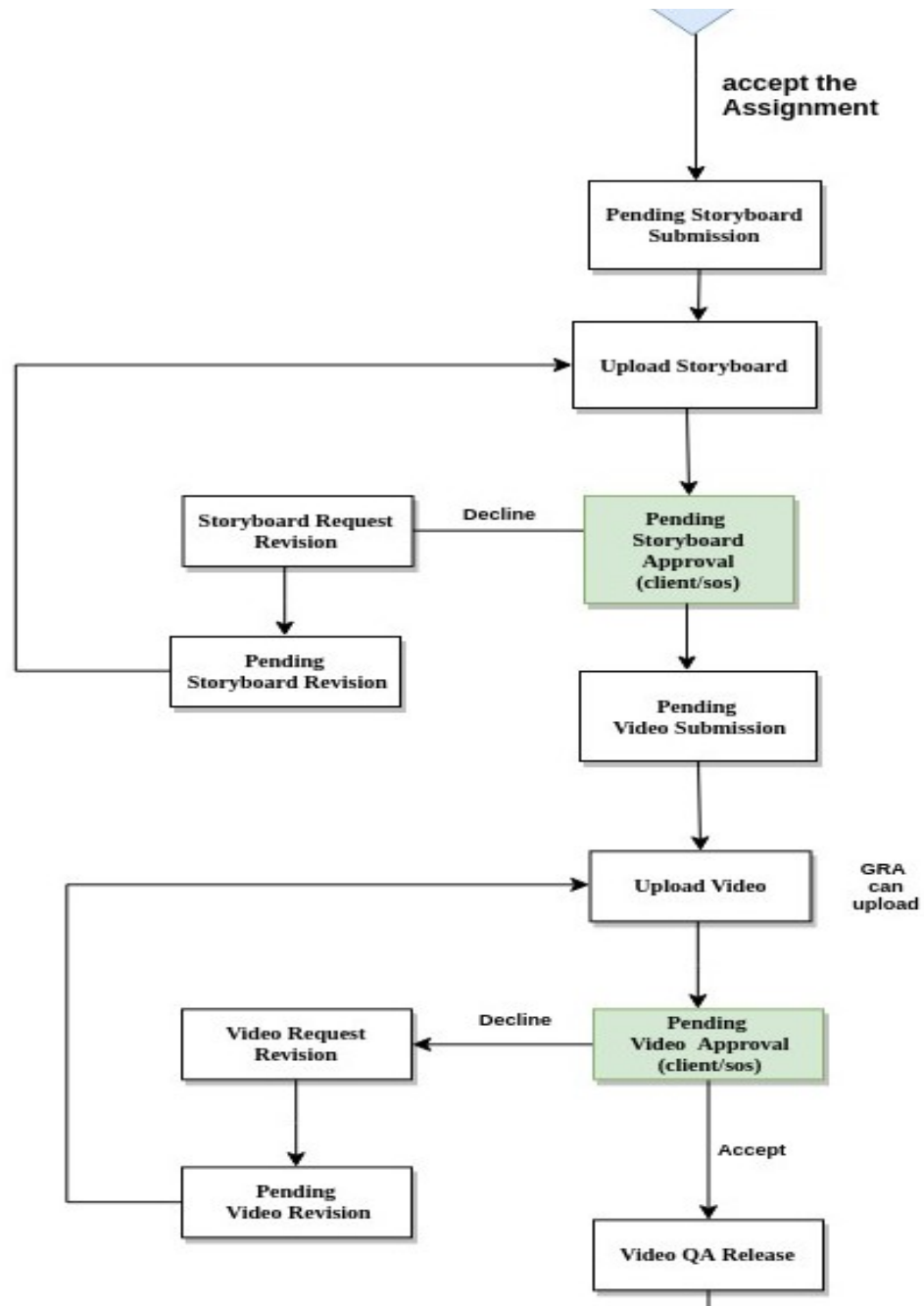
Confirm password *
Confirm Password

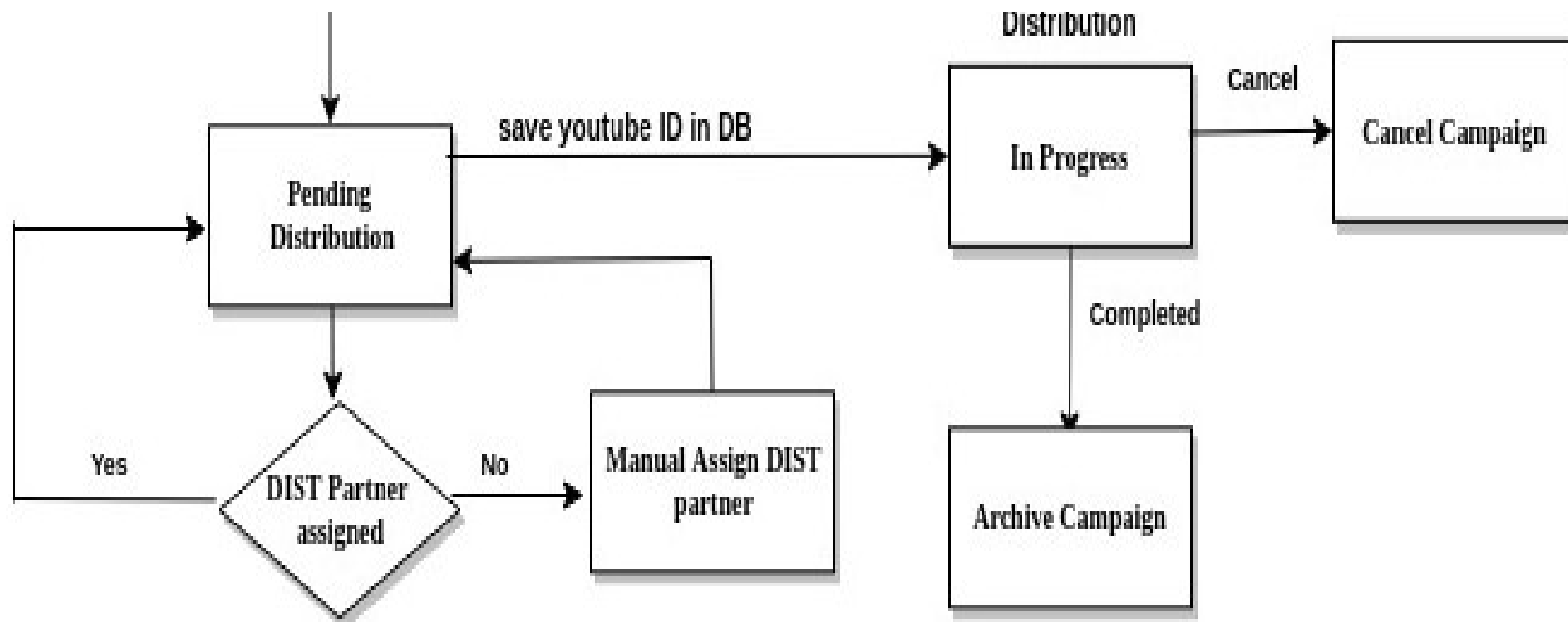
Change Password

Application Navigation



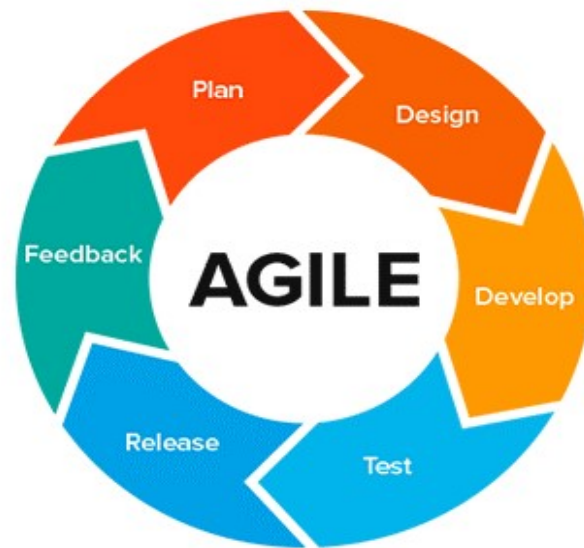






Implementation

- Process Model
 - Agile



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