

PROMOTIONAL ADS WEBSITE

ITE 2952 - 24S1



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INTRODUCTION


The main objective of this website is to provide customers with a unified interface for discovering various types of promotional advertisements published by multiple companies. This centralized platform enables users to efficiently browse and locate diverse promotional content from different sources through a single, convenient access point.

Background & Motivation

The digital advertising landscape has become increasingly fragmented, with promotional content scattered across numerous platforms, formats, and channels. This fragmentation creates significant challenges for customers seeking to compare offerings, identify trends, or conduct comprehensive market research. Many users express frustration with the time-consuming process of navigating multiple websites and interfaces to access the promotional materials they need. This website emerges as a response to these challenges, driven by the recognition that consolidation and simplified access can dramatically improve the customer experience when engaging with promotional content.

Aim

The primary aim of this website is to revolutionize how customers interact with promotional advertisements by creating a comprehensive, user-friendly repository. By aggregating promotional content from various companies into a single, unified interface, the platform seeks to eliminate the inefficiencies associated with dispersed advertising resources. This centralized approach enables users to seamlessly browse, compare, and analyze diverse promotional materials without needing to visit multiple sources or learn different navigation systems. The website aspires to become the definitive destination for anyone seeking to access, study, or utilize promotional advertisements for business, research, or personal purposes.



Objectives

The website's core objectives focus on delivering concrete value through several key functions. First, it aims to establish a comprehensive database that encompasses promotional advertisements across industries, media types, and campaign styles, ensuring users can find relevant content regardless of their specific needs. Second, the platform intends to implement powerful search and filtering capabilities that allow users to quickly narrow results based on criteria such as industry, publication date, media format, and promotional strategy. Third, the website seeks to provide analytical tools that help users identify trends, compare campaigns, and extract insights from the promotional content they discover. Finally, the platform aims to maintain current, regularly updated content through automated aggregation systems and partnerships with advertising publishers.



SYSTEM ANALYSIS AND DESIGN

Design Requirements

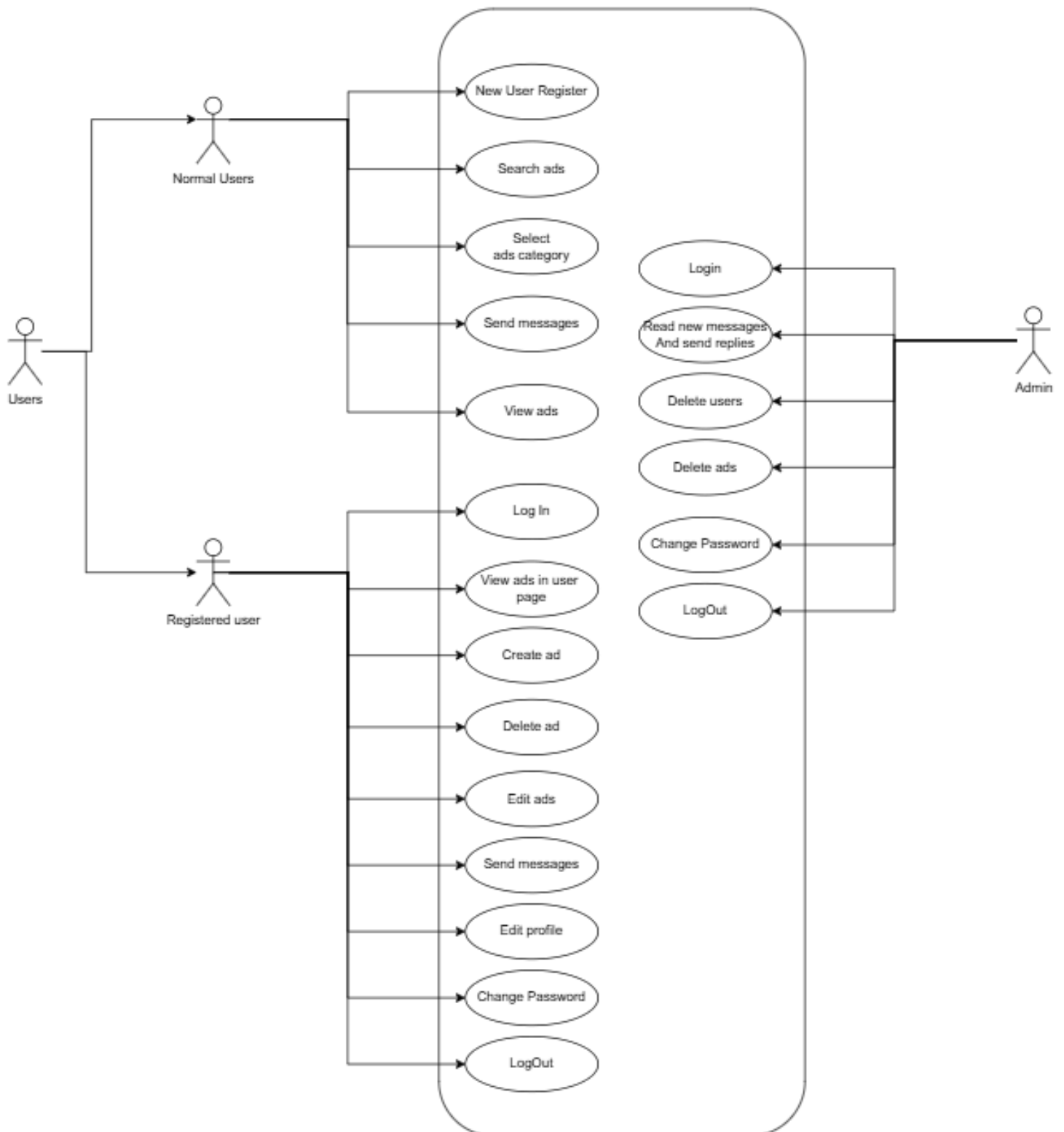
The design of this unified promotional advertisement platform requires a comprehensive approach that addresses both user experience and technical infrastructure needs. The system must be scalable to accommodate a growing database of advertisements, responsive to user search patterns, and flexible enough to integrate with various advertisement sources. Key design requirements include an intuitive user interface with advanced search capabilities, a robust database architecture for efficient storage and retrieval, standardized methods for categorizing diverse promotional content, and secure integration protocols for connecting with multiple advertising sources.



1. UML Diagrams

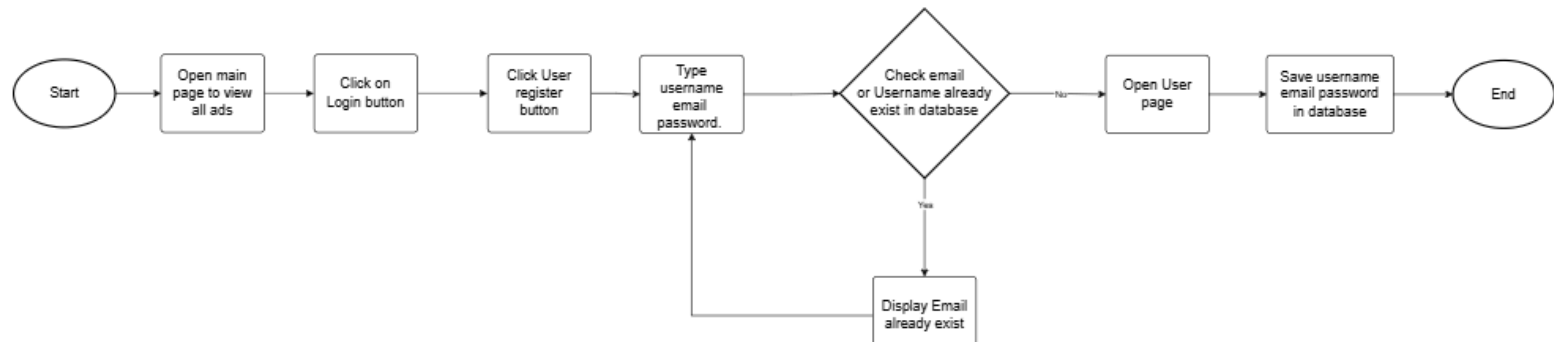
- Use case diagram

Use Case Diagram

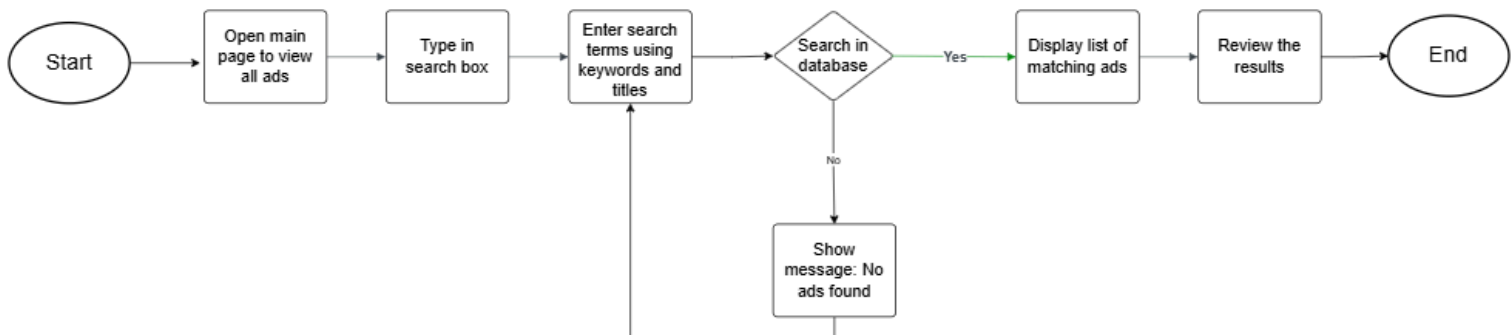


- Activity diagrams

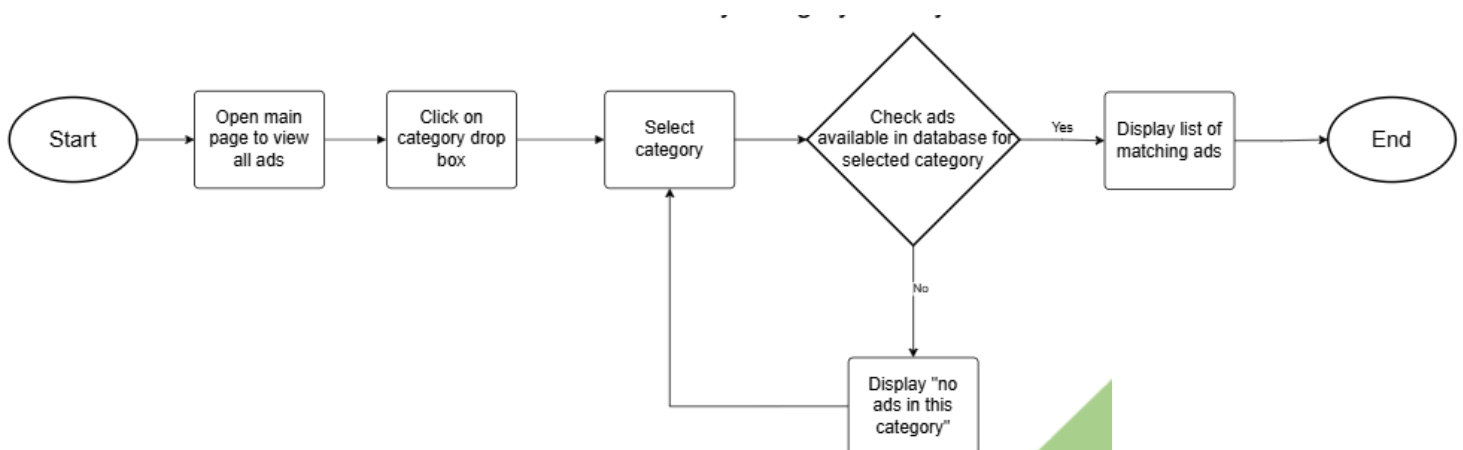
New user register activity



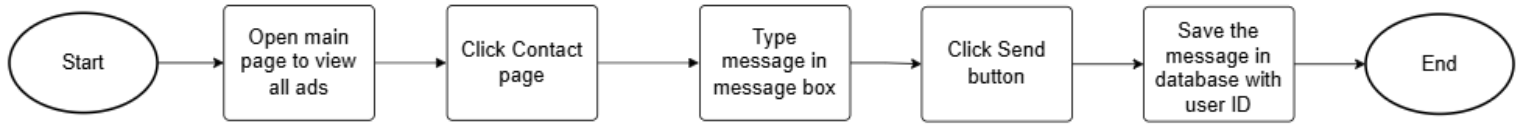
Search ads activity



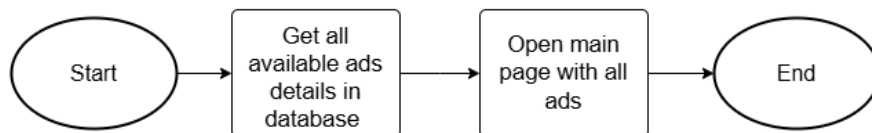
Filter ads by category activity



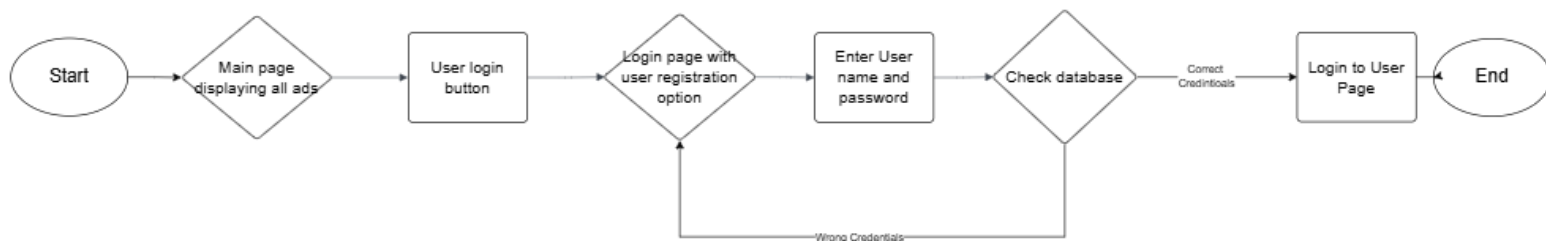
Send message activity



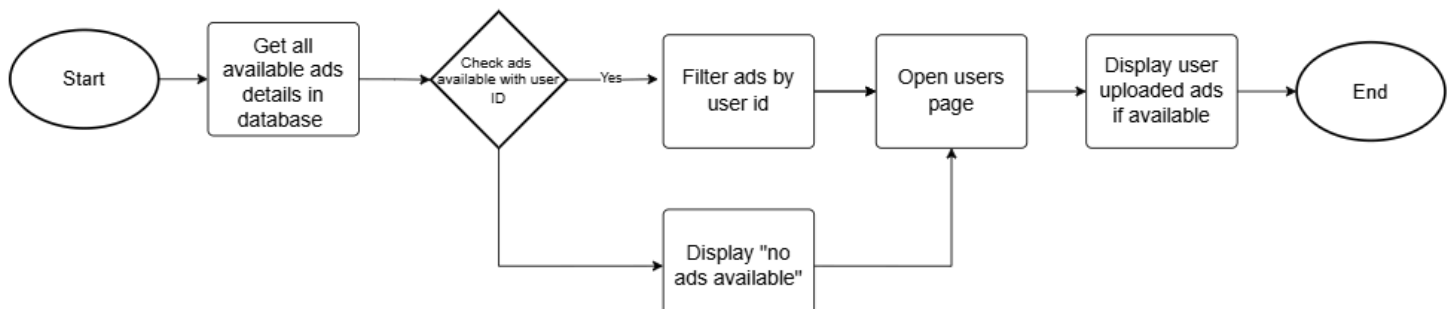
View ads activity



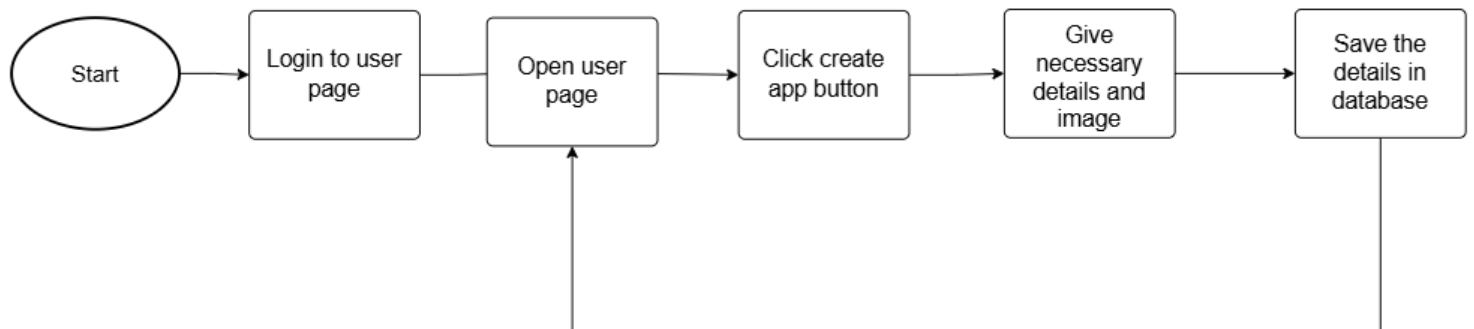
Login activity



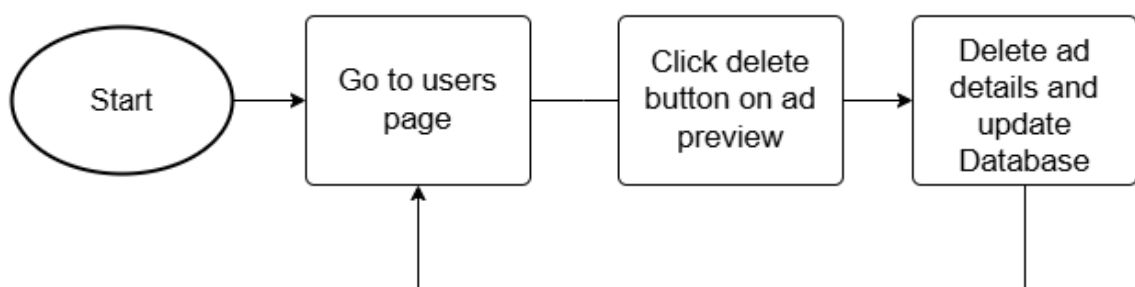
View ads in user page activity



Create ads activity



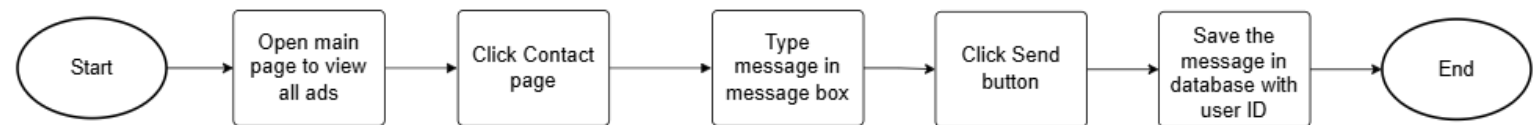
Delete ads activity



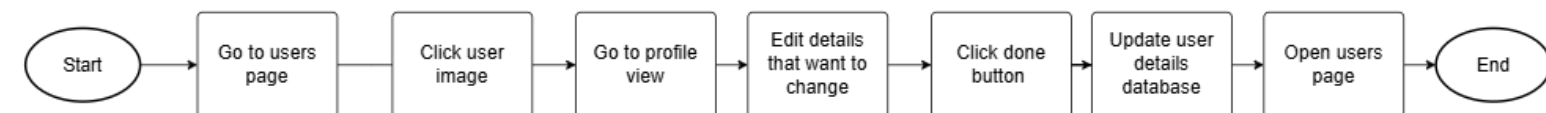
Edit ads activity



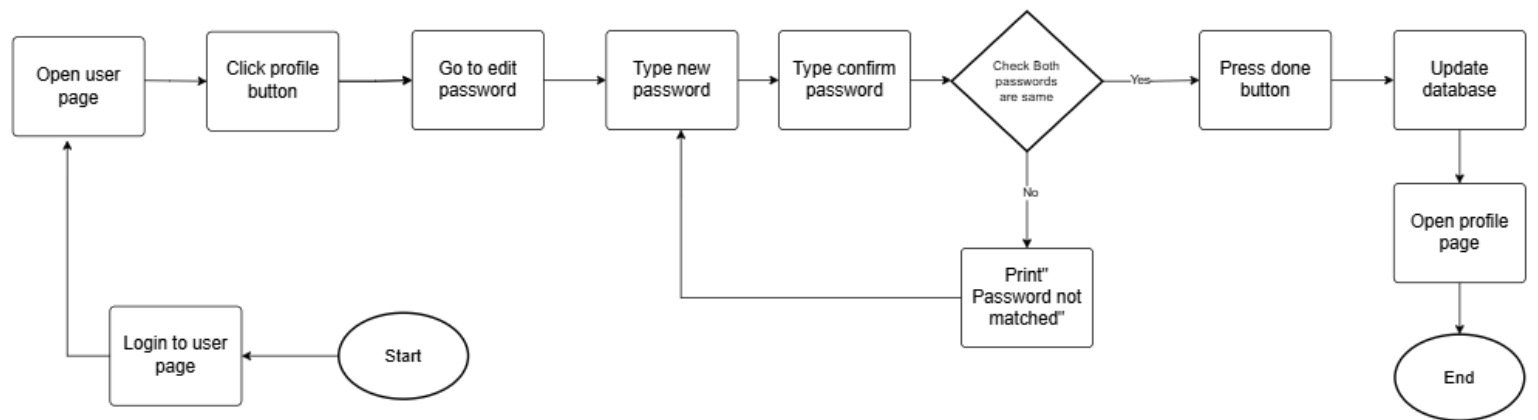
Send message activity



Edit user profile activity



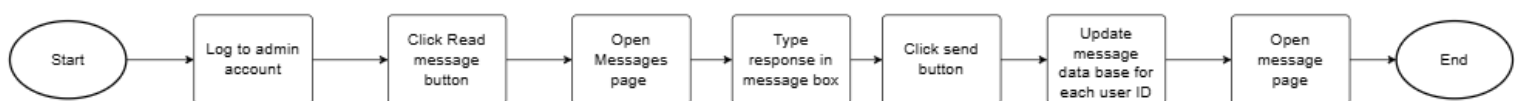
Change password activity



Logout activity



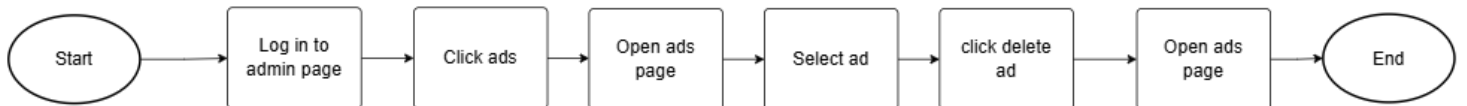
Read message and reply activity



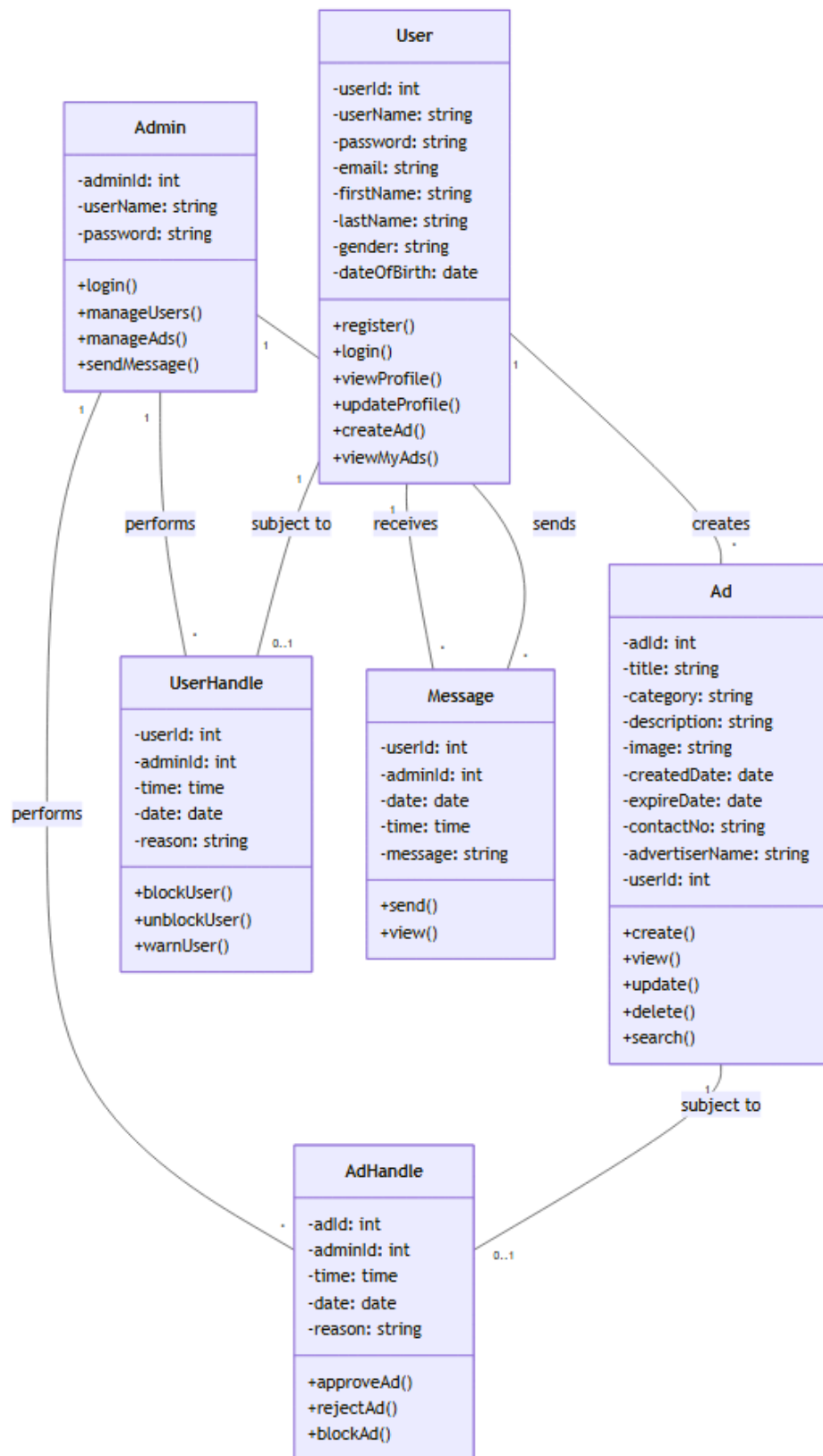
Delete users activity



Delete ads activity



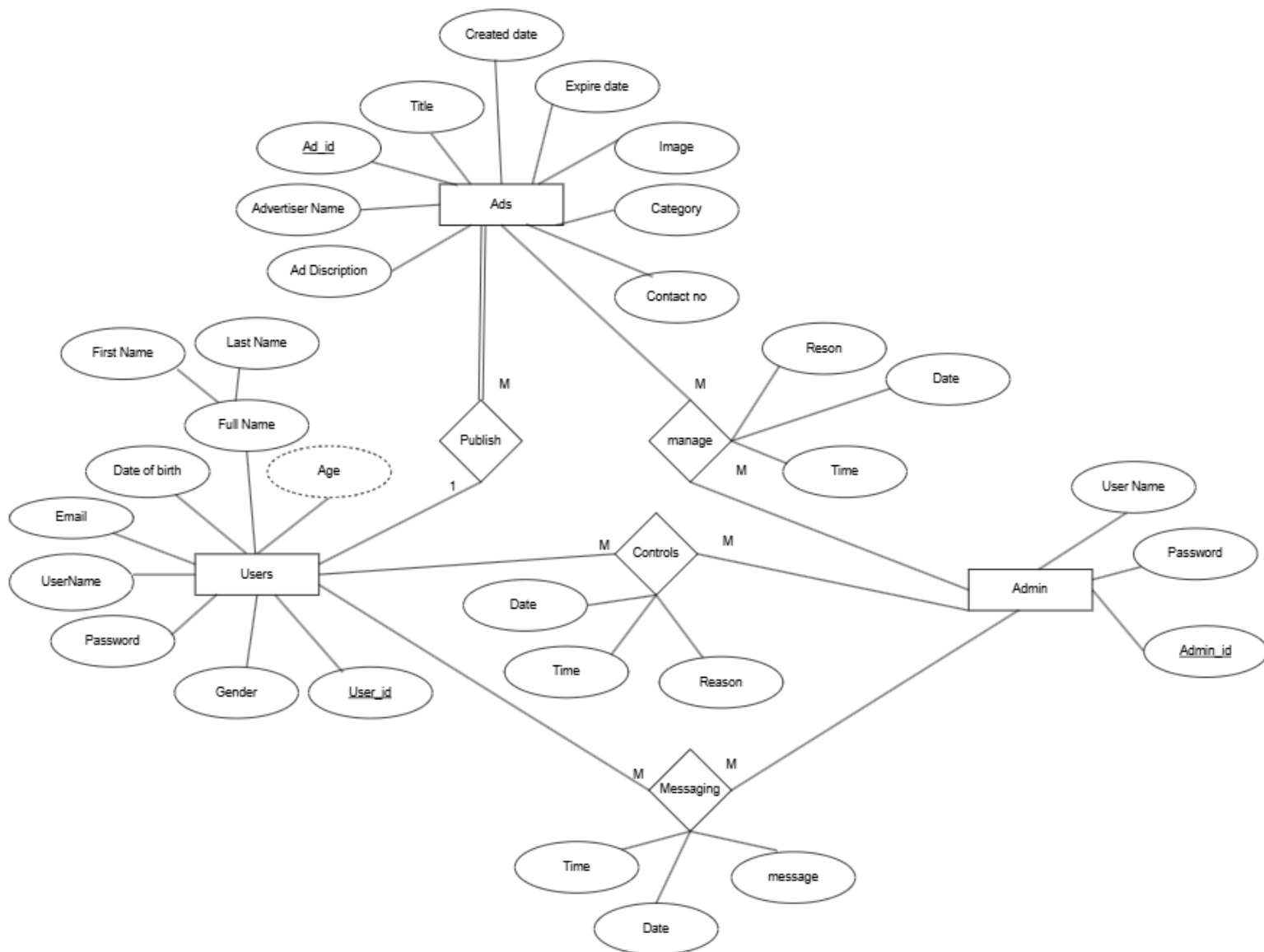
- Class diagram



Database Design

The database design for this platform requires a sophisticated structure to efficiently store, categorize, and retrieve diverse promotional advertisements. An effective design must accommodate the following requirements:

2. Entity-Relationship Model



Assumption

If admin do any changes in ad, it should be keep in the records
If admin do any changes in user, it should be keep in the records.

4. Database Schema Details

1. Users table

users(userId, userName, password, email, firstName, lastName, gender, dateOfBirth)

Primary key : userId

2. Ads table

ads(adId, title, category, description, image, createdAt, expireDate, contactNo, advertiserName, userId)

Primary key : adID

Foreign key : userID reference to user

3. Admin details table

admin(adminId, userName, password)

Primary key : adminId

4. Ads handle table

adHandle(adId, adminId, time, date, reason)

primary key : adId, adminId

foreign key : adId reference to ads

foreign key : adminId reference to admin

5. User handle table

userHandle(userId, adminId, time, date, reason)

primary key : userId, adminId

foreign key : userId reference to users

foreign key : adminId reference to admin

6. Messaging table

messaging(userID, adminID, date, time, message)

primary key : userID, adminID

foreign key : userID reference to users

foreign key : adminID reference to admin

This comprehensive design approach ensures that the platform can effectively serve as a centralized interface for accessing diverse promotional advertisements while maintaining performance, scalability, and extensibility.

