

POKHARA UNIVERSITY

APEX COLLEGE

Department of Management



MINOR PROJECT I REPORT

On

CodeUP

By

Group H

Aniraj Khadgi (Roll No: 19080029)

Nirdesh Pradhan (Roll No: 19080050)

Nischal Thapa (Roll No: 19080052)

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KATHMANDU, NEPAL

2021

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A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF
MANAGEMENT IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE BACHELOR OF COMPUTER
INFORMATION SYSTEM

Kathmandu Nepal

2021

LETTER OF DECLARATION

POKHARA UNIVERSITY

Department of Management

APEX COLLEGE

The undersigned certify that they have read, and recommended to **Pokhara University** for acceptance, the project report titled “**CodeUp**” submitted by **Group I** [Aniraj Khadgi (Roll No: 19080029), Nirdesh Pradhan (Roll No: 19080050), Nischal Thapa (Roll No: 19080052) & Saurabh Majhi (Roll No: 19080070)] in partial fulfillment of the requirement for the **Bachelor of Computer Information System**.

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DECLARATION

The project report titled “**CodeUp**” submitted for the partial fulfillment of the requirement for the degree of **Bachelors of Computer Information System** to **Pokhara University**, comprises only original work and due acknowledgement have been made to the materials used in this report.

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14th July 2021

ACKNOWLEDGEMENT

This project was issued by **Pokhara University** for a **Bachelor of Computer Information System (BCIS)** degree. It is based on the practical application of our theoretical knowledge in a real work situation.

The end result of the project was successfully achieved with guidance and assistance from many people and we are very fortunate for it.

We would like to express our sincere gratitude to our project supervisor **Mr. Bijaya Khadka** for providing us with constant support and guidance throughout the completion of the project.

We also thank Pokhara University for allowing us to carry out this project. This project has been a great experience for all of us as it has enhanced our programming as well as team skills.

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Abstract

We created CodeUp as a means to create websites that are unique and Interactive. Our project aims to inform about the advantages of digital marketing to anybody who is trying to get into the business industry. The problem here is that people with small businesses sometimes believe they are simply wasting time and money to be competitive online. However, all these excuses amount to is them almost never reaching their goal of a profitable business. Old ways of advertising businesses are not as efficient as they used to be because in the time you try to bring customers in through the old way, you will 100% lose potential customers you could've brought online and these potential customers are exponentially more than your traditional way of attracting customers. Our website holds numerous advantages such as:

- ✓ The ability to interact with your prospects and learn exactly what they are looking for
- ✓ The ability to reach a global marketplace
- ✓ Save money and reach more customers for less money.
- ✓ Get to know your audience and allow them to know you personally which can help to create brand royalty.
- ✓ Track responses to your marketing efforts immediately

Our CodeUp database consists of four numerous tables (admin, company, agent, and Contact Us) which lets our customers and affiliated agents alike create queries, ask for services, and be in touch with at all times. Once logged in through login portal you are then transferred to a different page based on user type (admin, company, or agent) where you can get in contact with agents or submit a task again depending on who you signed in with as.

In conclusion, we've managed to create a very efficient digital marketing product which is very user friendly and interactive to help anyone with a business idea.

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LIST OF ABBREVIATIONS

HTML	Hypertext Markup Language
CSS	Cascading Style Sheet
JS	JavaScript
PHP	Hypertext Preprocessor
AJAX	Asynchronous JavaScript and XML
SQL	Structured Query Language
DFD	Data Flow Diagram
ERD	Entity Relationship Diagram

CHAPTER I

INTRODUCTION

1.1 Background

CodeUp, a digital marketing website based on creative, media (advertising), and strategic aspects of creating and handling websites by professionals. Unlike other digital marketing websites, this website helps to create an organized working platform and consists of a client portal as it aims to assist them in the easiest way possible. This system provides each client with a separate portal where they can create tasks and request agents to follow up.

This system can be used by customers to create a task (i.e. advertising and web designing) and assign it to an agent accordingly. The client can use this program directly on their browser and does not need any installation.

The business world is expanding day by day and social media and websites are the best places to promote the business as it is the easiest way to reach out to customers. And this site provides each individual with a customer portal to manage and keep the records of their tasks.

1.2 Scope of Project

The prior motive of the project, CodeUp is to create a professional communication platform among the concerned users. It especially focuses on digital marketing agencies but is also applicable in other similar business models.

Its main idea is to store and present data in an organized manner in order to maintain clarity, reliability and efficiency.

1.2.1 User Registration

Admin is responsible for creating client/agent portal. The adding of new customers in the database will be done by filling up a registration form which will be recorded to the database and the proposed system will automatically generate a user-Id that will also serve as proof that they are a registered user. The user submits their personal information such as name, address, contact numbers and email address. The registered user will automatically be assigned a role as client or agent.

1.2.2 Portal System

Portal is provided according to user type (client, agent). According to authority user can create, update and delete task.

1.2.3 Task Creation

With the use of portal system agent will help the client in creating and updating task. The company has its own website with a user-friendly interface where the client can request agent to create task or could do it themselves, giving them a more easy way to create task.

1.3 Objectives

Having theoretical knowledge is the foundation of all academic institutions. The main objective of assigning ourselves to the project is to enhance our programming skills and put our theoretical knowledge into practice.

Academic Objectives

- To implement programming in any business organization by building a web-based application or software.
- To learn about the server side language.
- To prepare a report for a project.

Specific Objectives

- To develop an interactive website.
- To implement the basic process of the user portal system.
- Utilization of database Management.
- To reduce manual work.

1.4 Project Description

- It is a web-based application. Installation is not required.
- First interaction is done through contact us form.
- If the updates or interface are feasible to the users, they will log in or else admin will register a new account.
- Once the portal details is provided to client, one will either open a task through portal or request agent to create it for them.
- Furthermore, confirmation is done and task is followed up by agent.

- Task's status is timely updated on client's portal and its history is stored in the database.
- Finally, task is closed by agent after its completion.
- Among three users (client, agent, admin), admin has the highest authority. They can add new users or agent and perform basic CRUD operation.

1.5 Feasibility Study

1.5.1 Technical feasibility

The project titled "CodeUp" is technically feasible due to the mentioned features. This project was developed in HTML, CSS, JQuery, Ajax, JS, PHP and MYSQL interface and provides a high level of reliability, availability, and compatibility. Therefore, it makes PHP an appropriate server-side language for this project.

The issue of technical feasibility concerned mainly the following issues:

- Is the system feasible to design and implement?
- Is it functional?
- Will the technology required by the system be feasible?

After finding the appropriate answers to the above questions, the feasibility aspects were studied. The focus was on the reliability of hardware and software capabilities and whether or not they could meet the requirements of the proposed system.

1.5.2 Operational Feasibility

The Operational Feasibility of the System was conducted to analyze the willingness and ability of management to operate, use, and support the system.

In the project, we need to identify whether or not the proposed system solves the key problem identified in the previous stages. We must also consider the performance, security, and accessibility of the system. Taking advantage of the opportunities that present themselves can generate a reliable and robust system.

The answers to the following questions were acquired:

- Is the interface common?
- How secure is the framework?

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

The main purpose of this project is to help create a truly consumer-centric storytelling engine. The traditional method of creating business is starting to get obsolete, hence our system creates a perfect modern way of doing business — interactively and efficiently. After a lot of trials and error we found that the ‘right’ way to create a better website and a better advertising scheme would be by leaning on the power of all our creative ideas, both client and agency alike. Our work as we see it is a must have in the modern era of the business industry, be it a startup company or a mega giant corporations like Amazon, Daraz, Alibaba every business needs a website and online advertisements to thrive and bring in positive and profitable results.

2.2 References and inspiration:

One of the websites that inspired us to create this project was cuberto.com.it shares a common goal to that of our own where it claims to prove itself as the best website development and design expertise, along with providing ready-made websites, mobile applications ,and elaborate online business services.

We make it happen

Websites **Apps** Branding

Leading digital agency with solid design and development expertise. We build readymade websites, mobile



Figure 1: Cuberto.com website's preview

2.3 Units of Project – CodeUp

- Admin's Unit:
 - Login: Registered admin is allowed to view all details including company's task requests and agent's task redistribution and status of the task being done.
 - Tasks: Admins are allowed full control (edit, add or delete) over the website
- Company's Unit:
 - Login: Registration needed, can be done through a form and once the data is added to the database they can login to the system through a portal.
 - Task: Company is allowed to add tasks and messages and they are given a real time projects status.
- Agent's Unit:
 - Login: Registration needed, can be done through a form and once the data is added to the database they can login to the system through a portal.
 - Task: agents take requests and tasks from the customers and give out status of the project's completion.

2.4 List of Resources Used

- HTML
- CSS
- JavaScript
- JQuery
- PHP
- AJAX
- MySQL

CHAPTER III

SYSTEM DESIGN AND IMPLEMENTATION

3.1 System Design

3.1.1 Introduction

The first step of system development phase is system design. The process includes elements of systems such as the architecture, modules and components, the different interfaces of those components and the data that goes through the system.

System analysis is also of great importance. It is the process that decomposes a system into its component pieces for the purpose of defining how well those components interact to accomplish the set requirements.

The purpose of the system design process is to provide sufficient detailed data and information about the system and its elements to ensure consistency with architectural entities as defined in models and system architecture.

3.1.2 Context Flow Diagram

The context flow diagram of our system is given below. In the figure, a user (company, individual) can login to their account, view their records, and create tasks that needs to be addressed in detail. Similarly, agent can be assigned task, create and update the given task. The admin is able to view all the records. The admin appoints an agent to the company to handle the given task.

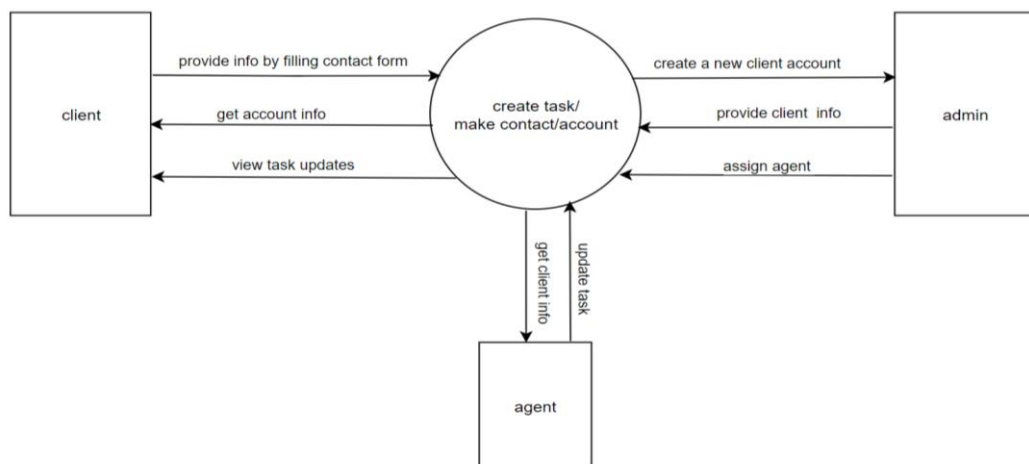


Figure 2: 3.1.2 Context Diagram

3.1.3 Data Flow Diagram

Level 1 DFD

When the client comes into an interaction with our CodeUp digital marketing system, the client has to log in with the provided username and password provided to them by the admin. If the client is new to the system, they first need to contact the admin by filling the contact us form to create a new account. Once login, they are redirected to the client interface where they can now create a new task or monitor their previously requested tasks, which are stored in the Task storage in the database.

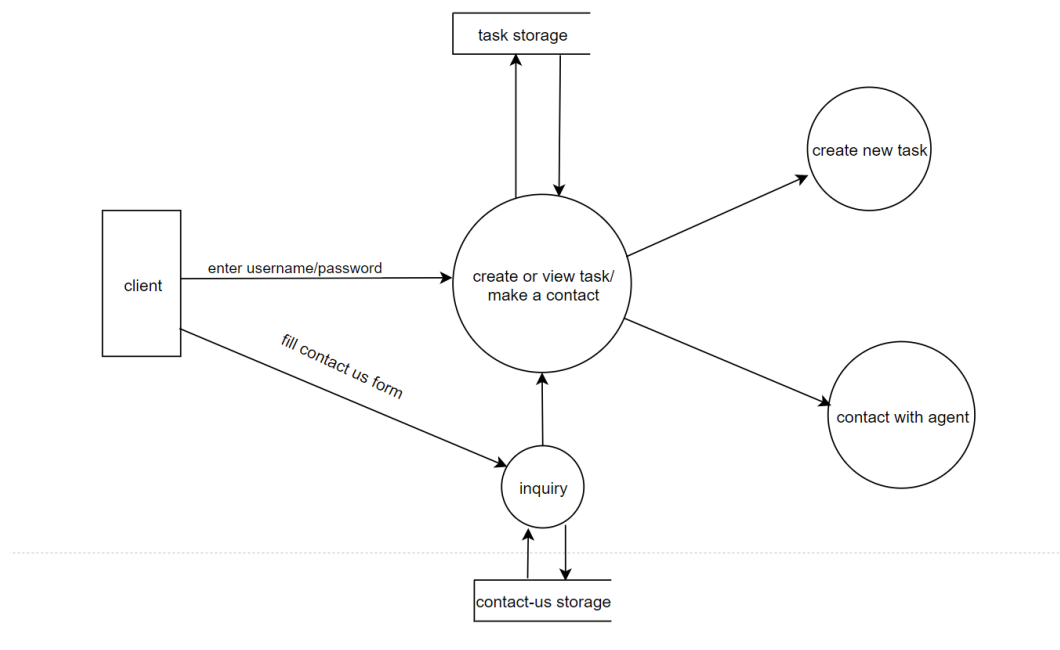


Figure 3: 3.1.3 Data Flow Diagram Level 1

Level 2 DFD

This level two data flow diagram (DFD) template can map out information flow, visualize an entire system, and be shared with your stakeholders. Here we have an external entity as Client, a central DB (CodeUp_db) in the open rectangle, and processes in circles which further explains the workflow.

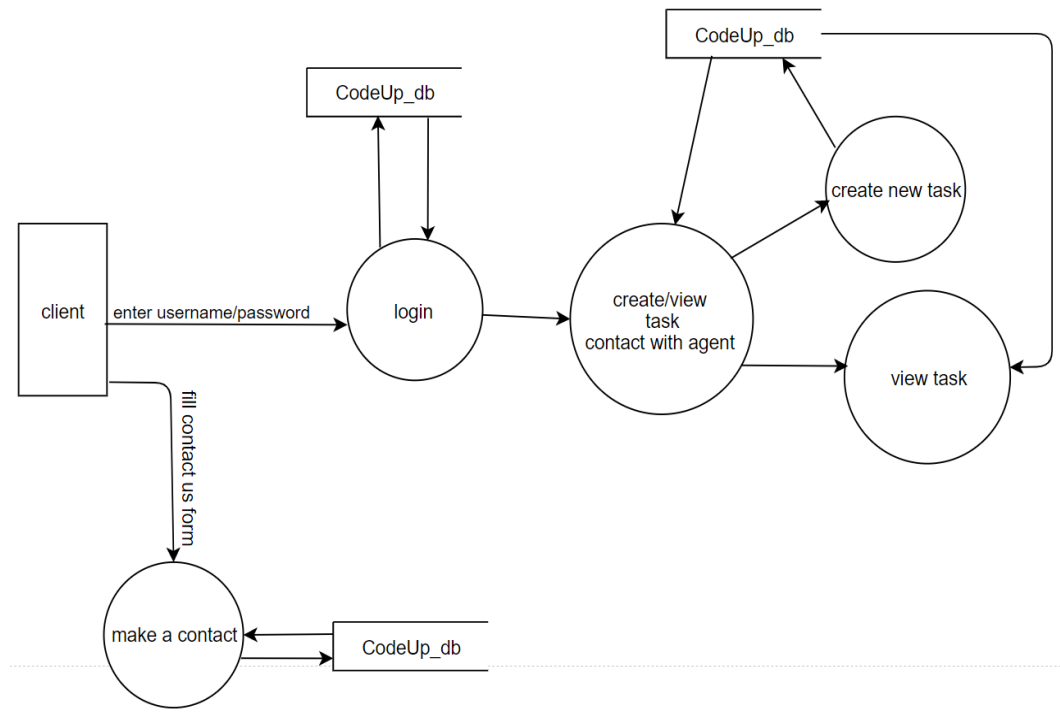


Figure 4: 3.1.3 Data Flow Diagram Level 2

3.1.4 E-R Diagram

- Types of relations existing in our system:
 - On-to-one(1:1)
- Types of entity and attributes exists in our system are:
 - Task (Task_id, company_id, subject, task, report, status, issued_date, closed-date)
 - Company (company_id, agent_id, company_name, email, password, contact_num, company_username)
 - Agent (agent_id, agent_username, f_name, password, email, contact_num)
 - Admin (admin_id, admin_username, f_name, email, password, contact_num)
 - Contactus (contactus_id, company_name, email, contact_num, subject, message, sgs_date)

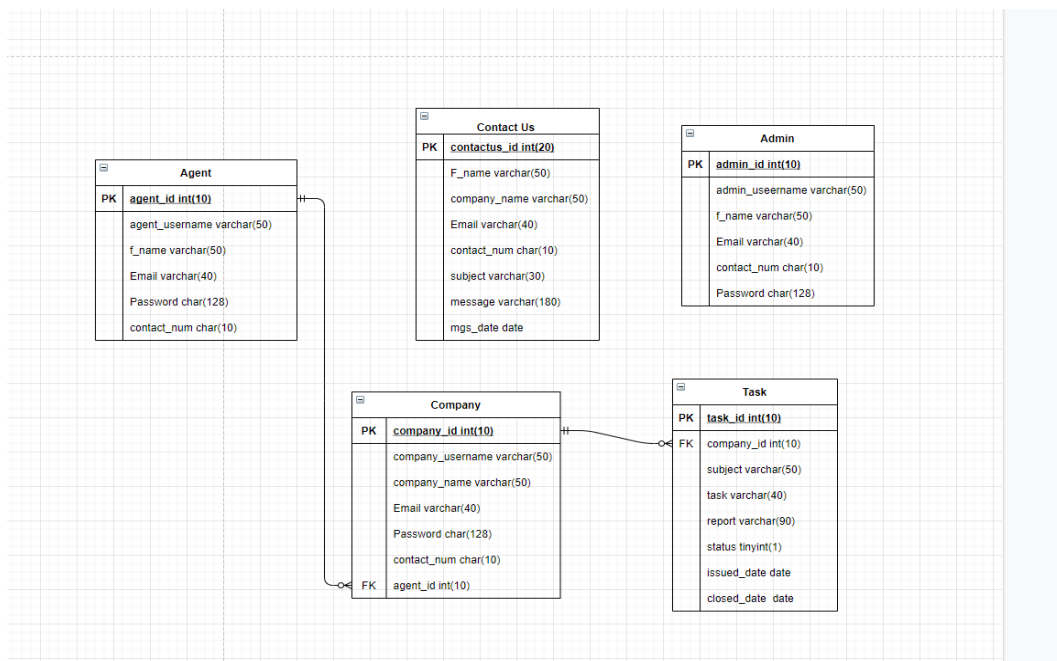


Figure 5: 3.1.4 ER Diagram

3.1.5 Use Case Diagram

A use case diagram is a behavior diagram and visualizes the observable interactions between actors and the system under development. The diagram consists of the system, the related use cases, and actors and relates these to each other:

System: What is being described?

Actor: Who is using the system?

Use-case: What are the actors doing?

They offer great support when finding and defining requirements. Here, we have three actors, Client, Agent, and Admin. Each actor has their own use-cases that are based on the system.

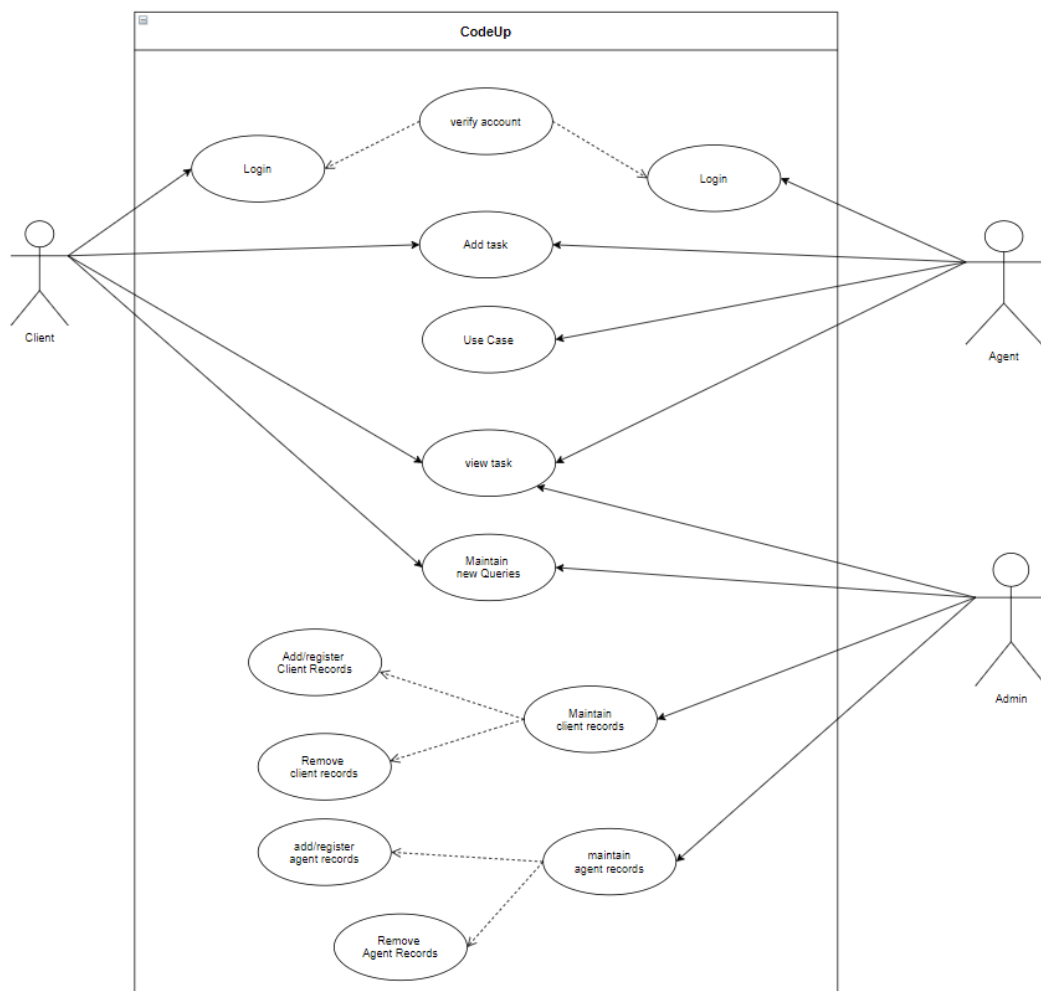


Figure 6: 3.1.5 Use Case Diagram

3.2 System Description

The main objective of our project is to revolutionize the digital marketing websites currently in use in the Nepali market. The project provides a user agent friendly portal. The current boundary to this system is that there is no integrated chat portal that allows client and the agent to directly communicate. The system is designed in such a way to give the client a user-friendly interface that allows them to provide their requirements in detail so that the agent can fully concentrate on their requirements and needs. The user can also have a look to our works that we have done previously.

3.2.1 System Functionality

First of all to access our services, the client first needs to contact to us by filling the contact us form, providing with all the necessary details that are required to create a new account. Then the admin creates a new account for the client providing them with their username and password. Once logged in, the client can create a new task describing their requirements and needs. They can also get the update on their task processing. Once a new task is created by the client, the admin appoints a agent to handle the task, providing them with all the necessary details to execute the task.

CHAPTER IV

TESTING, DEBUGGING AND RESULTS

4.1 Testing

System testing is the process of finding errors by testing complete and fully integrated software products. This testing falls in black box testing. System testing is performed in the context of a system requirement specification (SRS) and/or a functional requirement specifications (FRS). Testing must be done throughout and will need a solid plan to work.

During the testing phase we logged in through the company's id and tested if the tasks submitted were getting viewed by agents and admins both. Similarly we logged in through the admin's unit and checked if we could edit every information on the client portal, the same for the agent's module as well we logged in and checked if we could submit the status and messages.

The main objective of testing the systems are:

- To run the desired system with the purpose of finding errors
- To prevent the errors or defects from happening again

4.1.1 Validation

After Surface level necessary debugging has been done, the system is assembled again, finally the end test begins in validation testing.

4.1.2 Output Testing

After the validation test is performed, the next step is to test the output of the proposed system, since no system can be useful if it does not produce the desired output. The output format on the screen is found to be correct; the format is tailored at the time of system design according to the user's need. For the paper version too; the output comes as per user-defined requirements. Hence, the output test did not result in any system correction.

LOGIN:

S.No	Input Values	Test Case	Checking condition	Result
1	Username/ Password	Empty	Enter a valid username or password	Successful
2	Username/Password	If username & password does not match	Invalid username or password	Successful
3	Change Password	Create New Password	Created New Password	Successful
4	Logout User/Admin	Logout From the Website	Logged Out From The Website	Successful

Table 1: 4.1.3.1 Login Output Testing

4.1.3 Usability Testing

We allowed our classmates to use our website in order to get proper feedback.

4.1.4 Compatibility Testing

The compatibility testing includes.

Browser Compatibility: For browser compatibility, we tested web application on different browsers like Internet Explorer, Firefox, Opera browsers with different versions.

OS Compatibility: In OS compatibility we tested our web application on different operating systems like Windows and MacOS.

CHAPTER V

SUMMARY

5.1 Conclusion

With the completion of the project, we conclude that it was a great learning experience for all of us. This project has helped us improved our programming skills and has provided us the general idea of the real work environment. With all the guidance and support we were successfully able to develop this project.

Our site will help the client to get direct communication with the agent and will have a client portal to create and add the new task and timely check the progress of it.

The following conclusions can be drawn from the project:

- Improved efficiency.
- Formal and Direct communication with the agent.
- Client is provided with User Id and password to timely check the progress of their work.
- Easy to access data.

5.2 Limitations

There are certain limitations that can be seen in this project:

- We do not have payment gateway and billing system.
- Site is not fully automated.
- Client account is created by admin and not by client themselves.
- No inbuilt live chat support.

5.3 Future Enhancement

We plan to enhance certain features in the near future:

- Adding payment gateway and billing system is our top-most priority.
- Making the site fully automated.
- We will have notification system.
- User can create account by themselves.

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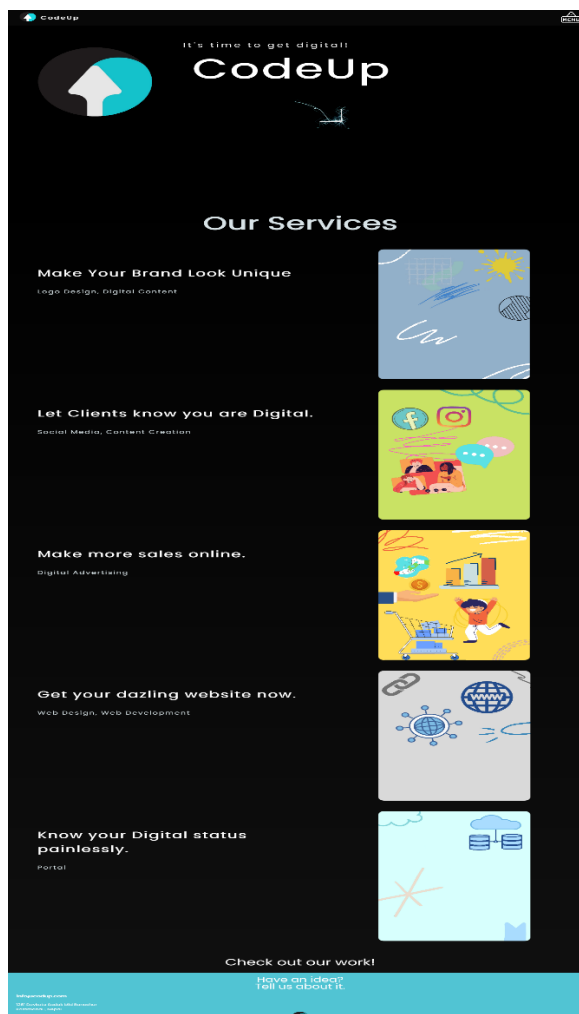
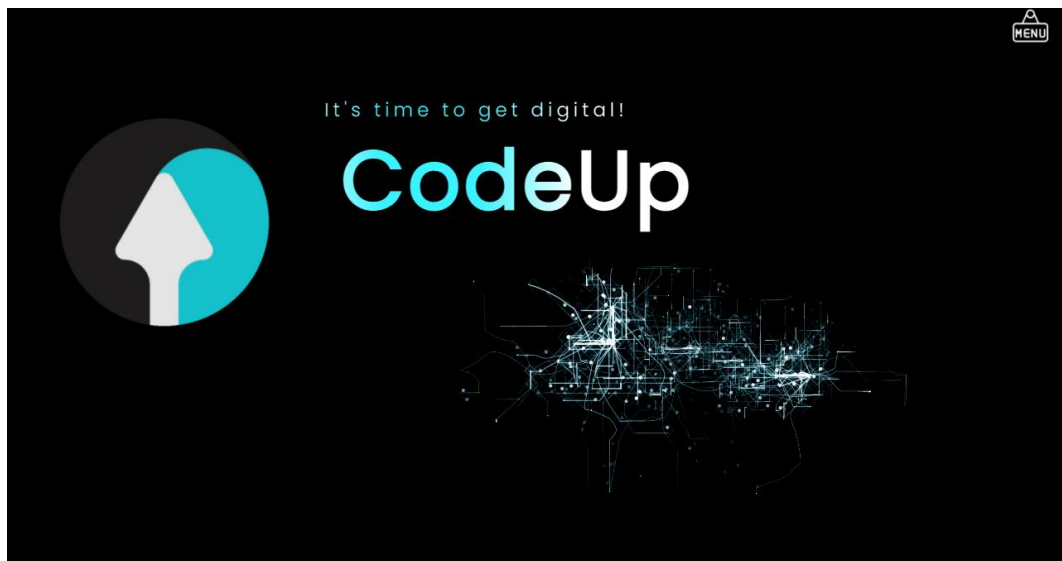
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APPENDICES



Our Work



Grab Yours Now!

Have an idea?
Tell us about it.



Contact Us

Have a question?

Thinking about collaboration?

Feel free to reach out for any reason -- email, call, or just fill out the form below and hit "send".

e-mail: info@codeup.com

phone: 01-5525285

	Full Name
	Company Name
	Email ID
	Contact No
	Subject

Message

Send

Have an idea?
Tell us about it.



