



# Project Report

TechnoSavvy Web Portal

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## Case Study

TechnoSavvy is a public relations, international advertising, and marketing agency headquartered at Atlanta since 2010. This firm operates in more than 40 countries across the world. The creative team of TechnoSavvy lies behind the promotion of the most successful and renowned brands. Over the years, the company has offered its consumers powerful brand experiences using creative ads for its clients. The TechnoSavvy network offers its services to numerous Fortune 500 companies across the world. TechnoSavvy continues to remain world's number one advertising agency.

With growth in so many countries across the world due to good services, the number of clientele is increasing day by day. Also, the need to better promote its clients with rising competition has become a concern for the management. So far, the company has been using hoardings, television advertisements, broadcasting, and banners to promote and advertise its clients.

However, with the clients fame also reaching a global scale, it has become a necessity to promote the clients in such a way that a user can know about them anytime and from anywhere. Also, considering the fact that creating television ads and banners is very time consuming and expensive for several clients that are mid-size companies, a cheaper solution needs to be thought of.

### Proposed Solution

The solution to the problem is to create an advertisement Web portal to display the clients' advertisement.

The management of TechnoSavvy has decided to implement an advertisement portal which will help to promote its clients globally and allow customers to view the details of various brands at a click of the mouse from anywhere around the world. The portal will not allow client logins or any monetary transactions, but it will enable the clients to advertise themselves.

The client's ad will be displayed on the portal after paying the required advertisement amount to TechnoSavvy.

When a user visits the Web page of TechnoSavvy, he/she will be able to view the ads of all the clients of TechnoSavvy. Upon clicking the ad, the user will be directed to the Web page of the respective company. The details of the company shall be displayed in another Web page designed specifically for the company to display its products.

## 1. Definition of the Problem

After reading the project specifications, the developer states the scope of the project very briefly. This is referred to as the problem definition.

For example, in the case of **TechnoSavvy** portal, queries of various staff members can be one or all of the following:

- i. How many company names can be displayed on the marketplace page at a time?



- ii. What information should be displayed about each company in the marketplace?
- iii. Will the rates per day for ads be displayed for each company in the marketplace?
- iv. Will the users be able to contact the company whose ad is displayed on the portal?
- v. Will other companies be able to contact **TechnoSavvy** after visiting the site to display their ad on the **TechnoSavvy** portal?

After consulting several IT companies and considering the budget constraints, the management of **TechnoSavvy** has decided to launch the Web application as a Single Page Responsive Web application. Hence, the project will use HTML5, CSS3, JavaScript, Geolocation API, Web Storage, AngularJS, and Bootstrap 3.3 libraries from [getbootstrap.com](http://getbootstrap.com), jQuery plugins, and CoffeeCup, Notepad++, or other HTML editors. Also, the site will be tested on popular browsers and mobile emulator software.

## 2. Requirement Analysis

This phase consists of following:

- **List of inputs to the system**
- **List of outputs expected from the system**
- **Overview of processes involved in the system**
- **Hardware and software required for implementing the project**
- **Customer's acceptance criteria for the project**

For example, in the **TechnoSavvy** portal project, objective would be to:

- Provide a global marketplace for customers to place their ads to promote themselves and their products.
- Enable customers to choose appropriate destinations for their ads.

### **Inputs provided by the client:**

- Inputs to the existing system
- Outputs from the existing system
- Process involved in the application
- Expected delivery dates
- List of deliverables

### **Hardware Requirements:**

- Intel Core i3 Processor or higher
- 1 GB RAM or higher
- Color SVGA
- 80 GB Hard Disk space
- CD-ROM or DVD-ROM drive

### **Software Requirements:**

- Windows 8, 10, or higher
- HTML5 and JavaScript supporting browser
- Bootstrap 3.3 libraries from [getbootstrap.com](http://getbootstrap.com), jQuery plugins, and CoffeeCup, Notepad++, or other HTML editor

**Scope of the work:**

Depending on the decision taken by the management regarding the **TechnoSavvy** portal, following are the requirements based on which the Single Page Application (SPA) needs to be developed:

- A home page for **TechnoSavvy** portal that will further display menu options for Register/Login, Marketplace, About Us, and Contact Us.
- Register/Login will lead to appropriate pages where users can register themselves or login if already registered.
- The Marketplace menu when clicked will display a Web page with logos of various companies each of which will have a hyperlink. Clicking the hyperlink will lead to the company information and its ad rates.
- About Us and Contact Us should contain some relevant information.
- The user can view and visit the links of their favorite brands or companies.

### 3. Design Phase

➤ **Designing the GUI Standards**

For the **TechnoSavvy** portal, multiple screens must be created and linked to each other. Each of these screens should have a consistent look with respect to appearance, and theme used. The font styles, color of the labels, design and appearance of the command buttons, the appearance of header and footer, and the design and size of controls, such as check boxes or text boxes should be consistent through all the forms.

In the case of **TechnoSavvy** portal, the modules could be for:

- Registration
- Login
- Appointment

➤ **Assigning and Monitoring Tasks**

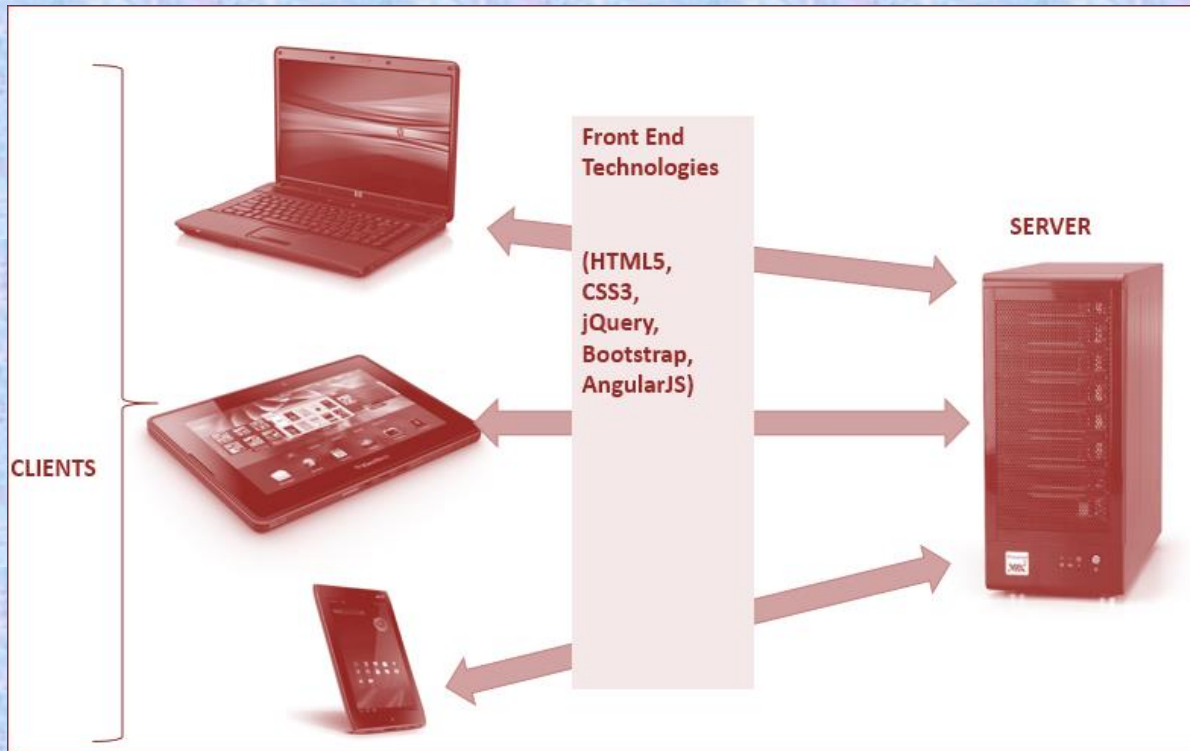
You are expected to fill the Task sheet as shown in the document '**SWD/Form No. 7**' given in the Documentation Section of this Project Template.

You should fill the final checklist in the document '**SWD/Form No. 8**' given in the Documentation Section of this Project Template.



## 4. Architecture of Website

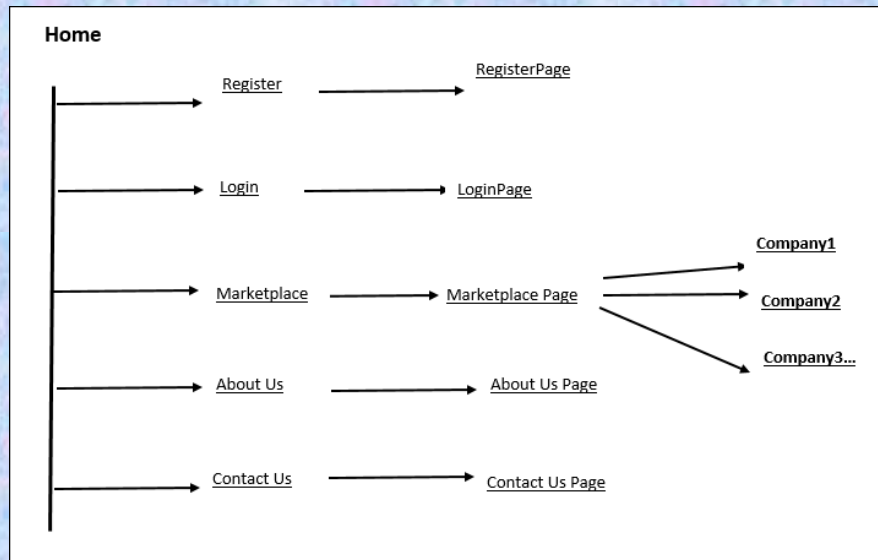
Figure 1.1 displays the application architecture.



**Figure 1.1: Application Architecture**

## Site Map

The sample site map illustrates the navigation flow of the objects on the Web portal.



## 5. Evaluation/Testing

Project has been tested for each page and each menu.

## 6. Project Tracking and Monitoring Activities

Review has been conducted time to time to monitor project status.

## 7. Documentation Section

<All filled up forms>

## 8. Source Code

<Some of the sample Source code used in the project>

## 9. User Guide

The Website will be hosted on a local Web server and will be tested on all latest and popular browsers such as IE, Opera, and Chrome. The requirements on the client machine include Pentium 4 or higher processor, 1 GB or higher RAM, and a compatible browser to view the Website.

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