telenovela

1: Front End

Registration/Login

Registration Page
(or login page if user already registered)
Create Account Page:
User Input:
First/Last/email/Phone/ Company/Usrname/password
Generate Unique ID.
Account type: Individual, Business, Government

Create user in SQL dbase. If existing user, validate request.

Manage Advert

Page where user's existing campaigns are listed. If none, page is empty.
If previous campaigns exist, they're listed with the campaign ID/Name.
Once a campaign is started, it can be modified here.
Campaign duration can be adjusted.
File cannot be changed.
New campaign can be started. Nav to New Campaign page below.

New Campaign

Campaign Page:
Campaign description:
Campaign ID (autogenerated)
Target audience:
Gender: Male/Female/Any
Age (slider 16-100), (ie 16-35 or 16-55)
Site: select from dropdown menu
(Agent 1-10)
Duration: Start (D/M/Y/Hr); End(D/M/Y/Hr)
Campaign type: dropdown
(Advert, Notice, Poster, Educational, Event, Public Notice, Other).
Display_preferences:
Hours: 00:00-05:59, 06:00-11:59, 12:00 – 18:00, 18:01-23:59, Any)
Days (M,T, W,Th, F, S,Su, Any)

Page Services:
1) Upload local image (jpg, png, tiff, etc.), validate image, get size characteristics (**filename, fileid, file_height, file_width, assign id**) match id to user
2) Upload video file .mov, .mp4, etc.). (**filename, fileid, file_height, file_width, assign id, file_length)** Classify 2 or 5 min video.

Store input in sql dbase, associate uploaded files to user, start/end, location

Payment

Page to take credit card information.

2: Back End

Agent 1: Basic Setup

Agent1:
Links to Dbase, searches for any files that meet condition:
Site = Agent 1 & **Duration** between current and future & **Day** = current day & current hour between **display_hr** then file associated with user is selected and scheduled for display on local machine. Machine runs full screen, adjusting display to clip/image size for best viewing (depending on screen of local agent).

Updated server with timestamp and ledger every time the clip/image is displayed at local agent iteratively (not overwrite).

Each agent is equipped with a browser linked to the server. Agent queries server via html/js/php or python/C+ local software.

Create user in SQL dbase. If existing user, validate request.

Agent 1: Advanced Setup

Agent1:
In addition to basic setup, local agent is equipped with video camera, which takes snapshots of immediate surroundings every 10 seconds. Image is processed to extract gender and age of audience closest to camera. If multiple, then gender is based on majority of identifiable audience.

If **Site** = Agent 1 & **Duration** between current and future & **Day** = current day & current hour between **display_hr** and **aud_age** = **target_age** and **aud_gender**=**target_gender** then file associated with user is selected and scheduled for display on local machine.

Gender and age classification are developed in Python or Matlab.

Part of this may be developed locally (University here).

Wire diagram

Front End

This is where users creates account, manages their account, manages their activities.

Server

Agents continuously queries the server for updated files that can/are scheduled for display at local site.

Agent 1

Agent 2

Agent 3

Agent 4

Agent 5