**By Semester 5th of 3rd Year**

**M.Sc. (CA & IT)**

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Chapter 1

**1.1** **Company Profile**

**Name\_\_\_\_\_\_::** Radiant Web Studio

**Address \_\_\_ ::** 702,Hare Krishana Complex

Opp.KothavalaFlats, Paldi

Ahmadabad, Gujarat - 380007

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**Contract \_\_\_::** Mobile no.080001 68138

**1.2** **Project Detail**

The project is mainly used to improve, extend business efficiency and profits via put their ads into selected media. Which can helpful for any business and firm.

1.2.1 Current System:

* If an agency does not communicate or relay its client’s goals and creative wishes properly problems can occur.
* Most Ad Agencies work on a combination of fee-based and commission based compensation.
* The fee is paid by the entity for which the marketing is being done.
* However an agency may have better negotiating powers than your company and save you more money in the long run anyways.

1.2.2 Proposed System:

* This new advertising agency application will help to reach maximum number of persons through its online engagement features.
* To make them more under stable and stay connected, it’s the advertising agency which has used the integration of animation and PPT sliding features.
* With the cost effective technology solutions developed in modules, it’s easier to handle and manage.
* This system is self-explanatory from every portion because of its excellent user interface. It’s the system by which consumers will be more under stable and not to be cheated by others.
* It’s the new system which has been developed keeping in view and title of project – “we know the value of our customers and their money”.

**1.3** **About the Stack holder**

* Admin
* User

Admin:

* manage the user,
* Add the new ads,
* Add package,
* View complains.

User:

* View the ads,
* Search new ads,
* Select category wise package,
* Give feedback.
  1. **Objective**
* The Objective Of this Project is to build a Ads Agency that enable the time Management.
* This Project Control of expense Recognize the system that will add the entry and exit of advertising.
* Maintain listing of ads within the managing lot is full or not.
* It will determine cost of per ads according their fix time consumption with on-line payment facility.

Admin module:

* Time manage
* Less expense
* Maintain the ads lot
* Paid facility

**Scope:**

* The scope of advertising is to communicate a message to current customers or potentially target new customers.
* It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal for example.
* Without advertising, how will customers know what is going on within a company or product?

Chapter-2

**Requirement Gathering**

Basics requirements of the system or stack holders needs. There are many techniques to gather requirement from each users of the system.

**2.1** **Objective of Stack holder**

In This System There are mainly two users, which are divided in following:

* User – Who are the basic or normal users whose use the Ad Agency and give order in which format?
* Admin– Who are the little owner of system, means they will be manage the user, advertise, order management.
* Mainly two users are the stack holders of this system, why?

User who use the system for advertise their business for better Branding with efficient way. Admin manage the system as per user desire.

**2.2** **Fact Finding Technique:**

What is it?

It is critical to capture the necessary facts to build the required database application. These facts are captured using fact-finding techniques.

A database developer normally uses several fact-finding techniques during a single database project including:

* Examining documentation
* Interviewing
* Observing the organization in operation
* Research
* Questionnaires

In Requirement gathering we use Different type of Fact-Finding Techniques like interview observation etc.

With using of Fact-Finding Technique we get Following Questions and Answers:

Q - Why you want to computerize the system?

* The Current system is time consuming. Now the era is based on internet or online so many people use online system like our system. We developed online system by using this when we want to advertise a product just registered into the web site and use everything

Q - What was problem in current system?

* If an agency does not communicate or relay its client’s goals and creative wishes properly problems can occur. Most Full-Service Agencies work on a combination of fee-based and commission based compensation. The fee is paid by the entity for which the marketing is being done. However an agency may have better negotiating powers than your company and save you more money in the long run anyways. There are far more advantages to having the right advertising agency than not.

Q - What the Functionality you want in your proposed system?

* In the proposed system user to provide facility to creating, planning and handling Advertising (and sometimes other forms of promotion for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and Sales Promotion for its clients.

Q- How does organization receive payment in current system?

🡪

1. Cash

**2.3** **List of Requirement**

Task of User:

* Registration
* Login
* Select category or search
* Select subcategory
* Select package and manage package.
* place order
* payment
* conform & feedback
* logout

Task of Admin:

* Login
* manage user
* add category
* add subcategory
* Manage package or add package
* payment
* conform
* logout

**2.4** **Project Definition**

An **advertising agency** or **ad agency** is a “service business” dedicated to creating, planning and handling Advertising (and sometimes other forms of promotion for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and Sales Promotion for its clients.

In order to avoid the above problem this project is to provide advertisement details like advertisement cost in various channels. Depending upon the budget the various channels can allot different advertisements.

**“Ads Agency”**

Powered by: Radiant web stdio

Chapter -3

**3.1** **Feasibility Study**

Feasibility study is conducted once the problem is clearly understood. Feasibility study is a high level capsule version of the entire system analysis and design process. The objective is to determine quickly at a minimum expense how to solve a problem. The purpose of feasibility is not to solve the problem but to determine if the problem is worth solving.

Whatever we think need not be feasible. It is wise to think about the feasibility of any problem. We undertake feasibility is the study of impact, which happens in the organization by the development of a system.

The system has been tested for feasibility in the following points.

1. Technical Feasibility

2. Economical Feasibility

3. Operational Feasibility.

**Technical Feasibility:**

The project entitles "Ads Agency” is technically feasibility because of the below mentioned feature. The project was developed in Java which Graphical User Interface.

It provides the high level of reliability, availability and compatibility. All these make Java an appropriate language for this project. Thus the existing software Java is a powerful language.

We can strongly says that it is technically feasible, since there will not be much difficulty in getting required resources for the development and maintaining the system as well.

**Economic Feasibility:**

The computerized system will help in automate the selection leading the profits and details of the organization. With this software, the machine and manpower utilization are expected to go up by 80-90% approximately. The costs incurred of not creating the system are set to be great, because precious time can be wanted by manually.

Development of this application is highly economically feasible. The only thing is to be done is making an environment for the development with an effective supervision.

**Operational Feasibility:**

In this project, the management will know the details of each project where he may be presented and the data will be maintained as decentralized and if any inquires for that particular contract can be known as per their requirements and necessaries.

**3.2** **Hardware & Software**

**Hardware Configuration:**

* + Processor: Dual core processor
  + RAM : 1GB RAM
  + Hard disk : 320GB
  + Device : Desktop

**Software Configuration:**

* + Operating system: windows 7
  + Language**:** JAVA
  + Data server: MYSQL
  + Front end: HTML, CSS, JQUERY
  + Back end: JAVA(Net beans)

3.3 Project Panning

(3.3.2)

**Gantt chart**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activities** | **July** | **Aug** | **Sep** | **Oct** | **Nov** |  |
| Project Scope |  |  |  |  |  |  |
| Research |  |  |  |  |  |  |
| Requirement Gathering |  |  |  |  |  |  |
| Analysis |  |  |  |  |  |  |
| Designing |  |  |  |  |  |  |

## **3.4 Process Model**

## As new requirements can arise in future incremental models are used. With the help of it we can fulfil maximum user requirements. In every increment the needs of the client are kept in mind and more features and functions are added. These increments form a base for customer evaluation. Many features can be added after the development of the system that serves the main purpose. If there are less number of employees to work on the project Incremental development model is very useful to complete the project before the deadline.

***Incremental Model***

* This model is more flexible – less costly to change scope and requirements.
* It is easier to test and debug during a smaller iteration.
* In this model customer can respond to each built.
* Lowers initial delivery cost.
* This process model helps to manage technical risks.
* Initial product delivery is faster.

# Incremental Model

Chapter -4

Analysis and design

Use case Diagram

Admin



User



State Diagram

User



User



Sequence Diagram

Login



Category



Order



Activity Diagram

Admin



User

Class Diagram

Deployment Diagram



**Data** Dictionary

**User Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Login\_id | Int | 10 | Primary key |  |
| First name | Varchar | Max | Not Null |  |
| Last name | Varchar | Max | Not Null |  |
| Gender | Varchar | Max | Not Null |  |
| DOB | Date |  |  |  |
| Email id | Varchar | Max | Not Null |  |
| Phone | Varchar | Max | Not Null |  |
| Address | Varchar | Max | Not Null |  |
| Active | Int |  |  |  |

**Login Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Login\_id | Int | 10 | Foreign key |  |
| User name | Varchar | Max | Not Null |  |
| Password | Varchar | Max | Not Null |  |
| Active | Int |  |  |  |

**Order Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Order id | Int | 10 | Primary key |  |
| Login\_id | Int | 10 | Foreign key |  |
| Order Date | Date |  |  |  |
| Order Amount | Float | 10 | Not Null |  |
| Total Amount | Int | 10 | Not Null |  |
| Shipping Date | Varchar | Max | Not Null |  |
| Shipping Address | Varchar | Max | Not Null |  |
| Active | Int |  |  |  |

**Order Detail Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Order Detail id | Int | 10 | Primary key |  |
| Order id | Int | 10 | Foreign key |  |
| Order Date | Date |  |  |  |
| Order Amount | Float | 10 | Not Null |  |
| Total Amount | Int | 10 | Not Null |  |
| Active | Int |  |  |  |

**Category Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Category id | Int | 10 | Primary key |  |
| Login\_id | Int | 10 | Foreign key |  |
| Name | Varchar | Max | Not Null |  |
| Category Amount | Float | 10 | Not Null |  |
| Total Amount | Int | 10 | Not Null |  |
| Active | Int |  |  |  |

**Category Type Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | **Description** |
| Category Type id | Int | 10 | Primary key |  |
| Category id | Int | 10 | Foreign key |  |
| Name | Varchar | Max | Not Null |  |
| Active | Int |  |  |  |

**Payment Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| Pay id | Int | 10 | Primary key | |  |
| Login\_id | Int | 10 | Foreign key | |  |
| Order id | Int | 10 | Foreign Key | |  |
| Bank name | Varchar | Max | Not Null | |  |
| Cheque no | Int | Max | Not Null | |  |
| Date of Issue | Date |  | Not Null | |  |
| Amount | Float | Max | | Not Null |  |
| Active | Int |  | |  |  |

**Feedback**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| Feedback id | Int | 10 | Primary key | |  |
| Login\_id | Int | 10 | Foreign key | |  |
| Name | Varchar | Max | Not Null | |  |
| Sender Email | Varchar | Max | Not Null | |  |
| Feedback | Varchar | Max | Not Null | |  |
| Date | Date |  | Not Null | |  |
| Comment | Varchar | Max | | Not Null |  |
| Active | Int |  | |  |  |

**Address Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| Address id | Int | 10 | Primary key | |  |
| Order id | Int | 10 | Foreign Key | |  |
| City | Varchar | Max | Not Null | |  |
| Zip code | Int | Max | Not Null | |  |
| Active | Int |  | |  |  |

**City Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| City id | Int | 10 | Primary key | |  |
| Address id | Int | 10 | Foreign key | |  |
| City name | Varchar | Max | Not Null | |  |
| Zip code | Int | Max | Not Null | |  |
| Active | Int |  | |  |  |

**Package Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| Package id | Int | 10 | Primary key | |  |
| Login\_id | Int | 10 | Foreign Key | |  |
| Name | Varchar | Max | Not Null | |  |
| Amount | Float | 10 | Not Null | |  |
| Active | Int |  | |  |  |

**Order Manage Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **Data Type** | **Size** | **Constraint** | | **Description** |
| Order Manage id | Int | 10 | Primary key | |  |
| Order id | Int | 10 | Foreign Key | |  |
| Description | Varchar | Max | Not Null | |  |
| Duration | Date |  |  | |  |
| Active | Int |  | |  |  |

Chapter -5

**5.1** **Assumptions**

* 1. **Limitation**
* A disadvantage of using an advertising agency would be the media buying discounts you may not be able to take full advantage of due to commission barriers within an agency.
* Adds to Costs: An organisation has to spend large amount on advertising. It increases the cost of the products. To meet this expenditure, price of the product is raised.
* Confuses the Buyers: Many a time distorted version of reality is shown in the advertising. Believing in advertising, consumers buy the product. On its use, they feel cheated.
* Encourages Sale of Inferior Products: Every manufacturer projects his product as superior one in the advertisement. Therefore, the buyer is unable to decide as to which product is really good.
* Some Advertisement is in Bad Taste: Many times, foul language and objectionable pictures are used in advertising in order to attract a particular class. They may be insulting to a particular class. It causes decay of social values.
  1. **Conclusion**

The package was designed in such a way that future modifications can be done easily. The following conclusions can be deduced from the development of the project.

* Automation of the entire system improves the efficiency
* It provides a friendly graphical user interface which proves to be better when compared to the existing system.
* It gives appropriate access to the authorized users depending on their permissions.
* It effectively overcomes the delay in communications.
* Updating of information becomes so easier.
* System security, data security and reliability are the striking features.
* The System has adequate scope for modification in future if it is necessary.

**5.4** **Future Scope**

This application avoids the manual work and the problems concern with it. It is an easy way to obtain the information regarding the various products information that is present in the markets.

Well I and my team members have worked hard in order to present an improved website better than the existing one’s regarding the information about the various activities. Still, we found out that the project can be done in a better way. Primarily, when we request information about a particular Ad it just shows the company, seller details. So, after getting the information.