MICHIGAN STATE
U N I V E R S I T Y

Project Plan
Agent Multimedia Ad Builder

The Capstone Experience

Team Auto-Owners Insurance

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From Students…
…to Professionals

Project Overview

- Web app to build custom Auto-Owners Insurance advertisements

- Users create profile with name, contact information, logo, etc

- Profile information is used to tailor chosen print/video/audio advertisement specifically to user's information

- For print advertisements, users are given option to customize the ad using templates

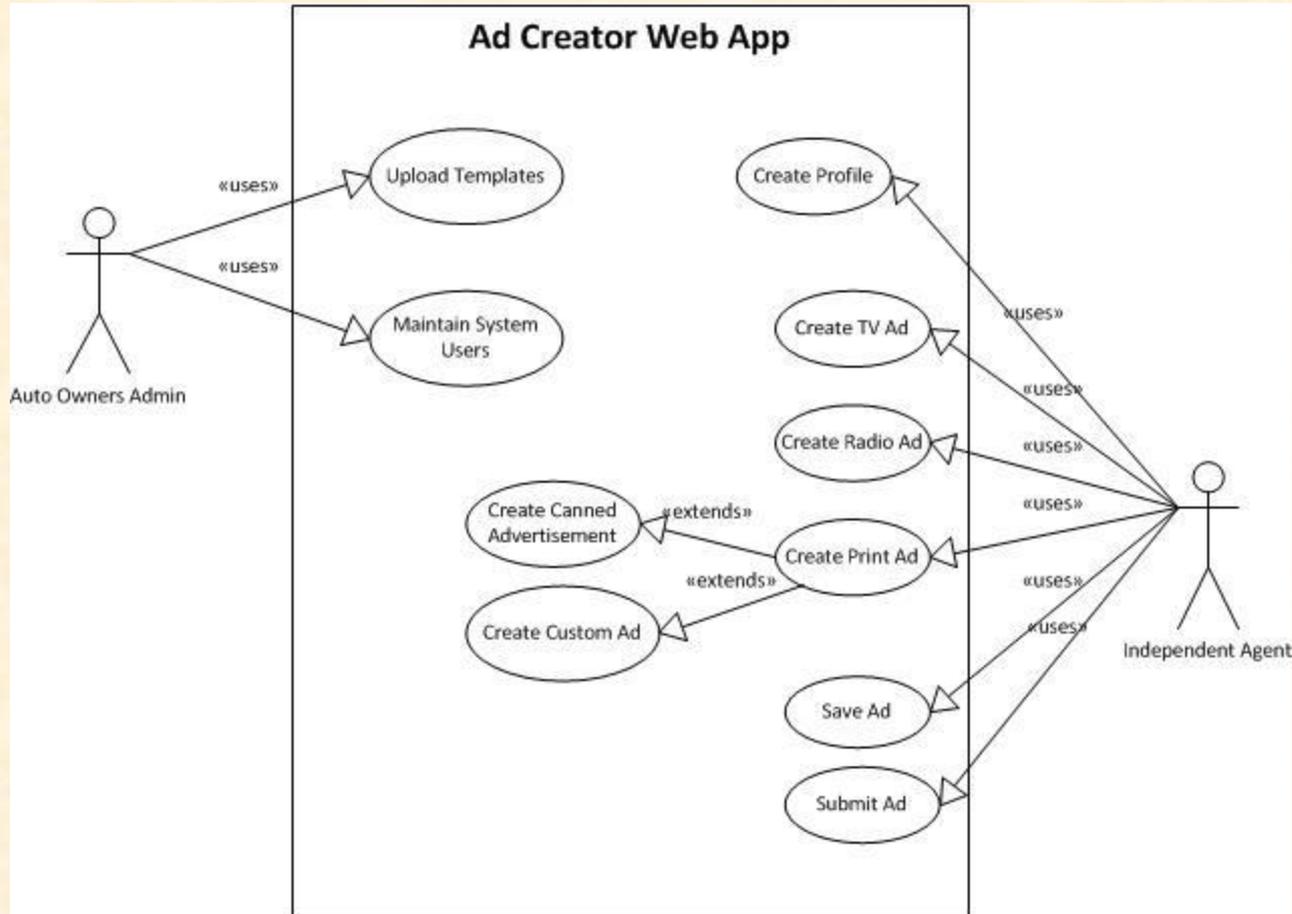- Finished copy of advertisement submitted to vendor via a generated e-mail

Functional Specifications

- Validate Agent Id's before giving access to main site.
- Save/Retrieve user profile
- Save/Retrieve unfinished advertisements
- Produce finished advertisement in correct format.
- Email finished ads to Auto-Owners for approval.

Use Case Diagram

Design Specifications

- Menu pages will remain similar in design to the existing Media Center.

- Editor pages will contain a work-view for direct manipulation and a toolbar containing editing options.

- A Media Center navigation bar will be available on every page to allow for easy movement between sections of the site.

- Important buttons (save, submit, etc.) will be designed and placed to be found easily.
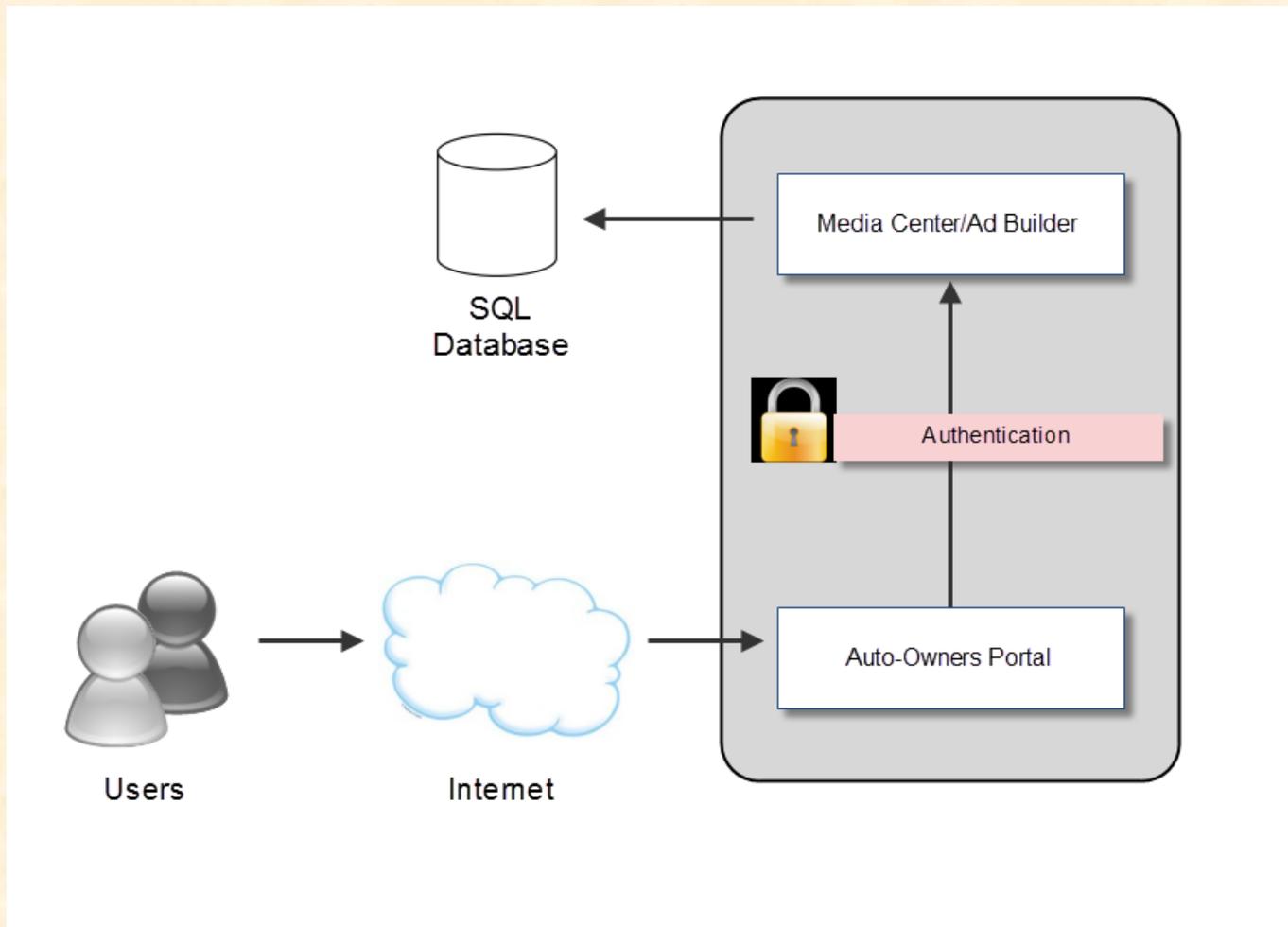
Screen Mockups
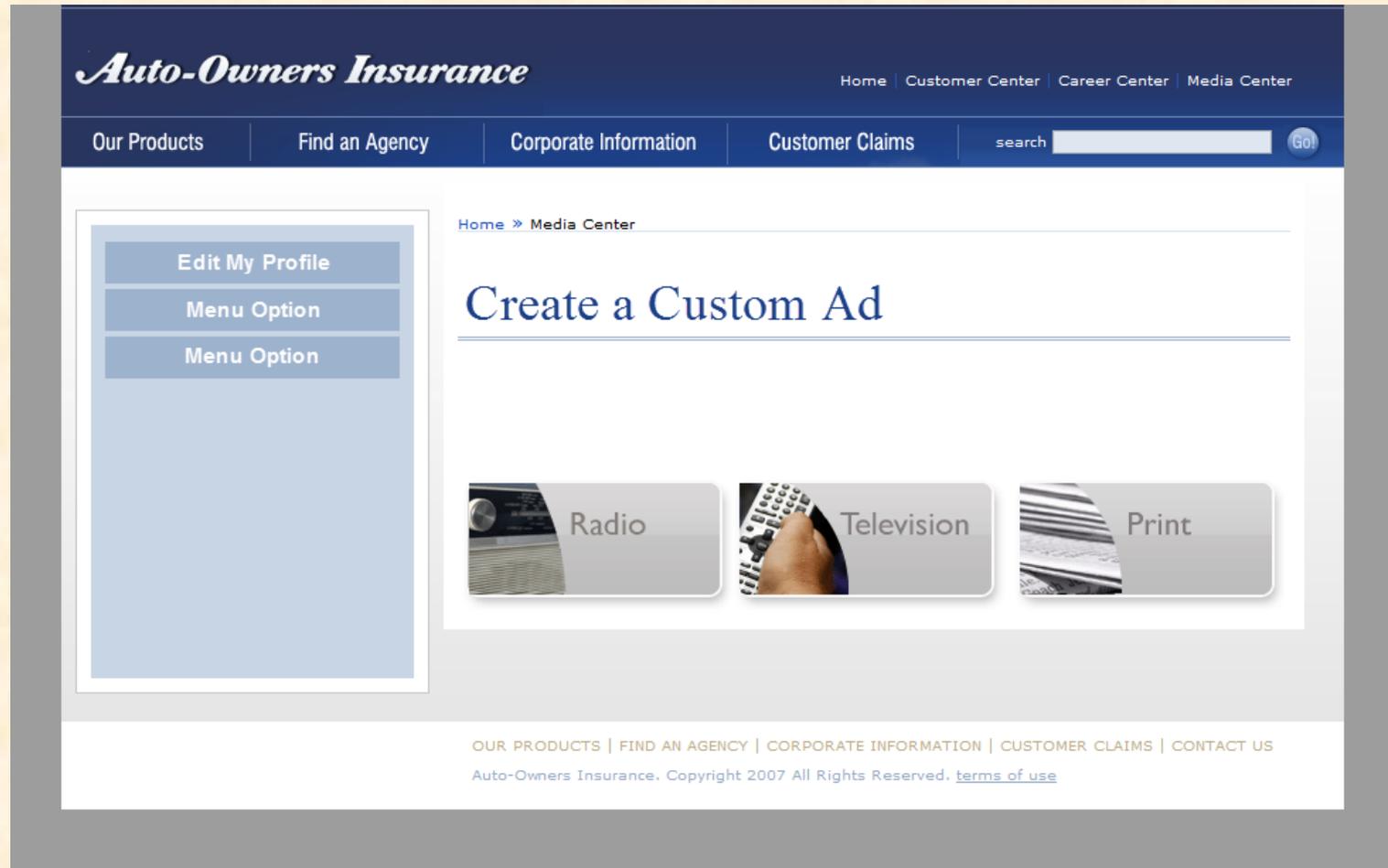
Technical Specifications

- User information (profile and saved ads) will be stored in a SQL database on the server using the users Agent Id as a key.

- Web app will be written in ASP.NET.

System Architecture

System Components

- Hardware Platforms

  - Dell PowerEdge R210 Server

- Software Platforms / Technologies

  - Microsoft Visual Studio 2010

  - ASP.NET 4.0 Framework

  - DotNetNuke content management system

  - SQL Server 2008

Testing

- Unit testing for each application piece and ad type.

- Integration testing with each feature added.

- Regression testing at each stage of development.

- Final two weeks of semester to be devoted to extensive acceptance testing.

Risks

- PDF Editing for print ads

- Audio (mp3) editing.

- Video (mpeg) editing.

- Audio synthesis software