

MICHIGAN STATE
UNIVERSITY

Alpha Presentation

Agent Multimedia Ad Builder

[The Capstone Experience](#)

Team Auto-Owners

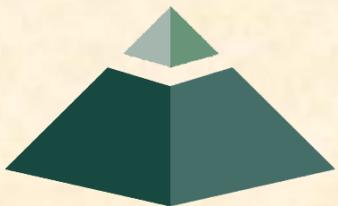
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Fall 2010



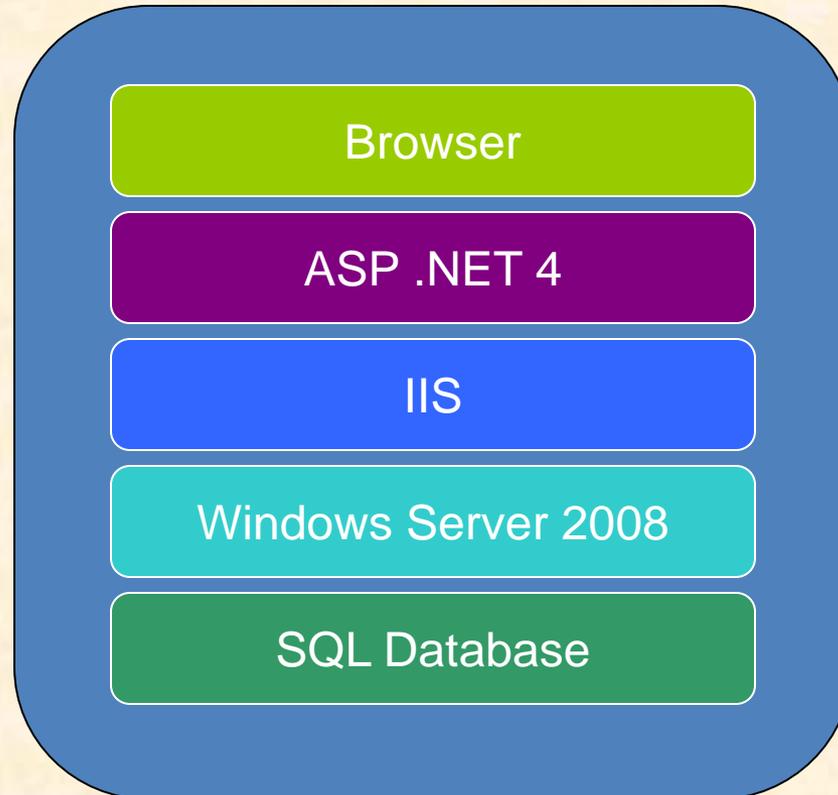
*From Students...
...to Professionals*

Project Overview

- Agent Multimedia Ad Builder
- User created profile
- Auto generated ads
 - Print
 - Video
 - Audio
- Custom print ads
- Finished ads submitted to vendor via a generated e-mail



System Architecture



Media Center

The screenshot shows the Auto-Owners Insurance Media Center website. The header features the company logo and navigation links: Home, Customer Center, Career Center, and Media Center. Below the header is a secondary navigation bar with links for Our Products, Find an Agency, Corporate Information, and Customer Claims, along with a search bar. The main content area is titled 'Home » Media Center' and includes a left sidebar with menu items: MEDIA CENTER HOME, RADIO, TELEVISION, and PRINT MEDIA. The central content area is titled 'Script:' and contains a 'Choose a Template' section with a radio button selected for 'Promises in Life'. A text box displays a sample script: 'You make promises in life. When you get married. Have kids. Buy a home. You make promises to take care of the ones you love. The independent agents representing Auto-Owners Insurance Company will help you keep everything you value safe, sound and secure. For'. Below the text box are 'Preview' and 'Submit' buttons. The footer contains a list of navigation links: OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US, and a copyright notice: Auto-Owners Insurance. Copyright 2007 All Rights Reserved. [terms of use](#).

Agent Profile

Auto-Owners Insurance Home | Customer Center | Career Center | Media Center

Our Products Find an Agency Corporate Information Customer Claims search Go

MEDIA CENTER HOME
RADIO
TELEVISION
PRINT MEDIA

Profile ...

Agency Name	<input type="text" value="MSU Ins."/>	* edit
Phone	<input type="text" value="123-234-2467"/>	*
City	<input type="text" value="lansing"/>	*
Agent Name	<input type="text" value="Steve"/>	(optional)
Logo	<input type="button" value="Choose File"/> No file chosen	Limit
	1	
Pictures	<input type="button" value="Choose File"/> No file chosen	Limit
	4	

OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US
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What's left to do?

- Custom Print Ads
- Video Advertisements
- Admin Page
- E-mailing finished Ads for review