Project Plan
Agent Multimedia Advertisement Builder

The Capstone Experience

Team Auto-Owners
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Project Overview

• Provides a system for independent insurance agents to create custom advertisements.
• Agencies will be able to create print, radio and television ads, and have them automatically sent to Auto-Owners for review.
• Java-based Web Application
Functional Specifications

• Ad Formatting / Manipulation
  ▪ Building the Ad (Template & Custom)
  ▪ Preview
  ▪ Resizing

• Edit My Profile
  ▪ Populate Information from Marketing Portal
  ▪ Allow Agents to Upload Photos and Logo

• Administrator Functionality
  ▪ Approve / Reject Submitted Ads
  ▪ Manage Media Center Resources
  ▪ View Reporting / Tracking Information
Functional Specifications

• Email & Notifications
  ▪ Preview & Forward Ad to Vendor (Admin)
  ▪ Auto-Notify Admin Every 3 Days if New Ads Present
  ▪ Auto-Notify Agent Upon Approval / Rejection

• Shopping Cart
  ▪ Display all pending orders
  ▪ Agents submit finalized ads for review
  ▪ Display budget information to Agent

• Radio / TV Ads
  ▪ Agents may upload 5 second audio clips read from a script provided for them.
  ▪ TV Ads will display a splash screen while the audio plays
Design Specifications
Screen Mockups
Screen Mockups

Auto-Owners Insurance

Media Center

Auto-Owners advertises through a generous co-op program with our independent agents, providing them with funds to be used for advertising. To view or download our radio, television or print ads click the appropriate button below.

Radio  Television  Print
Screen Mockups
Screen Mockups
Screen Mockups
Screen Mockups
Screen Mockups

Auto-Owners Insurance

Shopping Cart

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad1</td>
<td>500</td>
<td>3x5 Cowbunga Print</td>
<td>$500</td>
</tr>
<tr>
<td>Ad2</td>
<td>1</td>
<td>15sec Video</td>
<td>$4500</td>
</tr>
</tbody>
</table>

Total: $5,000

Submit My Order
Screen Mockups
Screen Mockups
Screen Mockups

Admin: View Ad Statistics -> Order History

<table>
<thead>
<tr>
<th>A</th>
<th>R</th>
<th>Submission Date</th>
<th>Agency Code</th>
<th>Preview</th>
<th>Review Date</th>
<th>Reviewed By</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1/21/2011</td>
<td>385565</td>
<td>My Ad</td>
<td>1/24/2011</td>
<td>Admin 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1/20/2011</td>
<td>385565</td>
<td>My Ad</td>
<td>1/21/2011</td>
<td>Admin 3</td>
</tr>
</tbody>
</table>
Technical Specifications

• Browser Compatibility
  ▪ Internet Explorer 8, Firefox v3.6

• Java Web Technologies
  ▪ JSP – Server-side business logic
  ▪ Struts 2 Interceptors

• Website Integration
  ▪ HTML / XML
  ▪ CSS
  ▪ Existing Java Utilities
    o AgencyInformationUtility, RibbonUtility
Technical Specifications
System Architecture

Auto-Owners Media Center: Ad Builder Suite

Main Page

JSP / Servlets

Database Manager

User Login Database

Media Center Database

Internet

Independent Agent or Administrator
System Components

• Software Platforms / Technologies
  ▪ Eclipse for JavaEE Development
  ▪ Struts 2 Framework
  ▪ Windows Server 2008
  ▪ Websphere (Application Server)
  ▪ DB2 Express-C (Data Management)
Testing

• White Box Testing
  ▪ Stepping through code
  ▪ Peer Reviews

• Black Box Testing
  ▪ Functional Testing
  ▪ Usability

• Non-Functional Testing
  ▪ Scalability
  ▪ Maintainability
  ▪ Security
Risks

• Admin vs. Agent Access
  ▪ Admin features “hidden” from Agents, need to ensure Agents don’t accidentally gain access

• Image Manipulation
  ▪ Resizing an Image
  ▪ Watermarking

• Integration
  ▪ Our web application should work seamlessly with the existing Auto-Owners site
  ▪ Code will be maintained by unknown developers