

# THE SUPERIOR COLLEGE LAHORE



Faculty of Computer Science & Information Technology

FINAL YEAR PROJECT  
**PROJECT REPORT**

## AdFlex

Project ID: **MCSM-F18-002**

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Area of specialization				
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\*The candidates confirm that the work submitted is their own and appropriate credit has been given where reference has been made to work of others

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Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## Dedication

*This work is dedicated to our families, who spend their time and money for our education and for developing professional skills, so we can compete people, as accepting challenges coming in our educational career and after that. They would happy to see us serving easy and good life. So now, it is to us that we do work hard to make our dreams come into reality and make our parents to be proud of us.*

*In second we can't forget to thank our Supervisor, Professors, Instructors, for their guidance, because without their right guidance we are like a blank paper, They always teaches us for the right way.*

*I pray for my family members and Teacher that always blessed a lot in life.*

## Acknowledgements

*I am really thankful to my supervisor **Mam Faiqa Maqsood** my project advisor, for guiding me through each and every step of the process with knowledge and support. Thank you for your advice, guidance and assistance.*

*She guide us that how to do and why should do it. So we feel lucky to having her as our supervisor. She gives us emotional intelligence skills and performance skills.*

## Executive Summary

Every business or company promote its products by marketing, TV Ad's and flexes on billboards at no. of specific places.

Project is about to making a website that facilitates users by providing them services of booking billboards. We will manage billboards information and also user bookings.

We are living in a world of technology where everyone wants smart and easy ways to solve their problems. This application will be able to easily find vacant billboards on different locations and user can book billboards easily at one platform. This application also saves our time. This application will provide services of booking billboards and cancel bookings.

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# Chapter 1

## **Introduction**

# Chapter 1: Introduction

I don't see any web or application like this idea in Pakistan, which provide access to every company or individual to hire billboards for promotion of their business or product. This application will be able to easily find billboards of different locations. This application will also save time and we will get our need at single platform. This application will manage bookings and users data. Users can hire billboards and also cancel their bookings in specific time.

## 1.1. Background

In this world of Technology we don't see any system for booking billboards online. People face many barriers and problems to hire any billboard. We are going to solve these problems and to provide a platform for booking billboards online instead on phone numbers.

## 1.2. Motivations and Challenges

Our motivations are our supervisors and professors when we discussed our idea with them, they encourage us to do work on this. Challenge for us to do market analysis and survey, but Insha'Allah we will do this project on time comfortably.

## 1.3. Goals and Objectives

Objective of this project is to provide a better online platform for booking the 'billboards' for companies and people, who want to advertise and promote their products, but face many barriers while finding billboards on roads and contacting to their owners for booking.

## 1.4. Literature Review/Existing Solutions

There is no such kind of system existing in this area, people look for billboards on roads and find contact numbers of billboards companies but that numbers most commonly are busy or not reachable. At our platform people book billboards of their desire places in city at one place in few minutes.

## 1.5. Gap Analysis

<b>Strength</b> <ul style="list-style-type: none"><li>• No Direct Competitor.</li><li>• No such kind of platform available.</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>• Without internet you can't use our web.</li></ul>
<b>Opportunity</b> <ul style="list-style-type: none"><li>• Get all information on time at one place.</li><li>• No Competitors</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• We have no threat from competitors</li></ul>

## 1.6. Proposed Solution

In order to overcome the problems, we are going to develop a system to book billboards online, system will manage bookings and users information. Users can easily book available billboards online at their desire locations for advertisement and can also cancel their bookings in limited time.

## 1.7. Project Plan

Project plan will be discussed in work break down structure in detail.

### 1.7.1. Work Breakdown Structure

#### 1. Requirements and Analysis

- 1.1. Research
- 1.2. Interviews
- 1.3. Competitors Analysis

#### 2. Documentation

- 2.1. User document
- 2.2. UML documentation

#### 3. System Design

- 3.1. Architecture Design
- 3.2. Front End Design
- 3.3. Backend Design

#### 4. Database Design

- 4.1. Consistent Database Design
- 4.2. Defining Entities and relations

#### 5. Coding

- 5.1. HTML
- 5.2. CSS
- 5.3. PHP

#### 6. Testing

- 6.1. Performance Testing
- 6.2. System Testing

#### 7. Implementation / Prototype

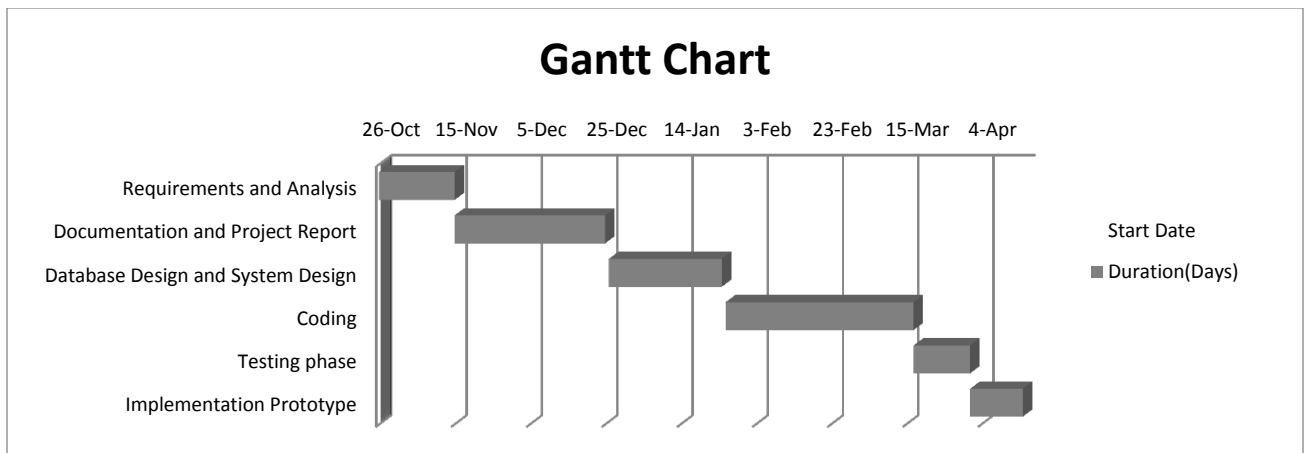
- 7.1. Developing a Prototype system

### 1.7.2. Roles & Responsibility Matrix

WBS #	WBS Deliverable	Activity #	Activity to Complete the Deliverable	Duration (# of Days)	Responsible Team Member(s) & Role(s)
1	Requirements and Analysis		<ul style="list-style-type: none"> <li>• Interviews</li> <li>• Research</li> <li>• Competitors Analysis</li> <li>• Purify feasible requirements.</li> </ul>	20 Days	Muhammad Qasim Majeed
2	Documentation		<ul style="list-style-type: none"> <li>• Document each and everything from the beginning of the project to the end.</li> <li>• User Document</li> </ul>	40 Days	Hafsa Habib
3	System Design and Database Design		<ul style="list-style-type: none"> <li>• Design Logo, Icons, Header, Footer, Slider.</li> <li>• Implement design for responsive website.</li> <li>• Design and develop a consistent Database.</li> </ul>	30 Days	Muhammad Qasim Majeed
4	Coding		<ul style="list-style-type: none"> <li>• HTML</li> <li>• CSS</li> <li>• PHP</li> </ul>	50 Days	Muhammad Qasim Majeed
5	Testing		<ul style="list-style-type: none"> <li>• Test every single module.</li> <li>• Integration test for every module.</li> <li>• Check performance, load testing through tools.</li> </ul>	15 Days	Hafsa Habib
6	Implementation		<ul style="list-style-type: none"> <li>• Developing Prototype</li> </ul>	15 Days	Hafsa Habib

### 1.7.3. Gantt Chart

Task Name	Start Date	End Date	Duration(Days)	Complete
Requirements and Analysis	26-Oct	14-Nov	20	100%
Documentation and Project Report	15-Nov	25-Dec	40	100%
Database Design and System Design	26-Dec	25-Jan	30	100%
Coding	26-Jan	16-Mar	50	100%
Testing	17-Mar	31-Mar	15	100%
Implementation Prototype	1-Apr	15-Apr	15	100%



## 1.8. Report Outline

We are creating a web based system that is (Billboards booking system) for advertiser to reduce their difficulties while booking Billboards.

# Chapter 2

## Software Requirement Specifications

## Chapter 2: Software Requirement Specifications

### 2.1. Introduction

#### 2.1.1. Purpose

We are going to develop an online billboard booking system. The purpose of this website is to provide an online platform for booking billboards at best location on a single website instead of finding vacant billboards on roads.

#### 2.1.2. Document Conventions

Concrete language bindings for each constant are provided in system definition files external to this standard. Note the symbols used in this document don't follow any particular naming conventions.

#### 2.1.3. Intended Audience and Reading Suggestions

This Software Requirements document is intended for:-

Developers who can review project's capabilities and more easily understand where their efforts should be targeted to improve or add more features to it (design and code the application – it sets the guidelines for future development). – Project testers can use this document as a base for their testing strategy as some bugs are easier to find using a requirements document. This way testing becomes more methodically organized. End users of this application who wish to read about what this project can do.

#### 2.1.4. Product Scope

This application will be suitable for every type of advertiser either it's a shop or industry for booking billboards for their advertisements. A suitable scope of this website is given below;

- View vacant billboards and description.
- Do billboard bookings and cancel bookings
- Manage and record billboards information.
- Manage and store bookie information.
- Delete and update bookings and billboards information.

## 2.2. Overall Description

### 2.2.1. Product Perspective

Our product will be useful for booking billboards online. It will help users to make their billboard bookings easy and online. It's an idea to reduce the barriers in booking billboards for individuals who promote their business through billboards.

### 2.2.2. Product Functions

Our product contains the No. of functions that are written below;

- Admin insert and update new vacant billboards information.
- User view vacant billboard information.
- User need to login for bookings.
- User can book billboard and cancel bookings.
- Updates for vacant billboards.
- Admin check overall performance and working of system.

### 2.2.3. User Classes and Characteristics

#### ❖ User;

User of our website can login and use its functions for their requirements, it should be a company or shop or a politician for political publicity.

#### ❖ Admin;

Admin insert and update vacant billboard and information and also view bookings and approve contracts.

### 2.2.4. Operating Environment

Website will operate with the following software components and applications: The software being developed will be running under Windows and embedded operating system. The Hardware require to access is a computer or mobile with an internet.

### **2.2.5. Design and Implementation Constraints**

The project intends to follow SCRUM (AGILE METHODOLOGY) for its development. Agility helps in time boxed iterative development, suggests adaptive planning and promote incremental delivery. To deal with changing requirements and yield frequent and small software increments which can be adjusted, documented and built on the project intends to use SCRUM as the process model.

### **2.2.6. User Documentation**

### **2.2.7. Assumptions and Dependencies**

We will provide high level service for web application to our Users. But some risk is effect on the system like: Inappropriate skills and experience. Working together as a team we face health factor of team like (illness issues) that affect us to complete our project within the specified time, but we are committed to our work InshAllah we do our best and make it happen.

## **2.3. External Interface Requirements**

### **2.3.1. User Interfaces**

Application will be accessed through a Browser Interface. The interface would be viewed best using 1024 x 768 and 800 x 600 pixels' resolution setting. The software would be fully compatible with Google chrome browser.

### **2.3.2. Hardware Interfaces**

Users can use this website by using the system with specifications of (80 GB Hard drive and 2 GB Ram and compatible processor with latest ' i ' series) for good performance. If users will use better than that hardware system then they will get better performance.

### **2.3.3. Software Interfaces**

The system shall be capable of running on any version of window system.

### **2.3.4. Communications Interfaces**

The communication between the different parts of the system is important since they depend on each other. However, in what way the communication is achieved is not important for the system and is therefore handled by the underlying operating systems for the web portal.

## **2.4. System Features**

### **2.4.1. System Feature 1**

These features are for users.

#### **2.4.1.1. Functional Requirement**

1. Create account
2. Login
3. View vacant billboards
4. Book new billboard
5. View bookings
6. Cancel previous bookings
7. logout

### **2.4.2. System Feature 2**

These features are for Admin.

#### **2.4.2.1. Functional Requirements**

1. Login
2. Add and update new vacant billboards with description
3. View bookings
4. Response and confirm new bookings
5. Delete billboards
6. Maintain working of system
7. Logout

## 2.5. Other Nonfunctional Requirements

### 2.5.1. Performance Requirements

Typical non-functional requirements include:

- Performance – for example: response time, throughput, utilization.
- Scalability.
- Capacity.
- Availability.
- Reliability.
- Recoverability.
- Maintainability.
- Serviceability.

### 2.5.2. Security Requirements

- Security. Provider systems SHALL resist unauthorized, accidental or unintended usage and provide access only to legitimate users.
- Volume and performance
- Scalability
- Reliability
- Recoverability
- Maintainability

### 2.5.3. Software Quality Attributes

- Response Time
- Throughput
- Utilization
- Reliability.
- Recoverability.
- Maintainability.

## 2.6. Other Requirements

- **Operating System:** Microsoft Windows XP/7/8/10
- **System Software:** Notepad++ , Xamp, Adobe Photoshop, MS Word.
- **Minimum Hardware:** Processor Pentium-III, 80 GB Hard Disk, 1 GB RAM.

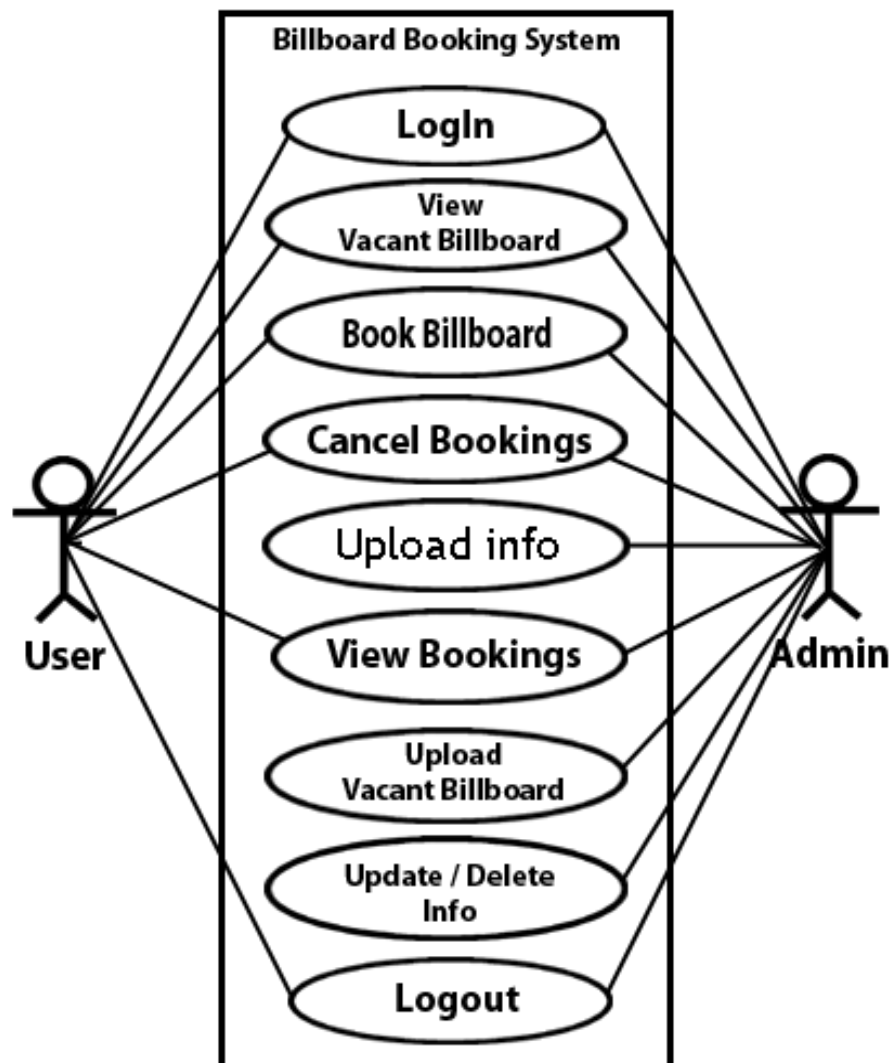
# Chapter 3

## Use Case Analysis

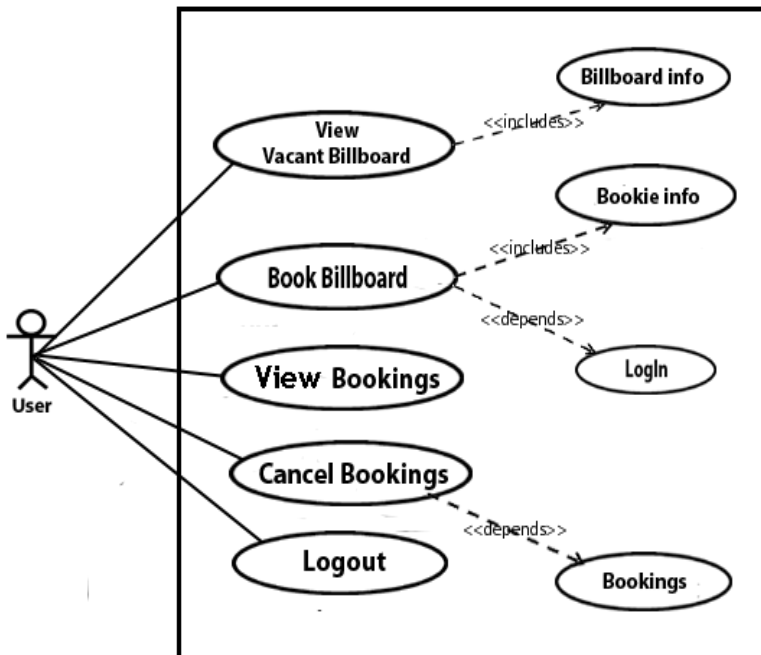
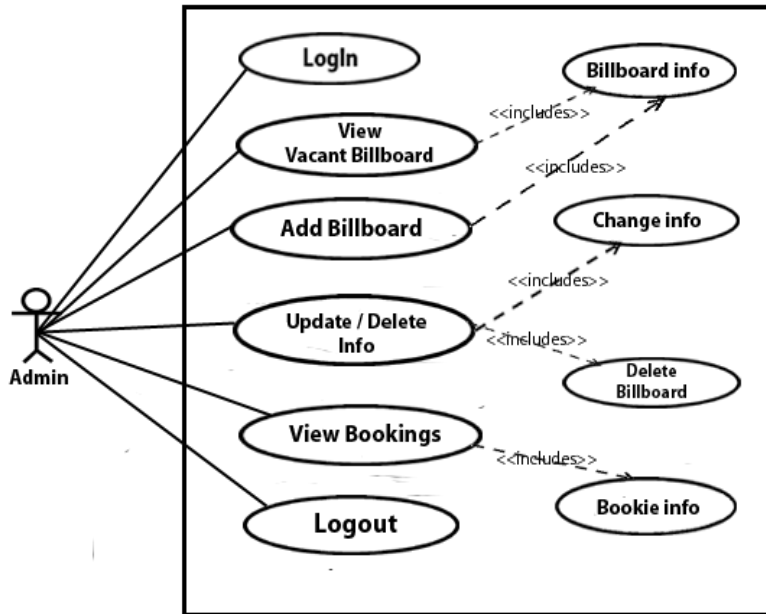
## Chapter 3: System Analysis

This chapter describes the system analysis and models of our system. These models tell us how the user interacts with the system and what the sequence of activities that occur as the software is used.

### 3.1. Use Case Model



### 3.2. Use Case Descriptions



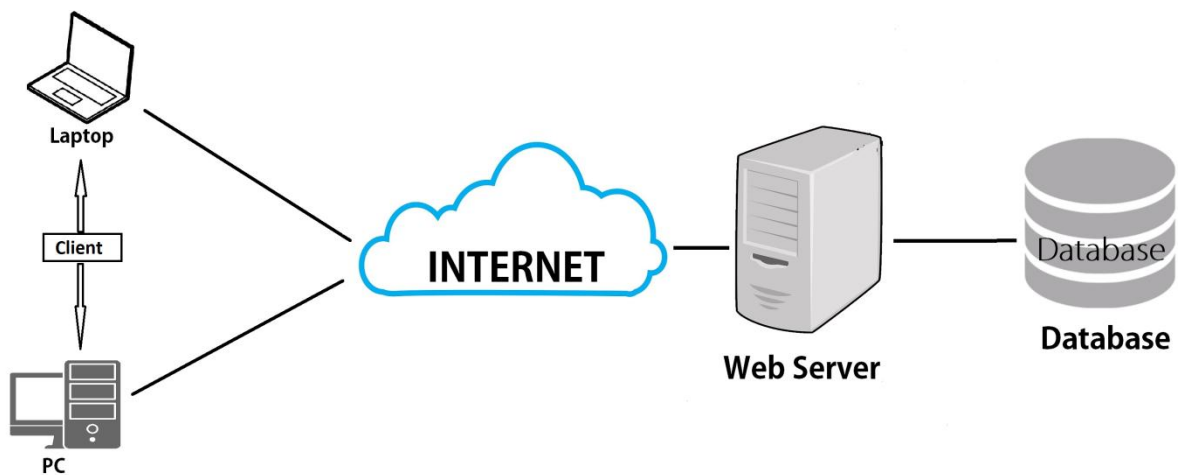
# Chapter 4

## System Design

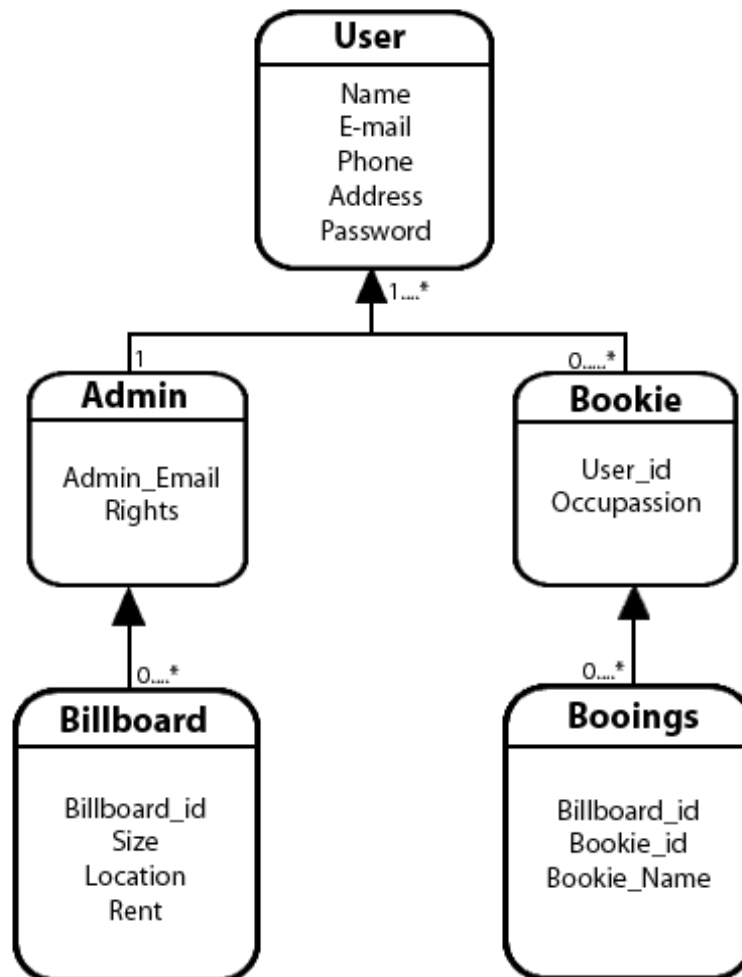
## Chapter 4: System Design

This chapter describes about the system design. This will include the different types of diagrams. These are different types of diagrams which we are using for detailed design of our project “AdFlex”.

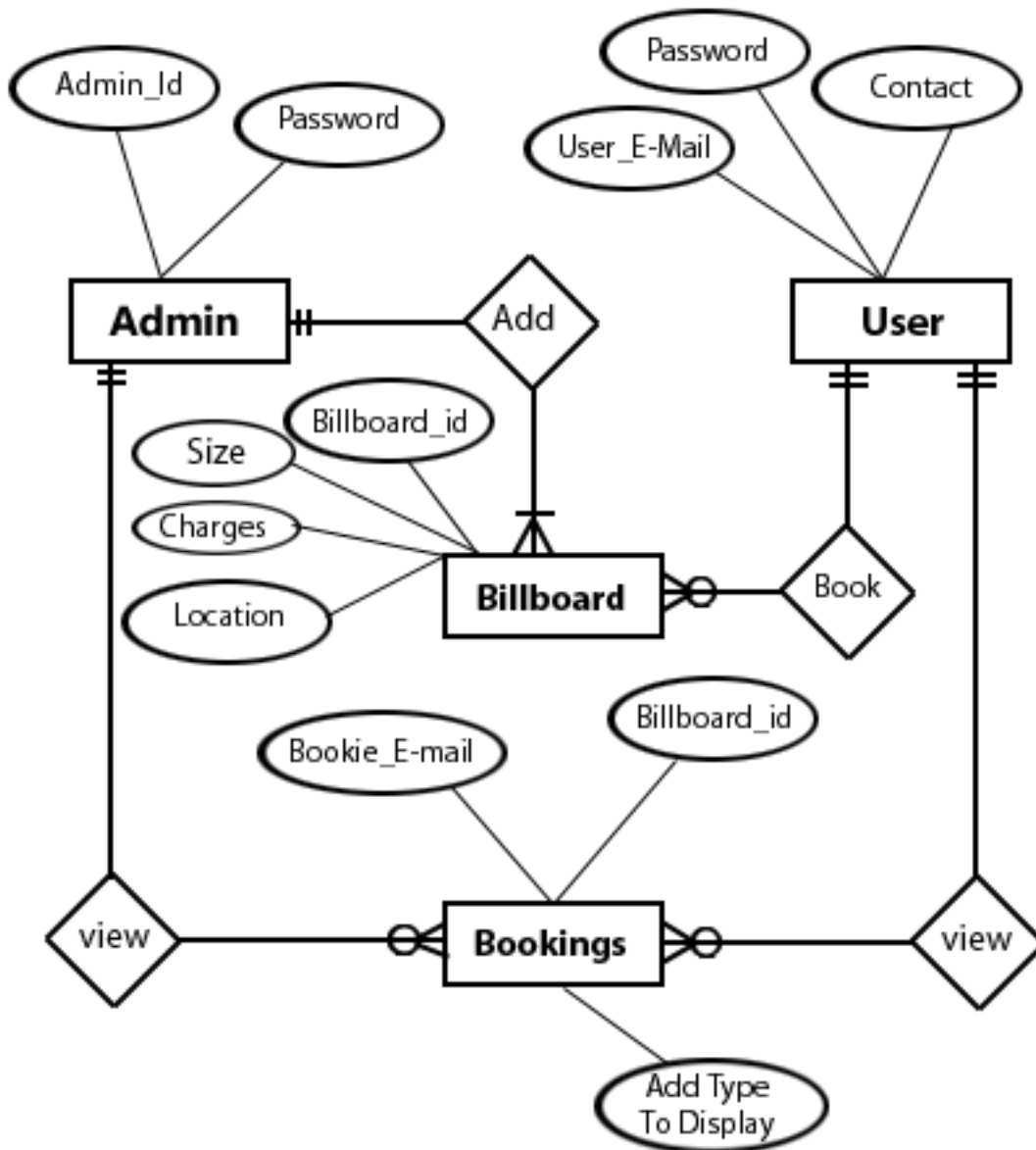
### 4.1. Architecture Diagram



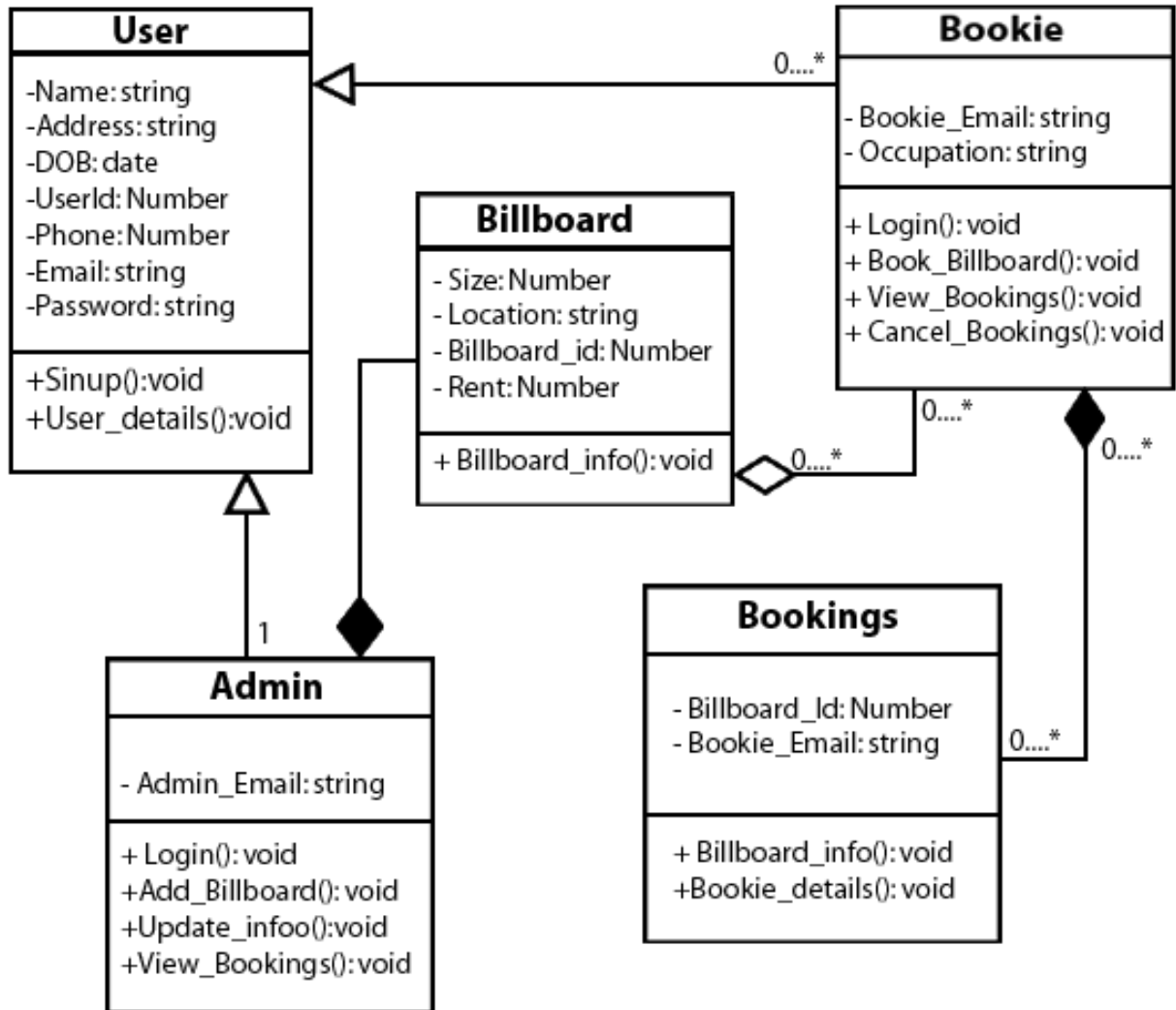
## 4.2. Domain Model



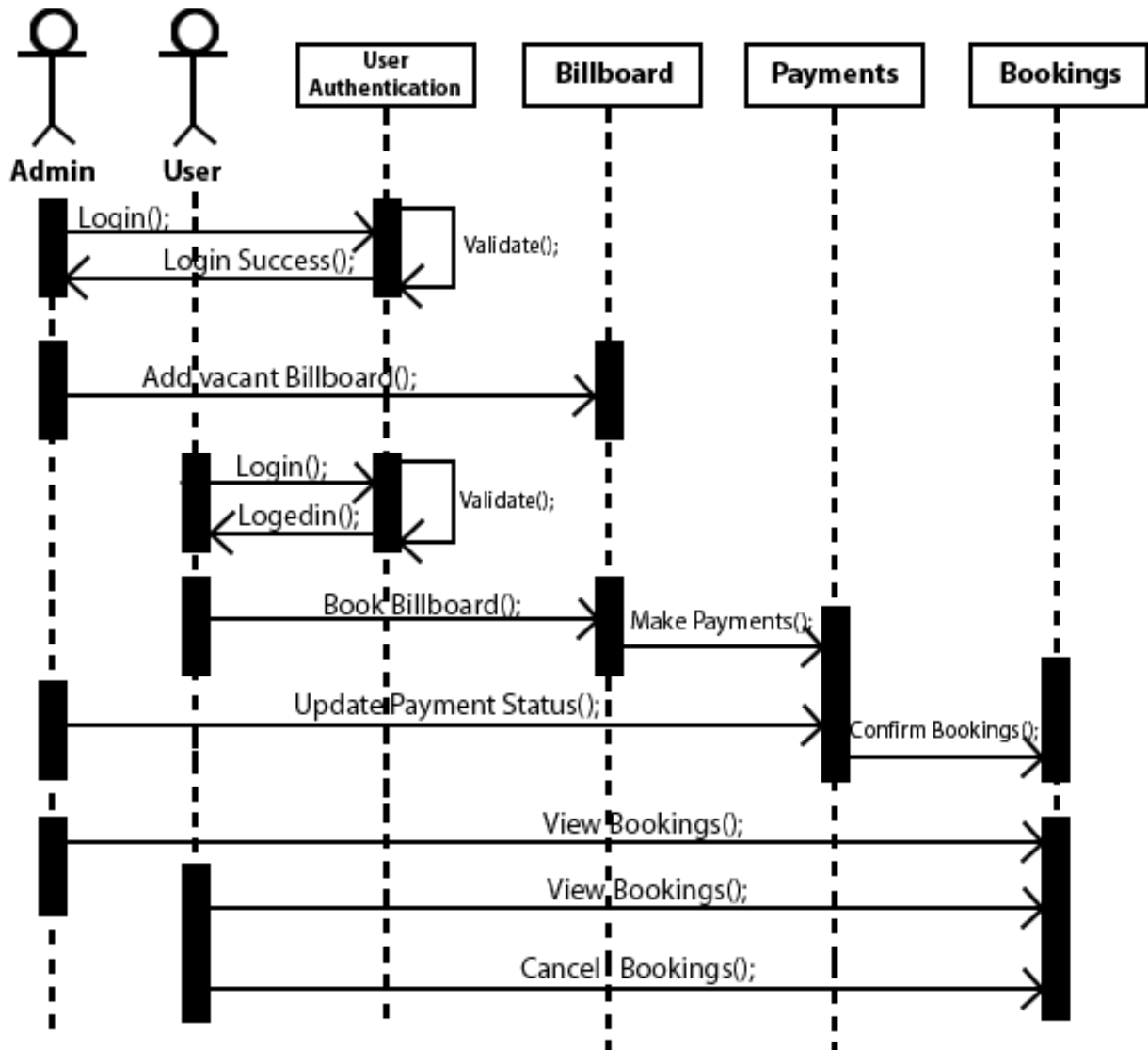
### 4.3. Entity Relationship Diagram with data dictionary



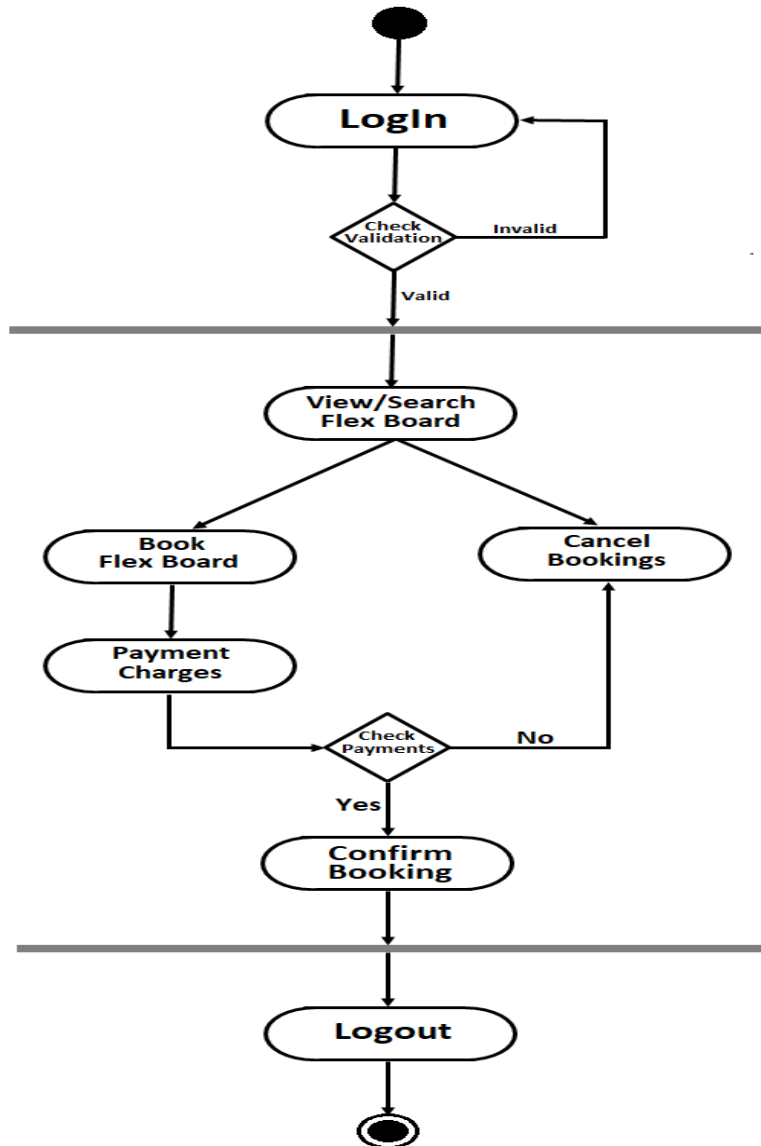
#### 4.4. Class Diagram



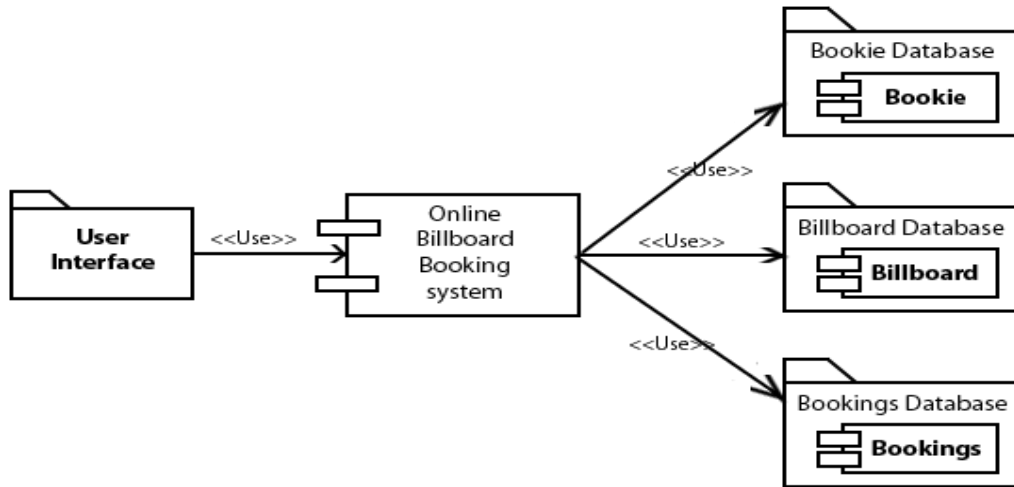
## 4.5. Sequence / Collaboration Diagram



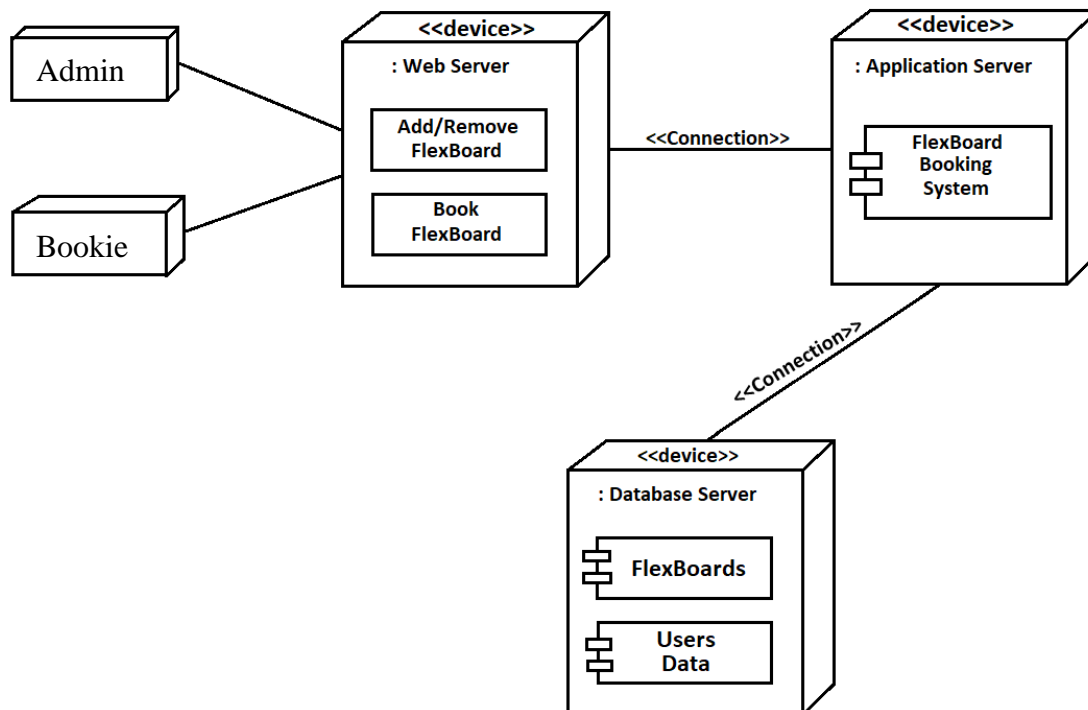
## 4.6. Activity Diagram



## 4.7. Component Diagram



## 4.8. Deployment Diagram



# Chapter 5

## Implementation

## Chapter 5: Implementation

We use Incremental method software engineering technique for developing our project.

### 5.1. Important Flow Control/Pseudo codes

Pseudo codes mean how over project will work its complete flow we have described it in diagrams like UML diagram sequence diagrams etc. Pseudo code is simple. You just write out the steps to be taken to perform any task.

### 5.2. Components, Libraries, Web Services and stubs

- Text
- Images
- Button
- Input field
- Popups
- MySql Database
- Xamp server

### 5.3. Deployment Environment

This web system doesn't require any heavy system to develop, It just require hard work and friendly environment to develop.

### 5.4. Tools and Techniques

- Notepad++
- PHP
- Bootstrap
- JavaScript
- HTML/CSS
- Xampp web server
- Mysql database

# Chapter 6

## Testing and Evaluation

## Chapter 6: Testing and Evaluation

This chapter describes the testing which we perform on our system. Testing is important because we all make mistakes. Some of those are unimportant, but some of them are expensive. We need to check everything and anything we produce because things can always go wrong so that's why we apply different software testing techniques to check either system is doing what is supposed to do.

### 6.1. Use Case Testing

Title: Book Billboard

Description: A user should be able to view vacant billboard and book billboard. For this purpose user needs login to system.

1. View vacant Billboard
2. Login
3. Book Billboard

### 6.2. Equivalence partitioning

We applied software testing technique equivalence partitioning on our 'AdFlex'. We apply each feature separately to check that it works appropriately or not.

### 6.3. Data flow testing

Data flow software testing technique is a strategy based on selecting paths in the system. It checks the flow of data that data is sending and receiving in appropriate manner.

## **6.4. Unit testing**

As unit testing is an essential instrument in the toolbox of any serious software development. We have done unit testing of our web system that gives us the confidence to re-factor our code to make it cleaner and more efficient. By creating and running unit test against our code, we can easily verify that the logic of individual itself system is correct.

## **6.5. Integration testing**

Integration is a level of testing rather than a type of testing. Once all the individual units of 'AdFlex' are created and tested, we start combining those unit tested modules and start doing the integrated testing. We integrate the unit tested module one by one and test the behavior as a combined unit.

## **6.6. Performance testing**

To determine the performance of system we perform performance testing. Performance of system is excellent under every condition. The speed of sending and receiving data and effectiveness of system is efficient. In performance testing we examined responsiveness, stability, scalability, reliability, speed of the 'AdFlex' web system. Results tell us that the system is according to our desire.

# Chapter 7

## Summary, Conclusion and Future Enhancements

## Chapter 7: Summary, Conclusion & Future Enhancements

### 7.1. Project Summary

Project named AdFlex (online billboard booking system) has completed and deployed successfully. It was complex, but it handled with effective software engineering tools and principles. Requirement gathering was impressive. We collect requirements from customers via interviews, and make requirements into functional in software.

The main objective of this document is to provide overview of the project and stakeholders can get whole idea about the project. The other objective of the document is to be used for improvements and update changes in future systems.

### 7.2. Achievements and Improvements

We have covered most of our scope. We have achieved reporting functionalities, record management, view vacant billboard, online billboard booking and user registration. All modules confirm the user requirements user can perform all the tasks according to their needs.

We need to make more attractive interface that help the user to get enjoyable experience. We need to improve usability goals and security of system. We need to use advance API's of google maps to help users to get better quality of service of online billboard booking.

### 7.3. Critical Review

- ✓ **Usability of the system:**  
Satisfy with the usability of system but it should be more attractive.
- ✓ **Expectations:**  
For now system is fulfilling our expectations, the functionality required is working.
- ✓ **Adding values in business:**  
System helps us to grow our business in Pakistan and we can entertain customers online. We can keep our records inefficient manners. We can figure out things faster than paper work, it can save our time.

## **7.4. Lessons Learnt**

It is customer base and team base project so the first lesson we have learnt that how to take requirements from clients and how to refine either these requirements are feasible or not. Second one is that how to work in team. How you manage your work under team environment and how you communicate in team environment.

We realize that time, scope and cost management is the key process in software management. So we also learn how to market the project in market and how to think competitively against other competitors.

## **7.5. Future Enhancements/Recommendations**

Now we have web-based system and in future we want to develop mobile applications that will allow the users to easily access the system and will improve the quality user experience. We want to improve location accuracy in future so we will use trackers to improve location accuracy. Currently we have only demo payments in our project but in future we will add functionality of online payments in real environment that will allow the users to pay fares online with help of jazz cash.

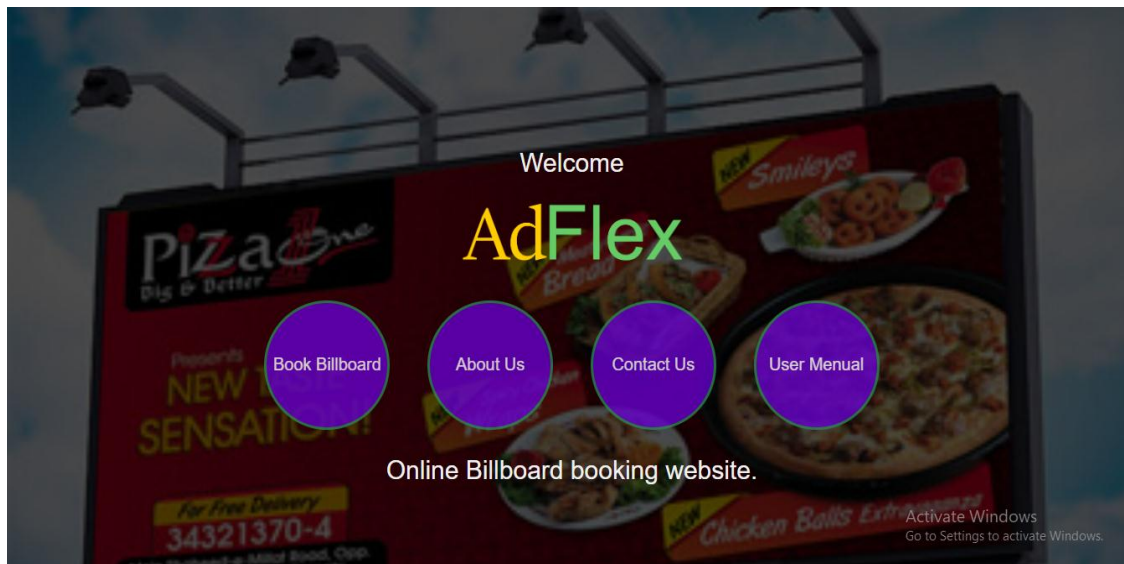
# Appendices

## Appendix A: User Manual

In the appendix section we describe the different phases of user interface and also describe how user can use our project. Secondly we describe our promotional plan and promotional materials like broucher, banner, standee and other marketing materials. We also describe other interfaces of our project.

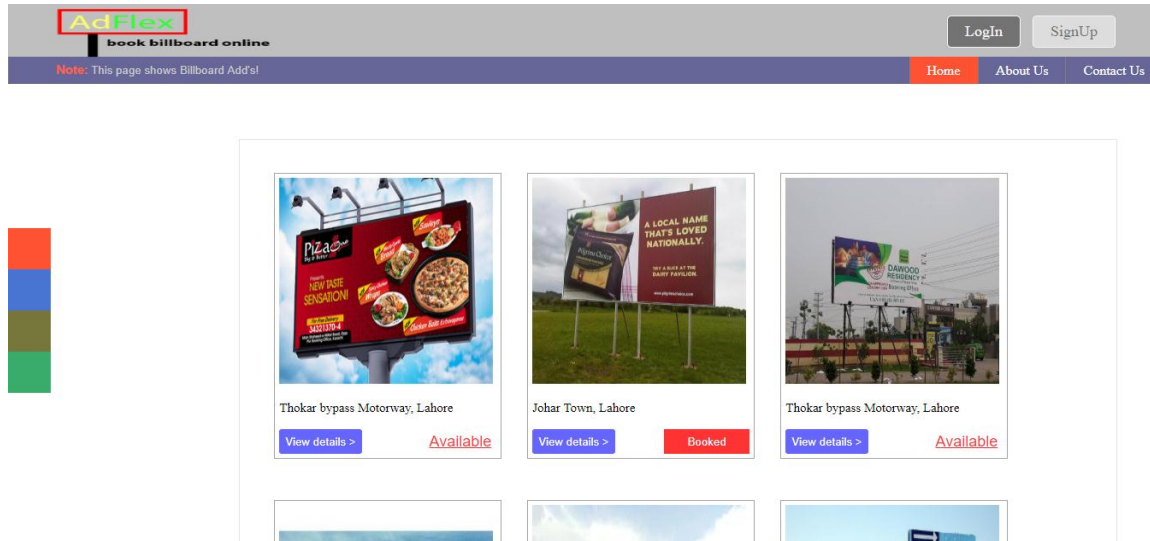
## Appendix A: Menu Select User

This is the first interface of our website which is based on the menu screen. In this interface user select a category for using website features.



## A.1. Adflex-Home

In this section user can View vacant billboards and by clicking view details user can view all billboard details.

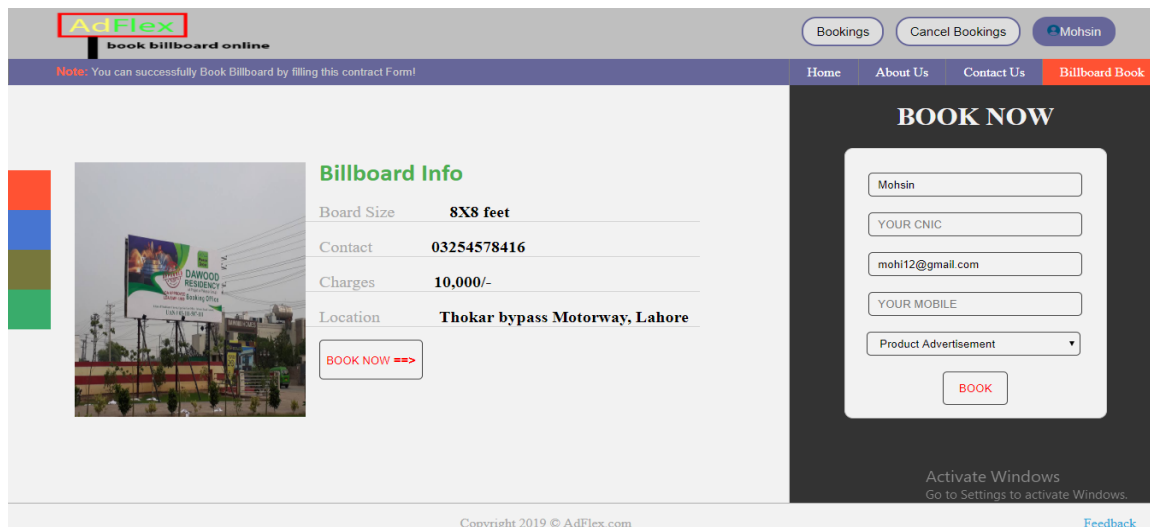


The screenshot shows the AdFlex website home page. The header includes the AdFlex logo, the tagline "book billboard online", and navigation links for "Login" and "SignUp". A note states "Note: This page shows Billboard Add's!". The main content area displays a grid of billboard listings. Each listing includes a thumbnail image of the billboard, the location name, a "View details >" button, and a status indicator (Available or Booked).

Location	Status
Thokar bypass Motorway, Lahore	Available
Johar Town, Lahore	Booked
Thokar bypass Motorway, Lahore	Available

### A.1.1. Book Billboard

In this section user can Book billboards and by clicking Book Now a contract message show.



The screenshot shows the AdFlex website "Book Now" page. The header includes the AdFlex logo, the tagline "book billboard online", and navigation links for "Bookings", "Cancel Bookings", and "Mohsin". A note states "Note: You can successfully Book Billboard by filling this contract Form!". The main content area displays a "Billboard Info" section with a thumbnail image of the billboard and a "BOOK NOW ==>" button. The "Billboard Info" section includes the following details:

Field	Value
Board Size	8X8 feet
Contact	03254578416
Charges	10,000/-
Location	Thokar bypass Motorway, Lahore

Below the "Billboard Info" section is a "BOOK NOW" button. To the right of the "Billboard Info" section is a "BOOK NOW" form with the following fields:

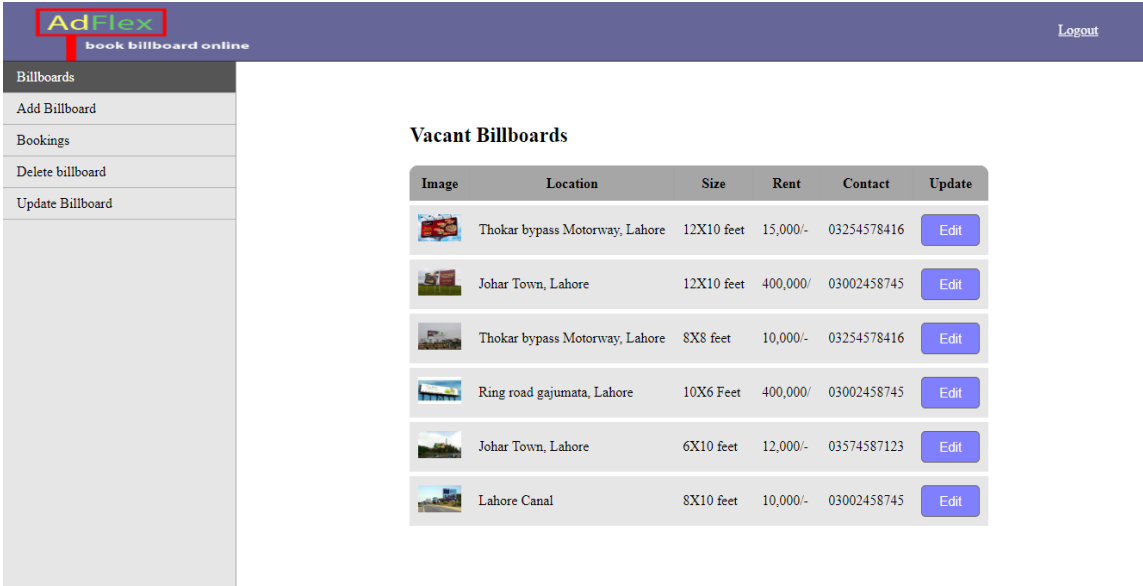
- Mohsin
- YOUR CNIC
- mohi12@gmail.com
- YOUR MOBILE
- Product Advertisement (dropdown menu)
- BOOK

At the bottom of the page, there is a "Feedback" link and a Windows activation notice.







## Appendix B: Administrator Manual

### Admin Dashboard

Admin can add new vacant billboard, Delete Billboard Add and also update Billboard info.  
View Bookings of Billboards on website.



The screenshot displays the AdFlex Admin Dashboard. The header includes the AdFlex logo and the text 'book billboard online' on the left, and a 'Logout' link on the right. The left sidebar contains a navigation menu with the following items: Billboards (highlighted), Add Billboard, Bookings, Delete billboard, and Update Billboard. The main content area is titled 'Vacant Billboards' and contains a table with the following data:

Image	Location	Size	Rent	Contact	Update
	Thokar bypass Motorway, Lahore	12X10 feet	15,000/-	03254578416	<a href="#">Edit</a>
	Johar Town, Lahore	12X10 feet	400,000/-	03002458745	<a href="#">Edit</a>
	Thokar bypass Motorway, Lahore	8X8 feet	10,000/-	03254578416	<a href="#">Edit</a>
	Ring road gajumata, Lahore	10X6 Feet	400,000/-	03002458745	<a href="#">Edit</a>
	Johar Town, Lahore	6X10 feet	12,000/-	03574587123	<a href="#">Edit</a>
	Lahore Canal	8X10 feet	10,000/-	03002458745	<a href="#">Edit</a>

# Reference and Bibliography

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