A Novel Frame Work for E-Ndorse

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ABSTRACT-The proposed framework is used to develop system where various business enterprises and individuals can advertise their products and services. The purpose is to provide a centralized repository of information, which can be easily maintained and accessed.

Index Terms— Endorse, Classifieds, Ad - Advertise.

I. INTRODUCTION

The proposed system is designed in such a way it is possible to advertise products and services with ease and minimum expenses. The system allows various interested parties to register and advertise their products, which can be viewed by a large number of users and customers. It is the web application supports various features and functionalities to publish and manage the advertisements.

In existing system for advertising purpose big hoardings, which is costly and within few days that will be torned out or shaded. To advertise again the person or the organization has to invest or spend lot of money. So to overcome this disadvantage the system named E-Ndorse is proposed. Main Problems in Existing system developing one stop solution for maintenance of online advertisements. Ads Manager Plus is a Business to Business application which facilitates wide range of businesses to provide classifieds online.

The organization of paper is as follows: Section.1 explains the architecture. Section.2 explains about E-Ndorse as a system, Section.3 explains about System Design, Section.4 explains about Implementation and Section.5 concludes the paper.
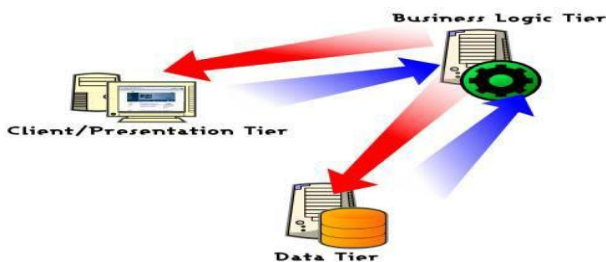
II SYSTEM ARCHITECTURE

Fig.1 3Tier Architectural Flow

current application is being developed by taking the 3-tier architecture. The 3-tier architecture is the most common approach used for web applications today. In Fig.1 the web browser acts as the client, IIS handles the business logic, and third tier MS-SQL Server handles database functions as mentioned in [3]. Although the 3-tier approach increases scalability and introduces a separation of business logic from the display and database layers, it does not truly separate the application into specialized, functional layers. For prototype or simple web applications, the 3-tier architecture may be sufficient. However, with complex demands placed on web applications, a 3-tiered approach falls short in several key areas, including flexibility and scalability. These shortcomings occur mainly because the business logic tier is still too broad- it has too many functions grouped into one tier that could be separated out into a finer grained model. The proposed system can be designed perfectly with the three tier model, as all layers are perfectly getting set as part of the project. In the future, while expanding the system, in order to implement integration touch points and to provide enhanced user interfaces, the n-tier architecture can be used. The following diagram will represent the typical n-tier architecture.
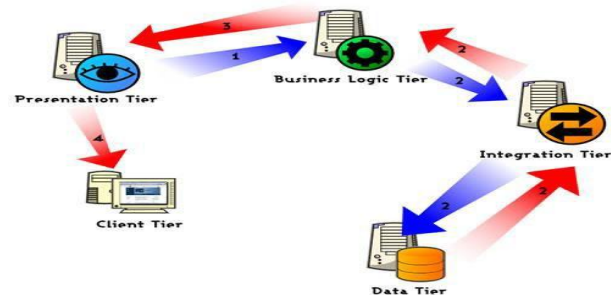

Fig.2.Detailed Flow

III E-Ndorse

The system interface has been developed by keeping the graphics concept in mind that associated through a browsers interface. The GUI'S have been categorized as

A. Administrative user interface

B. The operational or user interface

The administrative user interface concentrates on the consistent information that is practical, part of the organizational activities and which needs proper authentication for the data collection. The interfaces help the administrations with all the transactional states like data insertion, data deletion and data updating.

The overall flow is first organization or an individual should login or sign in, then registering the ad of their product and ad is posted based on the category. This System is explained using modules which work as follows: first is Ad Registration module: This module provides a facility for registration of new advertisements of organization or an advertise of an Individual .In this module Organization or an individual registering their ad for posting.
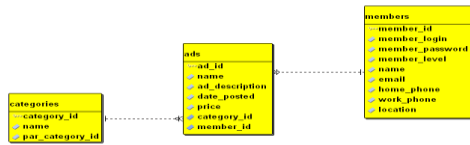
Fig.3 Feature of system

Usually the products are posted based on the category. There are many different categories like generally men category, women category, Babies category and Kitchen, electric items etc. These are called as Parent Category. Under this category there are sub categories like clothes, toys, shoes, mobiles etc. These is maintained and controlled by admin in another module that is:

Category management: In this module all the advertisements and services are maintained under different categories. The number and type of categories will be decided by the administrator of this application.

During registration many organizations will be registered and posted their ads. Single organization can post many products. All such advertise are arranged under the category. Distribution of products according to category of a particular organization.

classifieds: this module maintains the details of all classifieds and advertisements put by a particular individual or organizations. even this classified is maintained by admin only in module called classified administration: this module is responsible for maintaining all classifieds, details such as type of classifieds, duration of the classified, validity of the classified, its categories, who is the ownership of that particular classified and others. For example: If any classifieds Due date is closed admin have the authority to delete the post, which is present in respective classified. In this module admin can add new classified.

In this application the front end technology is Java as mentioned in [1]. And backend is Mysql as mentioned in [6] used to store the information of all modules like login module, category module, classified module etc.And jsp is used for coding as mentioned in [5].
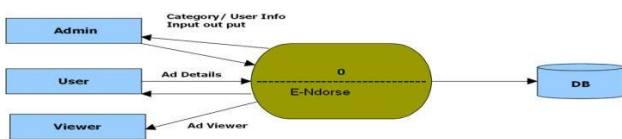
IV SYSTEM DESIGN

Fig 4 Context Level diagram

Fig.4 explains overall flow. First user adds the details of oraganisation as well as advertisement product details and classified details.Admin has all authority on the all of these information.Admin maintains the ,User information that is organisation or an individual information.finally Viewer can view the postings,can buy and use the services provided.
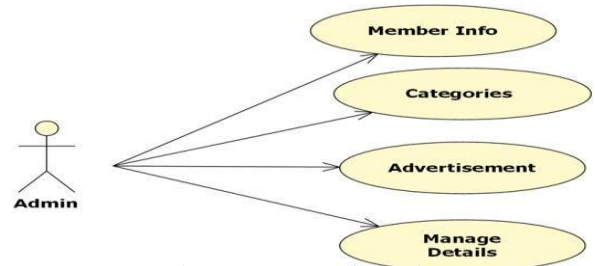

Fig.5 Use Case of Admin

This fig.5 explains what are all the responsibility of Admin manages the member Information, manages the Category, manages the Advertisements and Details all Classifieds. Both Admin and Member work together to form the Application.
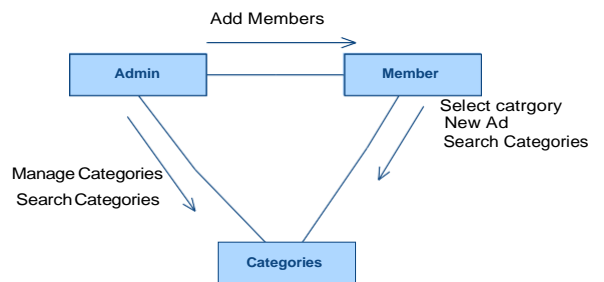

Fig.6 Collaboration Diagram

If no admin management of the application becomes very difficult. Because the admin is the person one who administrates and responsible for all. Similarly if no member no use of endorsement because they are the person who use this system for advertising their products. Admin and Member are the functional requirements. Category is also important so that the products can be arranged in an proper way.

V. IMPLEMENTATION

Fig.7 Ad Registration

Fig.7 Explains ad registration module in which Individual member or organization should register first in case of new user. If exsisting user means no need of registration.without registration adds can be posted directly by logging in.During registration the member id will be provided for each and every individual and organization.This id should be provided during login, new add posting and mentioning classifieds.So registration is mandatory for new user.

Fig.8 Explains a part of admin module.Admin is the person who administrates and amnages the whole system.

Fig.8 Admin view

Once admin logsin, the admin page will be opened in which few links are provided like member, category and classifieds.In member admin can view the registered members, can add new members.In category number of categories of this system is deciebed by the Administrator.Administrator can view, add, delete, and edit the categories. These Administrator, classified, category are the functional requirements of this system.

Fig.9 New add Posting

Fig.9 Describes new add posting.After registration it will be redirected to next form, That is NewAdd Posting form. In that mandatory fields are add id, member id, category id , Product name, Description about product, posted date, closing date, Actual price, offer price and services provided. These informations should be entered.once entering all the informationadd will be posted by clicking the button post add.once it is submitted add is Posted succesfully.
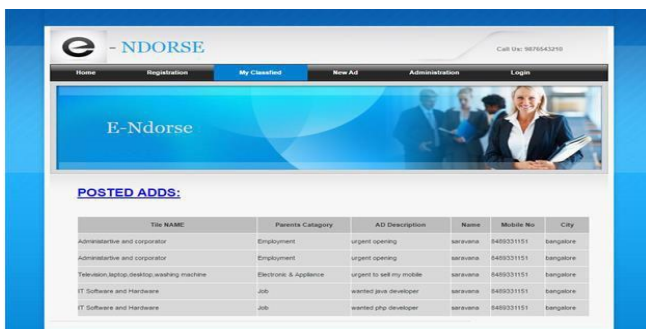

Fig.10 Add details

Fig.10 showing the details of advertisements.This is for admin view, when admin wants to check the posted adds.In this form admin can delete if stock is closed or services are closed or date is closed.Here fields shown are product name, parent category, description of add and price.

VI. Conclusion

This frame work helps to develop an application for advertising industries. This can be easily maintained and accessed in low cost compared to hoardings. The application supports various features and functionalities to publish and manage the advertisements industries. This frame work provides a centralized repository of information, which can be easily maintained and accessed.

ACKNOWLEDGMENT

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