PROJECT REPORT

ON

ONLINE CLASSIFIEDS

FOR

MANIFEST SOLUTION

 \mathbf{BY}

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INDEX

	CHAPTER 1:INTRODUCTION	
1.1	Company Profile	1
1.2	Existing System and Need for System	3
1.3	Scope of Work	6
1.4	Operating Environment Hardware & Software	7
1.5	Detail Description of Technology Used	8
	CHAPTER 2: PROPOSED SYSTEM	
2.1	Proposed System	18
2.2	Objective of System	19
2.3	User Requirements	20

CHAPTER 3: ANALYSIS & DESIGN	
Object Diagram	21
Class Diagram	22
Use Case Diagram	23
Activity Diagram	26
Sequence Diagram	29
Entity Relationship Diagram	32
Module Hierarchy Diagram	33
Component Diagram	36
Deployment Diagram	37
Module Specifications	38
Web Site Map Diagram	40
User Interface Design	41
Table specifications	58
Test Procedures and Implementation	63
	Object Diagram Class Diagram Use Case Diagram Activity Diagram Sequence Diagram Entity Relationship Diagram Module Hierarchy Diagram Component Diagram Deployment Diagram Module Specifications Web Site Map Diagram User Interface Design Table specifications

	CHAPTER 4: USER MANUAL	
4.1	User Manual	74
4.2	Operations Manual	76
4.3	Program Specifications	78
	Drawbacks and Limitations	
	Proposed Enhancements	
	Conclusions	
	Bibliography	
	ANNEXURES:	
	ANNEXURE 1 : USER INTERFACE SCREENS	
	ANNEXURE 2 : OUTPUT REPORTS WITH DATA	

Chapter 1 INTRODUCTION

1.1 Company Profile

Manifest Solution is a Web Designing company undertaking the promotional services for a various clients. We are providing Website Designing, Website Development, Website Maintenance, Software Development, Website Re-Designing, Graphic Designing, Multimedia Presentation, Domain Registration and Hosting and We also provide several services like Logo Designing, Broacher Designing, Letterhead Designing Catalogue Designing, Business Cards etc.

We deliver neat, easy-to-use and business friendly website designing, a web site that drives customers into it. In the domain of website design we have served almost every segment of the industry. Our website designing experts ensures each quality parameter such as easy-navigation, overall consistency and content quality within the timeframe and budget. We always ensure that our clients are delighted with our web designing services and return to us time after time.

Our Website Development Company is capable of providing high

quality; cost-effective; mission-critical Web Designing Company. At

this knowledge age, knowledge is the key and our knowledge base in

latest web designing India technologies, search engine algorithm,

global web designing practices etc makes the end product

contemporary and futuristic.

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DhamalWadi, Fursungi, Pune.

Contact No: +91 9766 391 851

Email: info@manifestsolution.com

1.2 Existing System and Need for System:

Advertising, generally speaking, is the promotion of goods, services, companies and ideas, usually performed by an identified sponsor. Advertising involves the process where in a massage is designed so as to promote a product, a thought, an idea or even a service. The concept of advertising has assumed a dynamic form with the use of the various mediums of communication. From the newspaper, magazines, posters, neon and fluorescent signboards, billboards to the commercial on TV, laser shows to inflated high-rise figures and objects, advertising has come a long way.

Advertisement is done through wall painting, pamphlets, banner, newspapers, television. It is very time consuming process and the result is not much effective. Following are the channels of Advertisement of existing system, however all these have some limitations:

Newspapers: Flexibility; timeliness; good local market coverage; broad acceptance; high believability. Short life;

Television: Combines sight, sound and motion; appealing to the senses; high attention; high reach. High absolute cost, less audience selectivity Direct mail Audience selectivity, flexibility, personalization. Relatively high cost.

Radio: Mass use, high geographical and demographic selectivity; low cost. Audio presentation only; lower attention than television; non standardized rate structure;

Magazines: High geographical and demographic selectivity; credibility, high quality reproduction, long life; good pass-along readership. Long ad purchase lead time; some waste circulation.

In-film advertising: In-film advertising used to mean a couple of product billboards placed behind the hero's car.

Considering all the above channels, traditional methods are not time effective and efficient, so Advertisement should get faster and effective in all aspects.

This can be done by online advertisement. Online advertisement is easy, fast, cost effective and eco friendly.

1.3 Scope of Work:

Advertising on the internet has grown by leaps and bounds and in these difficult times, it is emerging as the best way to market products at cheap costs to a larger, targeted audience.

One advantage of online advertising is that the advertiser can actually select his target audience and show ads to the relevant users.

This is demonstrated by Google in their advertising mechanism wherein the user is shown ads related to the topic of his search.

The comfort and ease offered by online transactions to the users also lends itself to increasing the scope of advertising on the web. Also in online advertising, response to brand communication is instantaneous and conversion to business is also very high. This is because compared to conventional advertising, like television and radio, in online advertising the viewer decides to see the commercial. For the advertisers too, online advertising is a much better deal as compared to the conventional modes of advertising.

1.4 Operating Environment – Hardware and Software

Hardware Requirement :

Processor	Pentium IV Dual Core
RAM	1 GB
Hard Disk	140 GB

Software Requirement :

Software	Version	Purpose
C#,ASP.NET	3.5 and above	Front End
		Developer
SQL Server	2005	Back End
		Developer
Operating System	Windows 7	
Internet Explorer	8.0	

1.5 Detail Description of Technology used:

ASP.NET:

Web application development in .net with ASP.NET has evolved a great deal. The overall architecture of web application in .Net is much more improved and robust. The enhanced features in ASP.NET make it the best available technology for web application development.

.Net Framework:

- The .Net framework is the infrastructure for the Microsoft .net platform.
- The .Net framework is an environment for building, deploying
 & running web application & web services.
- The .Net framework contains a common language runtime & common class libraries like ADO.NET,
 ASP.NET & windows forms to provide advanced

standard services that can be integrated into a variety of computer system.

- The .NET framework provides rich application environment, simplified development & easy integration between a no. of different development languages.
- The .Net framework is language neutral. Currently it supports C++, C#, Visual Basic.
- Microsoft Visual Studio is a common development environment for .Net framework.
- ASP.NET has better language support, a large set of new controls & XML based component & better user authentication.
- ASP.NET provides increased performance by running complied code.

Features of ASP.NET:

- Better language support
- Programmable controls
- Event-driven programming
- XML based component
- User authentication
- Higher scalability
- Increased performance
- Easier configuration & deployment
- Not fully ASP compatible

Better Language Support:

ASP.NET uses the ADO.NET to access database information.

- ASP.NET support visual basic.
- ASP.NET support C#,C++
- ASP.NET support Jscript

ASP.NET Controls:

- ➤ ASP.NET contains a large set of HTML controls. Almost all HTML elements on a page can be defined as ASP.NET control objects that can be controlled by script.
- ➤ ASP.NET also contains a new set of object oriented input controls like programmable list boxes & validation controls.
- ➤ A new data grid control supports sorting, data paging & everything you expect from a dataset control.

Event Aware Controls:

- ➤ All ASP.NET object on web page can expose events that can be processed by ASP.NET code.
- ➤ Load, click & change events handle by code makes coding much simpler & much better organized.

ASP.NET Components:

ASP.NET components are heavily based on XML. Like the new AD rotator, that uses XML to store advertisement information & configuration.

User Authentication:

ASP.NET support forms based user authentication including cookies management & automatic redirecting of unauthorized logins.

User Accounts & Roles:

ASP.NET allows for user accounts & roles to give each user access to different server code & executables.

Higher Scalability:

ASP.NET provides greater scalability. Server to server communication has been greatly enhanced, making it possible to scale an application over several servers. One example of this is the ability to run XML parsers, XML transformation &even resource hungry session object on other servers.

Increased Performance complied code:

The first request for an ASP.NET page on the server will compile the ASP.NET code & keep a cached copy in the memory. The result of this is greatly increased performance.

Easy Configuration:

Configuration of ASP.NET is done with plain text files. Configuration files can be uploaded or changed while the application is running. No need to restart the server. No more registry puzzle.

Easy Development:

No more server restart to deploy or replace complied code.

ASP.NET simply redirects all new requests to the new code.

Compatibility:

ASP.NET is not fully compatible with earlier versions of ASP, so most of the ASP code will need some changes to run under ASP.NET. To overcome this problem, ASP.NET uses a new file extension ".aspx".

This will make ASP.NET application able to run side by side with standard ASP application on the same server.

Programmable Controls:

ASP.NET contains HTML server controls, Web server controls, Validation controls, List controls, Data controls etc.

SQL Server:

SQL is a database management system:

A database is a structural collection of data. It may be anything a simple shopping list to a picture gallery of the vast amounts of information in a corporate network. To add access and process data stored in a computer database. You need a database management system such as SQL .Since computer are very good at handling good amount of data.

SQL is a Relational Database Management system:

A relational database management stores data in tables rather than putting all the data in one big storeroom. It is add speed and flexibility. The tables are linked by define relations making it possible to combine data from several tables on request.

SQL is Open Source Software:

Open Source Software that it is possible to use and modify for anyone. Anybody can download SQL from the internet and use it without paying anything.

Chapter 2 PROPOSED SYSTEM

2.1 Proposed System

In the proposed system user can post the classifieds of different types on the website just by selecting the city and category in which he want to promote his classified. For example selling or purchasing a car. User can add or modify classifieds. Website provides name and contact details of advertiser to all responders after registration.

The main aim of the project is to develop a user friendly application which giving information of various fields. Here the user can search what type of information he wants. He can search the data and directly get the data.

Generally the application contains Advertiser, User. The advertiser advertises about his organization or anything he can post. The advertiser has to register with us. If he is a registered user, then he login as user. The advertiser has to maintain his own login details.

2.2 Objectives of System

To overcome the time consuming manual process of classified posting.

Easy to understand

Classified should be brief but clear and understandable, it should not create any ambiguity in the customer's mind.

Getting more visitors

System's first and most crucial task is to grab your visitors' attention. A catchy headline will attract interest for text ads.

Achieve the Click

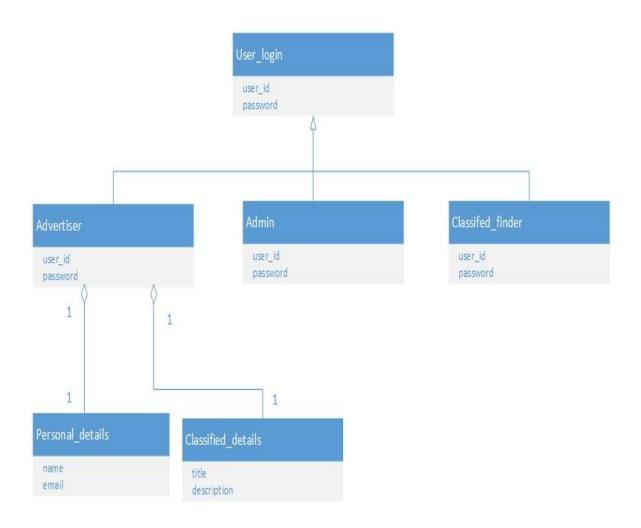
Through Ultimately your ad must receive the click-through. Most ads ask customers for and encourage the click-through with a hyperlinked text or button that asks them to move on to the next step.

2.3 User Requirements:

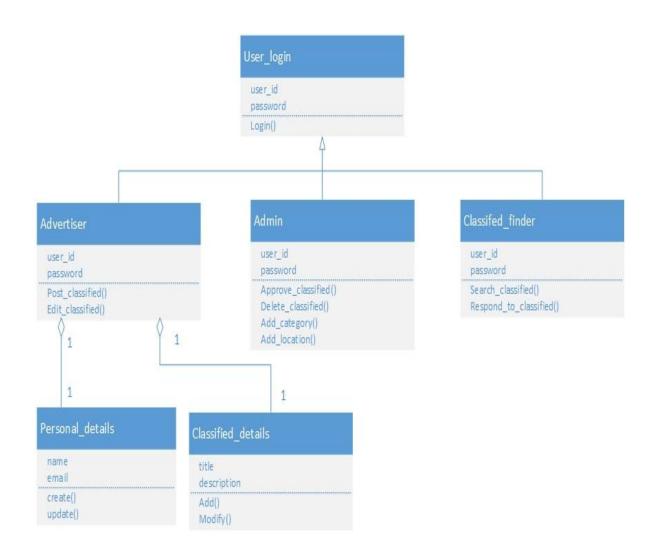
- 1. Provision of posting new classified, modifying existing classified details etc.
- 2. Allow user to search classified as per his requirement by selecting appropriate category.
- 3. Allowing user to respond classified in which he/she is interested.
- 4. Allow user to give feedback and suggestions.

Chapter 3 ANALYSIS & DESIGN

3.1 Object Diagram:

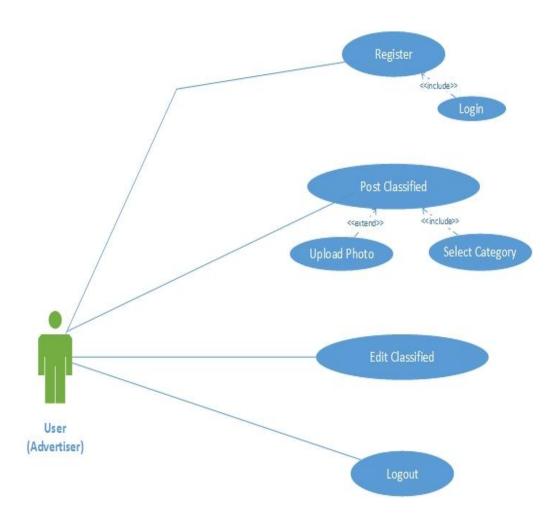


3.2 Class Diagram:

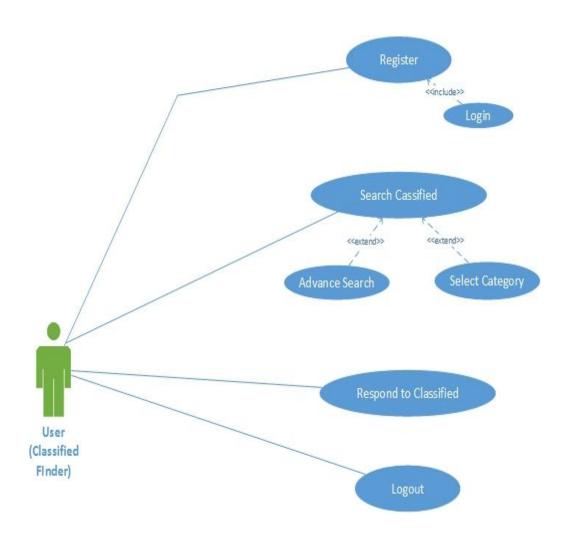


3.3 Use Case Diagram:

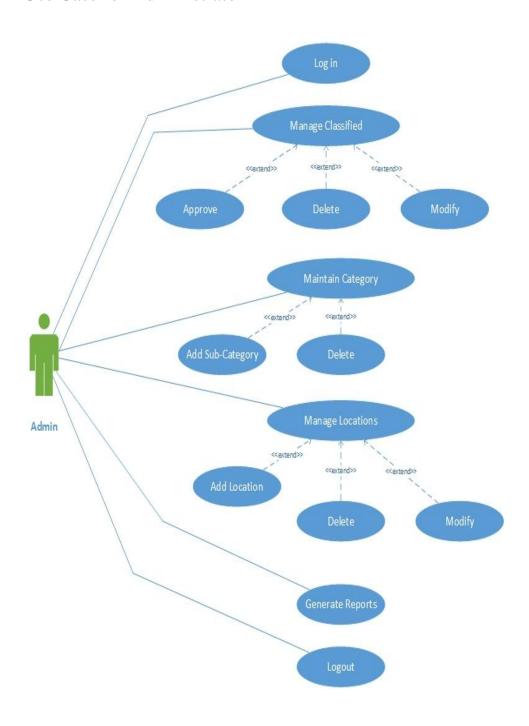
Use Case for Advertiser



User Case for Classified Finder

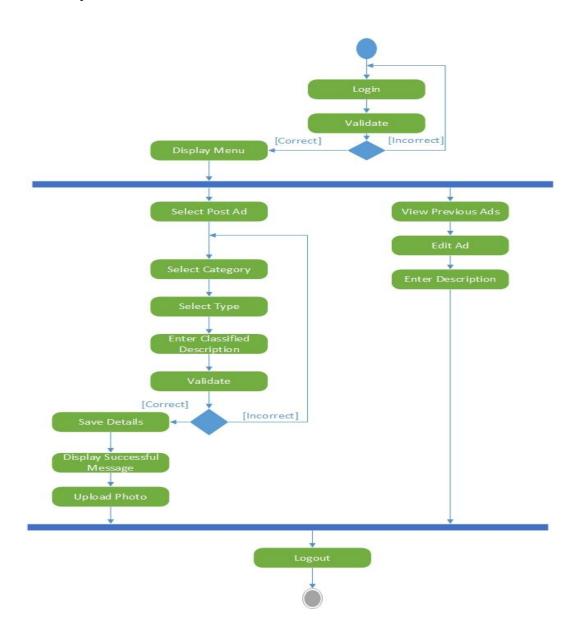


Use Case for Administrator

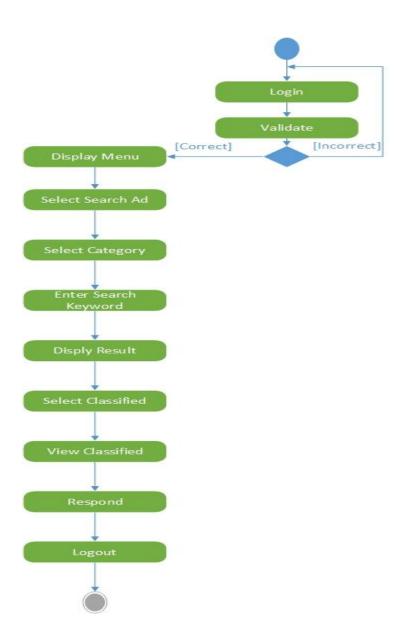


3.4 Activity Diagram:

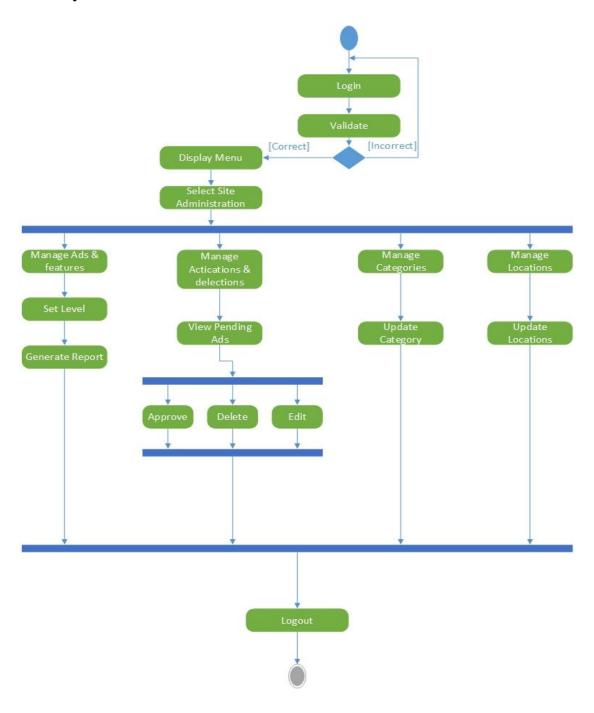
Activity for Advertiser



Advertiser for Classified Finder

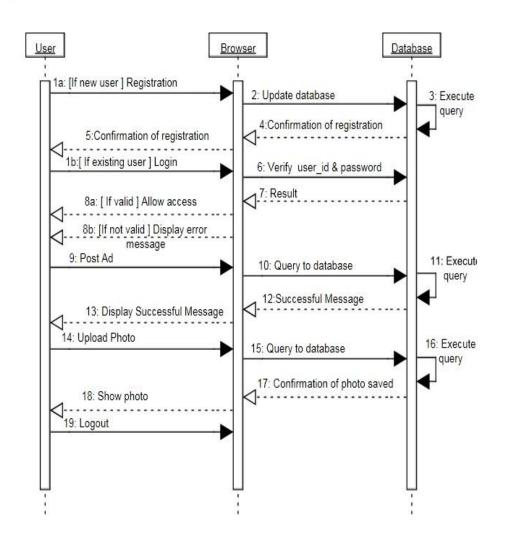


Activity for Administrator

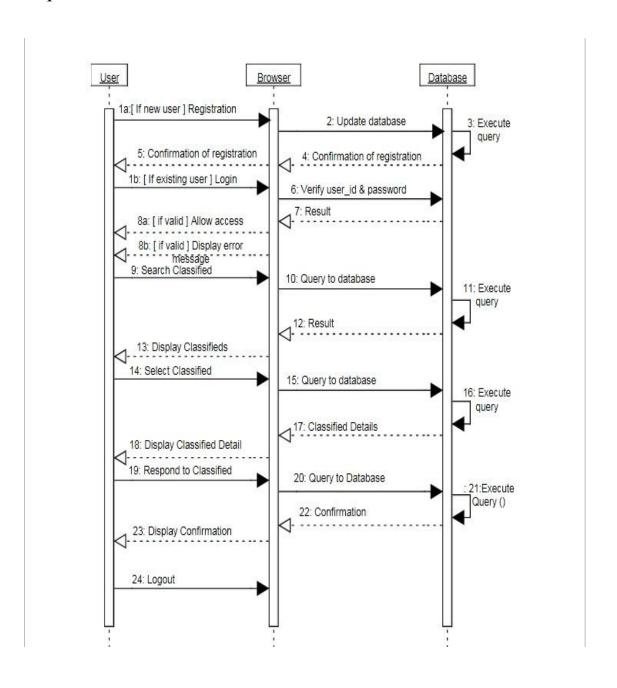


3.5 Sequence Diagram:

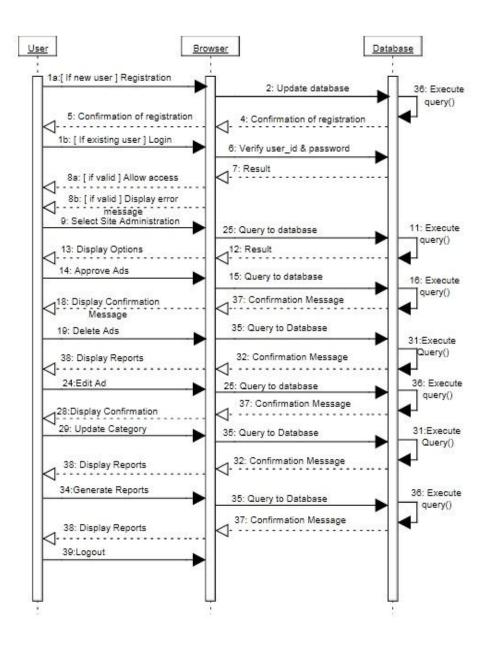
Sequence for Advertiser



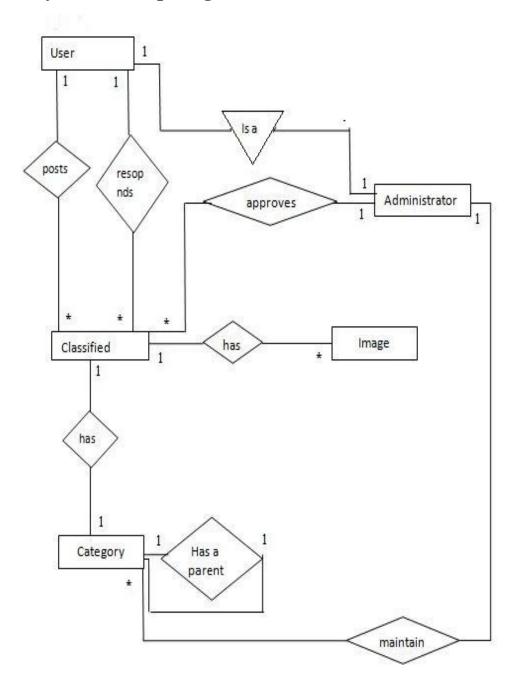
Sequence for Classified Finder



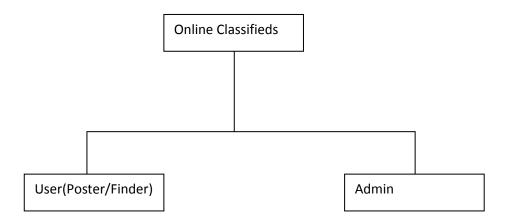
Sequence for Administrator

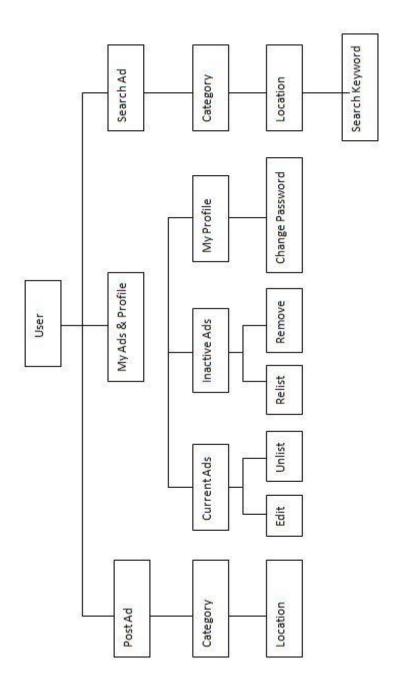


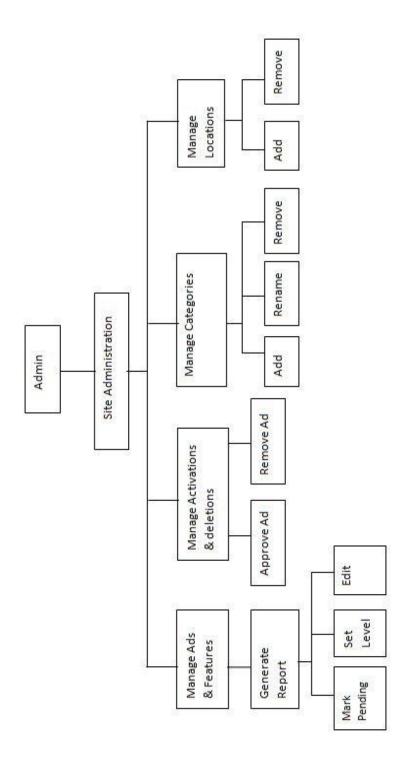
3.6 Entity Relationship Diagram:



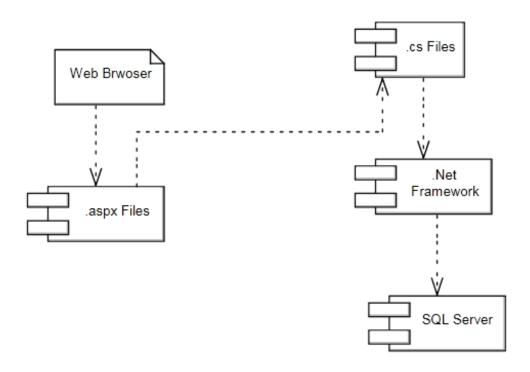
3.7 Module Hierarchy Diagram:



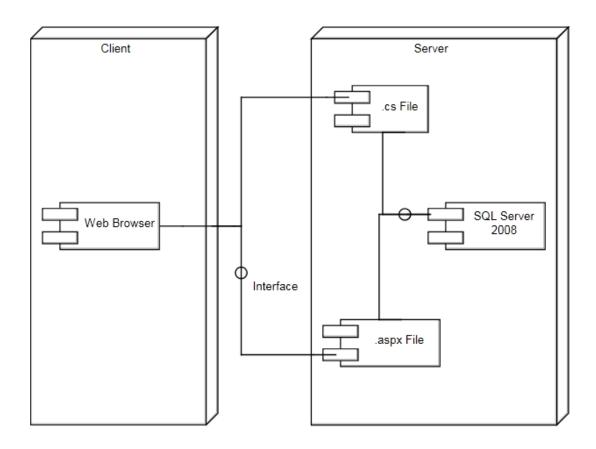




3.8 Component Diagram:



3.9 Deployment Diagram:



3.10 Module Specifications

User Registration Module

In this module new user (either classified poster or responder) can register his personal details.

Post Classified Module

Here an advertiser can post classifieds by selecting category and locations. Advertiser can also upload images for the classified.

Classified Activation and Deletion Module

This module allows Administrator to Activate or Delete the pending classifieds.

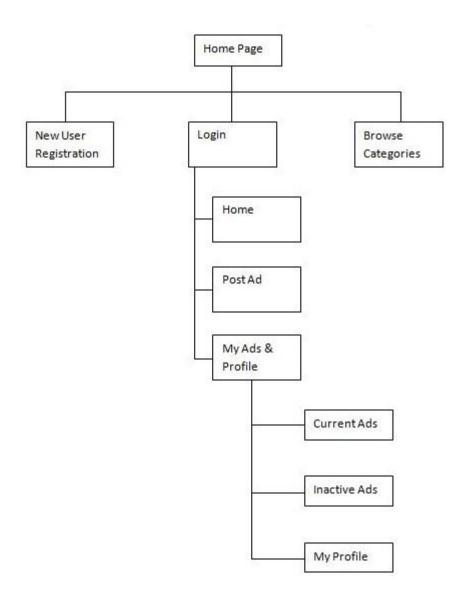
Search and Respond Module

Here existing user can search the different classifieds according his choice by selecting category, user, period etc. Once he get classified of his own choice he can respond to the particular classified.

Manage My Ads and Profile Module

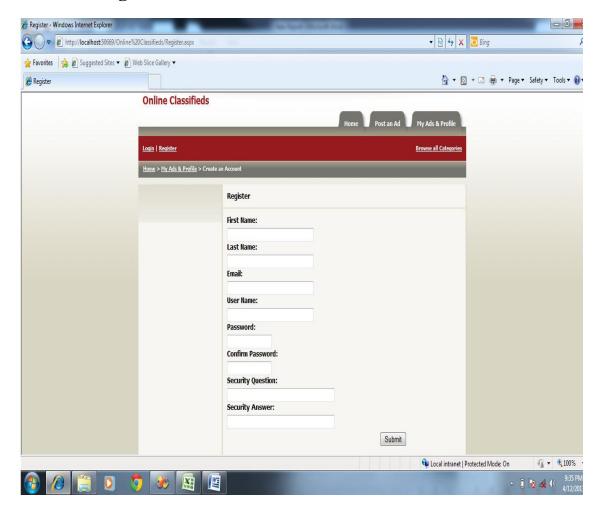
This module allows user to manage his old classifieds and also allows to change personal information and password.

3.11 Website Map Diagram:

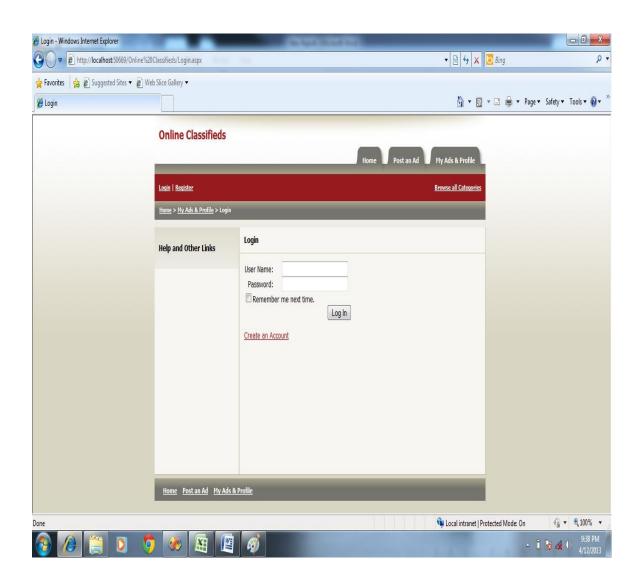


3.12 User Interface Design:

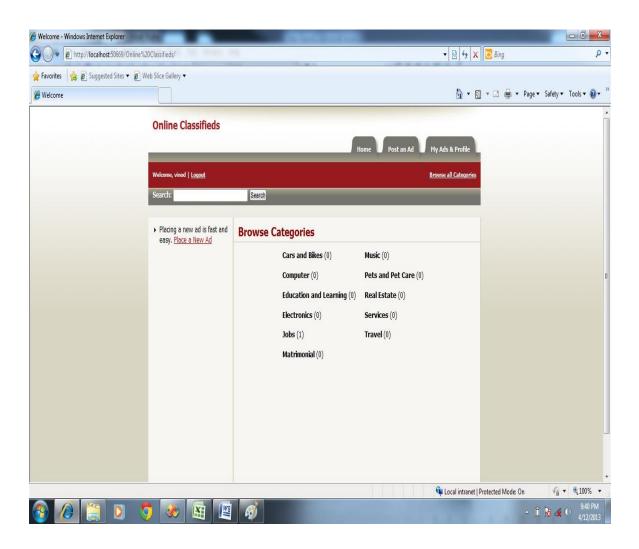
New User Registration



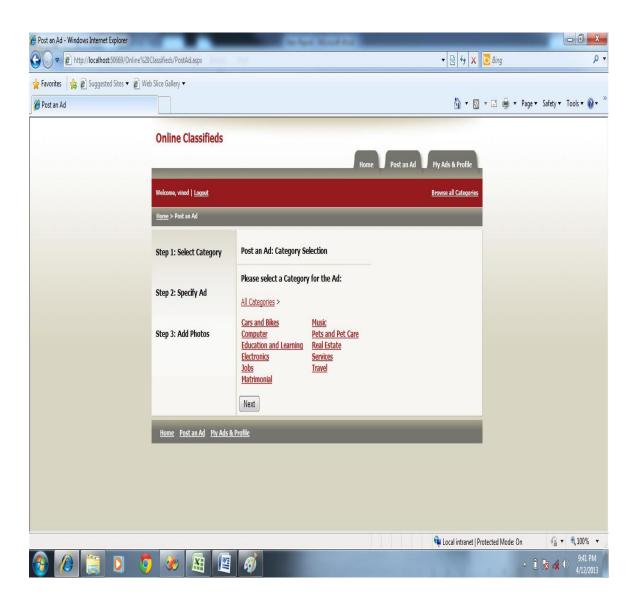
Login



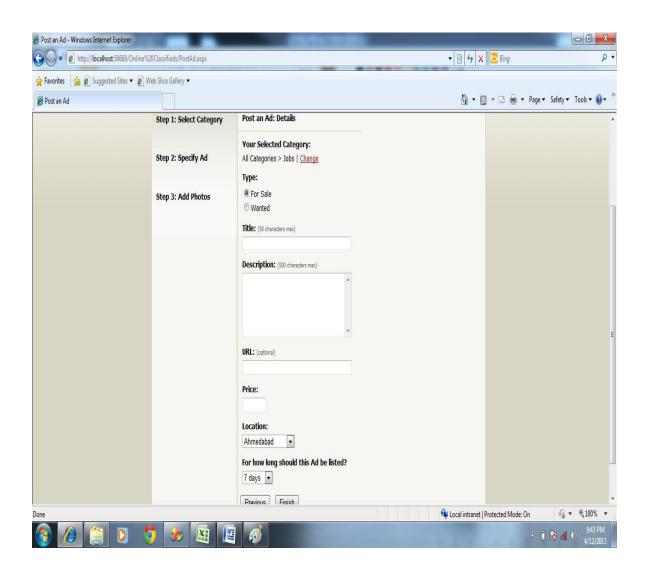
User Homepage



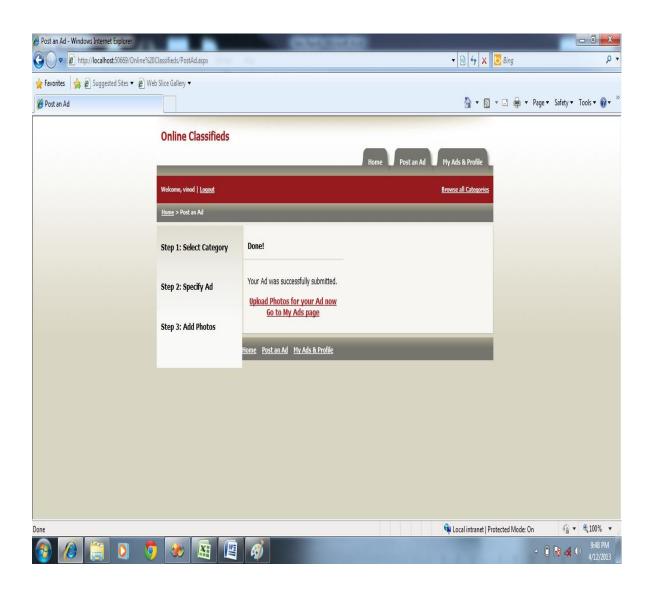
Post Ad- Category Selection



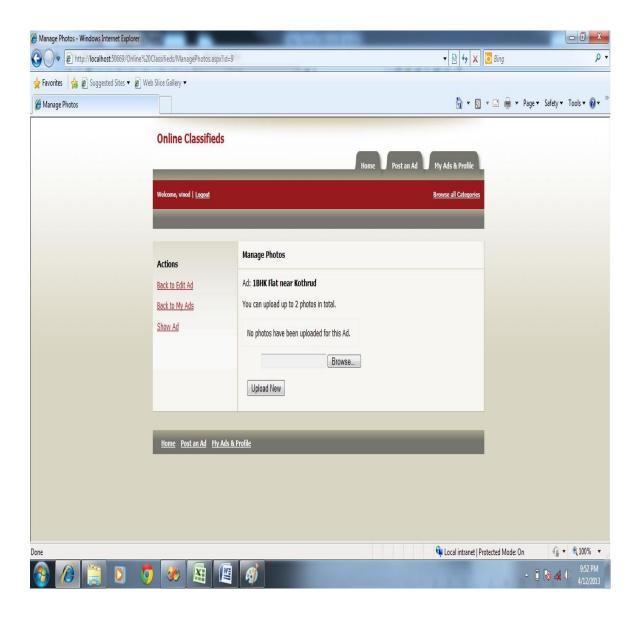
Post Ad



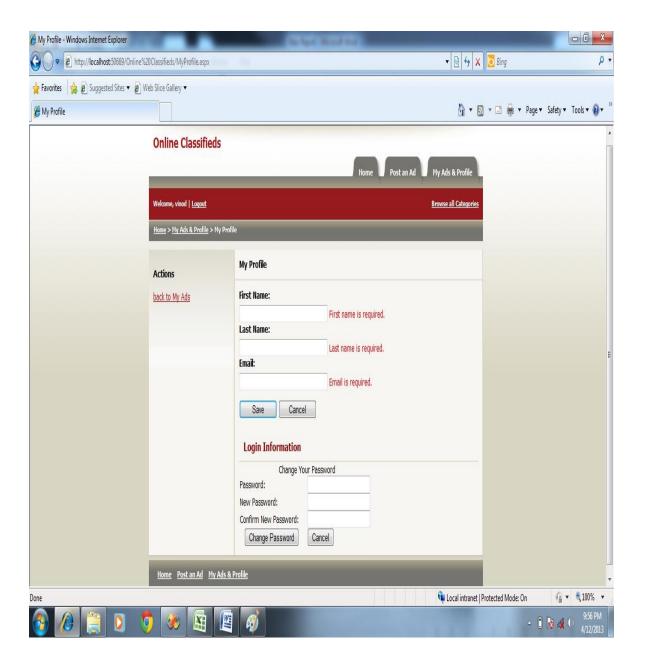
Post Ad- Successful Message



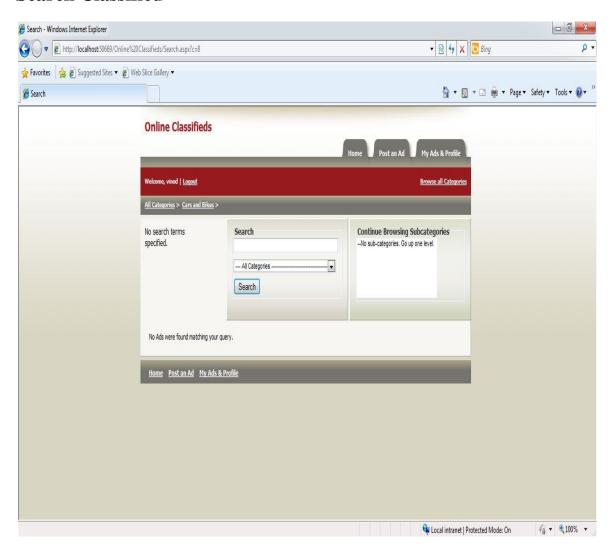
Upload Photo for Ad



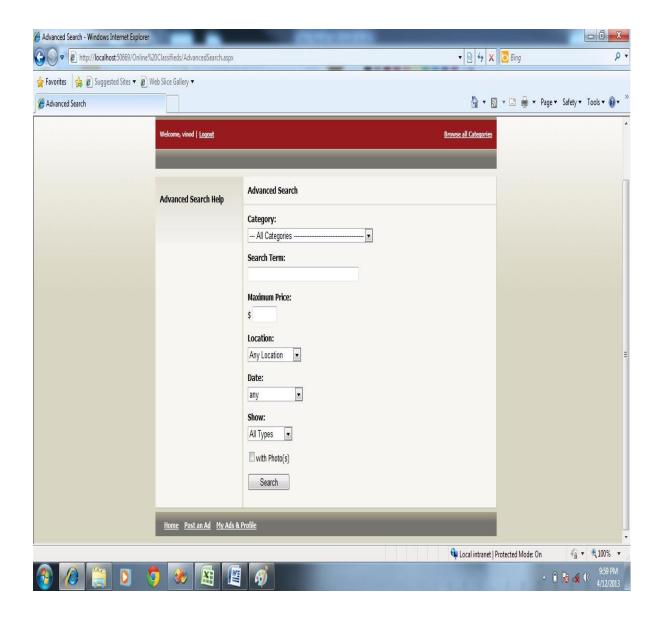
Update User Profile



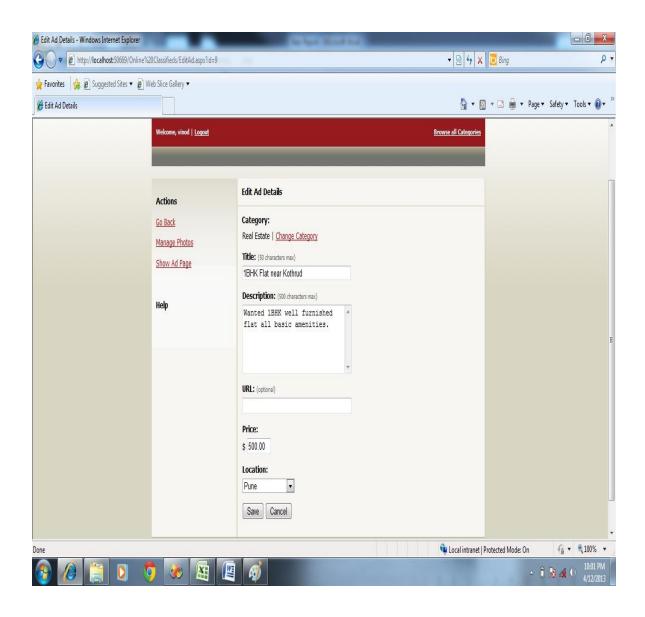
Search Classified



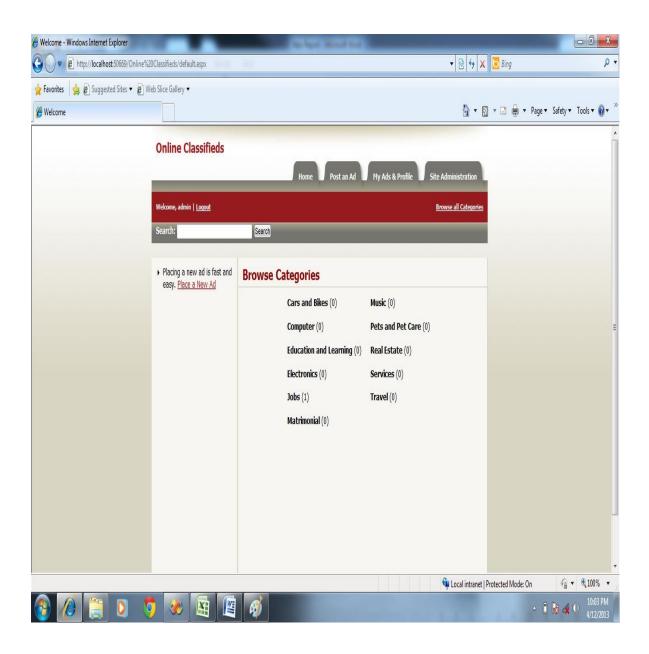
Advance Ad Search



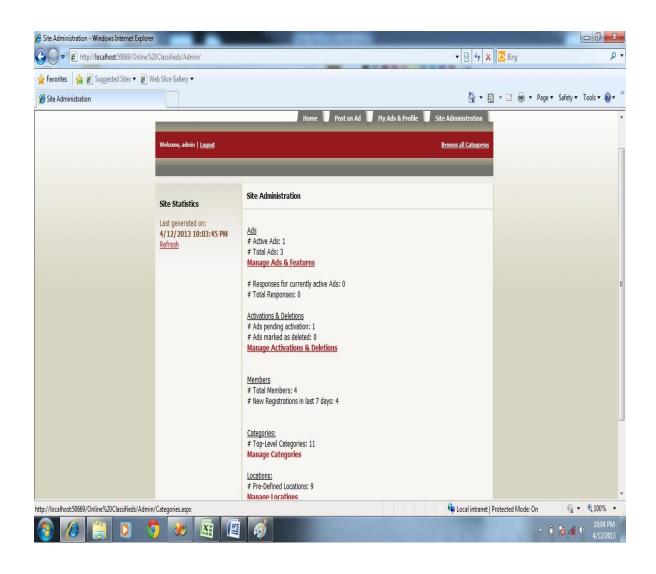
Edit Ad



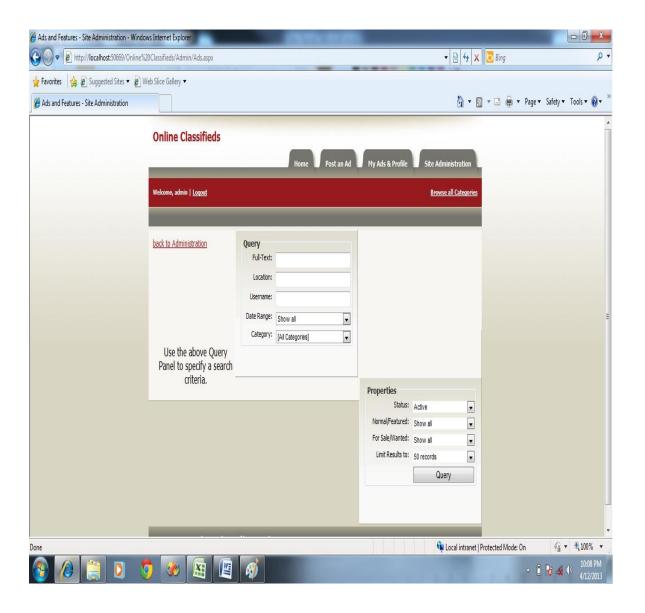
Admin Home



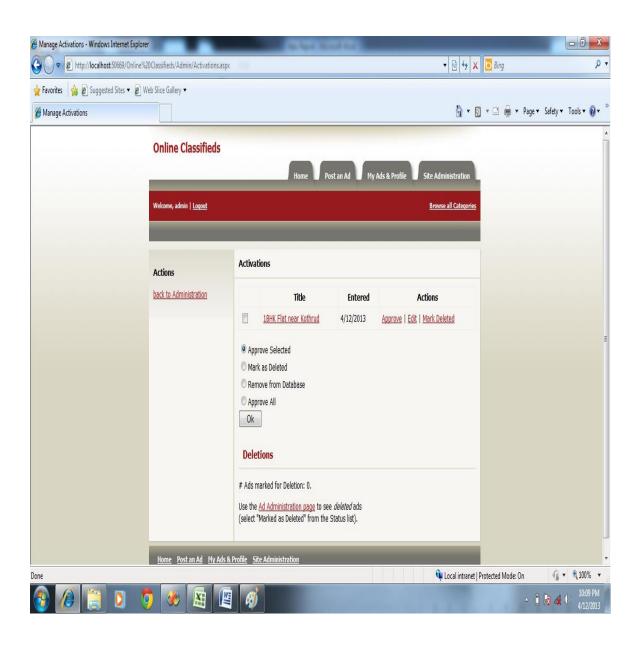
Admin- Site Administration



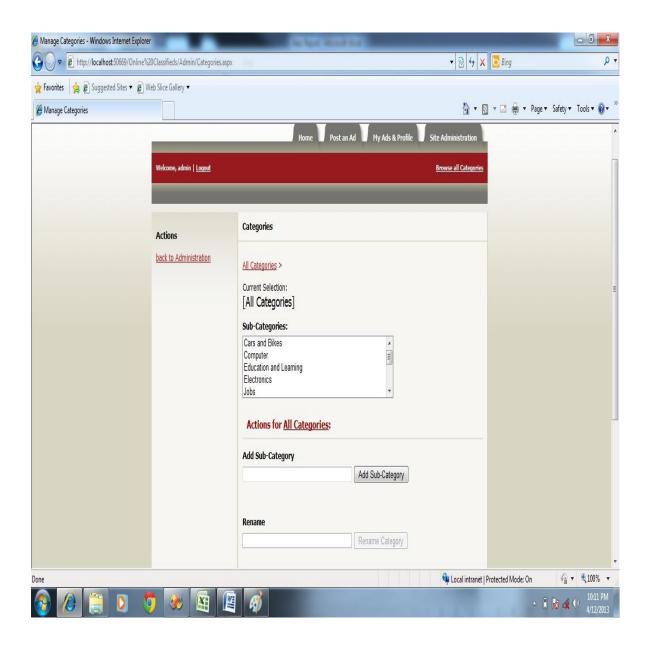
Generate Report



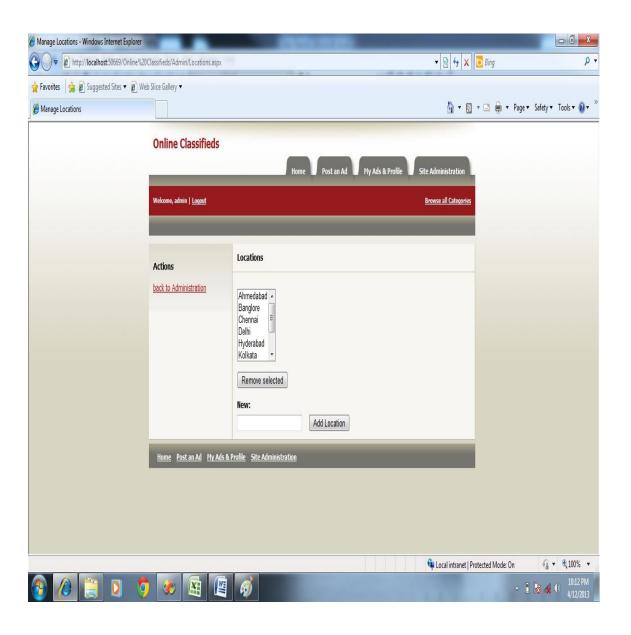
Pending Ad Activations



Manage Category



Manage Location



3.13 Table Specifications:

1) Table Name: User_details

Sr.No	Field Name	Data	Size	Constraints
		Type		
1	User_ID	Varchar	15	PK
2	First_Name	Varchar	20	Not Null
3	Last_Name	Varchar	20	Not Null
4	Email_ID	Varchar	20	Not Null
5	Password	Varchar	10	Not Null
6	User_type	Varchar	10	Not Null
7	Security_question	Varchar	30	Not Null
8	Answer	Varchar	20	Not Null
9	Role_ID	Varchar	15	FK

2) Table Name: Classified_details

Sr.No	Field Name	Data	Size	Constraints
		Type		
1	Classified_ID	Varchar	15	PK
2	User_ID	Varchar	20	FK
3	Title	Varchar	50	Not Null
4	Category_id	Varchar	20	Not Null
5	Description	Varchar	100	Not Null
6	Type	Varchar	10	Not Null
7	Url	Varchar	30	
8	Location	Varchar	20	Not Null
9	Date_of_posting	Date	10	Not Null
10	Image_ID	Varchar	20	
11	Status	Varchar	15	Not Null
12	Validity	Number	2	Not Null
13	No_of_views	Number	3	Not Null
14	No_of_responses	Number	3	Not Null

3) Table Name: Category_details

Sr.No	Field Name	Data	Size	Constraints
		Type		
1	Category_ID	Varchar	15	PK
2	Category_Name	Varchar	20	Not Null
3	Parent_category_id	Varchar	20	

4) Table Name: Image_details

Sr.No	Field Name	Data Type	Size	Constraints
1	Image_ID	Varchar	15	PK
2	Image_URL	Varchar	20	Not Null
3	Classified_Id	Varchar	20	FK

5) Table Name: User_Roles

Sr.No	Field Name	Data Type	Size	Constraints
1	Role_ID	Varchar	15	PK
2	Role_Name	Varchar	20	Not Null

3.14 Test Procedures and Implementation

The testing is one of the important steps to be carried out to ensure the successful implementation of system. The basic idea to carried out testing is to ensure error free program execution.

Therefore most useful and practical approach is to execute a program with an explicit intention of finding errors. The system is rigorously tested. Initially data is prepared according to validation of database table to check prior working of the system.

Testing involves operation of a system or application under controlled conditions and evaluating the results. The controlled conditions should include both normal and abnormal conditions. Testing should intentionally attempt to make things go wrong to determine if things happen when they shouldn't or things don't happen when they should. It is oriented to 'detection'.

In an organizations responsibility of testing of system mainly depends on Quality Analyst and Tester. Project Teams that include a

mix of testers and developers who work closely together, with overall processes monitored by project managers.

Unit Testing:

At a start of every new stage of programming test data is inputted into every module previously completed and it is tested independently.

The step taken is:-

- 1. Compilation of from and debugging and correction of errors.
- 2. After the clean compilation of the program, test data is used for the testing of the program. This reveals the logical error's in program.
- 3. These logical errors are reported to programmers and this process is reported till the program execute smoothly.

Integration Testing:

Here the dependents program are tested according to required output the step taken are

- After completion of unit testing, then integration testing will be carried out.
- 2. Here process gets distributed as

Find logical error's to transformation of data from one program to other program and reporting that error's to programmer.

System Testing:

Under this testing procedure the system will be tested as a whole and not in terms of the individual program testing.

This procedure will test the integrity of data while it transfers from one process to another. That is test the integration of each module of the system.

It also tests to find discrepancies between the proposed system and its original objectives, current specification's and system document's.

The step taken is:

System testing is done after the successful completion of integration testing.

Such testing is test data against required output to end user (client). The logical errors that find during testing are mark and reported to programmer and this process is repeated till the whole system execute or work smoothly.

Validation Testing:-

At the end of integration testing, software is completely assembled as a package, interfacing errors have been uncovered and correction testing begins.

Software testing and validation is achieved through series of Black Box tests that demonstrate conformity with the requirements.

Performance Testing:-

Performance testing is designed to test run-time performance of application within context of an integrated system. Proper response time for user actions is critical to maintaining and enhancing user base.

Test Cases

Test Cases for Login:

Preconditions: Run the Program in to the web browser. Home page must be displayed. Go to Login Menu, Login page must be displayed.

Negative Test Cases

Tes	Descriptio	Test Input	Expected	Actual	Pass/f
t	n		Results	Results	ail
No.					
1	Username	Username	Input	Enter the	Pass
	should not	=	should not	username	
	be	NULL	be		
	NULL.		accepted.		
			Display		
			message		
			Please		
			enter the		
			Username.		
2	Password	Password=	Enter valid	Enter the	Pass
	Should not	Null	password	valid	
	be			password	
	NULL				

Positive Test Cases

Test	Descriptio	Test Input	Expected	Actual	Pass/fai
No.	n		Results	Results	1
1	Username should not be NULL.	Username = rahul	Input should be accepted.	Input accepte d.	Pass
2	Password Should not be NULL	Password= ****	Input should be accepted.	Input accepte d.	Pass

Test Cases for Registration

Preconditions: Run the program in to the web browser. Home page must be displayed. Go to register menu.

Negative Test Cases

Tes	Description	Test Input	Expected	Actual	Pass/fa
t			Results	Results	il
No.					
1	First	First	Enter	Enter	Pass
	Name	Name=	valid	valid	
	should	NULL	First	First	
	Contain		name.	name.	
	alphabet				
	and should				
	not be				
	NULL.				
2	Last Name	Last	Enter	Enter	Pass
	should	Name=	valid	Valid	
	Contain	NULL	Last	Last	
	alphabet		Name.	Name	
	and should				
	not be				
	NULL.				
3	E-mail Id	E-mail Id	Enter the	Enter the	Pass
	Should	=	valid	valid	
	contain "@"	Rahul.com	Email-id	Email-id	
	and ".".				
4	Username	username	Enter	Enter	Pass
	should not	=	valid	valid	

	contain	rahul#55	usernam	username	
	special		e		
	characters				
5	Password	Password	Enter	Enter	Pass
	should	=	valid	valid	
	contain at	xyz@	Passwor	Password	
	least six		d.		
	characters				

Positive Test Cases

Tes	Description	Test Input	Expected	Actual	Pass/fa
t	_	_	Results	Results	il
No.					
1	First	First	Input	Input	Pass
	Name	Name=	should	Accepted.	
	should	Rahul	be		
	Contain		accepted		
	alphabet		•		
	and should				
	not be				
	NULL.	*	Ŧ .	-	-
2	Last Name	Last	Input	Input	Pass
	should	Name=	should	Accepted.	
	Contain	Salve	be		
	alphabet and should		accepted		
	not be		•		
	NULL.				
3	E-mail Id	E-mail Id	Input	Input	Pass
3	Should		should	Accepted.	1 455
	contain "@"	rahul@gm	be	riccepted.	
	and ".".	ail.com	accepted		
		<u>air.com</u>			
			•		
4	Username	username	Input	Input	Pass
	should not	=	should	Accepted.	
	contain	rahulsalve	be	_	
	special		accepted		
	characters				
5	Password	Password	Input	Input	Pass

should	=rahul123	should	Accepted.	
contain at	@	be		
least six		accepted		
characters				

Chapter 4

USER MANUAL

1.1 USER MANUAL

User manual is document provided for the user to see how computerized system works actually. It describes everything about how the system can be used i.e. how data is to be entered in to the controls.

The whole project in accordance to the operation is described as under:

Login Page:

This page consists of username and password. The user must enter provided username and password in the respective places and click on Login button if the information is valid then the user will be logged in to the system.

If login failed due to wrong password then same page i.e. Login page is forwarded to user. Then again he/she can login in to system.

Registration Form:

This form contains different controls to enter the information for user.

First when the screen is displayed to the user all the controls will be empty. When user enter data in these controls then this information is stored in the database. If user want to make changes then he/she can do that.

4.2 Operational Manual

The system has different links that are useful for the user to navigate easily between required forms provided for user. The way of navigation is explained below along with operations. On the menu bar user can see various links option which are provided by the system for the user to get the desired functioning to be performed.

1. Update Profile:

Here the user can change the profile such as personal details, contact details or password details.

2. Search Classified:

This form contains controls which are helpful for classified finder to search desired advertisement. It contains fields like title of classified, Category, City etc. If category is selected in this control & click on search then system will give the search result according to the selected category.

Following are the links which are available for User:

1. Post Classified:

Using this option user can post the classified he/she wanted to promote.

2. Edit Classified:

Using this option user can Edit the classified.

Following are the links which are available for Administrator:

1. Manage Activations & Deletions:

Using this option administrator can approve or delete the classified.

2. Manage Categories and Locations:

Using this option administrator can add or delete or modify

Categories and Locations for classified.

4.3 Program Specification

1. User Registration

Module	User Registration Module
Program	Add User
Name	
Purpose	Add User Details
Events	SubmitButtonOnClick
User Details	The required fields should
	not be null
Output	The user details are stored in the
	Registration table and user gets an
	acknowledgement message of the
	record added.

2. Post Classified Details

Module	Post Classified Details Module
Program	Post Classified
Name	
Purpose	Add Classified Details of user
Events	SubmitButtonOnClick
Classified	The required fields should
Details	not be null
Output	The Classified Details are stored in the Classified
	Details table and user gets an acknowledgement
	message of the record added.

3. Search Classified Details

Module	Search Classified Details Module
Program	Search Classified
Name	
Purpose	To find the classified
Events	SubmitButtonOnClick
Classified	The required fields such category, Keyword should
Details	not be null
Output	The Search results of Classified should be
	displayed.

4. Manage Activations and Deletions

Module	Manage Activations & Deletions Module
Program	Manage Activations & Deletions
Name	
Purpose	To Approve/Reject pending Classifieds
Events	SubmitButtonOnClick
Classified	The classified should not be unselected before
Details	submission.
Output	The changed status of classified should be
	displayed.

Drawbacks and Limitations

No system can be an ideal system as it is developed by sharing ideas of limited people, with limited recourses and within the limited time schedule. The topics which are not covered in this system are:-

- 1. There is no payment option for classified, which can be implemented online.
- 2. User can not upload more than two images for a classified.
- 3. There is no immediate feedback to the responder of classified.

Proposed Enhancements

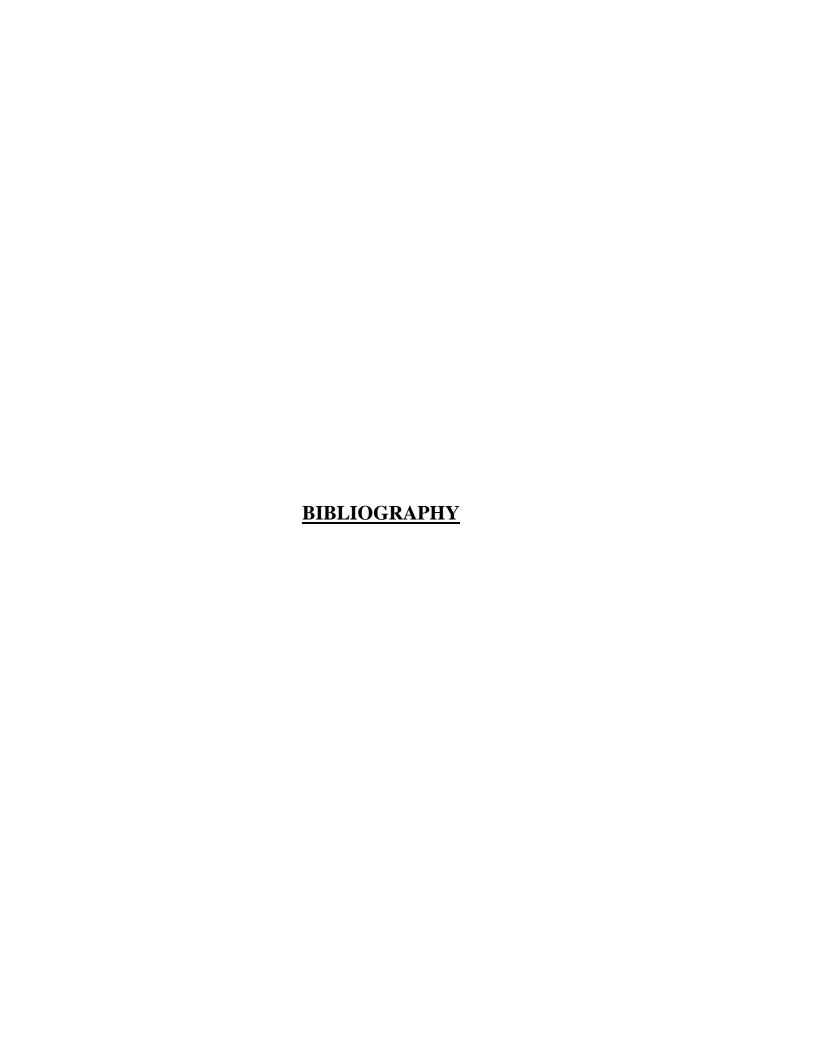
- 1. The future enhancements in this system will cover the online payment option for Classified Poster.
- 2. SMS of each response to the classified will be sent to the advertiser.
- 3. Classified of old and trusted users will be approved automatically.

Conclusion

The objective of this project this project is to allow advertisers to post their classifieds easily. This project also allows users to different classifieds and to respond the particular classified. The system has been developed for online classified management. The software has been tested, and results are found satisfactory. Another Objective of this project is to provide user friendly interface for better navigation through the system.

The conclusion are derived as follows

- 1) The standard format and uniform look and look is maintained throughout the system.
- 2) Tedious paper work is removed from process of storing the advertiser details and classified details as all process is online.
- 3) Due to online process, required human effort is reduced.
- 4) The quality of process is improved and become more transparent and less error prone.



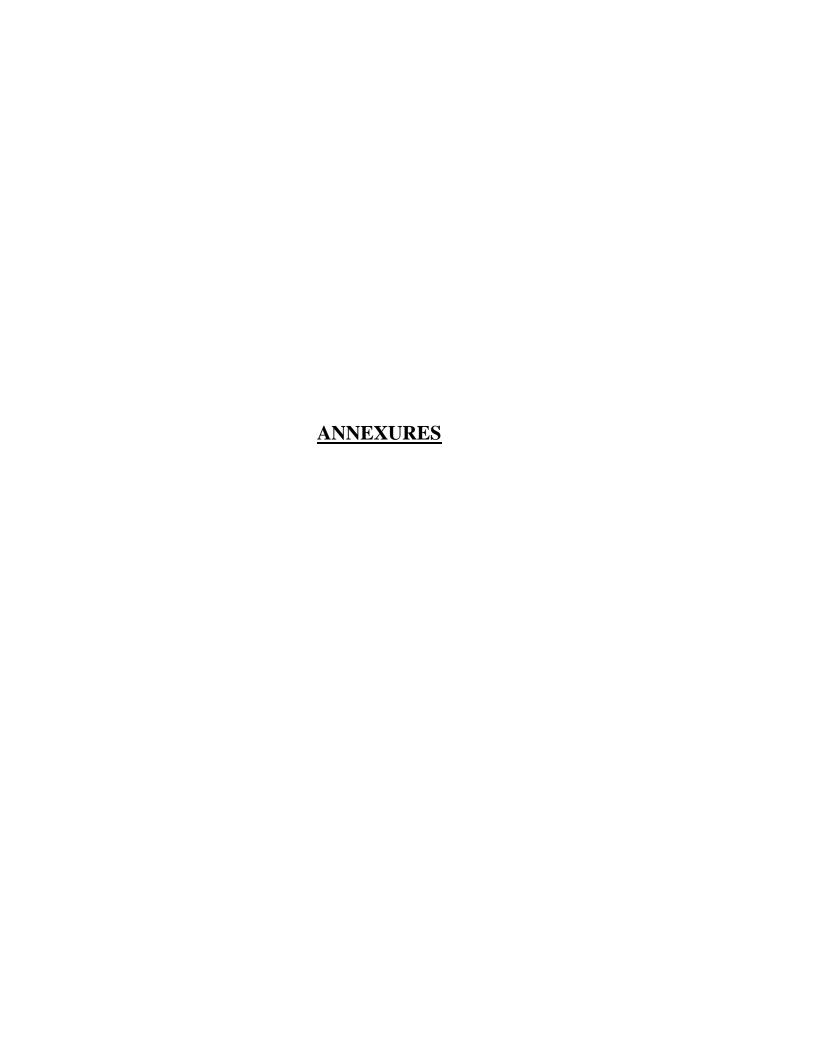
Bibliography

Books Referred:

- 1. Wrox-C#
- 2. Wrox Pro-ASP.NET
- 3. Software engineering by Pressman
- 4. Database system concepts by Korth Silberschtez
- 5. Complete ASP.NET BPB Publication

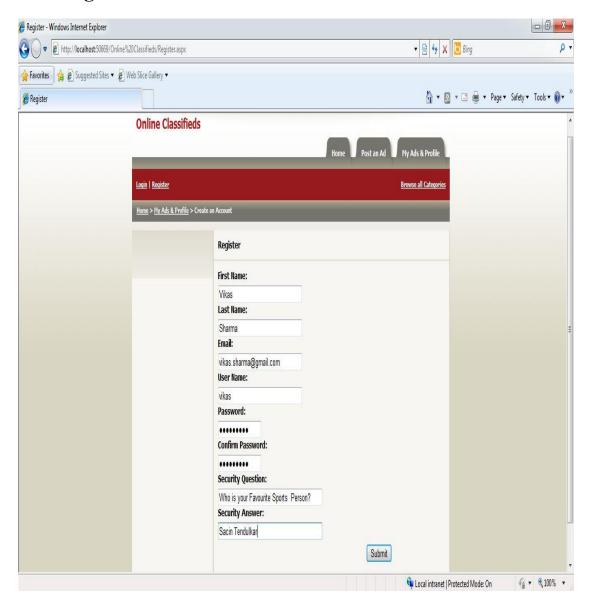
Websites:

- 1. Http://www.asp.net.com
- 2. <u>Http://www.asp.net/ajax.com</u>
- 3. Http://www.google.com

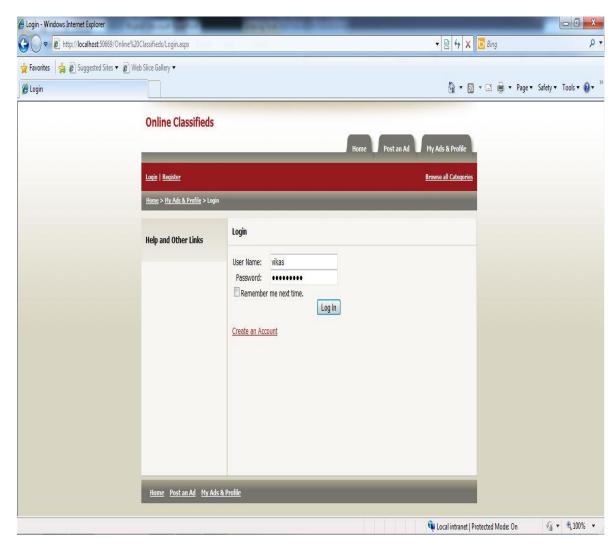


ANNEXURE 1 USER INTERFACE SCREENS

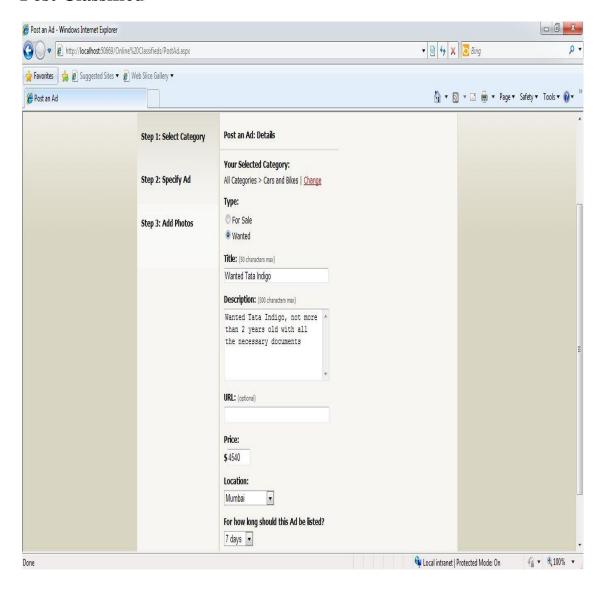
User Registration



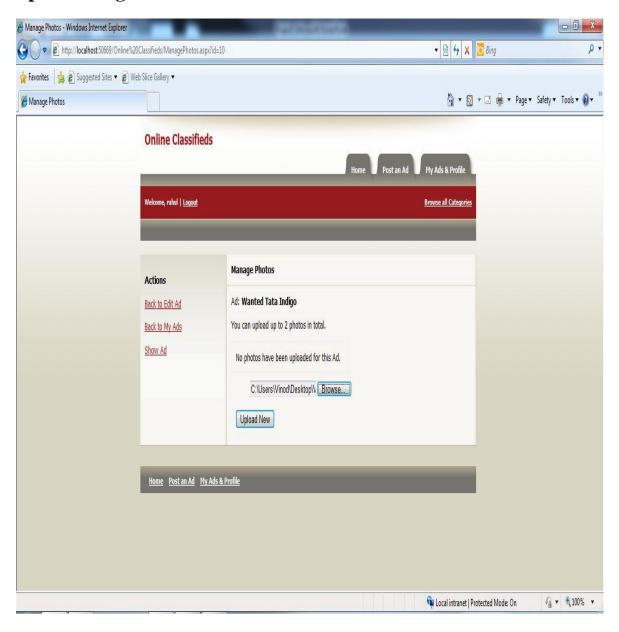
User Login



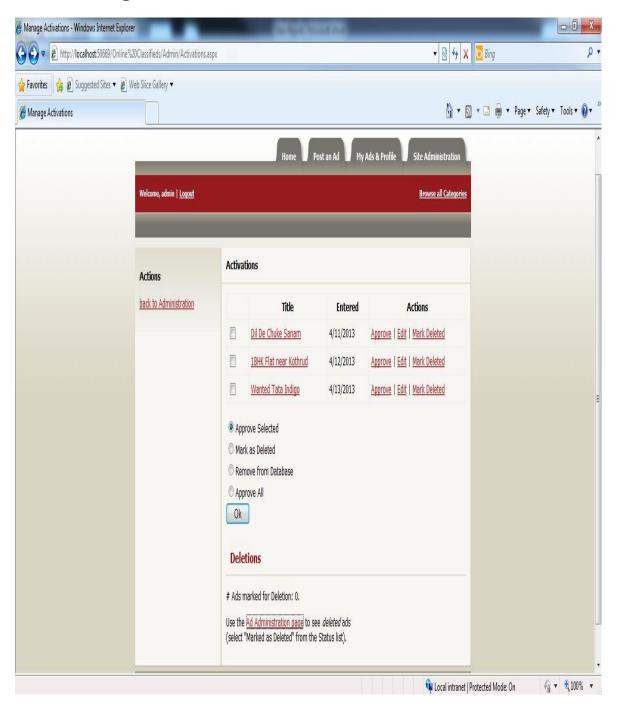
Post Classified



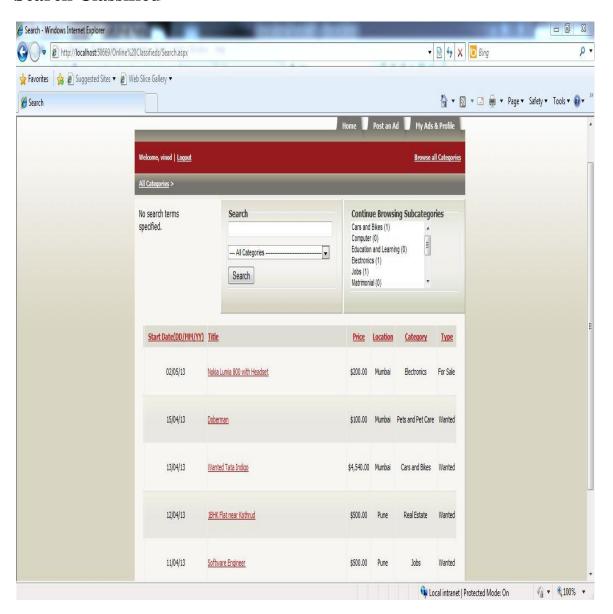
Upload Images for Classified



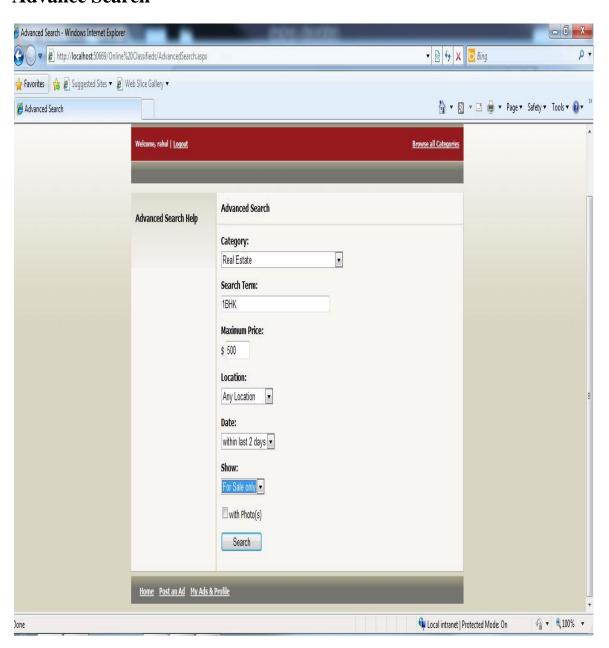
View Pending Classifieds



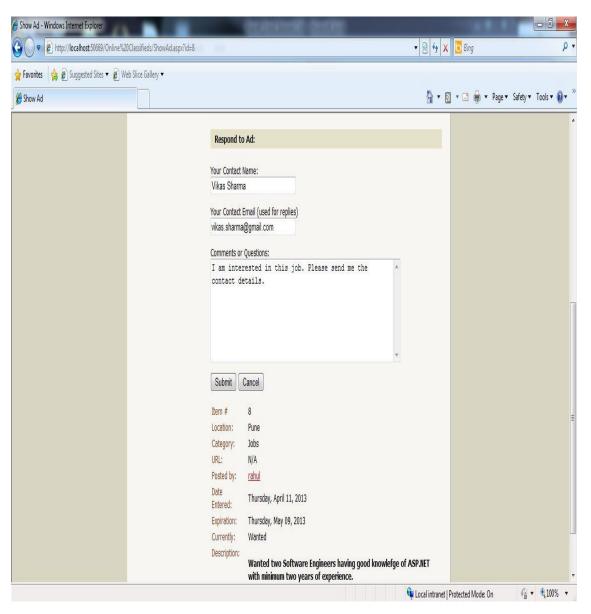
Search Classified



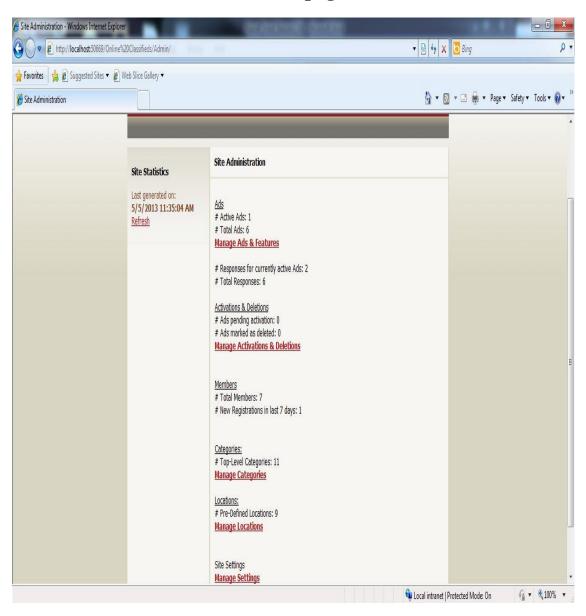
Advance Search



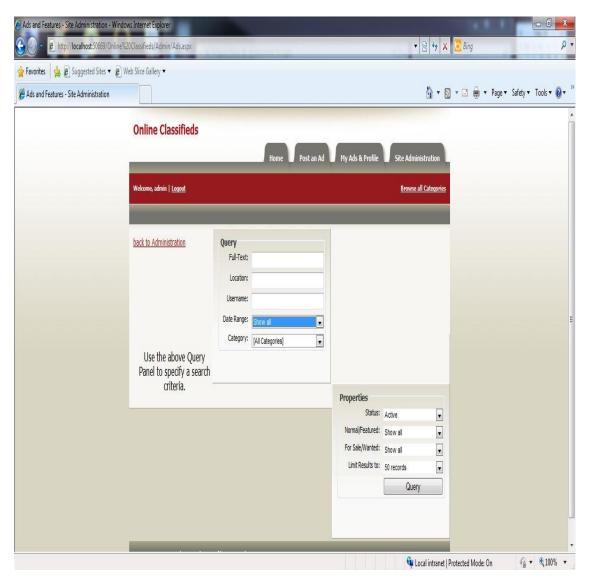
Respond to Classified



Site Administration (Admin Homepage)

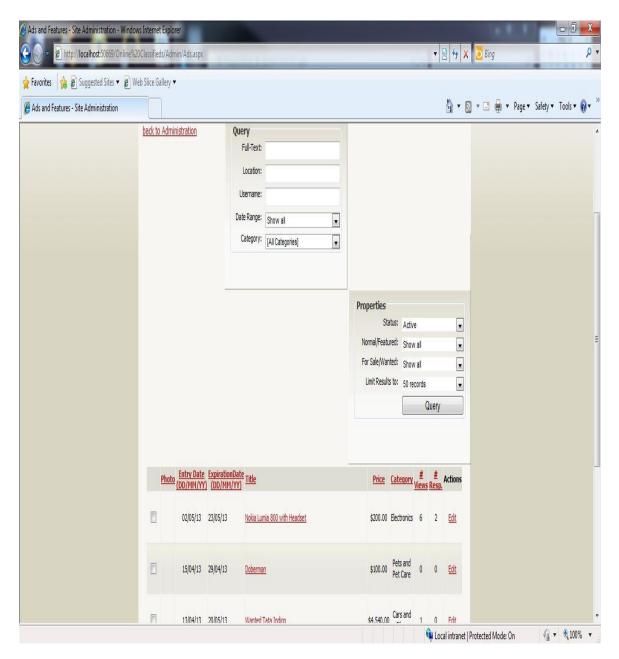


Report Page

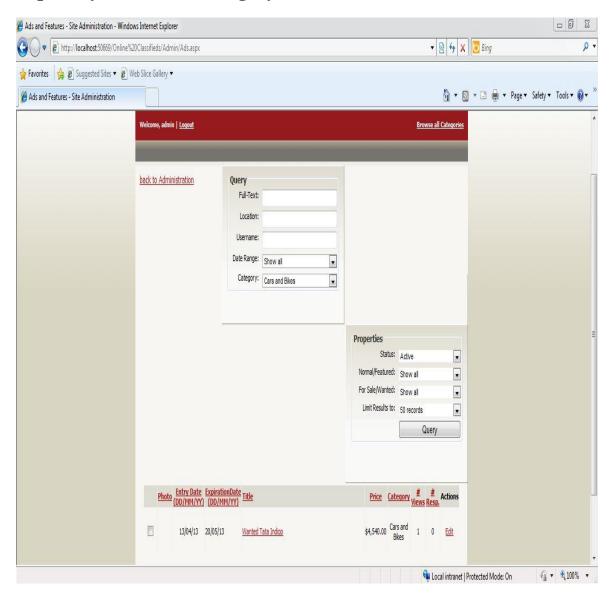


ANNEXURE 2 OUTPUT REPORTS WITH DATA

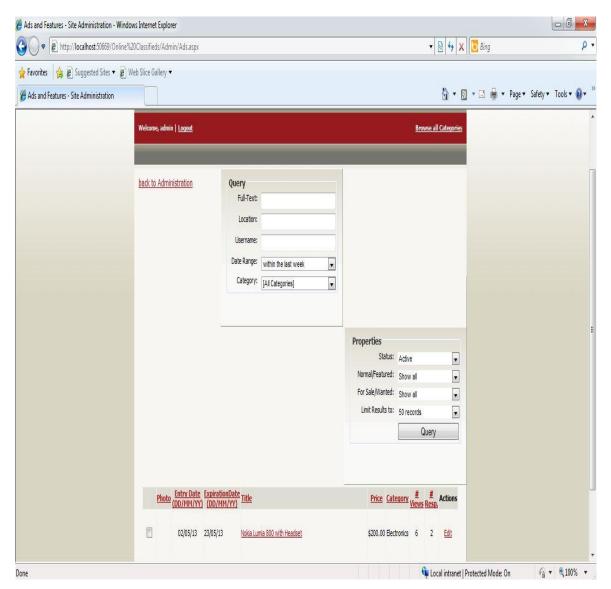
Show all Active Classifieds



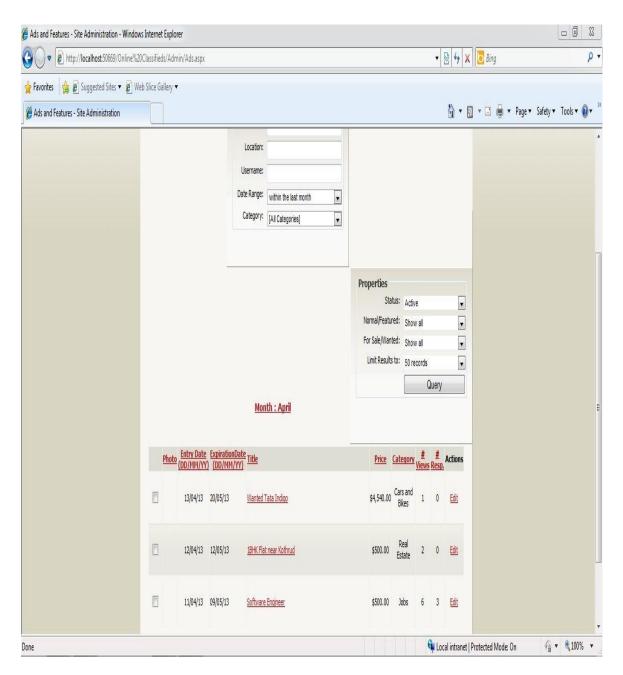
Report by Particular Category



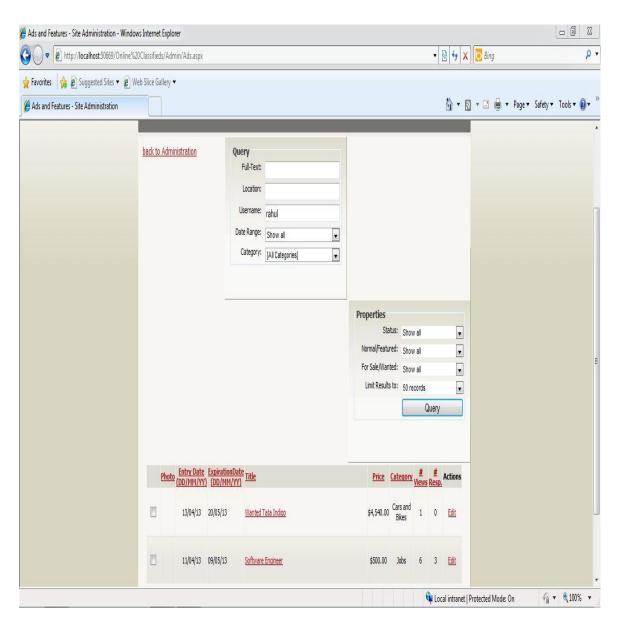
Report of Last Week



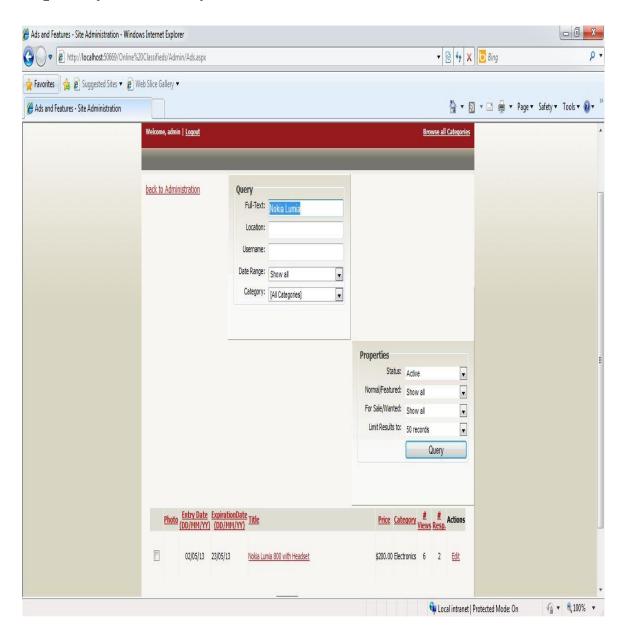
Report of Last Month



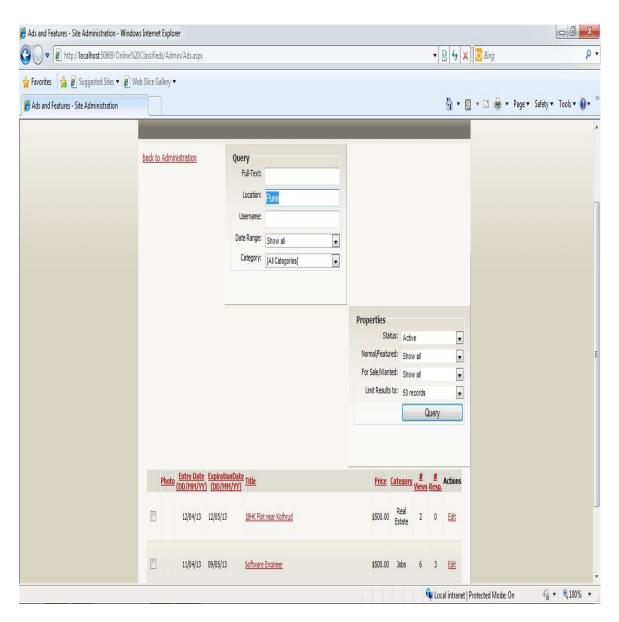
Report of Particular User



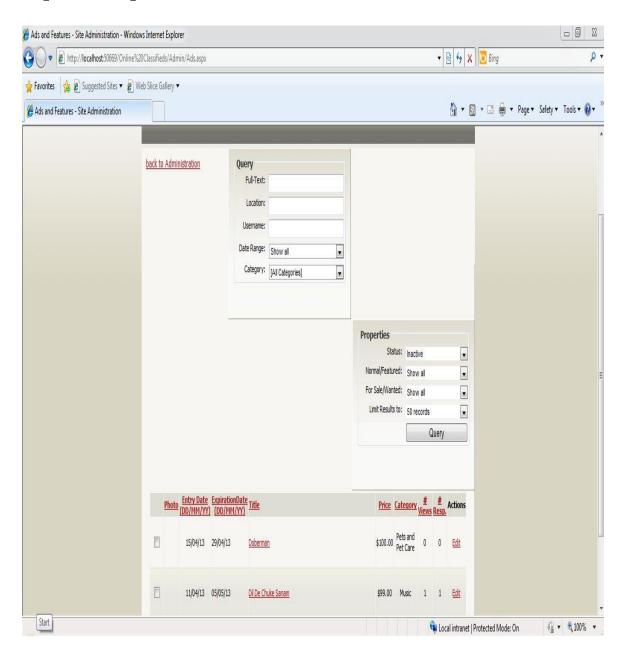
Report by Search Keyword



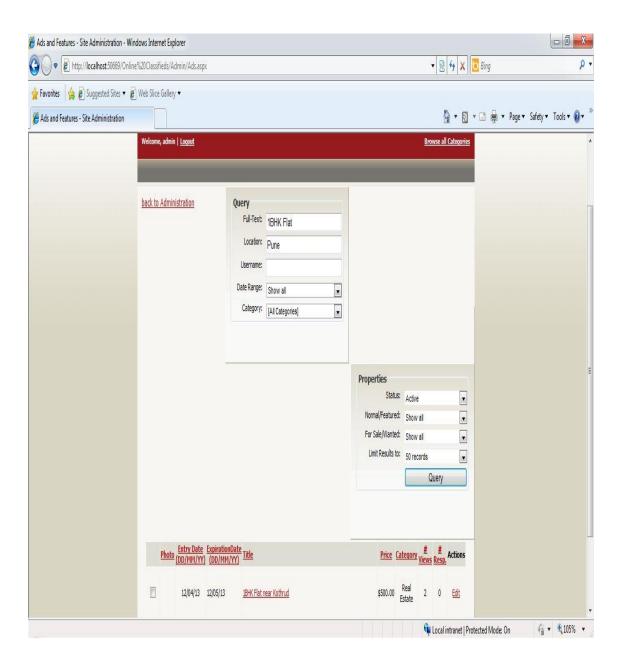
Report by Location



Report of Expired Classifieds



Report by Location and Keyword



Report by Category and Location

