

CITY NEEDS

(AN ADVERTISING WEB PORTAL)

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Abstract-This project is developed to automate system for advertising web portal which is used by the officials of “City Needs” for managing systematically all the advertisements of the client. The name of the project is “City Needs- An advertising web portal”. It will satisfy all the general needs of the particular resident of the city. The facilities provided include posting ads, events, resumes and viewing the posted ads.

1. INTRODUCTION

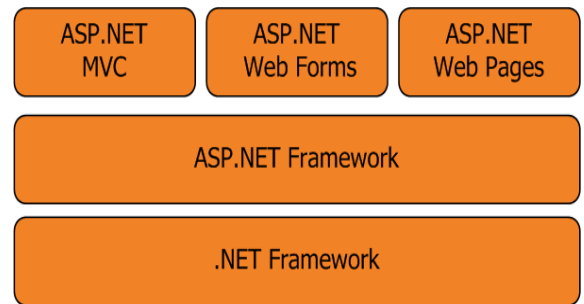
1.2 General Overview:

CityNeeds is focused on providing quality service and / or information which would help fresh graduates, students, home owners, buyers, sellers and every Indian in his/her day to day needs. CityNeeds aims to build a great community of Indians located across the globe in helping each other live better lives.

1.3 Problem Definition:

In simple words, CityNeeds is a one stop site for all your jobs/classified needs. If you are looking for a job, our Job Board will be very useful piece of information as the jobs are updated by recruiters/companies and us on a day to day basis. If you would like to rent an apartment, buy a home, looking for a tenant, our RRR (Rental, Roommates, Real Estate) section will be the ideal choice. If user likes to sell any of the used materials (books, cars, bikes and more), our For Sale section will be the place you will find the information. For Sale is one of the fast growing sections of our site and we request you to post any useful things (book/electronics etc) which you may

no longer use in our For Sale section. This will help others get the same knowledge/pleasure at a good price. Resumes section contains resumes of fresher, 1-2 year exp, 2-3 and 3+ experienced candidates currently looking for jobs. The resumes section is viewed by companies/recruiters 3-4 times every week.



Our ASP.NET Frameworks focus is to help serve the community in a better & most efficient way. Privacy issues are a high priority and at CityNeeds, we follow standard industry practices to maintain your personal information.

We do not share your information with any third party for marketing or any other purposes.

We do not send you junk emails asking you to participate in polls, events, buy tickets and more.

2. LITERATURE SURVEY:

2.1 Project review:

Nowadays because of the migration of the people for education, job.etc people residing in new cities are not aware facilities available in that new city. (For example, location of hospitals, educational institutes, etc.) There are no such sites that provide such information on one platform.

Thus, to make life of people easier in new cities, we are developing the project ‘CityNeeds-An Advertising Web Portal’ which consists of information about job, housing , goods for sale, day-to-day services, education,etc facilities at one place.

The home page of the project consists of various links such as PostAd, PostEvent, SelectCategory(dropdown list box).

When we select PostAd link, we can post ads related to job, housing, forsale, services, education. This data will be put into the database AdPosting. Then the required information can be retrieved from this database whenever needed.

When we select PostEvent link, we can post various events which will be held in the city. This data will be put into the database EventPosting. While viewing these events, the data will be retrieved from this database datawise.

SelectCategory is a dropdown list box through which we can select the category related to which we want to limit our search.

2.2 Technology review:

ASP.NET MVC 4 is a framework for building scalable, standards-based web applications using well-established design patterns and the power of ASP.NET and the .NET Framework. ASP.NET supports three different development models named Web Pages, MVC and Web Forms.

ASP.NET MVC is a web application development framework built on top of Microsoft’s .NET Framework. ASP.NET Web Form was a replacement for Microsoft’s Active Server Pages (ASP) but ASP.NET MVC is not a replacement for ASP.NET Web Forms and it’s just an alternate way of making an ASP.NET website.

ASP.NET MVC is open source!- In March 2012, Scott Guthrie announced on his blog that Microsoft had released part of their web stack (including ASP.NET MVC, Razor and Web API) under an open source license

ASP.NET MVC helps to reduce the complexity of the web application by dividing an application into three layers, Model, View and Controller. This separation (loose coupling) helps in some long term benefits like isolation of components while development and also this separation provides better support for test-driven development (TDD). ASP.NET MVC websites are good in performance and also easy to maintain.

2.2.1 MVC Architecture

The Model-View-Controller (MVC) pattern is an architectural design principle that separates the application components of a Web application into three layers. This separation gives you more control over the individual parts of the application, which lets you more easily develop, modify, and test them.

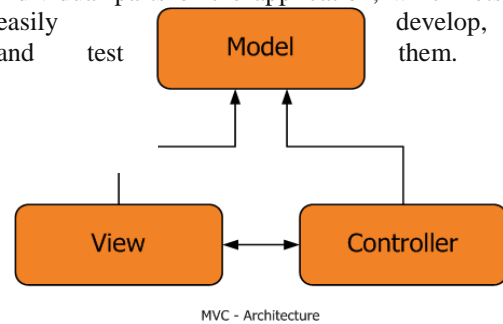


Fig. 2

The Model

Model contains and exposes the properties and application logic. In a better way we can say that The model represents core business logic and data. For example, in the ePhoneBook Sample the 'PhoneBookModel' class represents the properties of a “Phone Book” in the application and may expose

properties such as First Name, Last Name and Mobile Number etc and also it may expose methods.

The View

The View is responsible for creating the response HTML or any responses back to the browser like pdf, html or excel etc. In other way we can say that the view is responsible for transforming a model or models into a visual representation.

The Controller

Controller is responsible for processing user inputs from view and give responses back to the view. It means that the controller decides the action and performs the tasks/logic based on the parameters. Controller acts as the coordinator between the view and the model.

Fig. 3 Complete dataflow diagram

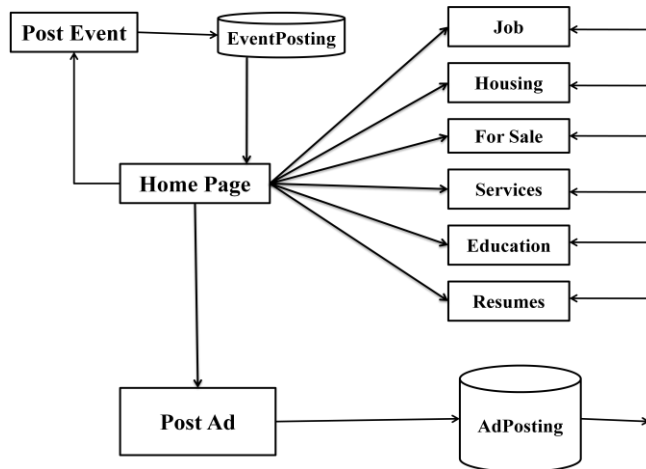
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3. Dataflow Diagrams:



3.1. Job

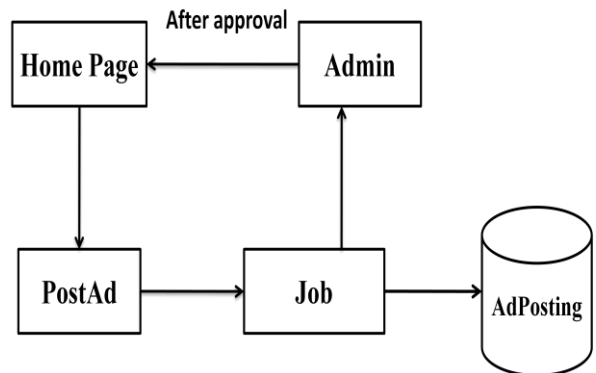


Fig. 4 Dataflow for Job Module

This module will contain information about the vacancies in particular field and their respective qualifications required for appearing in the interview. The fields are:

- 1> Accounting
- 2> Admin / Office
- 3> Art / Interior design / Media
- 4> Computer Hardware / Software

- 5> Health Care / Nursing
- 6> Marketing / Business Development.

3.2. Housing

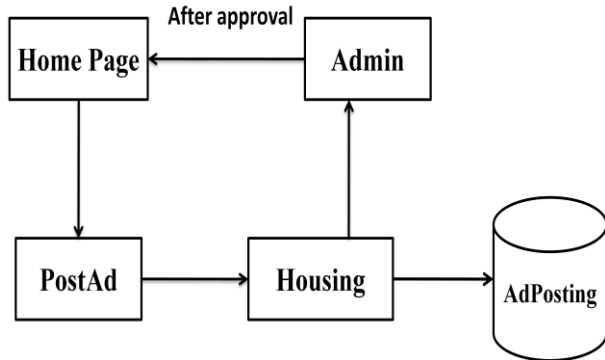


Fig. 5 Dataflow for Housing Module

This module will contain advertisements of offices / Commercial / house for sale or to be given on rent.

The related fields are:

- 1> House / Flat Sale
- 2> House / Flat Wanted
- 3> Paying Guests
- 4> Rentals
- 5> Office / Commercial
- 6> Parking Place Sale / Wanted

3.3. For Sale

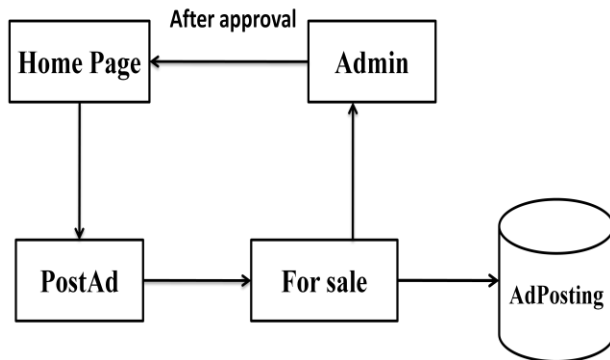


Fig. 6 Dataflow for ForSale Module

This module will be like websites olx.com, quicker.com, etc in which visitor can post the ad of following things he want to sell.

- 1> Used / old books
 - 2> Vehicles
 - 3> Furniture
 - 4> Electronics
- Item(Computer, mobiles, etc)

3.4. Services

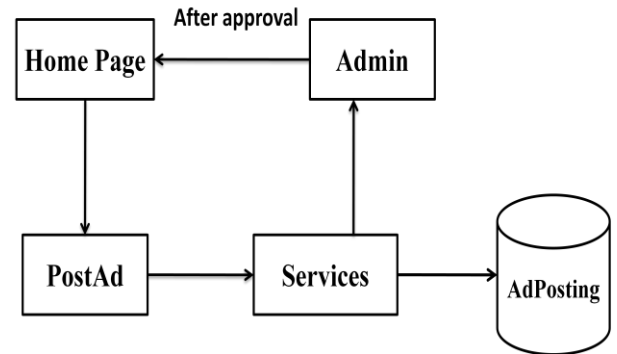


Fig. 7 Dataflow for Services Module

This module contains following fields:

- 1> Training
 - 2> Engineering
 - 3> Legal / Finance / Tax
 - 4> Event Management
 - 5> Tours / Travels
 - 6> Emergency
- Services(fires, hospitals, police)

3.5. Education

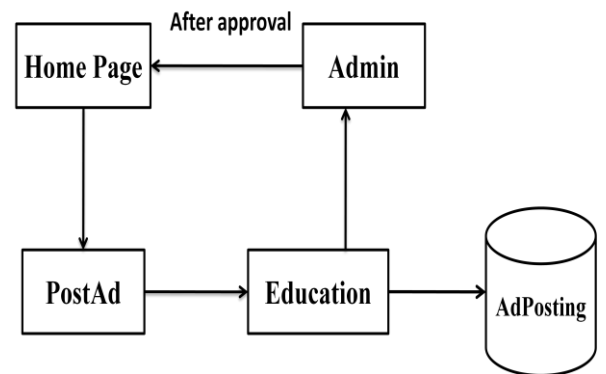


Fig. 8 Dataflow for Education Module

This module will contain information about:

- 1> Educational Institutes
- 2> Book Stalls
- 3> Music / Dance / Recitation and many more extracurricular activity classes.

- The attribute of Competence currently is defined over a 4 point rating scale. This could also undergo change in the future.
- The interfaces will be much more user friendly and visually appealing.
- At present the manner in which the modules are identified and defined is a technical process and beyond the scope of this project. In future this feature will also be included, so the project manager can able to break down the project easily.
- Help pages will be much more informative.

3.6. PostEvent

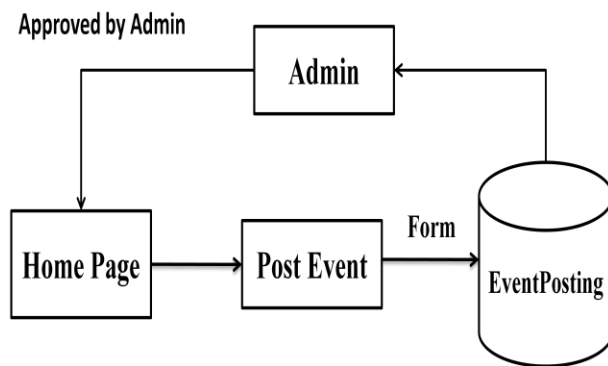


Fig. 9 Dataflow for PostEvent Module

For posting the events occurring in the city on the particular a date and day and will contain:

- 1> Event Start date
- 2> Event End date
- 3> Title of the event
- 4> Description
- 5> Email ID
- 6> Contact number

5. Future Scope of the work:

- At present there is a four-point rating scale to define the complexity of a project. This rating scale can change over a period of time and the proposed system should be able to capture a new rating scale at a future instance.

6. Conclusion

1. The project use form based security with providing user id and password to its users which protect information from intruders.
2. Passwords of customers and administrators are entered into the database from the user interface in an encrypted manner, so that it is nearly impossible to hack any particular user's information.
3. The Site provides different interface through the Home Page to Login as a **User** and an **Administrator**, thus making it impossible for the intruders to login as an administrator with the normal customer user id and password, because a checking is present there to differentiate customers from the administrator.

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