

Ad-Phonic-The Advertisement App

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Abstract- Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Being the Businessman, Advertisement of the product plays a major role in growing up the business. Advertisement through the posters is a traditional way to advertising. The Advertisement agencies can use this application to get the new orders through this app and manage the orders. The Business people can use this application to meet with new advertisement agencies and book the place for hoarding through this app. Customer search the place area wise and book the place. Agencies can upload the available places, size and price for posters. Customers are notified about the alert message for ending date of the order. This application provide one stop solution for multi-options, multi-clients.

Keywords- Advertisement, Mobile Application, Business world.

I. INTRODUCTION

Advertisements are of great importance for any business activity as it attracts people to use the particular service. There are various ways of putting up an advertisement as per the audience to be addressed. To reach a wide audience of all classes, hoarding advertising is the most preferred outdoor advertising media today.

The Ad-Phonic provide smart advertising procedure provide complete information under one roof in a divine and perspective manner with a higher context degree. The Ad-Phonic provides informative mode for businessman informs the customers about the brands available in the market and the variety of products useful to them. The Ad-Phonic developed to make up the monetary environment for the business world.

There are two main role in system. Customer and Advertiser. Customer is the role that is responsible for the use of the system. Advertiser is responsible for the upload the place and rate for the hoardings. Our application provide multiple agencies option to the customers for the advertising. This application provide online poster booking, renew booking service for the customer.

II. LITERATURE REVIEW

The investigation of the idea is takes place and it was know that most of business people use posters or hoardings for outdoor advertising. Advertising through hoardings is a cost effective way of advertising outdoors, they are very useful in drawing the attention of the visitors. A smart yet simple display board conveying the relevant message about the event or a particular product can make a huge impact on the potential customers.

There are multiple advertising agencies which handles outdoor advertising. These advertising agencies use traditional way for communicate with customers. We have search one or many advertising agencies for our research purpose.

We noticed that most of these companies don't use websites or mobile application. Because of this so many people don't have knowledge about different advertising companies. We observed that so many people use reference to reach these advertising companies.

We take one outdoor advertising company "Chitra Publicity" which is leading outdoor company for advertisement in India and also in gujarat. This company has 2000+ hoardings across the peak cities of gujarat. We noticed that this company use one website www.chitrapublicity.com. This site shows all information about the company. But this site don't have any user interaction module. They don't have login and registration module. Availability of location is not provided by them. If user wish to search place for posters, he send text message with location. This is not convent way.

During analysis period We have analyzed many of android applications and websites related to my application concepts and I have found some weaknesses of them and tried to cover them up in our 'Ad-phonic'

- Web Address: <http://www.excellentpublicity.com/>
- Description: Very simple and professional website for business people who wish to do advertisement through advertiser planner.

- Weakness: Only have user login module. Don't have advertiser planner login module. This site don't show available places for advertising.

- How we will cover up: Ad-Phonic is a mobile app not a typical website. Ad-phonic provide customer module and www.ijstart.com

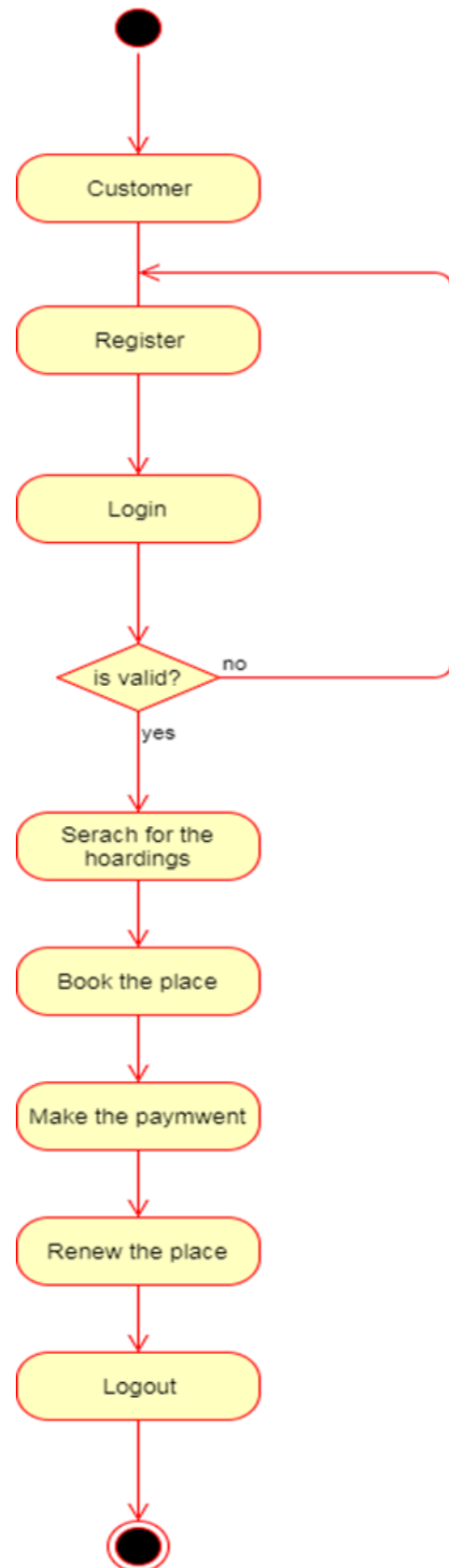
advertiser module. Multiple customers and multiple advertising companies can register and login.

III. METHODOLOGY

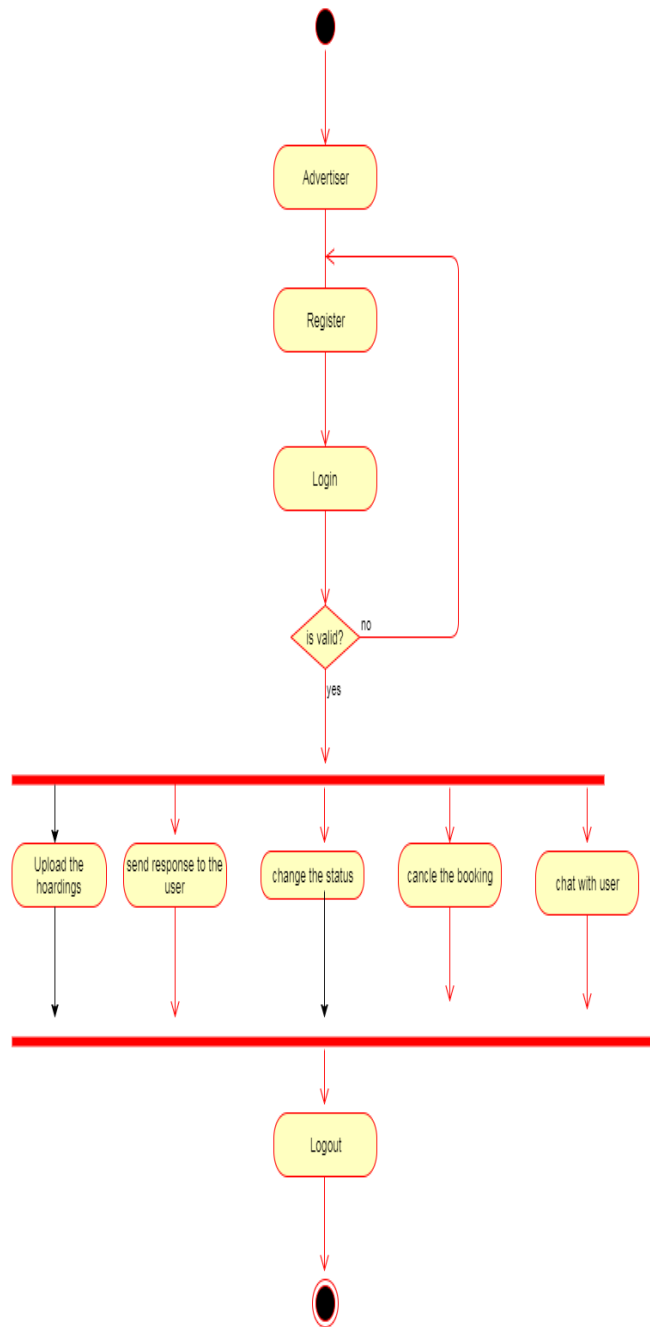
Ad-phonic– an android application will work on all android devices. The main purpose of this application to expand the business in smart way. This application hopefully satisfy the marketing requirements of business. During our research we found out that there is no such existing android application in real world for hoarding advertisement application. Thus we are interested in developing an application which would surely make a difference to the digital world.

The application will work in following way:

- I. Advertiser have to Log In or SignUp in the application.
- II. Customer also have to Log In or SignUp in the application.
- III. Advertiser upload the poster with size of the poster, place of the poster and image of the poster.
- IV. After successfully registered, Customer search posters area wise.
- V. Then multiple agencies' options with same place are displayed.
- VI. On selecting the posters, customer can book the poster.
- VII. Advertiser can see the booking and he accept the booking.
- VIII. Advertiser also be able to cancel the booking.
- IX. Advertiser send the response to the customer.
- X. Advertiser change the status of the poster which was booked.
- XI. Customer can make payment online.
- XII. If customer wish, he can renew the booking
- XIII. Customer and Advertiser is able to chat with each other.



1.1 Activity Diagram for Customer



1.2 Activity Diagram for Advertiser

IV. SPECIAL FEATURES

Ad-phonc provides smart way for advertisement. Our application resolve problems which are shown in existing system. The idea to this application was inspired by one of the existing outdoor publicity agencies. In the period of research, we find that there are no mobile application which deals with multiple customers and multiple outdoor agencies.

We tried to resolve this problems in our application.

Unique Features:

- Provide Multiple Options: Our application provide multiple options to customers for outdoor advertising through posters.
- Search Availability by Area Wise: This feature provide facility for the customer to search available places for posters. Customer can see multiple agencies options for the same place.
- All information under one roof: Our application provides all the information about the poster like price,place,size of the posters and also provides necessary information about the advertisement agency.
- Online Booking: This feature provide online poster booking facility for the customer. Customer can book the poster with selecting ending date. Our application also provides online renew facility for the client.
- Chat module: It provides chat facility between client and advertiser. This feature provide a way to communicate with each other.
- Alert Mechanism: It gives alert message to the client when booking will be experied.This message send before two and three days of expiry date.
- User Friendly: This provide user friendly environment. The Flow of the application is very easy to understood.

V. CONCLUSION

We will develop “Ad-phonc” Application with great concern and will try our best to implement as many as features to make it easily usable. This is the easiest way to the user and advertiser. Through this application genuine work has been carried out to give people better services implemented throughout the various stages of project. In these application admin can send push notification to the user for the renew of hoardings. This is very useful mobile application for corporate world.

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