

MICHIGAN STATE

UNIVERSITY

Project Plan

Agent Multimedia Advertisement Builder

[The Capstone Experience](#)

Team Auto-Owners

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*From Students...
...to Professionals*

Project Overview

- Provides a system for independent insurance agents to create custom advertisements.
- Agencies will be able to create print, radio and television ads, and have them automatically sent to Auto-Owners for review.
- Java-based Web Application



Functional Specifications

- Ad Formatting / Manipulation
 - Building the Ad (Template & Custom)
 - Preview
 - Resizing
- Edit My Profile
 - Populate Information from Marketing Portal
 - Allow Agents to Upload Photos and Logo
- Administrator Functionality
 - Approve / Reject Submitted Ads
 - Manage Media Center Resources
 - View Reporting / Tracking Information

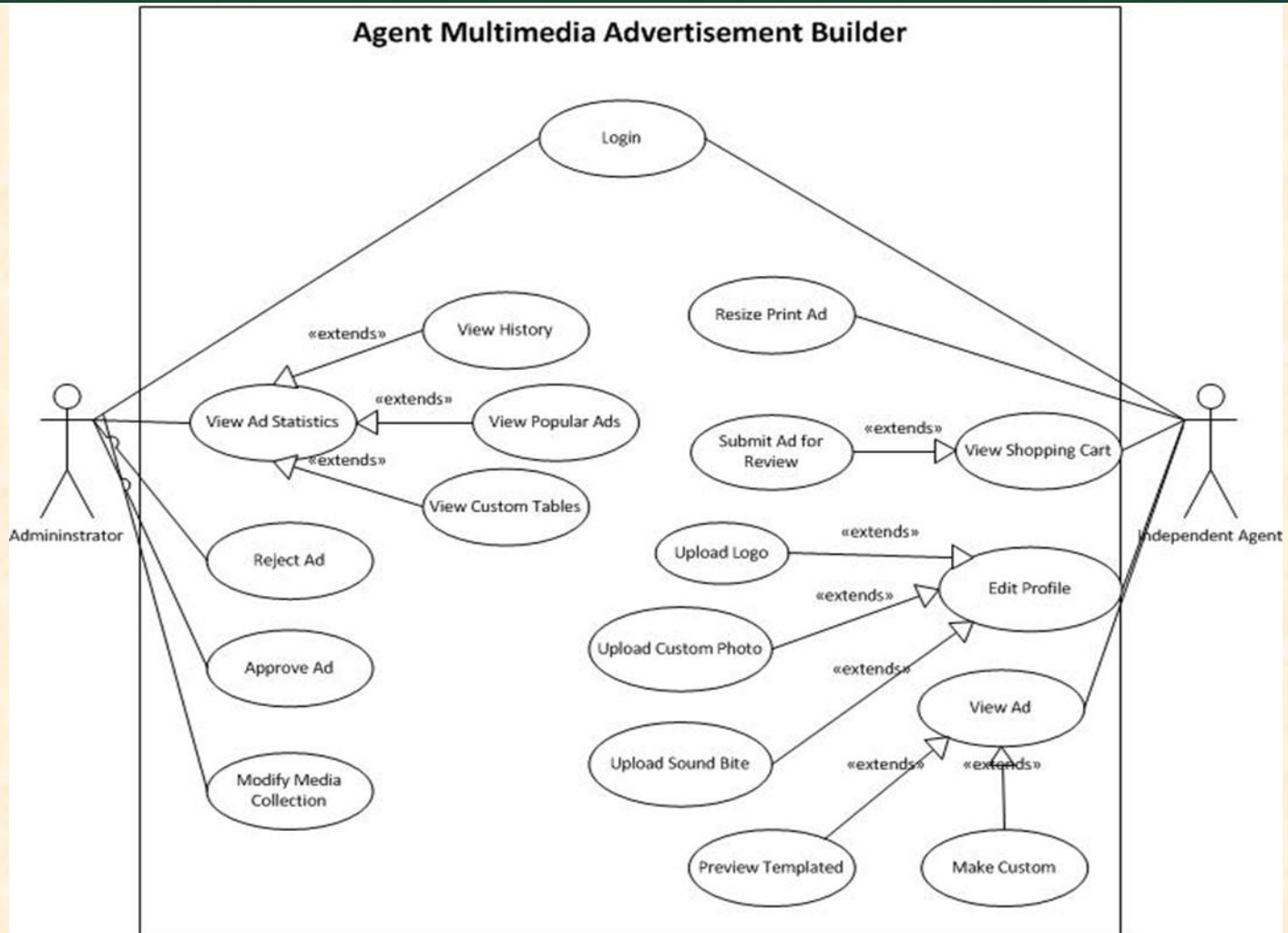


Functional Specifications

- Email & Notifications
 - Preview & Forward Ad to Vendor (Admin)
 - Auto-Notify Admin Every 3 Days if New Ads Present
 - Auto-Notify Agent Upon Approval / Rejection
- Shopping Cart
 - Display all pending orders
 - Agents submit finalized ads for review
 - Display budget information to Agent
- Radio / TV Ads
 - Agents may upload 5 second audio clips read from a script provided for them.
 - TV Ads will display a splash screen while the audio plays



Design Specifications



Screen Mockups

The screenshot displays the Auto-Owners Insurance website interface. At the top, the logo "Auto-Owners Insurance" is on the left, and navigation links "Home", "Customer Center", "Career Center", and "Media Center" are on the right. Below this is a dark blue navigation bar with buttons for "Our Products", "Find an Agency", "Corporate Information", and "Customer Claims". A search bar with a "Go" button is also present. The main content area shows a breadcrumb trail "Home > Media Center" and a login prompt: "Please log in using your Agency ID and password:". Below the prompt are two input fields: "Agency ID :" and "Password :". At the bottom, there is a footer with navigation links "OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US" and copyright information: "Auto-Owners Insurance. Copyright 2007 All Rights Reserved. [terms of use](#)".



Screen Mockups



Screen Mockups

Auto-Owners Insurance Home | Customer Center | Career Center | Media Center

Our Products Find an Agency Corporate Information Customer Claims search GO

Home » Media Center » Print Media » Discounts



Print Media

GUIDELINES FOR USE OF PRINT ADS

- With the exception of adding your agency information and logo, print ads may not be altered, resized, edited, or modified in any way without prior approval from Home Office Advertising.
- The publication in which you choose to place your ad will add your agency information.
- Please feel free to contact Home Office Advertising or your marketing representative with any questions.
- While all ad copy provided is in color, your printer can easily switch these versions to black and white.

* ATTENTION FLORIDA AGENTS: Please add the following disclaimer to all advertisements: "Property Insurance is not available in the state of Florida from Auto-Owners Insurance."

DISCOUNTS [Click on ad to customize for your agency.](#)

Thumbnail	Ad Title	Number
	Good Student Discount (4" x 6") [black-and-white version]	12555 (9-10)
	Fall Into Savings (4" x 6")	12557 (09-10)



Screen Mockups

The screenshot displays the Auto-Owners Insurance website interface. At the top, the logo "Auto-Owners Insurance" is on the left, and navigation links "Home", "Customer Center", "Career Center", and "Media Center" are on the right. Below this is a secondary navigation bar with "Our Products", "Find an Agency", "Corporate Information", and "Customer Claims", along with a search box and a "Go" button.

The main content area is titled "Ad Preview: 5\"x3\" Cowabunga". It includes a breadcrumb trail: "Home » Media Center » Print Media » Discounts". The preview configuration is as follows:

- Picture: - Logo: - Tagline:

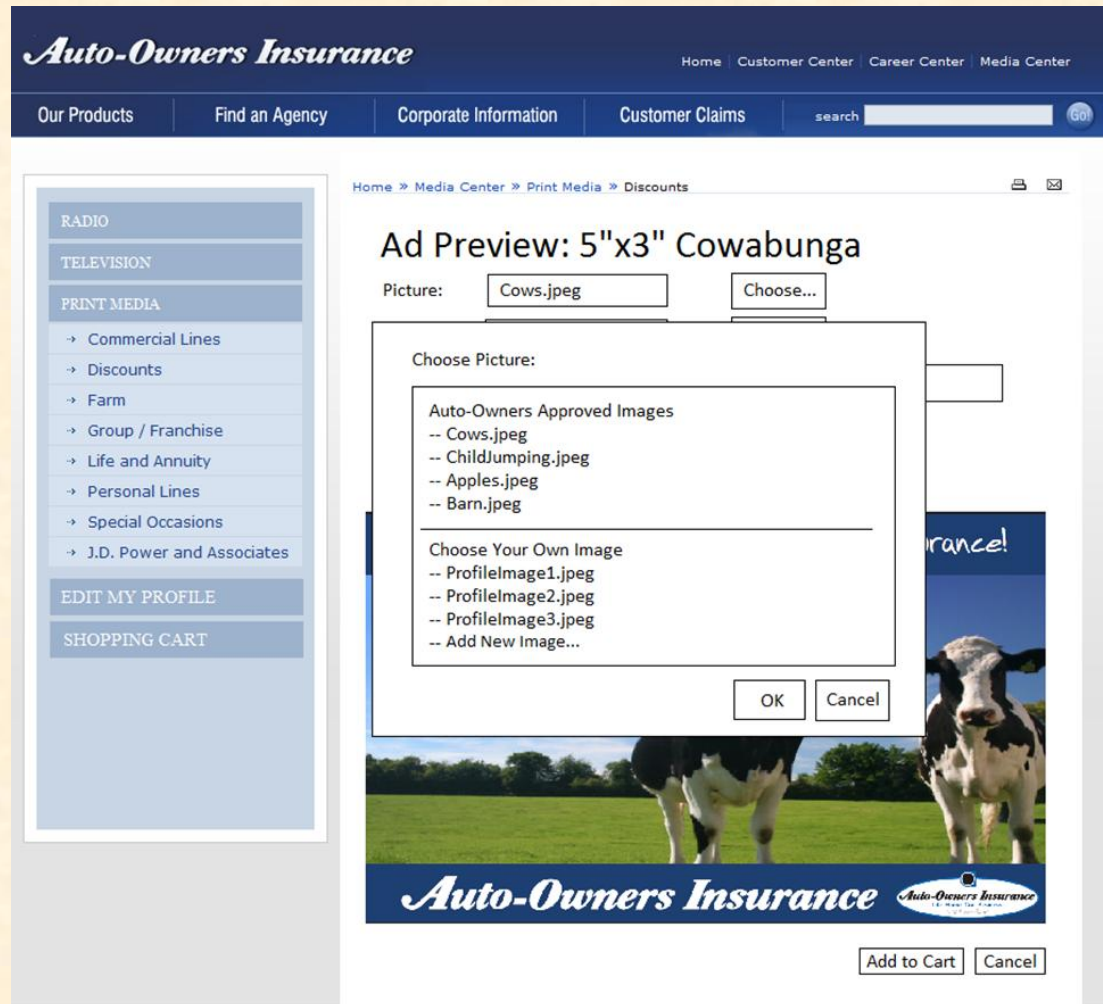
The ad preview itself features a blue header with the text "Cowabunga . . . check out our farm insurance!". Below this is a blue box containing contact information: "Call or visit us", "SomeAgency", "Lansing MI -- 517-123-4567", and "SA.com". The background of the ad is a photograph of two black and white cows in a green field. At the bottom of the ad, the "Auto-Owners Insurance" logo is displayed. Below the ad preview are "Add to Cart" and "Cancel" buttons.

On the left side of the page, there is a vertical navigation menu with the following items:

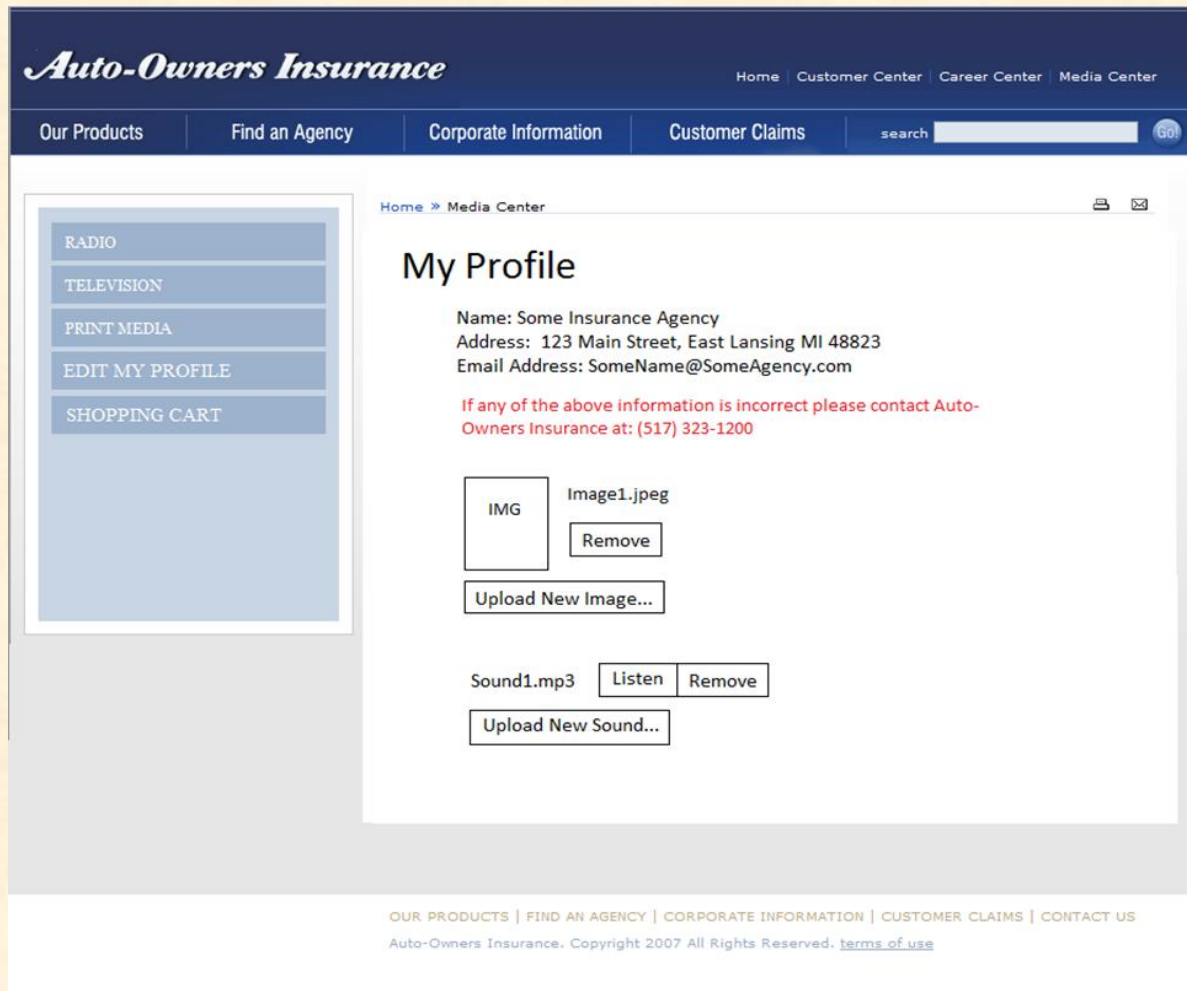
- RADIO
- TELEVISION
- PRINT MEDIA
 - Commercial Lines
 - Discounts
 - Farm
 - Group / Franchise
 - Life and Annuity
 - Personal Lines
 - Special Occasions
 - J.D. Power and Associates
- EDIT MY PROFILE
- SHOPPING CART



Screen Mockups



Screen Mockups



Screen Mockups

Auto-Owners Insurance Home | Customer Center | Career Center | Media Center

Our Products Find an Agency Corporate Information Customer Claims search Go

Home » Media Center

Shopping Cart

Item	Quantity	Description	Price
Ad1	500	3x5" Cowbunga Print	\$500
Ad2	1	15sec Video	\$4500

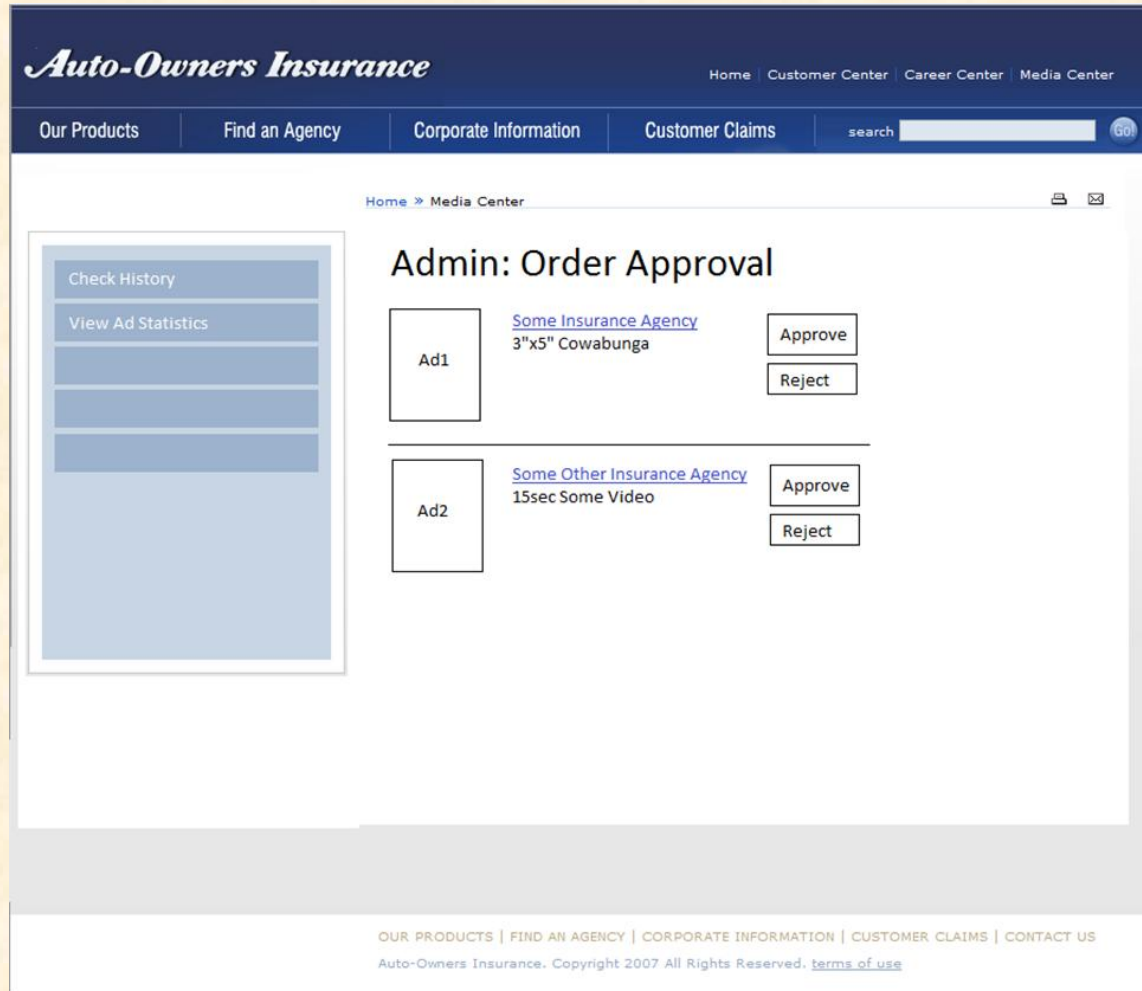
Total: \$5,000

[Submit My Order](#)

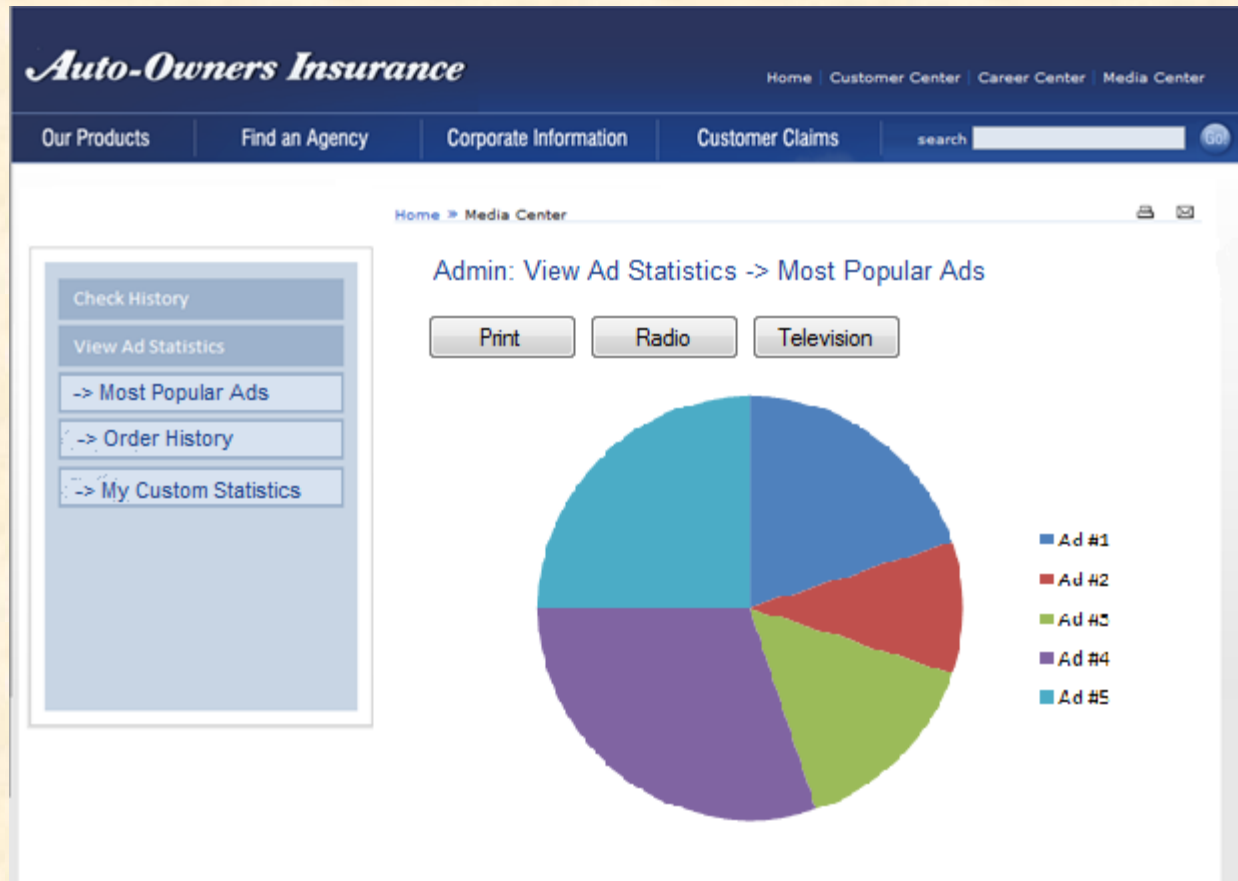
OUR PRODUCTS | FIND AN AGENCY | CORPORATE INFORMATION | CUSTOMER CLAIMS | CONTACT US
Auto-Owners Insurance. Copyright 2007 All Rights Reserved. [terms of use](#)



Screen Mockups



Screen Mockups



Screen Mockups

Auto-Owners Insurance Home | Customer Center | Career Center | Media Center

Our Products Find an Agency Corporate Information Customer Claims search GO

Home > Media Center

Admin: View Ad Statistics -> Order History

A	R	Submission Date	Agency Code	Preview	Review Date	Reviewed By
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/21/2011	385565	My Ad	1/24/2011	Admin 2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	1/20/2011	385565	My Ad	1/21/2011	Admin 3

Check History
View Ad Statistics
-> Most Popular Ads
-> Order History
-> My Custom Statistics

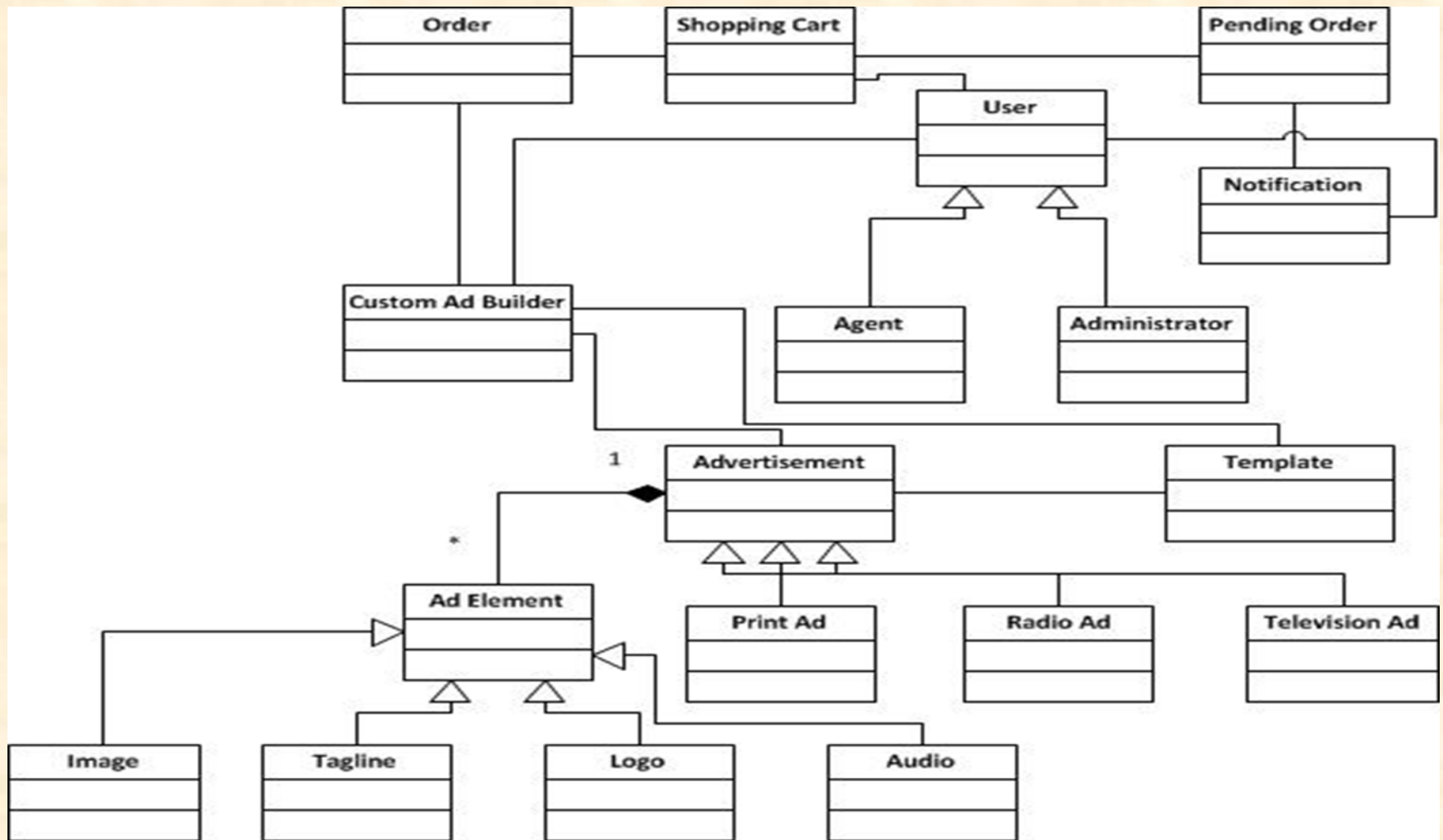


Technical Specifications

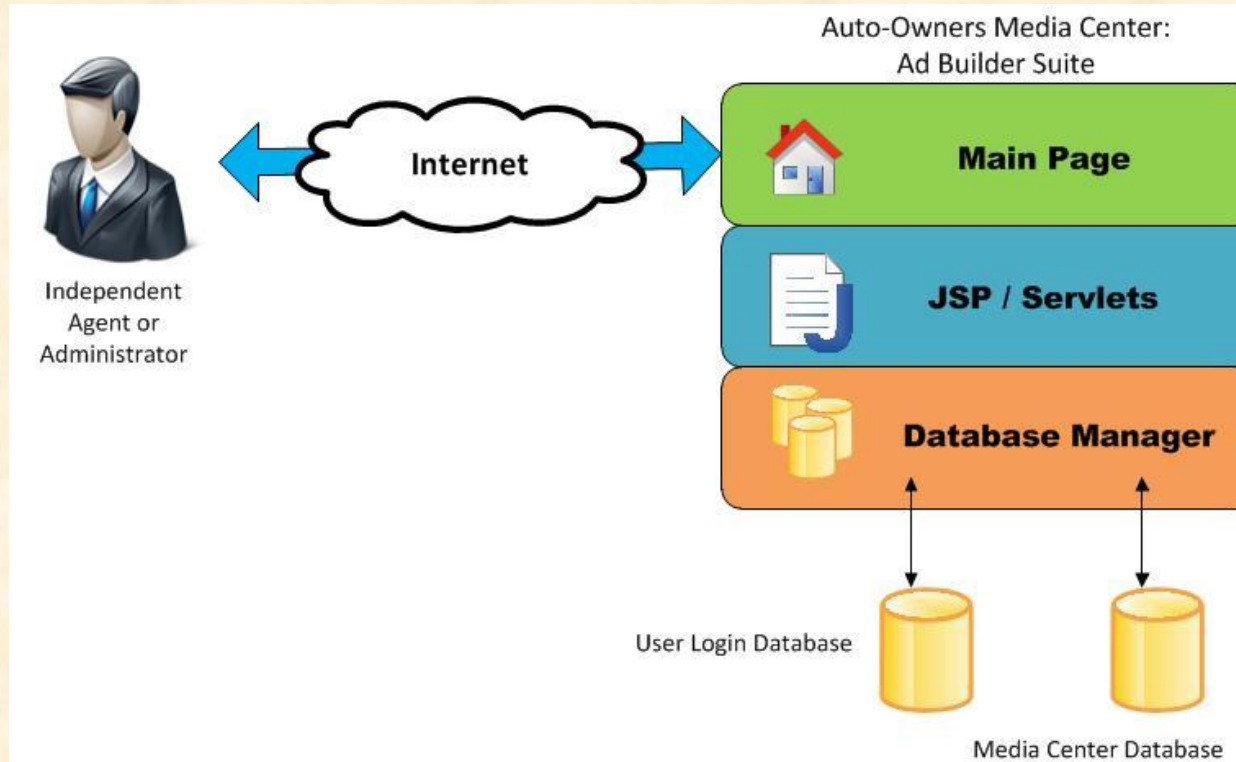
- Browser Compatibility
 - Internet Explorer 8, Firefox v3.6
- Java Web Technologies
 - JSP – Server-side business logic
 - Struts 2 Interceptors
- Website Integration
 - HTML / XML
 - CSS
 - Existing Java Utilities
 - AgencyInformationUtility, RibbonUtility



Technical Specifications



System Architecture



System Components

- Software Platforms / Technologies
 - Eclipse for JavaEE Development
 - Struts 2 Framework
 - Windows Server 2008
 - Websphere (Application Server)
 - DB2 Express-C (Data Management)



Testing

- White Box Testing
 - Stepping through code
 - Peer Reviews
- Black Box Testing
 - Functional Testing
 - Usability
- Non-Functional Testing
 - Scalability
 - Maintainability
 - Security



Risks

- Admin vs. Agent Access
 - Admin features “hidden” from Agents, need to ensure Agents don’t accidentally gain access
- Image Manipulation
 - Resizing an Image
 - Watermarking
- Integration
 - Our web application should work seamlessly with the existing Auto-Owners site
 - Code will be maintained by unknown developers

