MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
Agent Multimedia Ad Builder

The Capstone Experience

Team Auto-Owners

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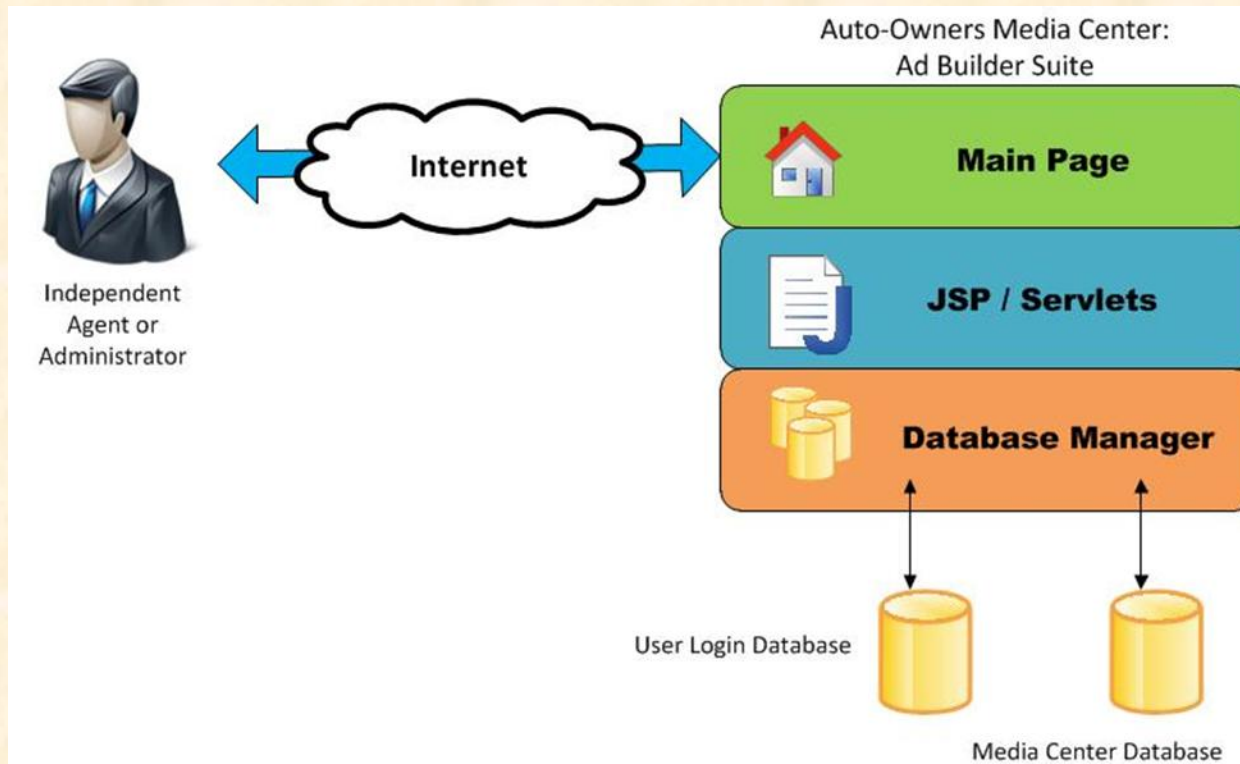
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From Students…
…to Professionals

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

System Architecture

Auto-Owners Media Center:
Ad Builder Suite

Main Page

JSP / Servlets

Database Manager

Independent Agent or Administrator

Internet

User Login Database

Media Center Database

Welcome Page (Main Console)

Edit My Profile

Custom Print Ad Generation

What's left to do?

- Extend Print Ad function to all template sizes
- Enable User to adjust size of ads
- Reporting / Statistics function and display
- Admin Approval / Rejection sub-system
- Shopping Cart with Budget Calculator
- Radio/television ads (stretch goal)