

**MICHIGAN STATE**  
**UNIVERSITY**

# Alpha Presentation

## Agent Multimedia Ad Builder

[The Capstone Experience](#)

Team Auto-Owners

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

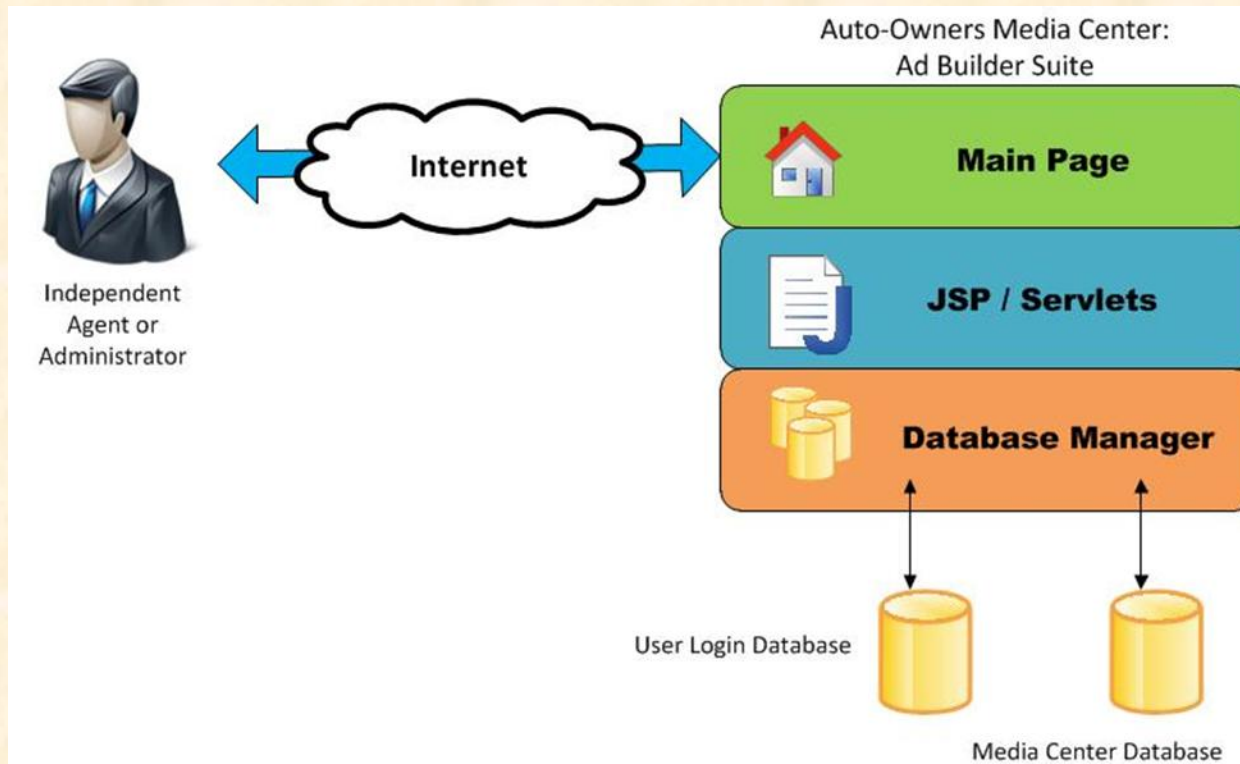
# Project Overview

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- 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



# Welcome Page (Main Console)

The screenshot shows the main console of the Auto-Owners Insurance website. At the top left, the logo reads "Auto-Owners Insurance" with the website address "aoins.com" and the tagline "agent multimedia advertisement builder". On the top right, there are links for "Live Online Support" and "Home". Below the header, a grey bar contains the text "agent number here" on the left and "February 20, 111" on the right. The main content area features a large heading: "You're now authenticated in the Auto-Owners site!". Below this heading is a paragraph of text: "Auto-Owners advertises through a generous co-op program with our independent agents, providing them with funds to be used for advertising. To view or download our radio, television or print ads click the appropriate button below." Underneath the text are three buttons: "Radio" (with a radio image), "Television" (with a hand holding a remote), and "Print" (with a printer image). A dark blue sidebar on the left contains a list of navigation links: "Media Center", "Edit My Profile", "Budget Calculator", "Administrator Order Approval", "Administrator View Ad Statistics", and "Administrator View Order History". At the bottom of the page, there is a contact section with the text "Contact us:" followed by a US flag icon, the phone number "1-800-346-0346", and a WhatsApp icon. Below this are links for "Home", "Live Online Support", "Terms of Use and Privacy Policy", and "Feedback & Comments".




**Auto-Owners Insurance** *aoins.com*  
agent multimedia advertisement builder



Live Online Support  
Home

agent number here February 20, 111

## You're now authenticated in the Auto-Owners site!

Auto-Owners advertises through a generous co-op program with our independent agents, providing them with funds to be used for advertising. To view or download our radio, television or print ads click the appropriate button below.

Contact us:  1-800-346-0346 

[Home](#) | [Live Online Support](#) | [Terms of Use and Privacy Policy](#) | [Feedback & Comments](#)

# Edit My Profile

**Auto-Owners Insurance** *aoins.com*  
agent multimedia advertisement builder


agent number here

## My Profile

Name: Spartan Insurance Agency  
Address: 122 Woodmere Ave, East Lansing MI 48823  
Phone: (517) 555-6432  
Email: spartan@insurance.com

*If any of the above information is incorrect please contact Auto-Owners Insurance at: (517)323-1200*

Custom Images...



spartyImage.JPG

# Custom Print Ad Generation

Headline . . .

Copy.....  
.....  
.....  
.....



*Call or visit us*  
**Spartan Insurance**  
East Lansing • 517-955-6543  
spartan@insurance.com

***Auto-Owners Insurance***





# What's left to do?

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- 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)

