



Project Title

Digital Marketing by Oreby

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This project report has been submitted in fulfilment of the requirements for the degree of **Bachelor of Science in Software Engineering**

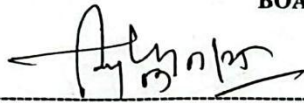
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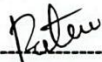
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Date : 4 January 2025

Project Title

Digital Marketing by Oreby

MD Bayazid Hossain

Project submitted in fulfillment of the requirements
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Department of Software Engineering

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DEDICATION

I therefore declare that I have done this project under the oversight of “**Ms. Fatama Binta Rafiq**”, “ **Lecturer (Senior Scale)**”, Department of Software Engineering, Daffodil International University. Also declare that neither entire record nor any portion of this record has been submitted somewhere else for my degree

ABSTRACT

Digital Marketing by Oreby is a comprehensive platform designed to streamline online marketing for businesses and individuals. The system connects Admins, Sellers, and Customers, offering tools for managing products, orders, and personalized user profiles while facilitating secure payments and efficient order tracking.

The platform aims to empower sellers with advanced tools for promoting their products, tracking sales, and analyzing performance metrics. Customers benefit from a seamless shopping experience with detailed product listings, personalized recommendations, and a secure checkout process.

Admins oversee the entire ecosystem, managing users, monitoring transactions, and ensuring smooth operations. The system integrates modern digital marketing techniques, including targeted advertisements, SEO tools, and data-driven insights, to enhance seller visibility and customer engagement.

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CHAPTER 1 INTRODUCTION

1.1 Background

The digital marketing project focuses on enhancing online visibility, customer engagement, and brand awareness for [Company/Project Name]. In today's competitive landscape, digital platforms have become critical channels for businesses to connect with their target audience effectively. This project emerged from the need to address gaps in online presence and optimize marketing strategies to achieve measurable results. Leveraging tools like social media marketing, search engine optimization (SEO), email campaigns, and data analytics, the initiative aims to create a comprehensive and dynamic digital strategy. The report highlights key challenges, such as limited brand recognition, low website traffic, or suboptimal conversion rates, which this project seeks to resolve. The rationale for undertaking this project is rooted in aligning digital efforts with broader business goals, including revenue growth, customer loyalty, and market leadership. By combining innovative techniques and data-driven insights, the project aspires to demonstrate the transformative potential of digital marketing in achieving sustained business success.

1.2 Project Planning and Initiation

Feasibility Study (Step-by-Step)

Objective: To evaluate the feasibility of launching Oreby, a digital marketplace offering a wide range of products, with a strong focus on digital marketing and seamless delivery services.

Target Market: Consumers looking for an online platform with a diverse range of products (clothing, electronics, home goods, etc.).

Key Goal: Deliver high-quality products through a user-friendly platform, leveraging digital marketing to attract and retain customers. .

Phase 1 Preliminary Analysis & Project Scope Definition:

Branding and Positioning

Develop Oreby's brand identity, focusing on trust, product variety, and fast delivery. Position as a go-to platform for all kinds of products at competitive prices with excellent customer service.

Marketing Channels

Optimize for relevant product keywords to attract organic traffic. Use platforms like Instagram, Facebook, and TikTok for product promotions and engagement. Invest in Google Ads, Facebook Ads, and retargeting ads to capture customers across different touchpoints. Create blogs, product reviews, and how-to guides to drive traffic and build trust.

Customer Acquisition Cost (CAC)

Estimate the cost of acquiring a customer through different channels. Average ad spend per conversion. Lifetime value (LTV) of a customer (projected repeat purchases).

Phase 2 Market Feasibility Analysis (or Market Research):

a. Platform Development

E-commerce Website/App: Build a responsive, easy-to-use platform that supports product browsing, reviews, and a seamless checkout process.

Payment Integration: Ensure secure and diverse payment options (credit cards, mobile wallets). Implement real-time inventory tracking to avoid stockouts or overselling.

Logistics & Delivery

In-House or Outsourced Delivery: Decide whether to build an in-house delivery fleet or partner with local delivery services. Ensure competitive delivery times (e.g., same-day or next-day delivery). Consider whether Oreby will need its own warehouses or if dropshipping is a viable model.

Customer Support

Set up a robust customer service system (live chat, email, phone support) to handle inquiries, returns, and complaints efficiently. Use feedback forms or surveys after delivery to measure customer satisfaction.

Phase 3 Technical Feasibility Analysis:

The global e-commerce industry is expanding rapidly, with increasing demand for convenience and quick delivery services. The trend toward online shopping has been accelerated by COVID-19 and other lifestyle shifts. Mobile commerce (m-commerce) is rising, with more consumers shopping on mobile devices

Awareness Stage: Attracting Customers

Ensure your website is optimized to rank for keywords related to "all types of products" or niche product categories you offer. Leverage platforms like Facebook, Instagram, and TikTok to promote different product categories. Partner with influencers or bloggers who can introduce your product platform to a wider audience.

Paid Ads: Use Google Ads, Facebook Ads, and Instagram Ads to promote specific products or discounts.

Phase 4 Financial Feasibility Analysis:

Initial Capital Requirements

Platform Development: Cost to develop and maintain a website/app.

Inventory: Upfront inventory costs if you stock products or manage dropshipping agreements.

Marketing Budget: Allocated funds for initial digital marketing campaigns.

Operational Costs: Warehouse space, delivery infrastructure, and employee salaries.

Revenue Projections

Estimate potential sales based on:

Number of customers per month.

Average order value (AOV).

Repeat purchase rate.

Break-even Analysis

Calculate how long it will take to recover the initial investment.

Revenue: Based on product margins and sales volume.

Expenses: Include fixed costs (website hosting, software subscriptions) and variable costs (shipping, marketing)

1.1.3 Target User Profile and Tentative Elicitation Process

1.3.1 Target User

For our system there are three types of Stakeholders Admin, Customer & seller.

1.3.2 User profile

Table 0: User Profile for Admin

| User Class | Note on Characteristics |
|------------------|-------------------------|
| Type of user | Admin |
| Age range | 25–50 |
| Frequency of use | Daily |

| | |
|---------------------|--------------------------------------|
| Mandatory | Yes |
| Computer experience | Advanced |
| Education | IT or related field |
| goal | System management |
| Language skills | Possibly English for technical terms |
| Number of users | Few |
| Training | Extensive |
| Others system use | System dashboards |
| Way of working | Structured |

Table 1: User Profile for Customer

| User Class | Note on Characteristics |
|---------------------|----------------------------------------|
| Type of user | Customer |
| Age range | 13–65 |
| Frequency of use | Occasional |
| Mandatory | Optional |
| Computer experience | Basic to intermediate |
| Education | Varies |
| goal | Purchase or service usage |
| Language skills | Local language proficiency and English |
| Number of users | Many |
| Training | None |
| Others system use | Shopping or service tools |
| Way of working | Basic |

Table 2: User Profile for Seller

| User Class | Note on Characteristics |
|------------------|-------------------------|
| Type of user | Seller |
| Age range | 18-60 |
| Frequency of use | Frequent |

| | |
|---------------------|---------------------------------------------------------|
| Mandatory | Yes (for business purposes). |
| Computer experience | Moderate |
| Education | Business or entrepreneurial focus |
| goal | Sales and engagement |
| Language skills | Local language and Possibly English for technical terms |
| Number of users | Varies (based on platform size). |
| Training | Basic onboarding. |
| Others system use | Inventory/sales tools |
| Way of working | Goal-oriented |

1.3.3 Elicitation Process

Interviews

- **Description:**
Conduct one-on-one or small group interviews with stakeholders (Admins, Customers, and Sellers) to understand their expectations, workflows, and challenges.
- **Purpose:**
 - To gather detailed, qualitative insights.
 - To clarify specific requirements and processes.
- **Examples:**
 - Admins: Ask about system management needs, security requirements, and monitoring tools.
 - Customers: Understand preferences for interface usability and feature expectations.
 - Sellers: Explore inventory management, sales tracking, and customer insights.

Surveys

- **Description:**
Distribute structured surveys with a mix of closed and open-ended questions to a large group of stakeholders.
- **Purpose:**
 - To gather quantitative data and patterns across a large sample.
 - To identify high-priority features.
- **Examples:**

- Ask Customers about their preferred payment methods or delivery tracking.
- Ask Sellers about challenges in managing orders or analyzing sales data.

Focus Groups

- **Description:**
Organize group discussions with representatives from each stakeholder type to gather collective feedback and generate ideas.
- **Purpose:**
 - To explore user needs collaboratively.
 - To uncover unspoken requirements through group interaction.
- **Examples:**
 - Sellers can discuss their needs for marketing tools or bulk uploading inventory.
 - Customers can share insights on navigation ease and service expectations.

1.5 System Requirements

1.5.1 Hardware Requirements

These include the physical components needed to run the system effectively, such as processor type, memory size, storage capacity, and peripheral devices

1.5.2 Software Requirements

These specify the software tools, platforms, and environments necessary for development and operation. This includes the operating system, programming languages, frameworks, and third-party tools.

1.5.3 Constraints and Dependencies

These address any limitations or conditions that affect the system's design and implementation. Constraints might include budget, time, or resource limitations, while dependencies could involve external libraries, or services the system relies on to function.

1.6 Project Scheduling

Time Frame/ Gantt Chart/Risk Management.

| Task | Date | | | | | | | | | | | | Duration | Dependencies |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------------|
| | 01-Nov-2024 | 14-Nov-2024 | 15-Nov-2024 | 07-Dec-2024 | 08-Dec-2024 | 05-Jan-2025 | 08-Dec-2024 | 12-Jan-2025 | 18-Jan-2025 | 02-Feb-2025 | 03-Feb-2025 | 10-Feb-2025 | | |
| Planning | [Bar] | | | | | | | | | | | | 2 weeks | None |
| Design | | | [Bar] | | | | | | | | | | 3 weeks | Planning completion |
| Front-End Development | | | | | [Bar] | | | | | | | | 4 weeks | Design approval |
| Back-End Development | | | | | | | [Bar] | | | | | | 5 weeks | Design, API setup |
| Testing | | | | | | | | | [Bar] | | | 3 weeks | Dev completion | |
| Launch | | | | | | | | | | | [Bar] | | 1 week | Testing completion |

1.7 Summary

System requirements define the necessary specifications and conditions for the successful development, deployment, and operation of a system. These requirements are categorized into hardware requirements, software requirements, and constraints or dependencies.

CHAPTER 2 DESIGN AND IMPLEMENTATION

2.1 Introduction

The "Design and Implementation" chapter provides a detailed overview of how the system or project is structured, developed, and brought to life. It focuses on translating functional and non-functional requirements into a tangible solution through thoughtful design and efficient implementation. This chapter outlines the architecture, frameworks, tools, and methodologies used during development, ensuring that the system is robust, scalable, and meets user expectations. It also addresses the technical considerations, challenges encountered, and the strategies adopted to overcome them.

By bridging theoretical concepts with practical execution, this chapter serves as a blueprint for transforming project goals into a fully functional system.

2.2 Functional Requirements

Functional requirements define the specific behaviors, features, and functionalities that a system or application must have to meet its intended purpose. These requirements focus on what the system should do and describe the tasks it needs to perform. They are usually detailed, clear, and measurable to ensure proper implementation and testing.

Table 2.1 Functional Requirements

| | |
|--------------------|------------------------------------------------------------------------------------------------------------------|
| FR01 | Registration & Log in |
| Description | Users need to get register in to the system and provide correct correct ID and password to log in to the system. |
| Stakeholder | Admin , Buyer ,Seller . |

| | |
|--------------------|----------------------------------------------------|
| FR02 | Search Product type |
| Description | User can find out right Product ,what they finding |
| Stakeholder | Buyer , seller |

| | |
|--------------------|------------------------------------------------------------------------------------------------------------------|
| FR03 | Edit and Add Product |
| Description | User can update new products or information ,add products in to the system ,delete product only from his uploads |
| Stakeholder | seller |

| | |
|--------------------|------------------------|
| FR04 | Tap to sell |
| Description | User can sell product. |
| Stakeholder | seller |

| | |
|--------------------|--------------------------------------------------------|
| FR05 | Add to cart |
| Description | If user need to buy can add to the car |
| Stakeholder | Buyer |
| FR05 | Select payment method |
| Description | User need to select payment method option for payment. |
| Stakeholder | Buyer |

| | |
|--------------------|------------------------------------------------------------|
| FR04 | View Order List |
| Description | After order users can view product list from his history . |
| Stakeholder | Buyer , seller |

| | |
|--------------------|---------------------------------------------------------------------|
| FR04 | View availble product |
| Description | After order users can view product location and deliver man detials |
| Stakeholder | Buyer,seller |

| | |
|-------------|----------------------------------|
| FR04 | See Rattng & feedback |
|-------------|----------------------------------|

| | |
|--------------------|---------------------------------------------------------------------------------------|
| Description | After after using product users can ratted product vules and feedback product quality |
| Stakeholder | Buyer |

2.4 Object-oriented System design using UML

2.4.1 Use Case Diagram

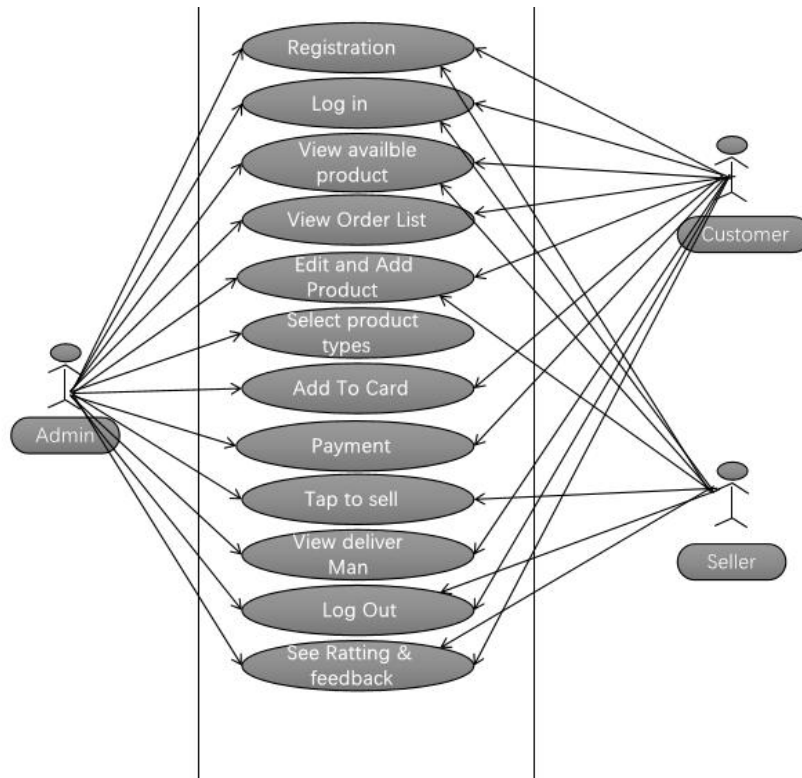


Figure 1: Use case Diagram

2.4.2 Case Description

Table 2.2 Case Description

Case Description-01: Registration & Log in

| | | |
|-------------------------------------------|---------------------------------------------|----------------------------------------|
| Use Case | Registration & Log in | |
| Goal | Successfully enter into the system | |
| Precondition | User should know the id & password | |
| Success End Condition | User successfully log in to the system | |
| Failed End Condition | User did not log in to the system | |
| Primary Actors: | Buyer,seller | |
| Secondary Actors: | Admin | |
| Trigger | Request for log in | |
| Description / Main Success Scenario | 1. | User will request for log in |
| | 2. | Enter the valid id and password |
| | 3. | Select the login button |
| | 4. | Go to the system interface |
| Alternative Flows | 01 | Enter the invalid id and password |
| | 02 | Please enter the valid id and password |
| | 03 | Don't select the log in button |
| | 04 | Didn't go to the system interface |
| Quality Requirements | Complete the full process within three mint | |

Case Description-02: Search Product type

| | | | | | | | |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------------------------------|----|-----------------------------|----|--------------------------|
| Use Case | Search Product type | | | | | | |
| Goal | User can find out there right product, what they finding | | | | | | |
| Precondition | User get there product items | | | | | | |
| Success End Condition | Successfully select there search product | | | | | | |
| Failed End Condition | User did not search there right product | | | | | | |
| Primary Actors: Secondary Actors: | Buyer,seller | | | | | | |
| Trigger | Search for finding right products items | | | | | | |
| Description / Main Success Scenario | <table border="1"> <tr> <td>1.</td> <td>User will search for right itmes</td> </tr> <tr> <td>2.</td> <td>User can see a search items</td> </tr> <tr> <td>3.</td> <td>User can choose option</td> </tr> </table> | 1. | User will search for right itmes | 2. | User can see a search items | 3. | User can choose option |
| 1. | User will search for right itmes | | | | | | |
| 2. | User can see a search items | | | | | | |
| 3. | User can choose option | | | | | | |
| Alternative Flows | <table border="1"> <tr> <td>01</td> <td>User can't search for right itmes</td> </tr> <tr> <td>02</td> <td>User can't search itmes</td> </tr> <tr> <td>03</td> <td>User can't choose option</td> </tr> </table> | 01 | User can't search for right itmes | 02 | User can't search itmes | 03 | User can't choose option |
| 01 | User can't search for right itmes | | | | | | |
| 02 | User can't search itmes | | | | | | |
| 03 | User can't choose option | | | | | | |
| Quality Requirements | Complete the full process within three mint | | | | | | |

Case Description-03: Edit and Add Product

| | | | | | | | | |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----|---------------------------------|----|-------------------------------------|----|--------------------------------------|
| Use Case | Edit and Add Product | | | | | | | |
| Goal | User can edit and add product and information | | | | | | | |
| Precondition | User can edit and add product items | | | | | | | |
| Success End Condition | Successfully edit and add product | | | | | | | |
| Failed End Condition | User did not edit and add product | | | | | | | |
| Primary Actors: | seller | | | | | | | |
| Secondary Actors: | | | | | | | | |
| Trigger | User can edit and add selects items | | | | | | | |
| Description / Main Success Scenario | <table border="1"> <tr> <td>1.</td> <td>User edit and add sell products</td> </tr> <tr> <td>2.</td> <td>User can see products requirement</td> </tr> <tr> <td>3.</td> <td>User can edit and add selling option</td> </tr> </table> | | 1. | User edit and add sell products | 2. | User can see products requirement | 3. | User can edit and add selling option |
| 1. | User edit and add sell products | | | | | | | |
| 2. | User can see products requirement | | | | | | | |
| 3. | User can edit and add selling option | | | | | | | |
| Alternative Flows | <table border="1"> <tr> <td>01</td> <td>User can't edit and add product</td> </tr> <tr> <td>02</td> <td>User can't see products requirement</td> </tr> <tr> <td>03</td> <td>User can't choose selling option</td> </tr> </table> | | 01 | User can't edit and add product | 02 | User can't see products requirement | 03 | User can't choose selling option |
| 01 | User can't edit and add product | | | | | | | |
| 02 | User can't see products requirement | | | | | | | |
| 03 | User can't choose selling option | | | | | | | |
| Quality Requirements | Complete the full process within three mint | | | | | | | |

Case Description-04: Add to cart

| | | | | | | | |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------------------------------------|----|------------------------|----|------------------------------|
| Use Case | Add to cart | | | | | | |
| Goal | User can save select itmes | | | | | | |
| Precondition | User get only save product items | | | | | | |
| Success End Condition | Successfully add select itmes | | | | | | |
| Failed End Condition | User did not add rightt itmes | | | | | | |
| Primary Actors: Secondary Actors: | Buyer | | | | | | |
| Trigger | User can add or removed items | | | | | | |
| Description / Main Success Scenario | <table border="1"> <tr> <td>1.</td> <td>User will add or removed items</td> </tr> <tr> <td>2.</td> <td>User can see add itmes</td> </tr> <tr> <td>3.</td> <td>User can choose add option</td> </tr> </table> | 1. | User will add or removed items | 2. | User can see add itmes | 3. | User can choose add option |
| 1. | User will add or removed items | | | | | | |
| 2. | User can see add itmes | | | | | | |
| 3. | User can choose add option | | | | | | |
| Alternative Flows | <table border="1"> <tr> <td>01</td> <td>User can't add or removed right items</td> </tr> <tr> <td>02</td> <td>User can't add itmes</td> </tr> <tr> <td>03</td> <td>User can't choose add option</td> </tr> </table> | 01 | User can't add or removed right items | 02 | User can't add itmes | 03 | User can't choose add option |
| 01 | User can't add or removed right items | | | | | | |
| 02 | User can't add itmes | | | | | | |
| 03 | User can't choose add option | | | | | | |
| Quality Requirements | Complete the full process within three mint | | | | | | |

Case Description-05: Search Product type

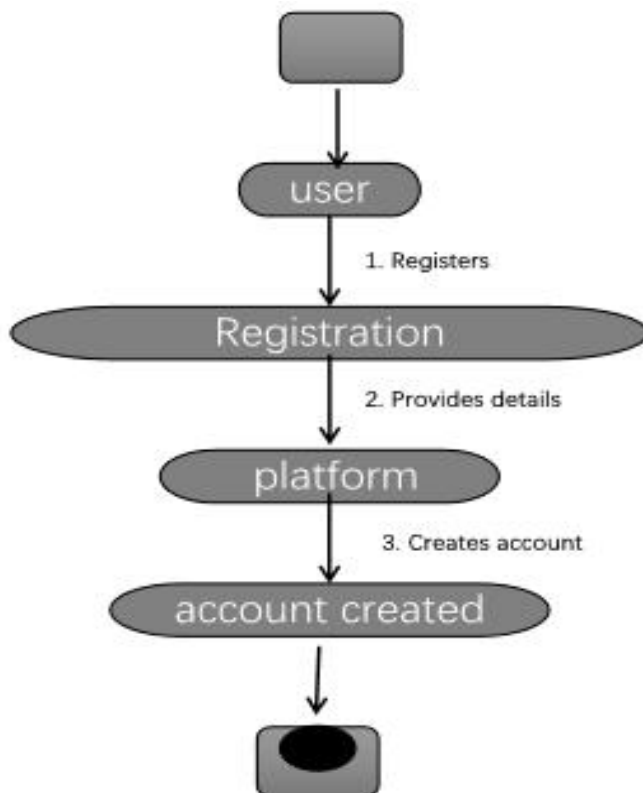
| | | | | | | | | |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----|---------------------------------------------|----|--------------------------|----|----------------------------------------|
| Use Case | Search Product type | | | | | | | |
| Goal | User successfully select there product itmes | | | | | | | |
| Precondition | User get only product items | | | | | | | |
| Success End Condition | Successfully select search product itmes | | | | | | | |
| Failed End Condition | User did not select search product itmes | | | | | | | |
| Primary Actors: Secondary Actors: | Buyer,seller | | | | | | | |
| Trigger | Request for search product items | | | | | | | |
| Description / Main Success Scenario | <table border="1"> <tr> <td>1.</td> <td>User will request for search product items</td> </tr> <tr> <td>2.</td> <td>User can see interface</td> </tr> <tr> <td>3.</td> <td>User can choose search product items</td> </tr> </table> | | 1. | User will request for search product items | 2. | User can see interface | 3. | User can choose search product items |
| 1. | User will request for search product items | | | | | | | |
| 2. | User can see interface | | | | | | | |
| 3. | User can choose search product items | | | | | | | |
| Alternative Flows | <table border="1"> <tr> <td>01</td> <td>User can't request for search product items</td> </tr> <tr> <td>02</td> <td>User can't see interface</td> </tr> <tr> <td>03</td> <td>User can't choose search product items</td> </tr> </table> | | 01 | User can't request for search product items | 02 | User can't see interface | 03 | User can't choose search product items |
| 01 | User can't request for search product items | | | | | | | |
| 02 | User can't see interface | | | | | | | |
| 03 | User can't choose search product items | | | | | | | |
| Quality Requirements | Complete the full process within three mint | | | | | | | |

Case Description-06: View available product

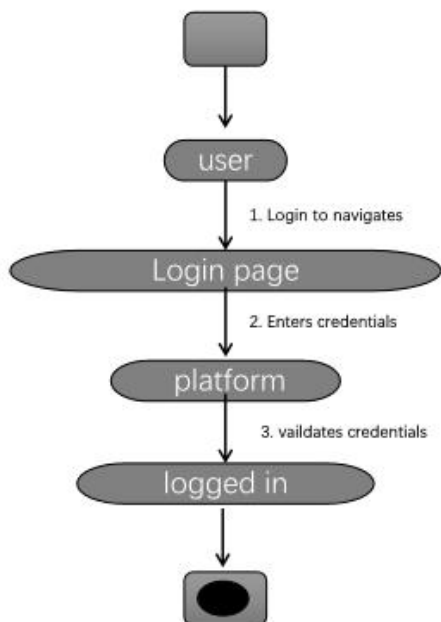
| | | | | | | | |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------------------------------|----|--------------------------|----|------------------------------------------|
| Use Case | View available product | | | | | | |
| Goal | User successfully select there available itmes | | | | | | |
| Precondition | User get view available product items | | | | | | |
| Success End Condition | Successfully view available product itmes | | | | | | |
| Failed End Condition | User did not select search product itmes | | | | | | |
| Primary Actors: Secondary Actors: | Buyer,seller | | | | | | |
| Trigger | Request for select items | | | | | | |
| Description / Main Success Scenario | <table border="1"> <tr> <td>1.</td> <td>User will request for select items</td> </tr> <tr> <td>2.</td> <td>User can see interface</td> </tr> <tr> <td>3.</td> <td>User can choose view available product</td> </tr> </table> | 1. | User will request for select items | 2. | User can see interface | 3. | User can choose view available product |
| 1. | User will request for select items | | | | | | |
| 2. | User can see interface | | | | | | |
| 3. | User can choose view available product | | | | | | |
| Alternative Flows | <table border="1"> <tr> <td>01</td> <td>User can't request for select items</td> </tr> <tr> <td>02</td> <td>User can't see interface</td> </tr> <tr> <td>03</td> <td>User can't choose view available product</td> </tr> </table> | 01 | User can't request for select items | 02 | User can't see interface | 03 | User can't choose view available product |
| 01 | User can't request for select items | | | | | | |
| 02 | User can't see interface | | | | | | |
| 03 | User can't choose view available product | | | | | | |
| Quality Requirements | Complete the full process within three mint | | | | | | |

2.4.3 Activity Diagram

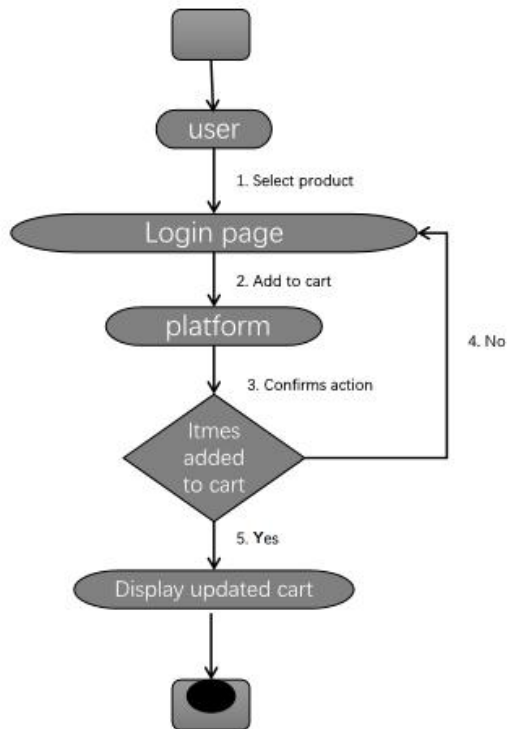
REGISTRATION



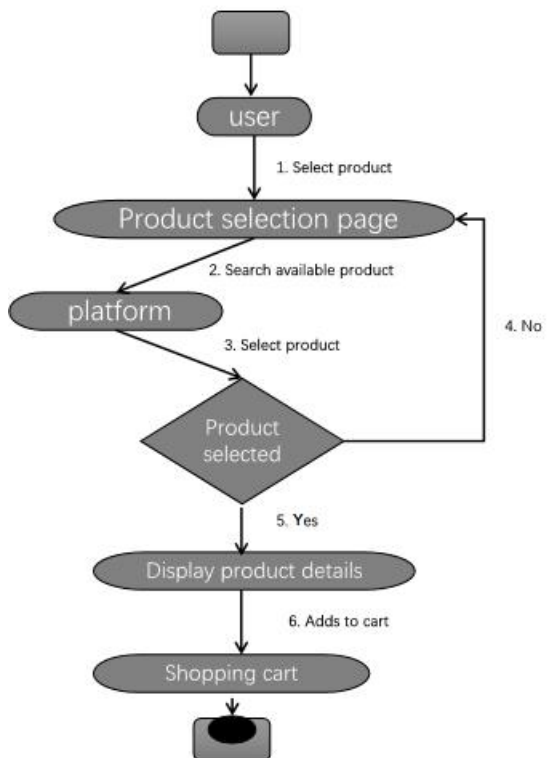
Log in



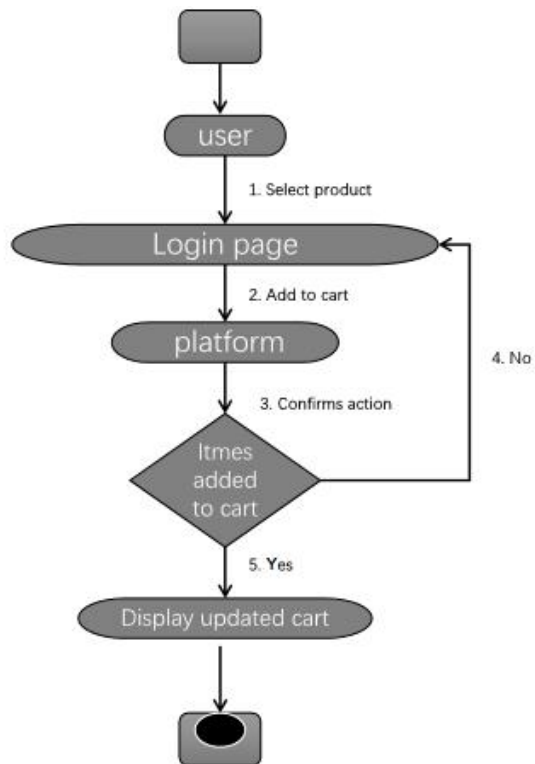
Product types



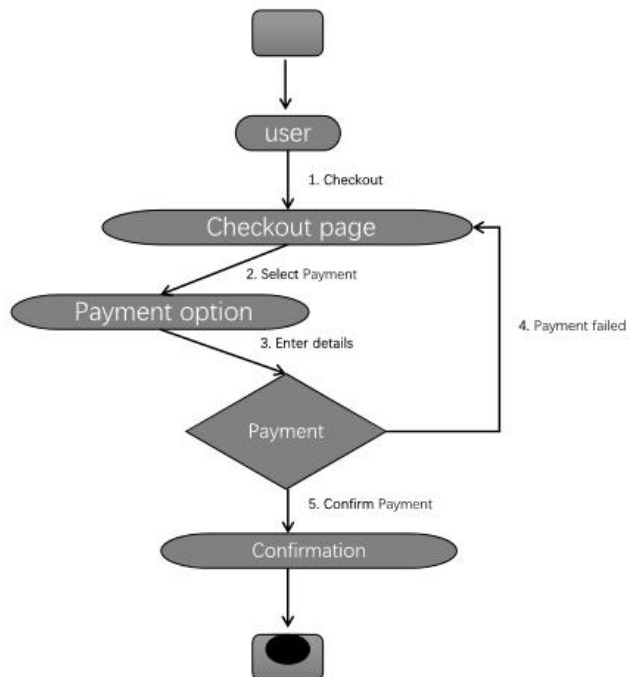
Product selection



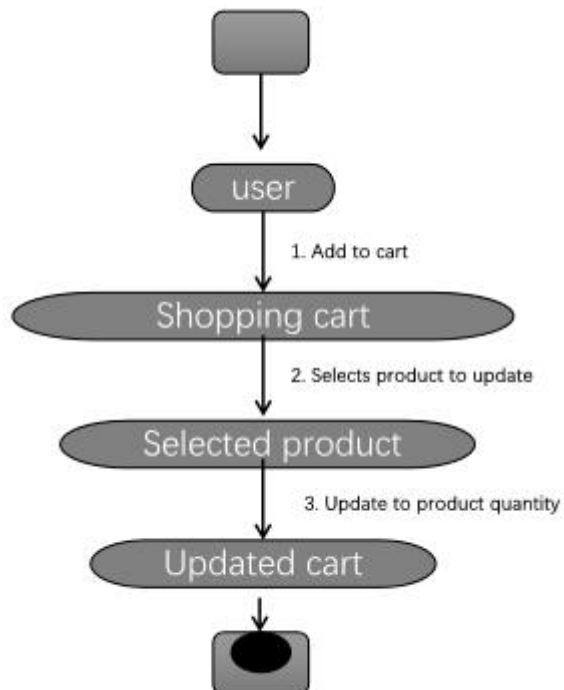
ADD TO CART



Payment



Update product



Log out

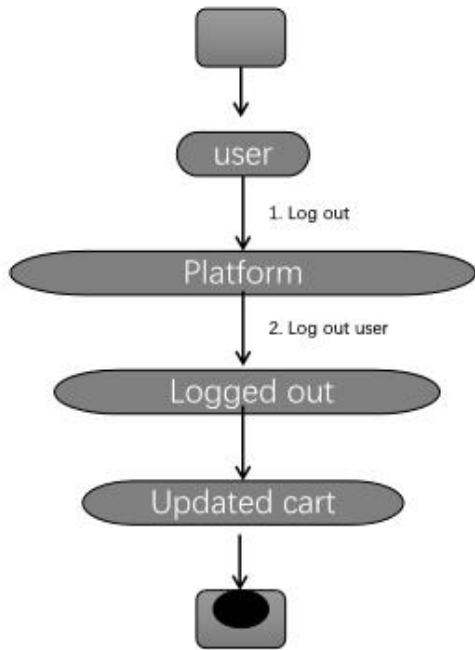
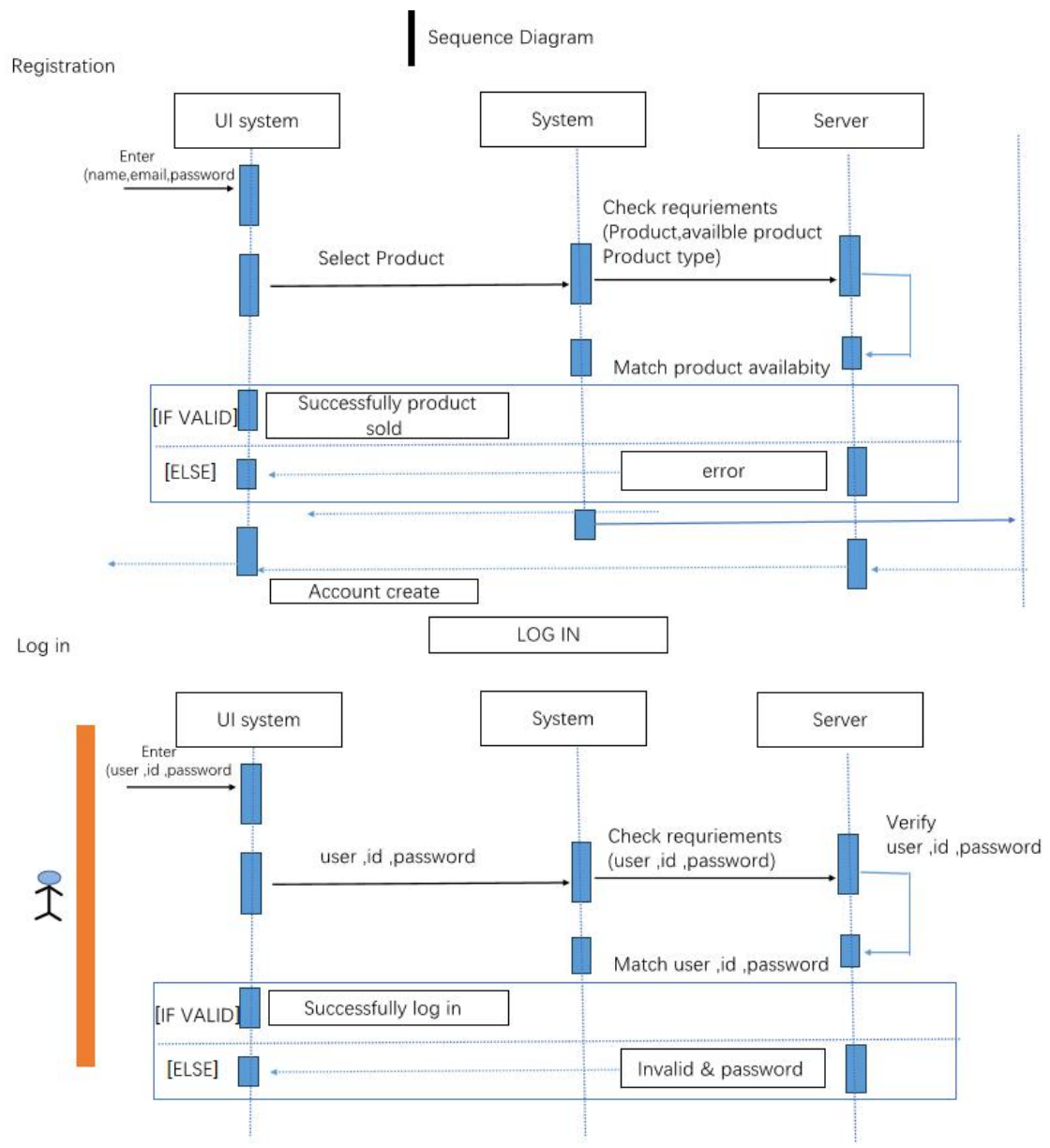
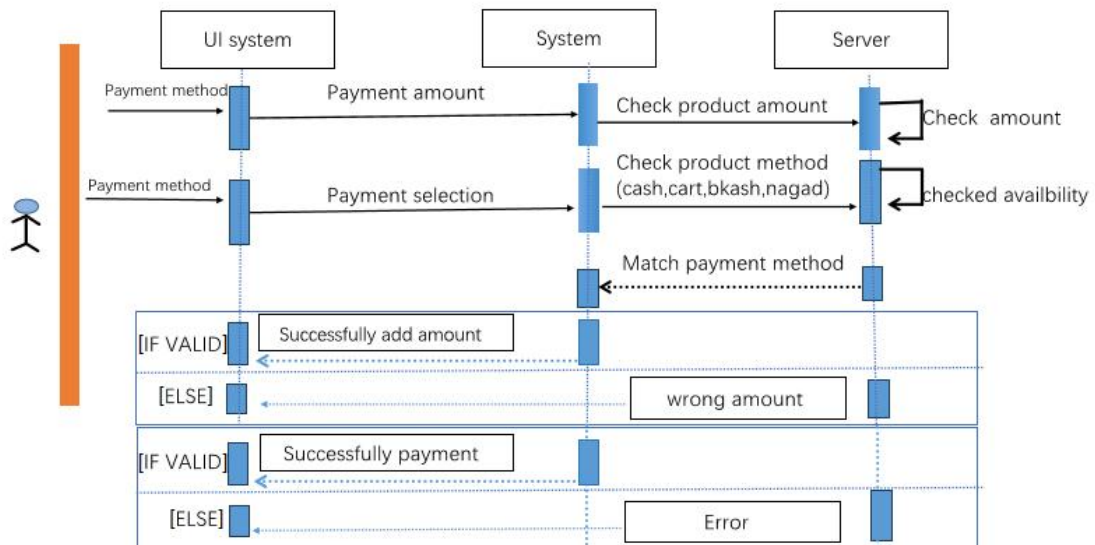


Figure 2: Activity Diagram

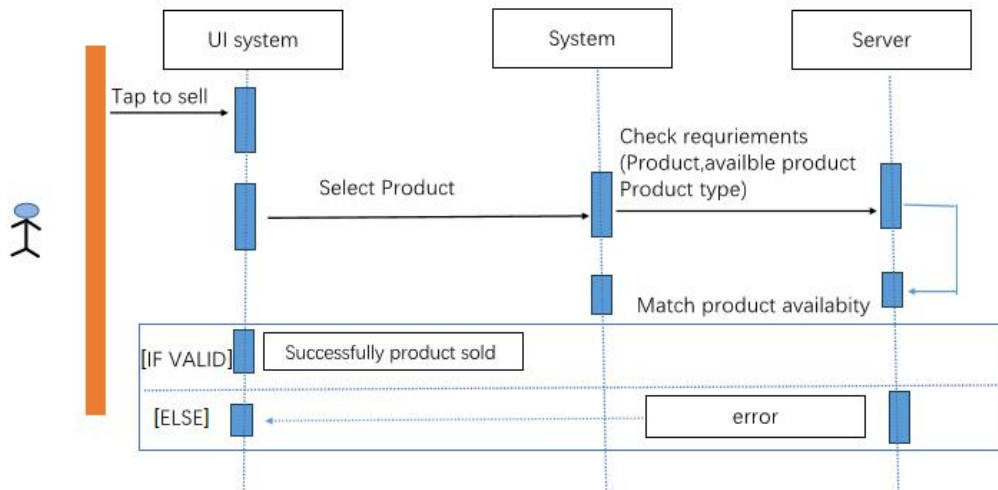
2.4.4 Sequence Diagram



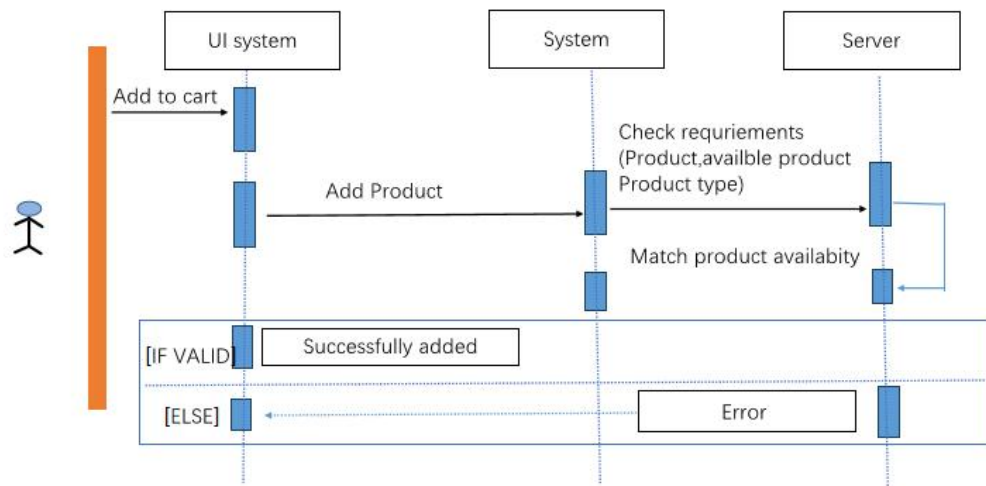
Payment method



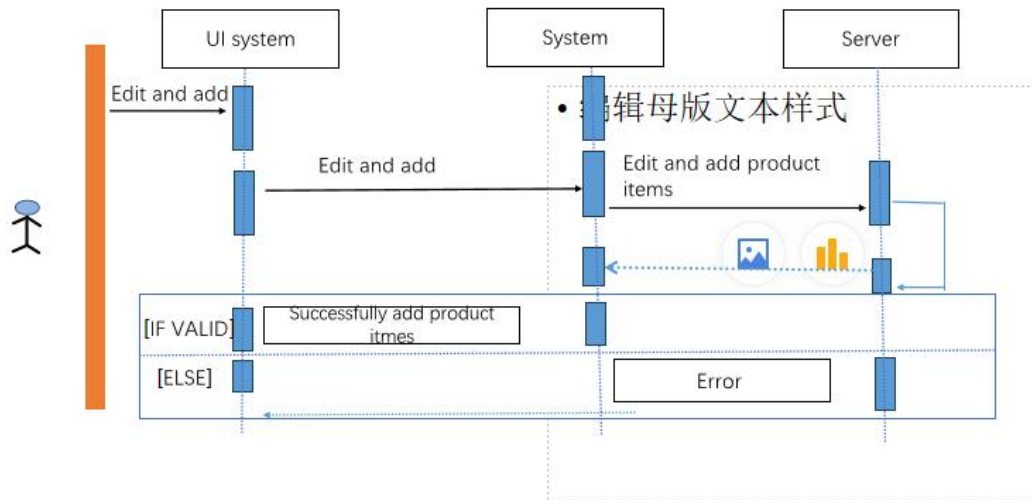
Product sell



Add To Cart



Edit And Add



Product select

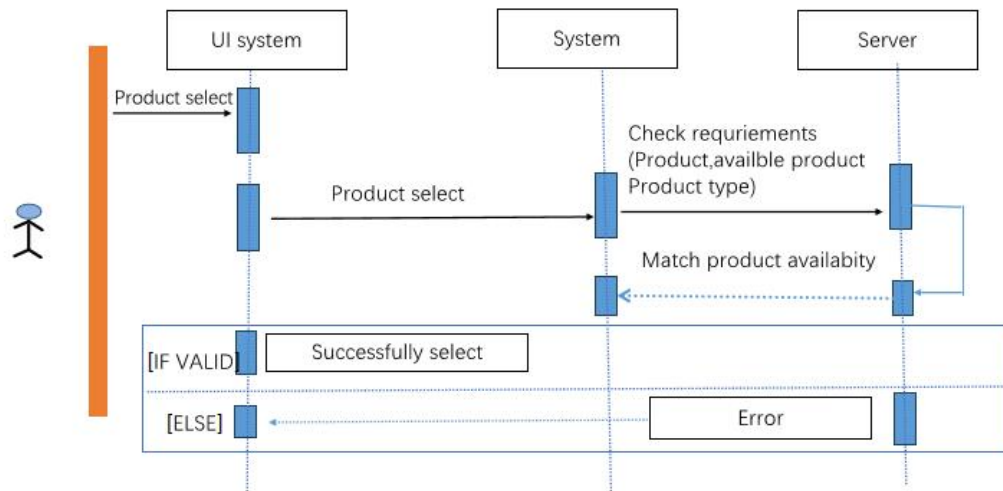


Figure 3: Sequence Diagram

2.4.5 Class Diagram

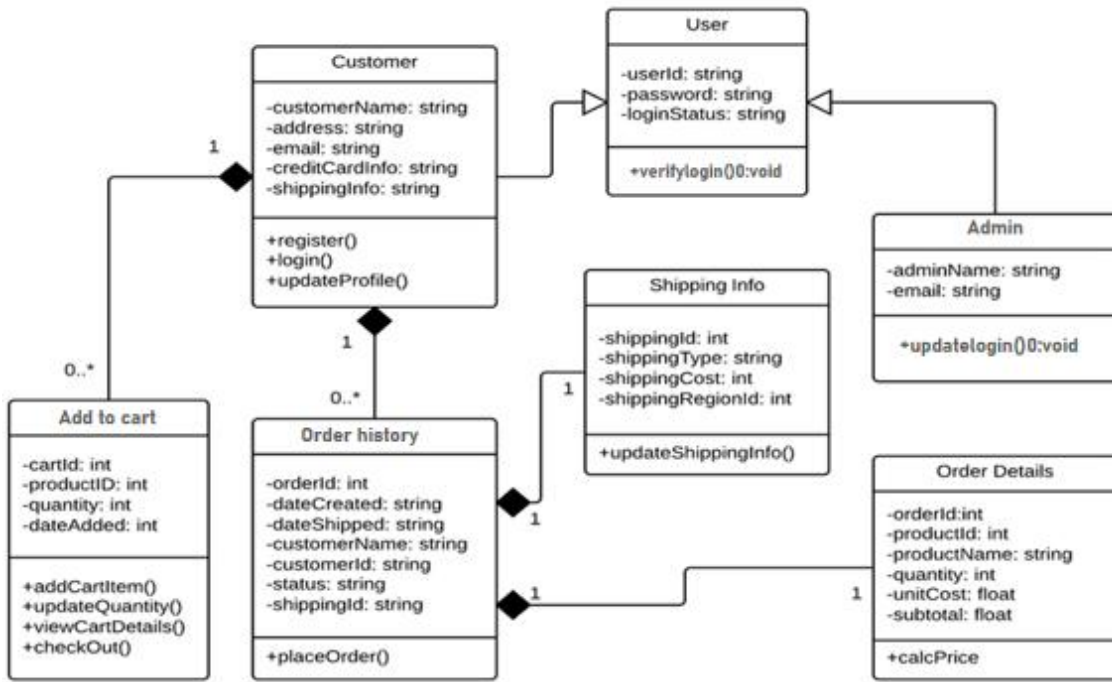


Figure 4: Class Diagram

2.4.6 ER Diagram

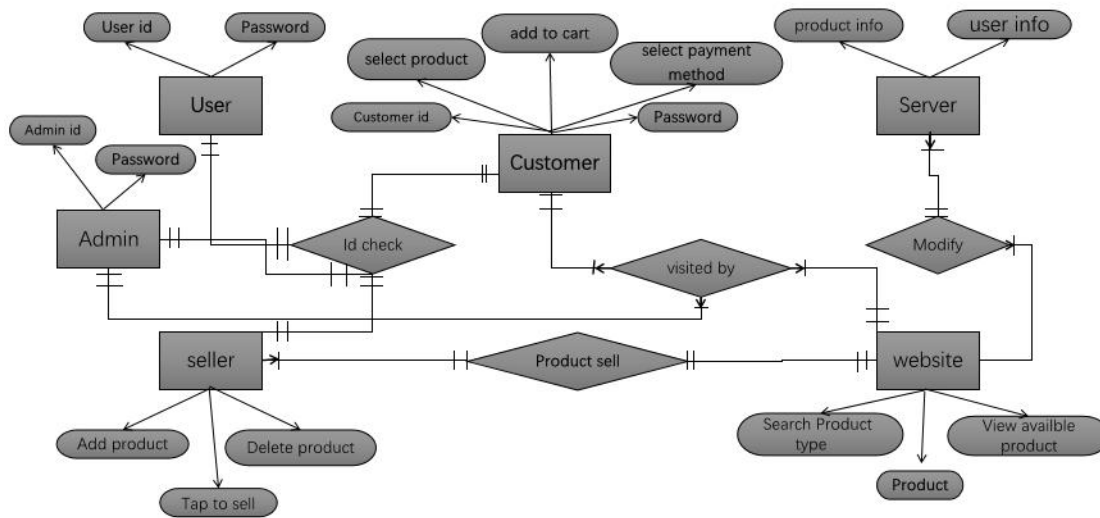


Figure 5: ER Diagram

2.6 Summary

This method is often supported by tools like UML (Unified Modeling Language) to visualize and document system components, their interactions, and workflows. Object-oriented design is widely used for its ability to manage complexity and adapt to changing requirements efficiently

Chapter 3 Software Testing

3.1 Introduction

The project focuses on Software Testing, aimed at ensuring the quality, reliability, and functionality of the developed system. The primary objective is to identify and resolve defects early, ensuring the software meets user requirements and performs as expected. The scope of testing encompasses functional, non-functional, and performance aspects of the application, covering all critical features and work-flows. A combination of manual and automated testing methodologies is employed to validate the system's behavior under various conditions.

3.2 Testing Features

3.2.1 Feature to Be Tested

1. Sign-Up for Users.
2. Sign-In.
3. Sign-In for Admin.
4. Choose product items.
5. Generate order.
6. View Download payment history
7. Edit Profile
8. Log Out

3.3 Testing Strategies

3.3.1 Test Approach

1. The system will manually be tested.
2. The system testing is based on user acceptance.

3.3.2 Pass/Fail Criteria

1. Component Pass/Fail criteria – The test will pass if the case-meets the object design requirement or fail if not.

2. Integration Pass/Fail criteria – The test will pass if the case meets the object design architecture requirement or fail if not.
3. System Pass/Fail criteria – The test will pass if the case meets the functional and non-functional requirements or fail if not.
4. Testing Schedule

3.4 System Testing (Test Cases with Report)

Table 3.1 Test Cases

| Test Case: 01 | | | | Test Case Name: Sign-Up for Users | | | |
|--------------------------------------------------------------------------------------------------------------------|---------|------------------------|----------|-----------------------------------|-------------------|-----------|-----------------------|
| System: Digital Marketing by Oreby | | | | Subsystem: N/A | | | |
| Designed By: MD Bayazid Hossain | | | | Designed Date: | | | |
| Executed By: MD Bayazid Hossain | | | | Execution Date: | | | |
| Description: When a user uses the system must be registered. Must provide name, email, phone, and password. | | | | | | | |
| Pre-condition: Must give input to the input field. | | | | | | | |
| Step | Name | Email | Password | Retype Password | Response | Pass/Fail | Comment |
| 1 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12345 | Register accepts | Pass | Register accepts |
| 2 | | bayazid3065@diu.edu.bd | 12345 | 12345 | Name field empty | Fail | User must input name |
| 3 | Bayazid | | 12345 | 12345 | Email field empty | Fail | User must input email |
| | Bayazid | bayazid3065@diu.edu.bd | | | Password field | Fail | User must input |

| | | | | | | | |
|--------------------------------------|---------|------------------------|-------|-------|----------------------|------|------------------------------------|
| 4 | | | | | empty | | password |
| 5 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12335 | Password not matched | Fail | Retype password need to be matched |
| Post-condition: Registration Success | | | | | | | |

| Test Case: 02 | | | | Test Case Name: Sign-Up | | | |
|--------------------------------------------------------------|---------|------------------------|----------|-------------------------|----------------------|-----------|------------------------------------|
| System: Digital Marketing by Oreby | | | | Subsystem: N/A | | | |
| Designed By: MD Bayazid Hossain | | | | Designed Date: | | | |
| Executed By: MD Bayazid Hossain | | | | Execution Date: | | | |
| Description: User must provide username, and password | | | | | | | |
| Pre-condition: Must give input to the input field. | | | | | | | |
| Step | Name | Email | Password | Retype Password | Response | Pass/Fail | Comment |
| 1 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12345 | Register accepts | Pass | Sign In successful |
| 2 | | bayazid3065@diu.edu.bd | 12345 | 12345 | Name field empty | Fail | User must input name |
| 3 | Bayazid | | 12345 | 12345 | Email field empty | Fail | User must input email |
| 4 | Bayazid | bayazid3065@diu.edu.bd | | | Password field empty | Fail | User must input password |
| 5 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12335 | Password not matched | Fail | Retype password need to be matched |
| Post-condition: Sign In successful | | | | | | | |

| Test Case: 03 | | | | Test Case Name: Sign-Up | | | |
|--------------------------------------------------------------|---------|------------------------|----------|-------------------------|----------------------|-----------|------------------------------------|
| System: Digital Marketing by Oreby | | | | Subsystem: N/A | | | |
| Designed By: MD Bayazid Hossain | | | | Designed Date: | | | |
| Executed By: MD Bayazid Hossain | | | | Execution Date: | | | |
| Description: User must provide username, and password | | | | | | | |
| Pre-condition: Must give input to the input field. | | | | | | | |
| Step | Name | Email | Password | Retype Password | Response | Pass/Fail | Comment |
| 1 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12345 | Register accepts | Pass | Sign In successful |
| 2 | | bayazid3065@diu.edu.bd | 12345 | 12345 | Name field empty | Fail | User must input name |
| 3 | Bayazid | | 12345 | 12345 | Email field empty | Fail | User must input email |
| 4 | Bayazid | bayazid3065@diu.edu.bd | | | Password field empty | Fail | User must input password |
| 5 | Bayazid | bayazid3065@diu.edu.bd | 12345 | 12335 | Password not matched | Fail | Retype password need to be matched |
| Post-condition: Sign In successful | | | | | | | |

| Test Case: 04 | | Test Case Name: Choose product items. | | | |
|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------|--------------------|------------------------------------------------------------------------------------------------------------|
| System: Digital Marketing by Oreby | | Subsystem : N/A | | | |
| Designed by: MD Bayazid Hossain | | Design Date: | | | |
| Executed by: MD Bayazid Hossain | | Execution Date: | | | |
| Description: User can choose food items from website | | | | | |
| Preconditions: Users must be logged into their website account | | | | | |
| TestID | Test Data | Expected Output | Actual Output | Test Status | Comment |
| TC1 | User Name: Bayazid product items-name: shirt product name tonmoy Quantity: 2 Location: farmgate ,building no-45/2 Payment: cash on delivery User Id: 01 | Show error message | Error message displayed | Pass | User choose product items And he order product items from websites |
| TC2 | User Name: Hridoy product items-name: T-shirt product name topten | Show message of unavailability | Unavailability message displayed | Pass | User choose product items And he order product items from websites User choose product items |

| | | | | |
|------------------------------------------|--|--|--|--|
| Quantity: | | | | |
| 2 | | | | |
| Location:uttara ,building no-45/2 | | | | |
| Payment: cash on delivery | | | | |
| User Id: 02 | | | | |

| Test Case: 05 | | Test Case Name: Generate Order | | | |
|-----------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------------------|---------------------------------------------|--------------------|-----------------------------|
| System: Digital Marketing by Oreby | | Subsystem : N/A | | | |
| Designed by: MD Bayazid Hossain | | Design Date: | | | |
| Executed by: MD Bayazid Hossain | | Execution Date: | | | |
| Description: Admin generate order based on users order | | | | | |
| Preconditions: Admin must be logged into the website | | | | | |
| Test ID | Test Data | Expected Output | Actual Output | Test Status | Comment |
| TC1 | Generate order: Confirm | Admin generate order based on users order | Admin generate order based on users order | Pass | Generate order successfully |
| TC2 | Generate order: Confirm | Admin generate order based on users order | Admin generate generic based on users order | Pass | Generate order successfully |
| TC3 | Generate order: Confirm | Admin generate order based on users order | Admin generate order based on users order | Pass | Generate order successfully |
| Post-conditions: Product delivery website displays the order product on the user order | | | | | |

| Test Case: 06 | | Test Case Name: View Download Payment history | | | |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------|-------------------|-------------|---------|
| System: Digital Marketing by Oreby | | Subsystem : N/A | | | |
| Designed by: MD Bayazid Hossain | | Design Date: | | | |
| Executed by: MD Bayazid Hossain | | Execution Date: | | | |
| Description: users can view download pay slip of their all-previous order | | | | | |
| Preconditions: Users must be logged into their website(food delivery system) account An existing order with a pay slip available | | | | | |
| Test ID | Test Data | Expected Output | Actual Output | Test Status | Comment |
| TC1 | Click on "Download pay slip" button | Download pay slip | Download pay slip | Pass | N/A |
| Post-conditions: Website successfully view download pay slip. | | | | | |

| Test Case: 07 | | Test Case Name: Edit Profile | | | |
|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------|------------------------------------------------------|-------------|------------------------------------------------------------------|
| System: Digital Marketing by Oreby | | Subsystem : N/A | | | |
| Designed by: MD Bayazid Hossain | | Design Date: | | | |
| Executed by: MD Bayazid Hossain | | Execution Date: | | | |
| Description: Users website can edit her profile information | | | | | |
| Preconditions: Users must be logged into their website account | | | | | |
| Test ID | Test Data | Expected Output | Actual Output | Test Status | Comment |
| TC1 | Name: (empty) User Name: (empty) Email: (empty) Phone: Empty | Show error message | Error message displayed | Pass | Customers must provide all the required data |
| TC2 | Name: Hridoy User Name: hridoy35 Email: hridoy35@gmail.com Phone: 019871604802 | Show error message, only allow image files | Error message displayed, unable to upload a pdf file | Pass | N/A |
| TC4 | Name: rakibul User Name: rakibulislam Email: N/A Phone: N/A | Update personal data | Personal data updated | Pass | Users can update personal data without email id and phone number |
| Post-conditions: Website successfully shows the updated data on profile page | | | | | |

| | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------|--------------------------------|--------------------|----------------|
| Test Case: 08 | | | Test Case Name: Log-Out | | |
| System: Digital Marketing by Oreby | | | Subsystem : N/A | | |
| Designed by: MD Bayazid Hossain | | | Design Date: | | |
| Executed by: MD Bayazid Hossain | | | Execution Date: | | |
| Description: | | | | | |
| <ul style="list-style-type: none"> • Users can log out from their website account • Admin can log out from the website | | | | | |
| Preconditions: | | | | | |
| <ul style="list-style-type: none"> • Users must be logged into their website account • Admin must be logged into the website | | | | | |
| Test ID | Test Data | Expected Output | Actual Output | Test Status | Comment |
| TC1 | Click on "Log-Out" | Redirect to "Sign-In" page | Redirected to "Sign-In" page | Pass | N/A |
| Post-conditions: Users and Admin successfully redirected to the "Sign-In" page upon logging out from the Website | | | | | |

3.5 Summary

Overview: A brief summary of the feature being tested and the results of the testing process.

Pass Rate: Percentage of tests that passed.

Issues Identified: Any issues, bugs, or inconsistencies found during testing.

Recommendations: Any recommendations based on testing (e.g., areas for improvement or further investigation).

Chapter 4 Deployment and Maintenance

4.1 Introduction

Deployment refers to the process of making the system or application available for use by users. It involves preparing the system for launch, ensuring that it is properly installed, configured, and integrated into the production environment. This phase includes tasks such as data migration, configuring servers, and setting up security protocols. The goal is to ensure that the system is fully functional, accessible, and reliable upon release.

Maintenance involves ongoing updates and support after deployment. It includes monitoring the system for performance issues, bug fixes, security patches, and feature enhancements. Maintenance ensures that the system remains operational, meets evolving user needs, and adapts to technological changes. Regular testing, backup, and optimization procedures are part of the maintenance cycle to guarantee smooth and uninterrupted service.

4.2 Try to follow the SRLC (software release life cycle)

1. Planning

- **Objective:** Define the software's purpose, scope, and goals.
- **Activities:** Requirements gathering, market analysis, and creating a roadmap for development.
- **Outcome:** Clear understanding of project objectives, timelines, and resource allocation.

2. Design

- **Objective:** Create a blueprint for the software architecture, including system structure, components, and user interfaces.
- **Activities:** Detailed system design, database design, and choosing the right technology stack.
- **Outcome:** A comprehensive design document that guides the development phase.

3. Development

- **Objective:** Write the code and build the software as per the design specifications.
- **Activities:** Software coding, integration of components, and initial internal testing (unit testing).
- **Outcome:** A functional software build ready for internal evaluation.

4. Testing

- **Objective:** Ensure the software functions as expected and is free of bugs.
- **Activities:** Perform various types of testing like functional, integration, performance, and security testing.
- **Outcome:** A stable, bug-free version of the software that meets all the requirements.

5. Deployment

- **Objective:** Make the software available to users in a production environment.
- **Activities:** Deploy the software to the production environment, configure necessary infrastructure, and ensure scalability and security.
- **Outcome:** Software is live and accessible to the end users.

6. Maintenance

- **Objective:** Continuously monitor and improve the software after deployment.
- **Activities:** Bug fixes, security patches, performance optimizations, and the introduction of new features.
- **Outcome:** Continuous improvements and updates to the software, ensuring it remains functional and efficient.

7. End-of-Life (EOL)

- **Objective:** Phase out the software when it is no longer feasible to support or enhance it.
- **Activities:** Provide notice to users, stop updates or patches, and ensure data migration if necessary.
- **Outcome:** The software is retired, and the focus shifts to newer versions or replacements.

Chapter 5 User Manual

5.1 Introduction

Welcome to the Digital Marketing platform by Oreby! This manual is designed to guide you through the features and functionalities of the platform to help you make the most of its tools for enhancing your digital marketing campaigns. Oreby provides an all-in-one solution for businesses to create, manage, and optimize their online presence, campaigns, and analytics.

5.2 Project Functionalities

UI design

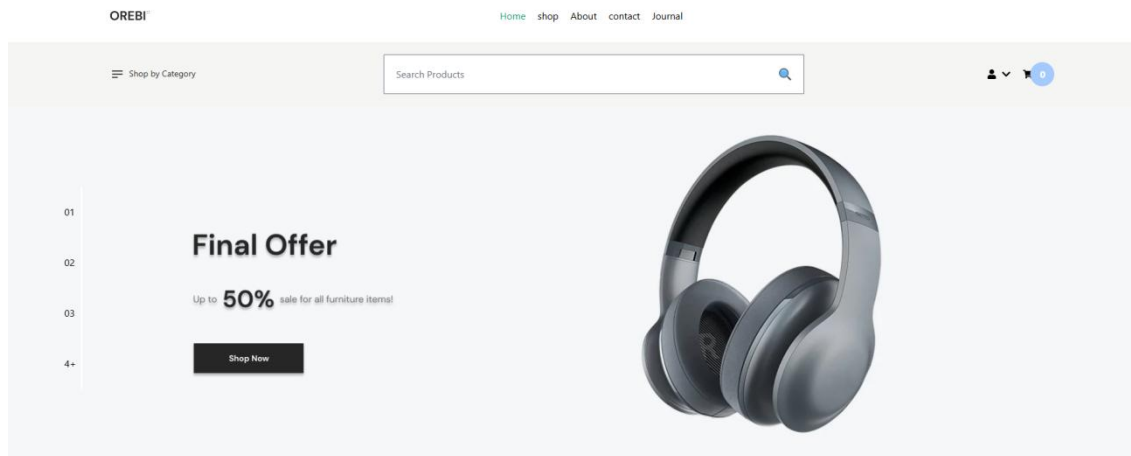


Figure6: UI design

Log in to your account

Email Address

Password

[Forgot Password?](#)

Need an account? [Create an account](#)

Login

Figure7: Login

Create an account

Sign up

[Home](#)

>>

[registration](#)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the.

Your Personal Details

First Name

First Name

Last Name

Last Name

Email address

First Name

Telephone

Your Telephone number

New Customer

Address 1

4279 Zboncak Port Suite 6212

Address 2

Address 2

City

Your city

Post Code

05228

Divison

Please select



District

Please select



Your Password

Password

Repeat Password

Repeat password

I have read and agree to the Privacy Policy

[I have an already Account](#)

Subscribe Newsletter

[Sign up](#)

Figure8 : Create an account

Home page

01
02
03
4+

Final Offer

Up to **50%** sale for all furniture items!

[Shop Now](#)

✓ Two years warranty

■ Return policy in 30 days

📦 Free shipping



Electronics Sale

Up to **70%** sale for all electronics!

[Shop Now](#)

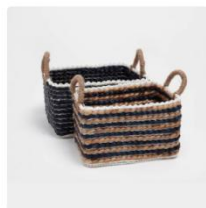
New Arrival



Basic Crew Neck Tee



\$44.00 Basic Crew Neck Tee Black



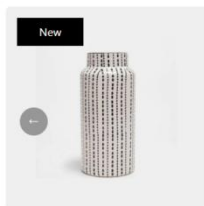
\$44.00 Basic Crew Neck Tee Black



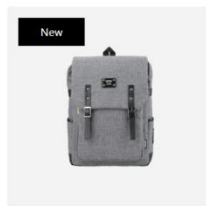
\$44.00 Basic Crew Neck Tee

\$44.00

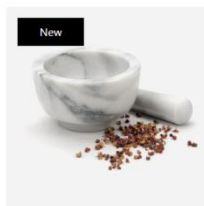
Special Offers



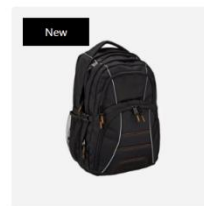
Basic Crew Neck Tee Black



\$44.00 Basic Crew Neck Tee Black



\$44.00 Basic Crew Neck Tee Black



\$44.00 Basic Crew Neck Tee

\$44.00

Menu

Home
Shop
About
Contact
Journal

SHOP

Category 1
Category 2
Category 3
Category 4
Category 5

HELP

Privacy Policy
Terms & Conditions
Special E-shop
Shipping
Secure Payments

(052) 611-5711

company@domain.com

575 Crescent Ave. Quakertown, PA 18951

OREBI

f in @

2020 Orebi Minimal eCommerce Figma Template by Adverts

Figure9 : Home page

Product

Products

Home » shop

Shop by Category

- Mobile +
- Apple +
- Desktop +
- Accessoris
- Cloths +

Shop by color

Shop by Brand

Shop by Price

- \$0.00 - \$9.99
- \$10.00 - \$19.99

Sort by: Featured select Item










| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  <p>\$7.17</p> <p>Essence Mascara Lash Princess Black</p> |  <p>\$5.5</p> <p>\$2.8 Eyeshadow Palette with Mirror Black</p> |  <p>\$18.14</p> <p>\$14.5 Powder Canister Black</p> |
|  <p>\$19.03</p> |  <p>\$2.46</p> |  <p>\$0.32</p> <p>\$-3.2</p> |

Figure10 : Product

Product select

Sort by: Electronics

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
|  <p>\$8.9</p> <p>GUCCI</p> <p>Add to Wish List Add to Compare Add to Cart</p> <p>Gucci Bloom Eau de Black \$71.1</p> |  <p>\$0.29</p> <p>Annibale Colombo Bed Black \$1899.7</p> |  <p>\$18</p> <p>Annibale Bed Black</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|

Subtotal: \$221

View Cart Checkout




- Chanel Coco No... \$129.99
- Juice... \$3.99
- Kiwi... \$2.49
- Gucci Bloom Eau... \$79.99

Figure11 : Product select

Add to cart

Cart

[Home](#) > [cart](#)

| Product | Price | Quantity | Total |
|-----------------------------------------------------------------------------------------------------------|----------|--------------------------------|----------|
|  Chanel Coco Noir Eau De | \$129.99 | <input type="text" value="1"/> | \$129.99 |
|  Juice | \$3.99 | <input type="text" value="2"/> | \$7.98 |
|  Kiwi | \$2.49 | <input type="text" value="2"/> | \$4.98 |

Cart totals : 6

| | |
|----------|--------|
| Total | 223 \$ |
| Subtotal | 223 \$ |

[Proceed to Checkout](#)

Figure12: Add to cart

Feedback

Fill up a Form

Name *

Your name here

Email*

Your email here

Message *

Your name here

Post

Figure13: Feedback

Chapter 6 Project Summary

6.1 Introduction

The Digital Marketing by Oreby project aims to enhance the online presence and sales of a diverse range of products, including bags, clothing, electronics, and women's collections. Through a tailored digital marketing strategy, Oreby will leverage channels like social media, SEO, email marketing, and targeted ads to effectively reach and engage with the target audience. The goal is to boost brand awareness, drive traffic, and increase conversions, ultimately positioning these products for greater success in the competitive online marketplace.

6.2 Project Limitation

No live location share

6.3 Future Work

To create a platform that everyone can buy or sell from home. Can easily buy any type of product.

To reach maximum number of Product featured.

To save time and money.

6.4 Conclusion

Through digital marketing efforts by Oreby, the online visibility and sales of bags, clothing, electronics, and women's collections will be enhanced significantly. By implementing a tailored approach for each product category, Oreby will help create deeper connections with customers and increase overall brand recognition and profitability.

REFERENCES

<https://evaly.com.bd/>

Plagiarism Report

Digital Marketing

ORIGINALITY REPORT

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