

**A DIGITAL AND UNIQUE ANDROID BASED ADVERTISEMENT PLATFORM
(AALO)**

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science in Computer Science and Engineering

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APPROVAL

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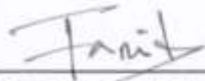
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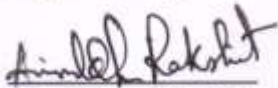
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DECLARATION

We hereby declare that, this project has been done by us under the supervision of **Mr. Aniruddha Rakshit, Senior Lecturer, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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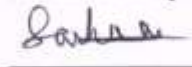
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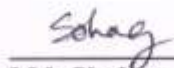


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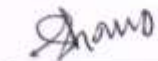
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ABSTRACT

“Marketing is the most effective business in near future”-

Md. Sabur Khan, Chairman of Daffodil Group

In everyday 5 million time is wasted on bus in Dhaka. As traffic jam solution is not so easy so we think why can't we utilize this wasted time with awareness, learning, opportunity. Here also we think unemployment problem is one of the most major problem in our country. We become the Entrepreneur and build a startup company named AALO (advertisement, awareness, learning, opportunity) supporting by Bangladesh Venture Capital Limited. Here we make an automated system with a large monitor that placed in the sitting bus of Dhaka. We make a business network with the reputed company of Bangladesh. They support and give their advertisement on our service. Our aim to educate, entertain people along with spread our business. AALO is the first marketing platform inside the sitting bus service. We are working with AALO last 1 year and 2 months. Our aim to build AALO as the most profitable company of our country. Thirteen active members are the real investor, partner, innovator gives their hard working to make AALO. We are recycling the wasted time with proper business and create a job sector in Bangladesh and we believe that it is our success.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

AALO (Advertisement Awareness Learning Opportunity)

AALO is a unique and digital advertising company which is going to bring a new promoting stage for the first time in Bangladesh. This company will offer advertising services to both corporate organization and individuals. Our core services will revolve around placing the advertisements from every brands who look for a quality platform to advertise their products. We are providing that new platform which is developing in sitting service buses.

Our business goal is to become one of the leading advertising media in Bangladesh with high profile as well as to solve the mentioned problems.

We are providing the best platform to our client's company to advertise their products. We are best because we are just drawing the attention of our passenger's and we are giving the 100% audience to our client for selling their products. Bus companies will be facilitated by GPS and Digital app. Here, we will also create awareness by showing motivating and social advertisements or shortest films.

1.2 Objective

Establish a standard and world class advertising media whose services and brand will not only be accepted in Bangladesh, but also in other parts of the world. We have a target 300 sitting bus within 2019 we will bring all the sitting service bus under our surveillance.

- We comprehend that dependably 8 lakh indicated understudies increment joblessness, at present, twelve people group work under our affiliation. By that, we can solve the unemployment problem.
- Give Art of Living exercises to conductors and drivers.
- Increasing care about street security.
- Increasing care about transport security.

1.3 Benefits

- We provide them fully guaranty of advertise promotion. For this we use a app which is provide the client. Client can easily see the counted number, how many times his advertise promoted.
- We are reusing passengers 50, 00000 working hours which is wasted by sitting idly in transports. So people are busy with watching something, they are eager to know in the mean time they are catching advertisements.
- As we are concern about people awareness, so we will show the constructive and formative works, messages of government towards people.
- Familiarity of products and increasing sales.
- We want to ensure the highest viewer by using our platform.
- In a statistics, we found that there are 7800 sitting service buses.
- We have been able to critically examine the advertising agencies marketing space and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field.

1.4 Motivation

Directly a days, there are many plug structure in all finished, they are giving advancements of different brands. Be that as it may, couple of realities rise here like – people don't watch these notices, staying over road. It draws thought with high light of voyagers of transport similarly as of drivers. That ludicrous light when draws the thought of drivers especially around night time, it unsafely settles on a decision to have accidents.

Besides, customary street turned parking garage is step by step enormous issue, we are wastage our productive time for vehicle over-burden. We trust that we can total two things without a moment's delay, if we make a such a phase, not simply people will utilize their time in sitting transport, yet moreover we can exhibit particular things by publicizing , we understand that common new thing are coming, anyway for fitting advancement ,it can't accomplish our range,

By this methodology, we can exhibit our things viably.

1.5 Our Advantages

Amusement and Time pass. Learning and Knowing Something new which you won't discover on TV. Engaging and learning materials.

1.6 Our Confirmation

We provide the full guarantee of showing the advertisement video to the client. This service is make us different from another advertisement platform.

1.7 Our Uniqueness

- We are different from other platform.
- We provide less expensive service.
- Promoting easily & digitally.
- Greater advantage confirmation 90% viewer.

1.8 Report Layout

Our project report consists of 6 chapter.

1. 1st chapter contains the Introduction, Objective, Motivation, Our advantage, our Guarantee, why people choose us.
2. 2nd chapter contains Introduction, Related works, Challenges and Overcome.
3. 3rd chapter contains BPM, Requirement collection and Analysis, Use case modeling and Description.
4. 4th chapter contains Admin panel software (Introduction, Ad wise data, Month wise data, Bus wise data, Current data, Recycle bin), Admin utilities, User Information, Contact us, User panel software (Introduction, Registration, Video play).
5. 5th chapter contains Introduction, Firebase.
6. 6th chapter contains Discussion and conclusion, Limitation, Scope for future development.

CHAPTER 2

BACKGROUND

2.1 Introduction

Platform Android is by the most typically used adaptable working system. A huge part of the inclusive community by used android working structure. This app is fully android reinforced and easy to use. Head and User board direct can make a course of action between both. The application will be used to advance video to use. In wherever, we can get the location by using internet. By using our system, we remove debilitating and utilize recycling time.

2.2 Related Works

Our app is absolutely stand-out and not duplicated from wherever. To the degree our knowledge, this kind of usage isn't available in Bangladesh. It is the essential business association that we this is totally a noteworthy idea to realize our association. The structure and the use is made by us. We gives gear and programming. Hardware and Programming sections are joined by android box, we moreover use GPS for zones. We have used development down battery and clock. Client can show only his association chronicles which is suited notice. [1]

2.3 Challenges and Overcome

Our Android system issue and arrangement. In the beginning time we attempted various android box as we make our structure android base. We attempted X96, X96 littler than anticipated TX3, MXQ - 4K, MI Box, TX2,. In every device there are a comparable territory and play store issue. However, best execution gives the TX2. It supports Location with current data and play store.

SIM issue and course of action: Both customer and head applications need round data. Our modem stash switch uses a SIM. The SIM needs web. In our 42 transports first we use 43 SIM of one SIM association. Following 6 days our whole applications structure tumble down. This SIM don't give

us extraordinary info. By then we take a pervasive SIM association that has 40 million customer. In the wake of talking their SIM we find 97% right accuracy.

2.4 Arduino

In Our plan of action, Bus driver and aide make our framework hard. They off the screen in the transport. Along these lines, our customer gives us whine about it. At that point we take mechanized framework. We used embedded system which we learnt on our subjective course in university. We instructed the embedded system that starts the whole devices at 8 am to 8.30 pm. It takes a break by turning off the device between 1.00 to 2.00 pm. But Arduino has many challenges in commercial use. Then we manages a Chinese company to build a customize device which meets our goal and imported it and implemented it on the bus. It satisfied our problems. Since 7 month, we are using this without any problems and still on.

2.5 Software Problem

In absolute first, for our customer request we built up a product that gives the transport area utilizing Google GPS, ordinary date, current beginning gadget on time, notice list. Here we utilize 3 stick. First stick goes to the transport proprietor where they can just think about their transport area. Second stick goes to the customer who gives us ad. By utilizing this stick they can think about the transport area and their advertisement. Third stick has a place with us. By utilizing this stick we can include client, erase client, refresh use, see area and ad list. Yet, some issue raised after some days. First issue, if some case the switch didn't get the wireless association, it can't send information to the server and the server didn't send information to the administrator applications. Therefore, some publicize tally missed. Second issue, the customer needs pick hour (8 am to 11 am and 5 pm to 8 pm) and off pick hour (11.01 am to 1 am and 2 pm to 5 pm). Third issue was, customer needs promotion shrewd information, month savvy information, office area, transport astute information, diverse transport class. Fourth issue is, the utilization applications takes a great deal of information around 5 GB one sim every month.

We take care of all the issue. Presently our client applications need 700 Mb for each transport.

CHAPTER 3

REQUIREMENT SPECIFICATION

3.1 Business Process Modeling

The Business process demonstrating, frequently called procedure displaying, is the systematic portrayal or delineation of an association's business forms.

Alongside business process disclosure, process demonstrating is broadly seen as a basic segment in fruitful business process the executives (BPM). It is utilized to outline an association's current (or "as-seems to be") procedures to make a pattern for procedure upgrades and to structure future (or "to-be") forms with those enhancements joined. Procedure demonstrating frequently utilizes Business Process Modeling Notation (BPMN), a standard strategy for outlining forms with flowchart-like graphs that can be effectively comprehended by both IT and business chiefs.

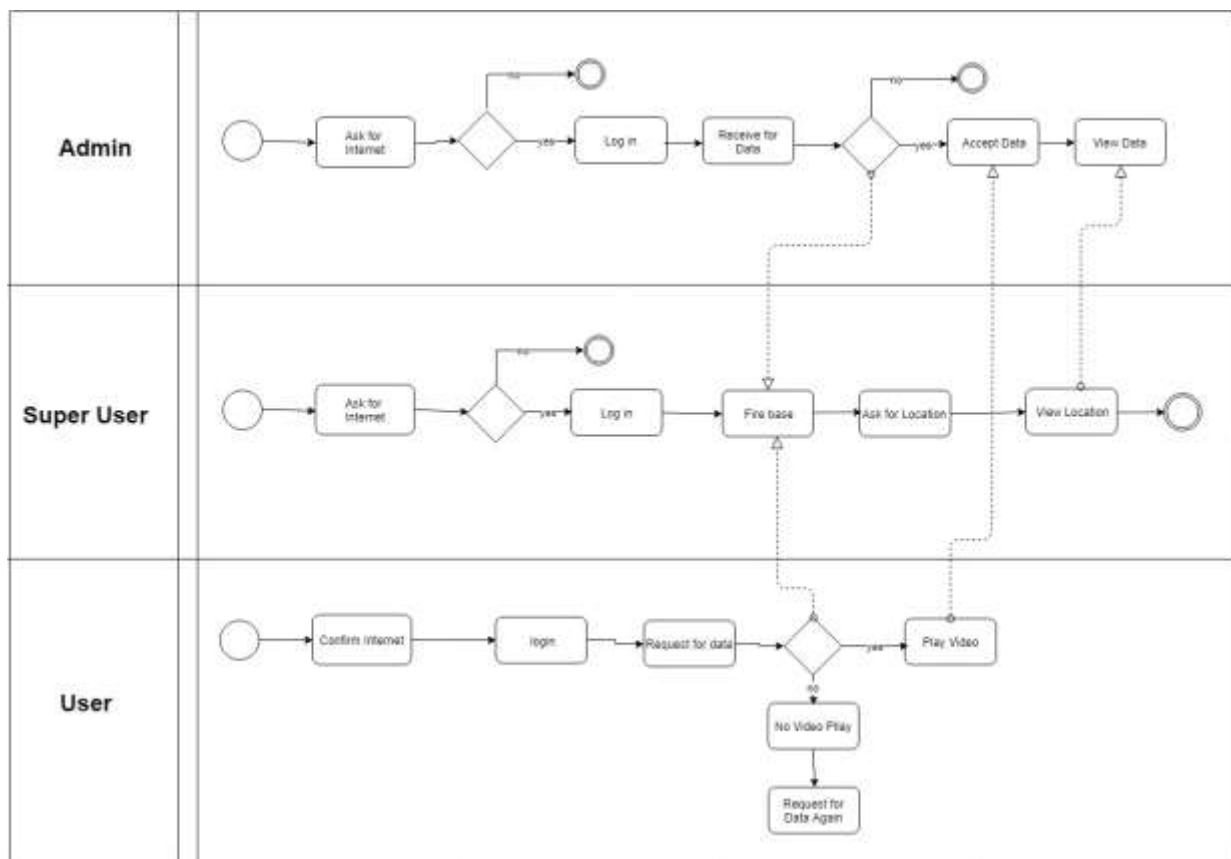


Figure 3.1.1: Business Process Model Diagram

3.2 Requirement Collection and Analysis

This model is gathered immense degree of data when any customer takes on our system. We examination data and consider the data that we assemble from customer, Admin can get to the data and watch out for the customer that in case they do any undermining work they can without a ton of a stretch find. There are two sorts of need, one is important fundamental and the other is nonfunctional need.

3.2.1 Functional Requirement

Sensible fundamental are the exercises that is the application programming can without a considerable amount of a stretch perform. In our endeavor there are such colossal amounts of suitable necessities like, a sing up area, a sing in piece, a visit parcel, a solicitation work locale, an apply for business part, a post for occupation segment, sign out segment, an area partition.

3.2.2 Non-functional Requirement

Non-valuable fundamentals in our application are help to impel execution, memory eating up, being continuously proficient, smoother development and weight on rapidly as conceivable to our application. Application's UI ought to be direct and stunning for astounding client experience.

3.3 Use Case Modeling and Description

A use case is a framework utilized in structure examination to perceive, outline, and make framework prerequisites. The use case is contained a lot of conceivable approaches of co-undertakings among structures and clients in a specific situation and identified with a Particular target. It includes a social gathering of parts (for instance, classes and interfaces) that can be utilized together with the true objective that will have an impact more prominent than the whole of the assorted sections solidified. The usage case ought to contain all structure rehearses that have significance to the customers.[10]

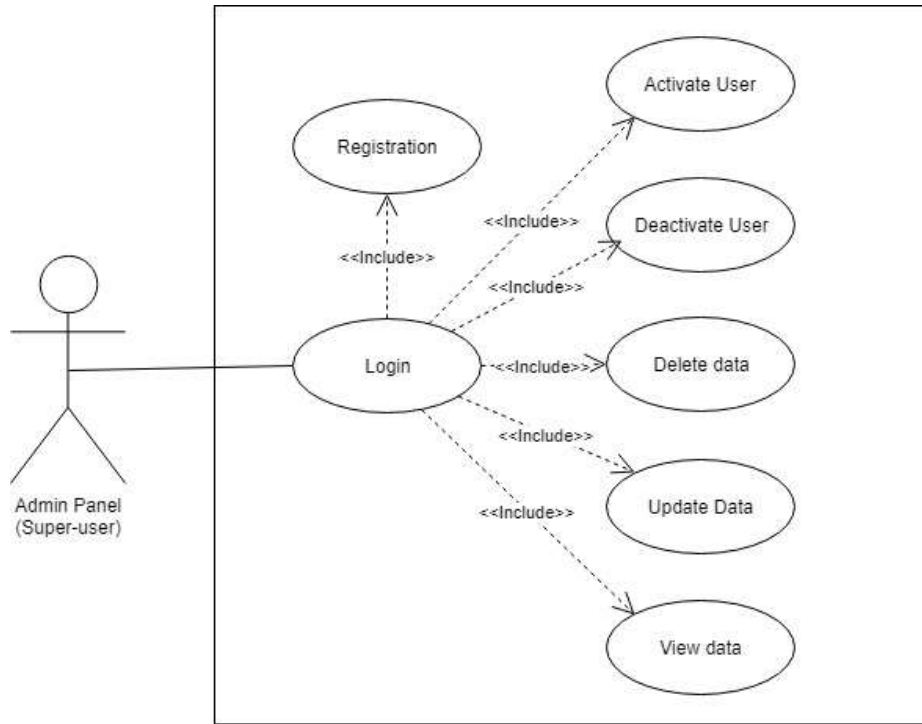


Figure 3.1.2: Use Case Diagram for Super-User

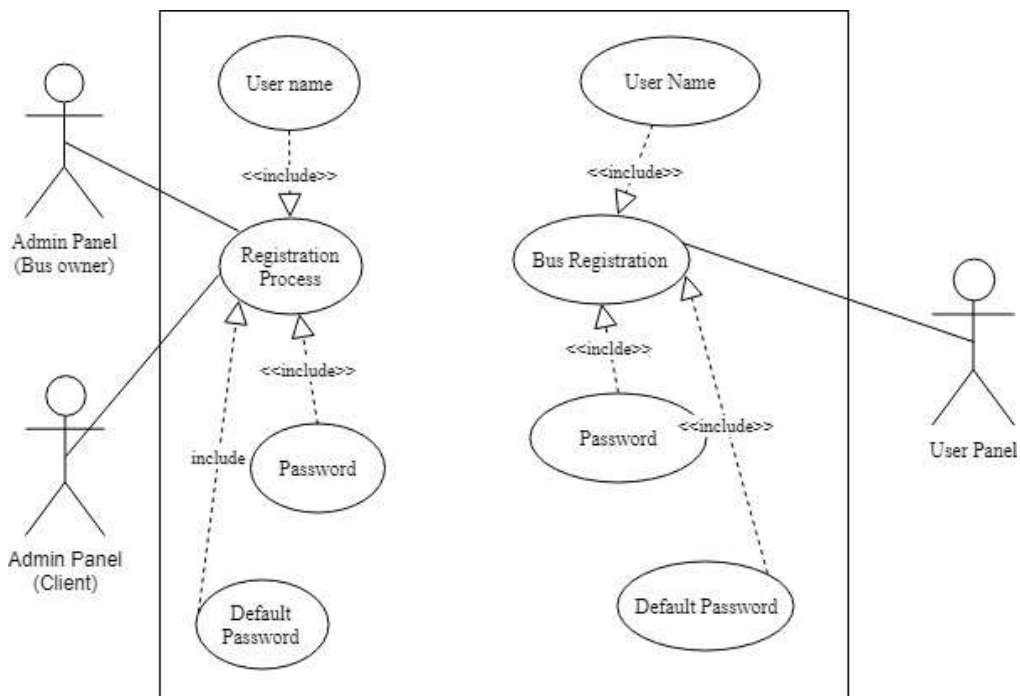


Figure 3.1.3: Use Case Diagram for Bus owner, Client & User

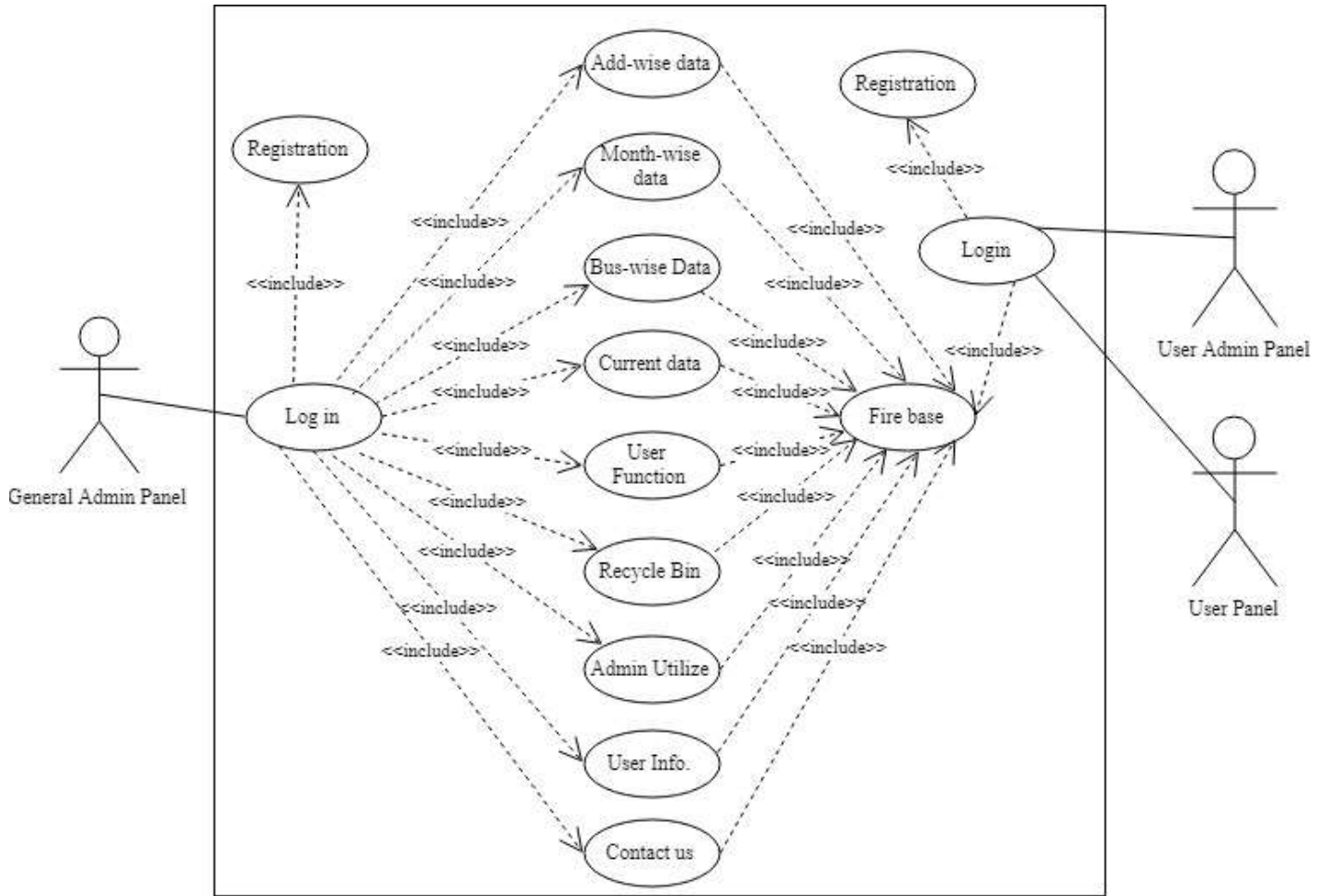


Figure 3.1.4: Use Case for Total Management System

Table 3.1: Use Case Table for Registration

Use Case Name	Registration
Precondition	None
Actor	Admin Panel
Primary Path:	<ol style="list-style-type: none"> 1. Enter User Name 2. Enter Password 3. Enter Confirm Password 4. Enter Default Password 5. Click Registration Button
Exceptional Path	<ol style="list-style-type: none"> 1. Invalid User Name 2. Invalid Password 3. Invalid Default Password.

Table 3.2: Use Case Table for View Current Data

Use Case Name	Current Data
Precondition	Registration
Actor	Admin Panel, User Panel
Primary Path:	<ol style="list-style-type: none"> 1. Click Registration Button 2. Enter Current Data 3. Show the Advertise List
Exceptional Path	Click another button fail to reach the destiny.

Table 3.3: Use Case Table for Firebase

Use Case Name	Firestore
Precondition	Registration
Actor	Admin Panel, User Panel
Primary Path:	<ol style="list-style-type: none"> 1. Request for data 2. Give the data 3. Store data in firestore
Exceptional Path	1. None

Table 3.4: Use Case Table for Activate/Deactivate User

Use Case Name	Activate / Deactivate user
Precondition	None
Actor	Super user
Primary Path:	<ol style="list-style-type: none"> 1. Super user mainly controls the system 2. If he wants to activate or Deactivate user, he will do.
Exceptional Path	<ol style="list-style-type: none"> 1. None

Table 3.5: Use Case Table for Recycle bin

Use Case Name	Recycle bin
Precondition	Registration
Actor	Admin panel, User panel
Primary Path	<ol style="list-style-type: none"> 1. Click log in 2. If any client left from company, we delete his advertisement data 3. After, it is possible to restore all data

CHAPTER 4

SOFTWARE ARRANGEMENT

4.1: Admin Panel Software

4.1.1 Introduction:

In our platform, we use two different types of software,

One software is for Admin panel and another one is for user panel. Clients whose want to advertise their products, they can also use the admin panel software. [2]

Our admin software contains the following features:

- Ad wise data
- Month wise add
- Bus wise data
- Current data
- Recycle bin
- Admin utilize
- User information
- Contact us

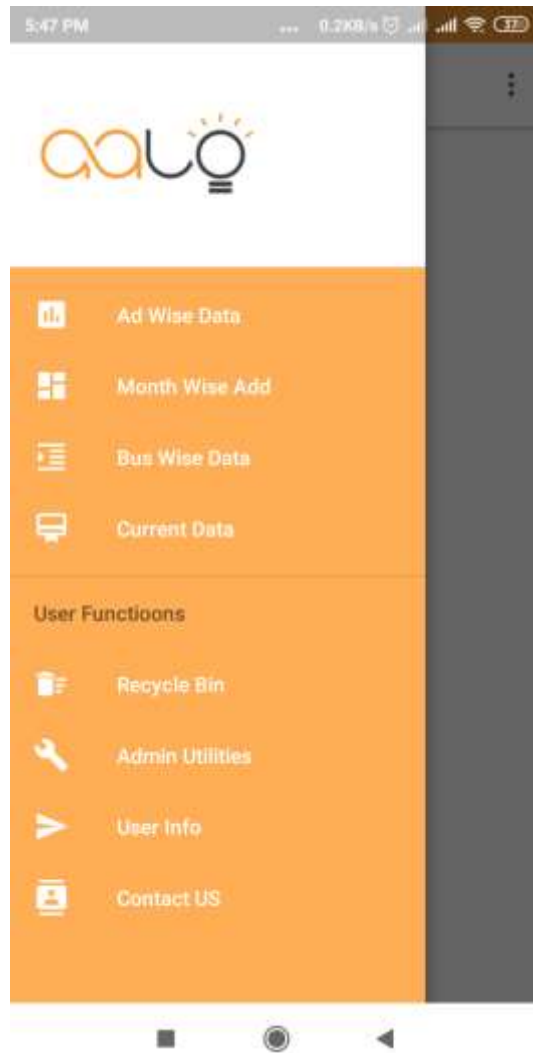


Figure 4.1: The Features of Admin Software

4.1.2 Advertisement wise data:

Firstly, we categories all the advertise or promotional video by unique code. As we want to provide our video for all sections of people, so we divide our time in two sections by the client choice, after 12 pm, office people cannot see advertise video, that's why, we divide two sections, office time(On peak) and un-office time(Off peak).

For dividing two sections, one video plays two times.

As client can use this software, they can see easily how many times the video played.

Advertisement Code	Off	On	Total
aalo19	3841	5947	9788
aalo18	3848	5971	9819
aalo17	3848	5946	9794
aalo16	3870	5955	9825
aalo15	3848	5952	9800
aalo14	3850	5952	9802
aalo13	3845	5957	9802
aalo12	3850	5968	9818
aalo11	2566	4061	6627
aalo10	3856	5947	9803
aalo29	3839	5923	9762
aalo28	3840	5925	9765
aalo27	3843	5942	9785
aalo26	3848	5948	9796
aalo25	3834	5933	9767
aalo24	3836	5937	9773
aalo23	3837	5942	9779
aalo22	3849	5948	9797

Figure 4.2: The total Counted data shown in Advertise code (name wise)

4.1.3 Month wise data:

Mainly we show the counting video data to the client. If any client wants to see the data how many times his video played in a month, he can easily see the data by this feature.

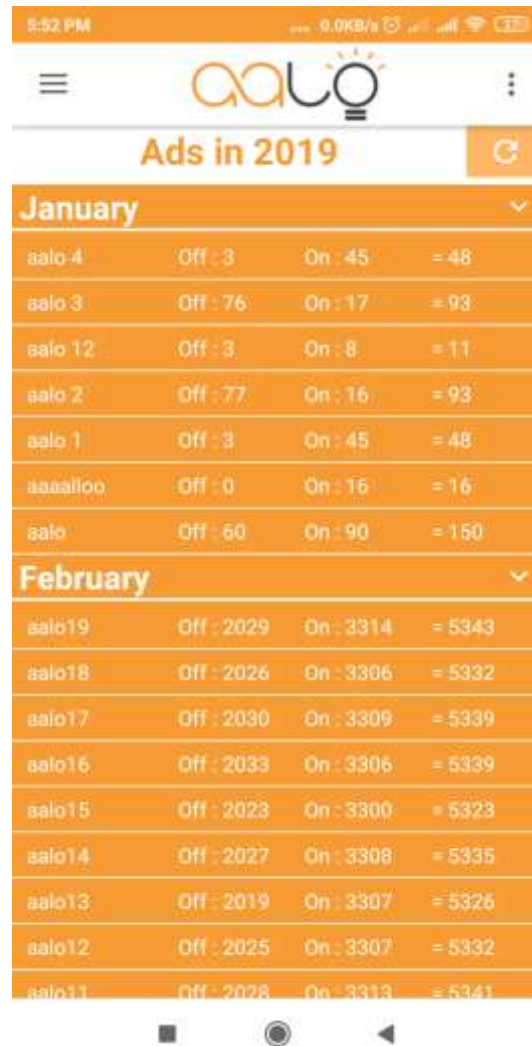


Figure 4.3: The total counted data shown in Month-wise

4.1.4 Bus wise data:

As we are targeted to catch all the sitting service buses, there are many sitting service buses in Dhaka city. So we categories our service bus wise. we think about a trans-Silva bus service, firstly admin and client will see at the same time which bus are playing their ad on and off and by GPS ,we can see the bus where are situated. For GPS system, the owner of buses can control his business easily, he always find out positive or negative thing easily.

Besides, if any bus fall in trouble, he can take steps against this.

On the other hand, as the advertisement company see the on and off system, they can be taken proper steps against authority.

The important thing is that every day our software is updated, we always concern for giving better and guaranteed service.

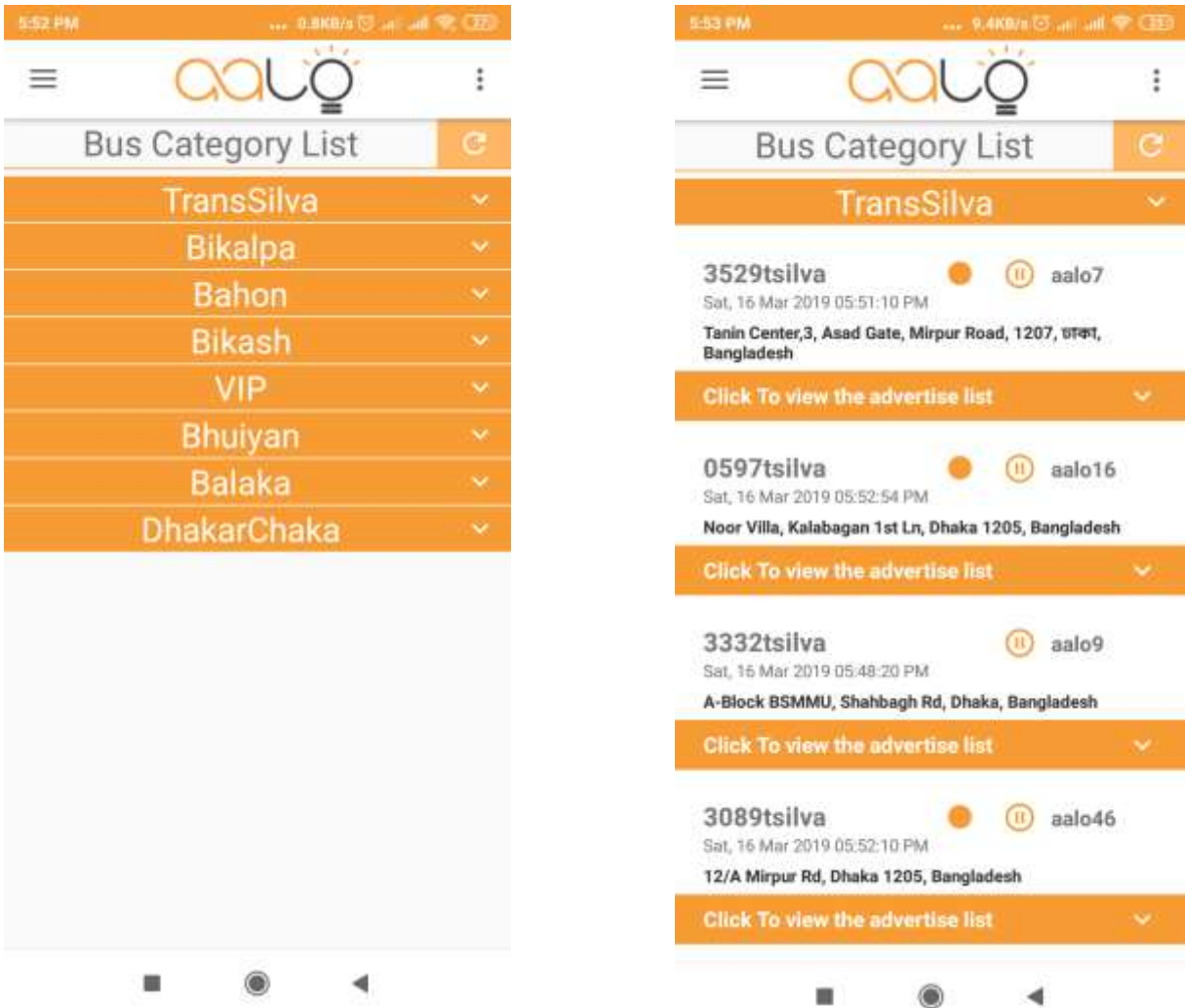


Figure 4.4: The Current data shown in Different bus category-wise

4.1.5 Current data:

The client and the admin panel can see how many bus are activated or not. In here, there is a refresh option. If we want to see the update data just click the refresh button.

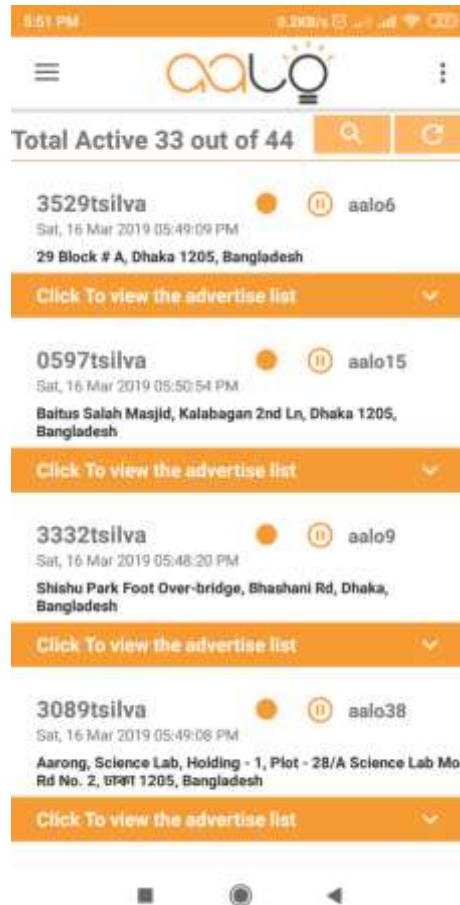


Figure 4.5: Current data shown and Refresh button

4.1.6 Recycle bin:

When a company stops their advertisement, we have no needed to store their database, that's why we delete the unnecessary database. But if any time needs the previous database for any reason, we can restore our database.

4.1.7 Admin utilize:

As many buses provide our service, for high security and easy identification, we create to separate User-id and Password for every buses.

4.1.8 User information:

There are mainly three types of user,

- **Super user:**
Super user controls all the system. Super user can delete or add something.
- **Guest user:**
Guest user can only see the bus-wise locations (only GPS). This user can't see the add related data.
- **Client user:**
It is only for the clients whose add played in this platform. They just see the add counted data. This user haven't the update power.

4.1.9 Contact us:

It's mainly the address section.

- Office address
- Email address
- Web Address
- Facebook Address
- Contact Number



Figure 4.6: The contact info. Section

4.2 User panel

4.2.1 Introduction

It is an android app that is installed in Bus. It is connected with firebase where request for data.

User panel contains two interface,

- Registration
- Video play

4.2.2 Registration

Firstly, we will have to register, for registration, every bus has a user id and password. If it is already registered, we use our application by clicking sing in button. Here also have a login option with his previous registered id & password.

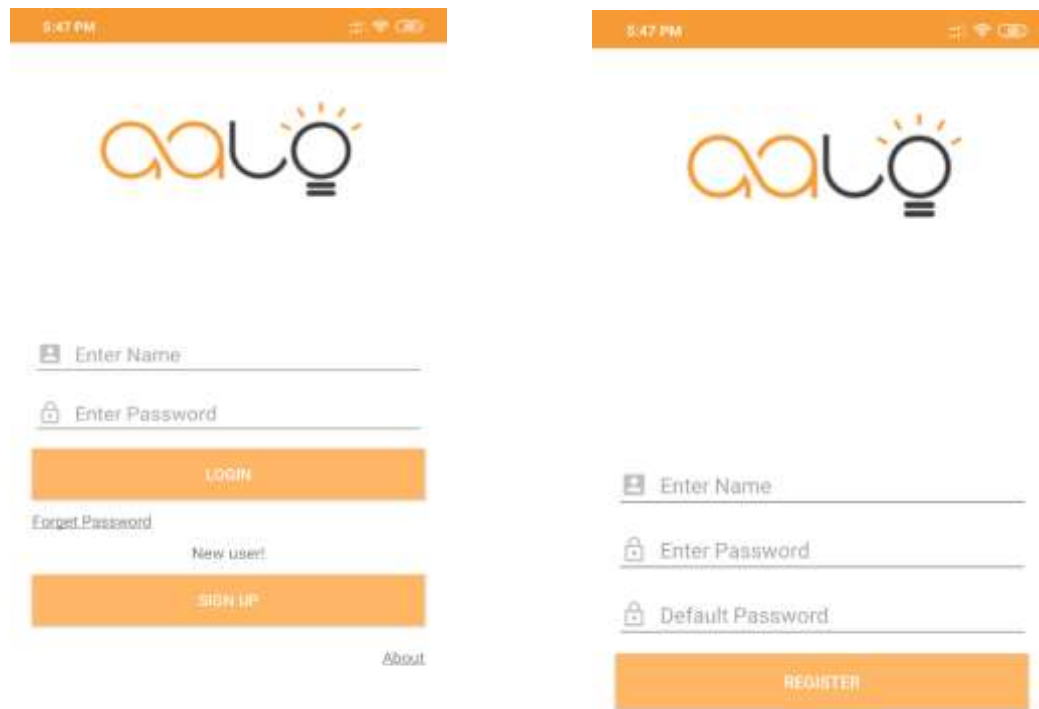


Figure 4.7: The Login & Registration section

4.2.3 Video Play

User app mainly plays the video works as a draw over app. What means draw over Apps? Draw Over apps means permit drawing over other apps. This permission allows an app to display on top of other apps you using and may interfere with your use of the interface in other application, or change what you think you are seeing in other application. In our user app, when the device is activate at first of all the video is played from the folder.

CHAPTER 5

INTERACTION WITH USER AND ADMIN APPS

5.1 Introduction:

The both apps work with real time data. Real time data is such types of data as like that location data (GPS), showing video activation data. The User app sends data and the admin app shows data from firebase. The data stores in firebase database.

5.2 Firebase:

Firebase is a portable stage from Google offering various distinctive highlights that you can pick 'n blend from. In particular, these highlights spin around cloud administrations, enabling clients to spare and recover information to be gotten to from any gadget or browser. Firebase utilizes an ongoing database and all information is naturally synchronized over all clients – as opposed to being put away on the telephone first and after that 'sent'. While this positively has favorable circumstances, it implies that a web association is essential consistently for your application to work.[7]

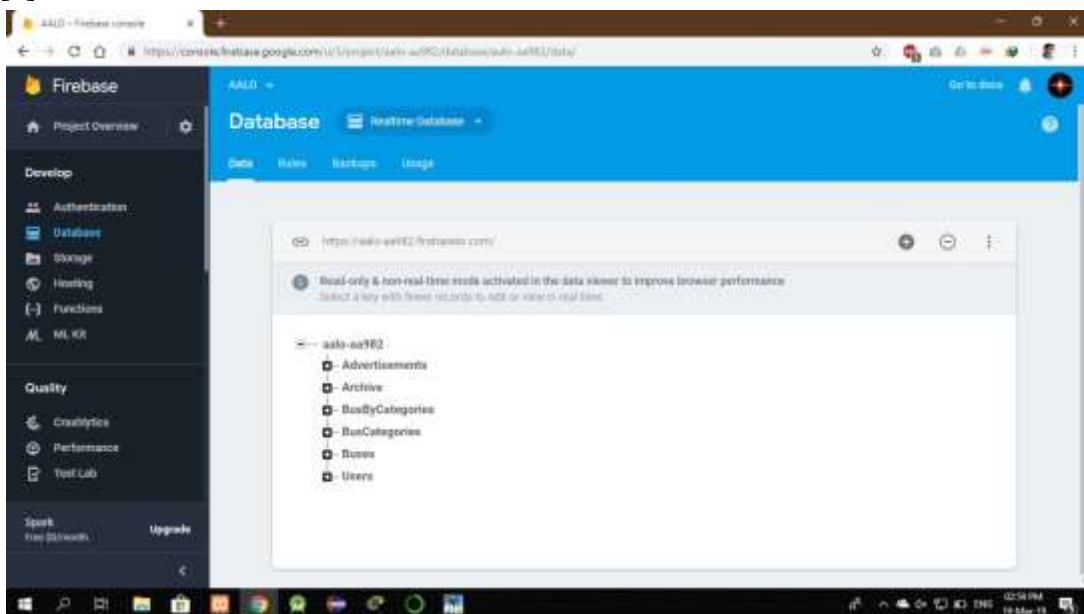


Figure 5.1 Shows that the connection of database (firebase)

Here server name is <https://aalo-aa982.firebaseio.com>. It always show the real time data. Aalo-aa982 contain Advertisement, Archived, BusByCategories, BusCategories, Buses, and Users.

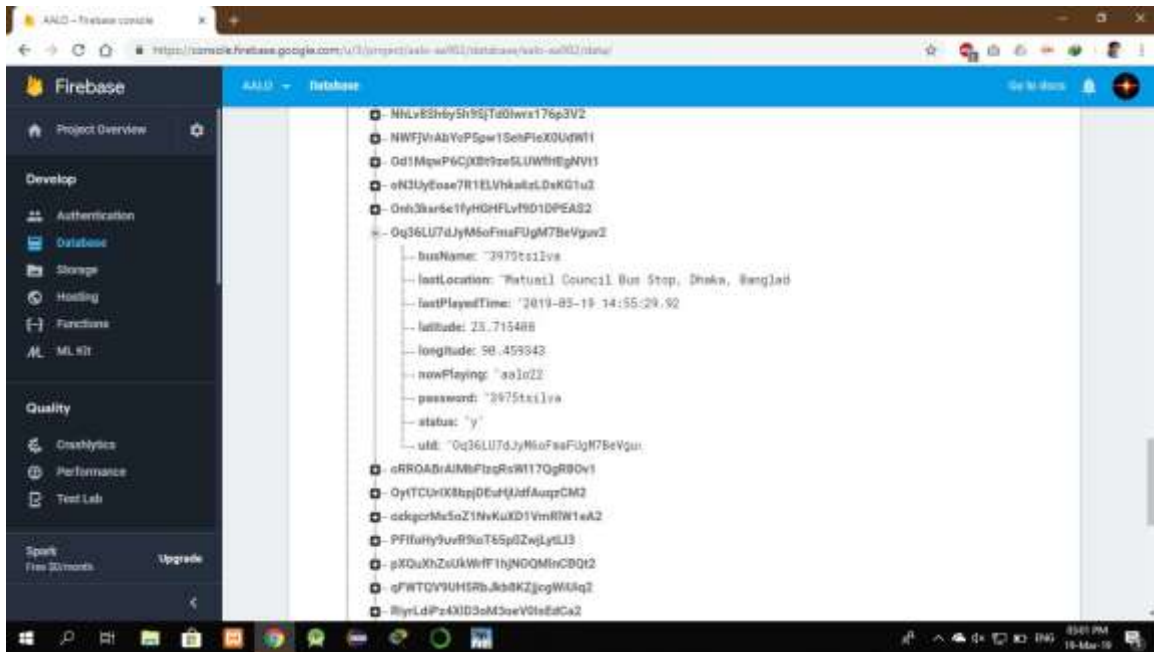


Figure 5.2 shows our one of the user Id

busName: "3975tsilva"

lastLocation: "Matuail Council Bus Stop, Dhaka, Banglad"

lastPlayedTime: "2019-03-19 14:55:29.92"

latitude: 23.715408

longitude: 90.459343

nowPlaying: "aalo22"

password: "3975tsilva"

status: "y"

uid: "0q36LU7dJyM6oFmaFUgM7BeVguv"

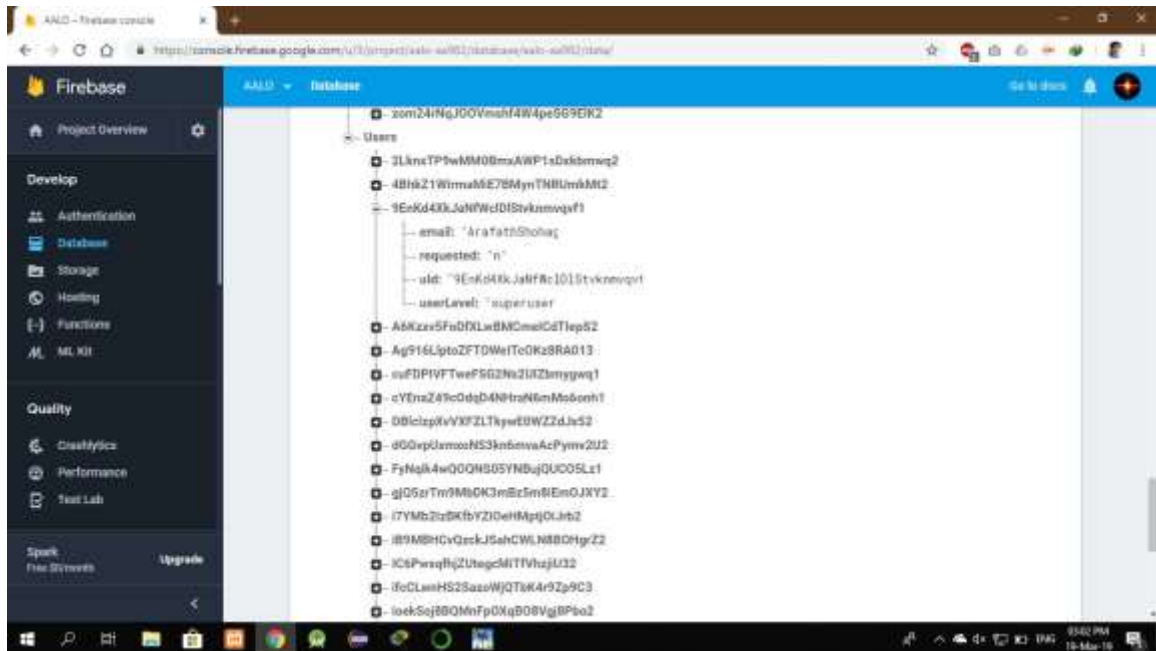


Figure 5.3 Shows the super-user

It defines the main admin. This admin can add, delete, update data from server. He can give the others admin the power of super user. One super-user ID 9EnKd4XkJaNfWcIDiStvknmvqvf1 has

Email: "ArafathShohag"

Requested: "n"

uid: "9EnKd4XkJaNfWcIDiStvknmvqvf1"

userLevel: "superuser"

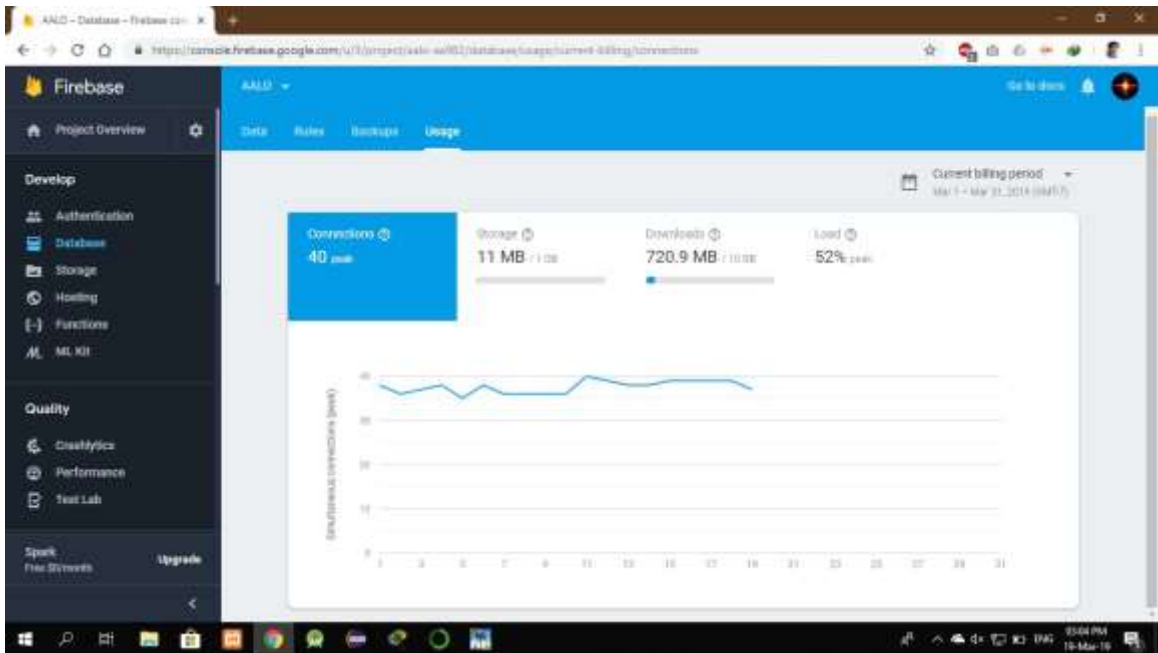


Figure 5.4: Shows the connection that has 40 pears

It means the 40 bus is registered. The graph shows the simultaneous connections (peak).

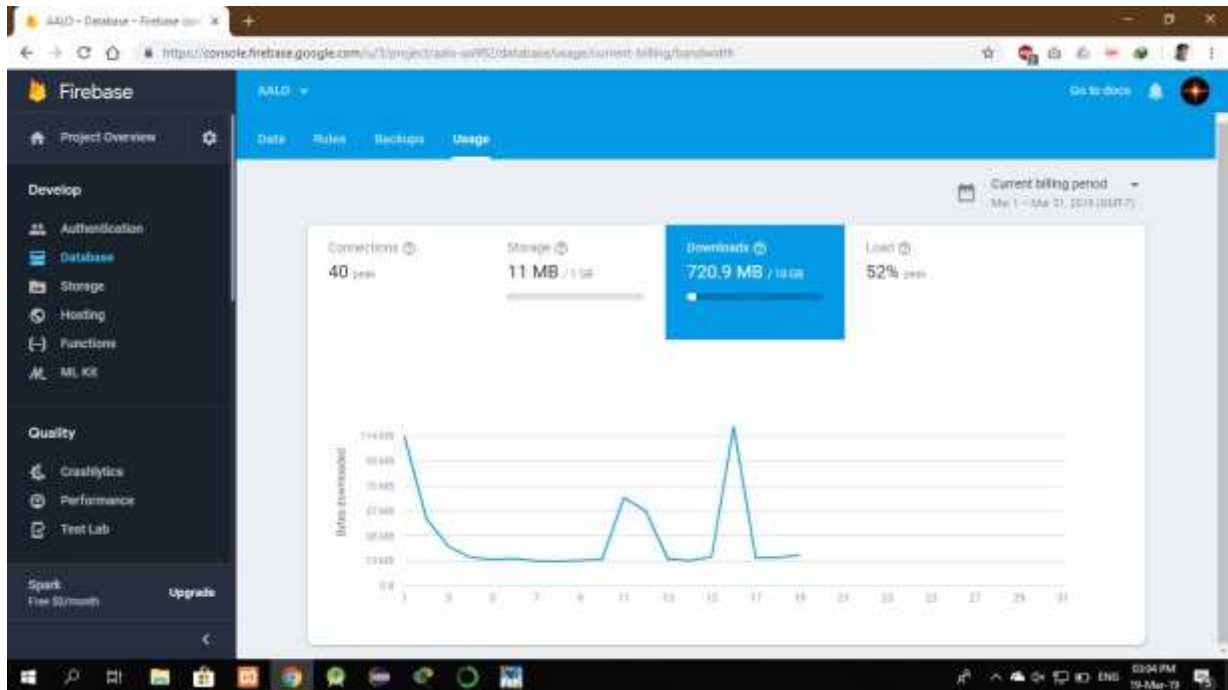


Figure 5.5 shows the downloaded data

In the sim we have 10 GB internet data and 720 MB data is already downloaded. The graph shows the chart of downloaded bytes with days.

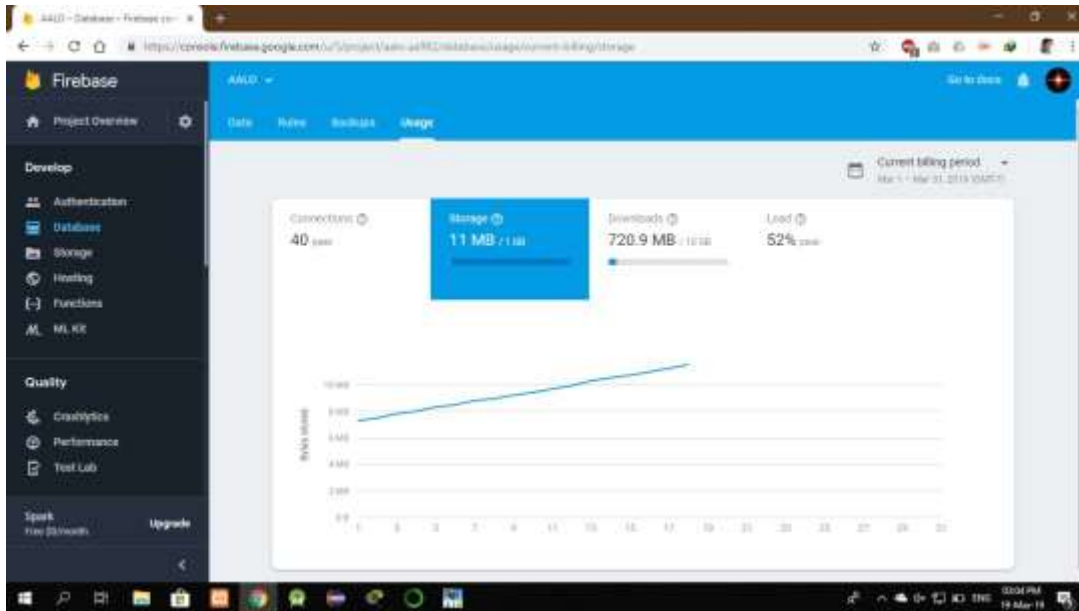


Figure 5.6: Shows the storage

We make a 1 GB storage in our hard drive in PC. It makes the firebase faster. Here still now only 11 MB is stored. The graph shows the bytes stored with days maintains.

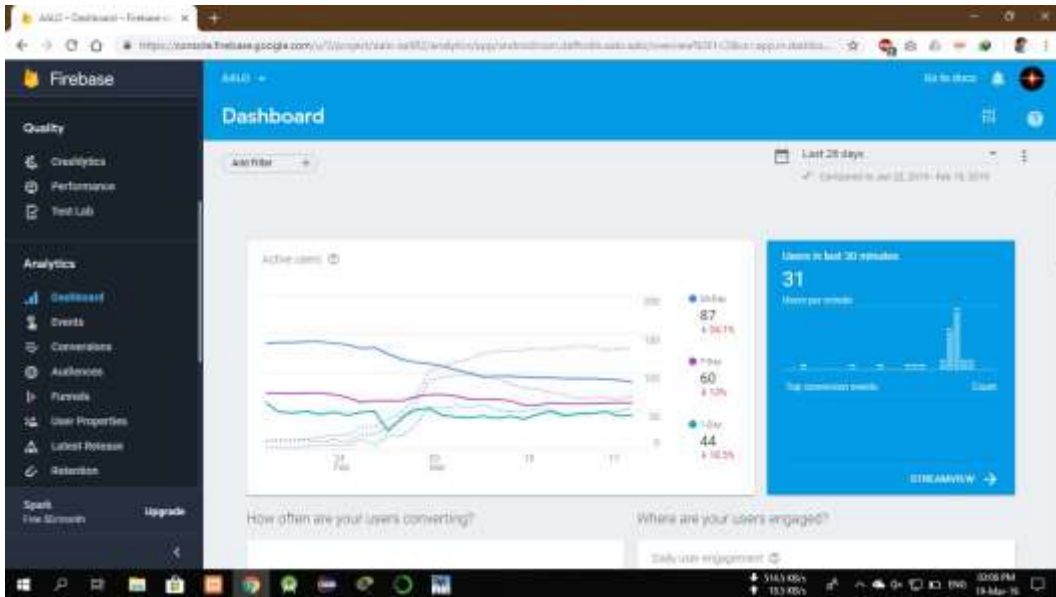


Figure 5.7: Shows dashboard of activities

Here we can see the particular day data. In the figure last 30 minutes, 31 users hit the server and take data. The graph target the activities of the users with 1, 7, and 28 days with its own algorithm that give positive or negative review with percentage.

CHAPTER 6

CONCLUSION & FUTURE SCOPE

6.1 Conclusion

Our goal is for making a qualified and global standard advertising platform where our media will spread throughout the world alongside Bangladesh. We aimed to establish our services on 30% VIP buses on Dhaka city within 2019. Within 2021 we will bring every sitting bus under AALO BD Ltd.

6.2 Limitation

Outside the area of Dhaka no other sitting buses are allowed in Bangladesh that's why AALO is not able to establish its services on whole Bangladesh as well as the internet is not available on every parts of Bangladesh with better speed. If our server is crashed, we lost the data. Admin app can't get data, if user app is disable.

6.3 Future Scope

AALO has many advantages in business field. AALO is utilizing the lost working hours of passenger of bus. AALO set its goal to reach the position of the topmost valuable company in Bangladesh as well as in the world.

Our aim to making AALO.

- 30% buses in Dhaka city within 2019
- Whole Dhaka under AALO within 2021.
- Launch, Railway, Hospitals, Schools, Colleges area.
- Real-time streaming of any content.
- Real-time score, notification and emergency news broadcasting.

- Power switch control from office.
- Adding Artificial Intelligence for tracking views.
- Company's personal office.
- Making services global.
- A world class company.
- All kinds of Legal ads broadcasting on AALO.

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AALO

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