

Classifieds Project

Developed by : Cybez
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Summary

The main objective to develop this project is to enable Advertisers list their products for sale/buy in the respective categories. The site will have the features for displaying Advertisements as well.

It will be similar to <http://www.gurgaon.com/classifieds/> in terms of functionality and a replica of <http://www.yellowpagesgurgaon.com/> in terms of Design layout.

Functionality

This project will have four kinds of users, namely the Users, Free Advertisers, Paid Advertisers and Admin. The functionality of all the kind of users have been described below :

Users

1. They will see a list of categories and sub categories on the Home Page.
2. Every sub category will denote the number of listings it has in its particular section.
3. He can click on his preferred sub category to see the classified listings on that particular page.
4. He will be able to see the Title of the Ad, Type and Price in a grid view.
5. There will be paid advertisements displayed on top and bottom of the category page. In case there is no Ad displayed, then a static image will be displayed inviting advertisers to have display a Paid Ad in that area. The message will be displayed to contact the admin at his email. The same message will also be written on the footer of the website.
6. He can click on a particular listing to see its details.
7. On the details page, he will see all the details of the advertiser and ad except the advertiser's email.
8. Every listing will have a button for "Contact Advertiser". On click, a contact form will open in a popup where the user will fill his Name, Phone, Email and Message.
9. The fields will be validated.
10. On submit, the buyer details will be sent to the Admin. The email will also include the details of the Advertiser for whom the buyer sent the form.
11. A thank you message will be displayed to the user.

Free Advertiser

These are people who want to list a free Advertisement for buying/selling a product.

1. They will see a list of categories and sub categories on the Home Page.
2. Every sub category will denote the number of listings it has in its particular section.
3. He can click on "Post Ad" on top right corner to list his free ad.
4. The form will be divided into two sections, namely Personal Details and Advertisement Description.
5. In personal details, he will enter his Name, Phone and Email.
6. All these fields will be validated.
7. In Advertisement Description, he will enter Title of Ad, Type (Buy/Sell), Price, Description, Upload Image.
8. All the fields will be validated.
9. In upload image, the image will be automatically resized to fit the specified size.
10. He will select the option of "I Agree to the Terms & Conditions" and click on "Post Ad".
11. The Ad will be displayed immediately in the respective category and a confirmation email will be sent to the Advertiser and the Admin.

12. The ad will be displayed for a period of 3 months from the ad posting date which will be denoted on the Post Ad page itself.

Paid Advertiser

These are advertisers who have paid the Admin to display their Ads on a particular category page for a specified period of time.

Any advertiser who is willing to have a paid Ad can contact the Admin through a link in the footer for “Paid Advertisements”

Admin

The Admin will have the following functionality:

1. Category Management - He can add/modify/disable/delete all the main categories and sub categories on the website.
2. Ad Management - He can add/modify/disable/delete all the Ads displayed under every sub category on the website.
3. Lead Management - He can view a list of all the users who have submitted the “Contact Advertiser” form with all the relevant details of the user and the respective advertiser.
4. Ad Management - He can select a particular sub category, select header/footer and put an ad for the paid advertiser in the specified size. He can also specify the end date for that particular ad and the ad will automatically get disabled after that particular date.

Technology

The entire project will be built in PHP with MySQL Database hosted on a Linux Server.