

# CLASSIFIED POSTING APPLICATION

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*Abstract:* Our project “Classified posting application” is a tool designed for posting advertisement. Each advertisement will be permanently stored in the application with lifetime validity until it is deleted by the admin. The advertisement can be in form of text. This is based on two applications first is admin application and other is user application. The admin application is managed by the admin. He has the authority to post the advertisement. If the person wants to post their advertisement, they must concern with admin and provide necessary information related to advertisement he or she wants to post. The role of User application is that the user of this application can view advertisement by searching for the advertisements according to the requirement, for a given city by selecting that city and selecting category of the advertisements. Also, the user of this application can save and share the advertisement. The user can use this application for search purpose only. The advertisements posted in this application can be of any category like advertisement of a product, automobiles, real estates, home appliances, electronics, program organized, events, exhibitions, jobs, selling, etc.

## I. INTRODUCTION

The “Classified Posting Application” is an android application which is used to post advertisement. Classified advertisements are the source of advertising a platform for the companies or small business to promote their products or services. Classified advertising were previously famous for newspaper, magazines, etc. But now we can do classified advertising online also and best of all it is both paid and free.

This Application plays an important role for online advertising. Mobile Application offer best solution to any business, in terms of internet marketing.

In our project we are working on two applications, Admin Application and User Application. Admin application is managed by admin. He has the authority to post advertisement edit, manipulate or delete it. If a person wants to post their advertisements, they must contact to the admin and provide the details about their requirements. The admin will post the advertisements by filling necessary information in the admin application related to the advertisement i.e. person name, title, address, description of advertisement, etc. and this data will go to the user application with the help of a server. The advertisement can be of. (Tender quotation, job searching, event management, promoting their products, real estates, buying and selling of home appliances, electronic gadgets, maids, drivers, etc.)

## II. LITRATURE REVIEW

### 2.1 Existing System

- Compared to other forms of media advertising, newspaper advertisements are one of the most expensive ways that is available today. It charges according to words present for posting ads.
- It is quite expensive to produce and publish newspapers especially because they have to be distributed across the country.
- Once the newspaper advertises printed, there is no coming back from it. If there are errors in place, then those errors are going to be permanent until the next printing.
- The low quality images can actually detract from the message and send customers over to the competition and there's the fact that you'll pay more for photo placements to consider as well.
- So, the classified posting application is proposed to eliminate the drawbacks or existing resources, by letting the people to post & view the advertisement efficiently.

## 2.1 Problem Definition

The problem occurs with media such as newspaper, magazines, articles are related to its printing cost with limited life span. The people has the tendency to discard or throw the newspaper once read, so fewer chances for advertisers to convert the advertisement into leads or sale. The quality is poor, and the error cannot be corrected once it is printed.

This problem can be overcome by the “Classified Posting Application” which is free of cost as compared to the other media such as newspaper. The advertisement has the lifetime validity unless it is deleted by the admin. The error can be edited and corrected anytime.

## III. PROPOSED WORK

### 3.3 Proposed Work

This project consists of two applications.

1. Admin application
2. User application

1. Admin application

The admin application has authority to post advertisement, and it is managed by admin, the admin uses admin application for post purpose by entering information like company name, seller, city, category of the advertisement.

The admin application consists of following modules.

- i Add advertisement.
  - a. Customer information
  - b. Company information
- ii Post Advertisement
- iii Set Priority
- iv View/edit advertisement.
  - a. Admin can view and edit the posted advertisement.
- v Add city.
  - a. Admin can add city.
- vi Add category.
  - a. Admin wants to add new category, he can add in this application.

2. User application

With the help of user application, the user can search for advertisement. And view it, also user can share the advertisement to the social media. By clicking on to add city user can view search results for the selected city and by selecting add category user can see advertisement for that category. The advertisement will include information like title of the advertisement, company/customer name, email id, phone number, address, website, etc.

The User application consists of two modules.

- i Select City and Category.
 

The User can select the city and Category.
- ii View post Advertisement.

In user application, the user can search for jobs by selecting a city and category of advertisement and they can view and share the advertisement in social media. The user can use this application for search purpose only, he cannot edit or make any changes to the advertisement.

### 3.3.1 Design Methodology

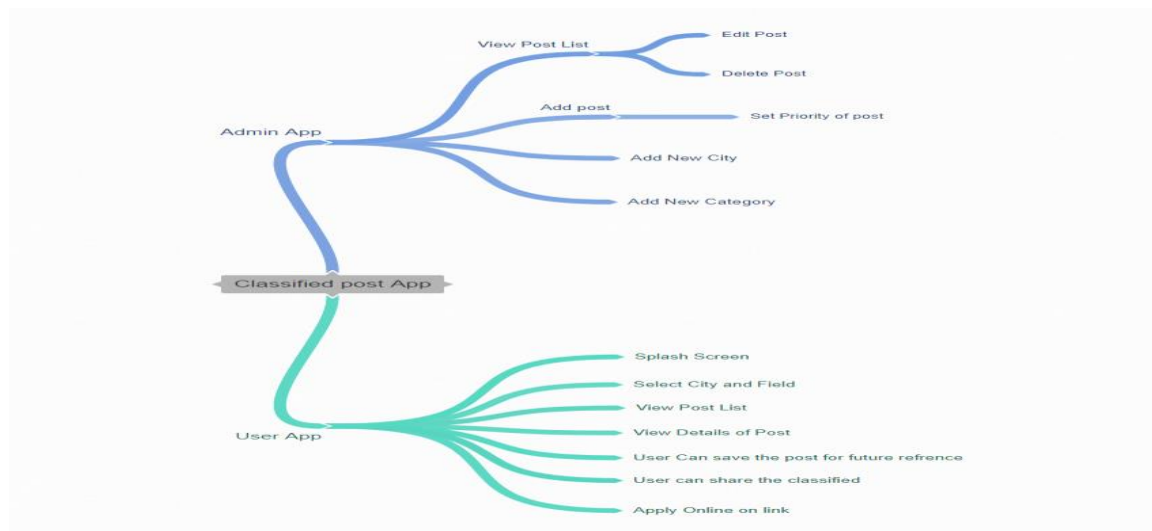


Fig: Design Methodology of Classified Posting Application



## IV. RESULTS AND DISCUSSION

### Admin application:

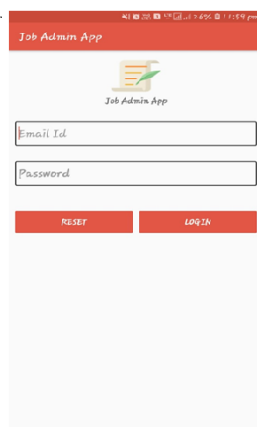


fig: a



fig: b

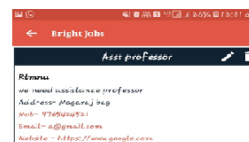


fig: c

Fig a: login for admin

Fig b: admin application dashboard is provided for adding advertisement, view and edit ads and entering the category and the city of ads.

Fig c: advertisement sample

User application:

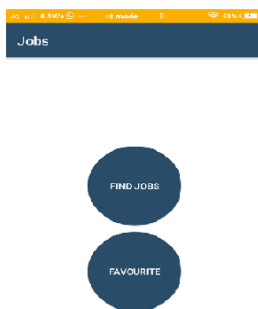


fig.d

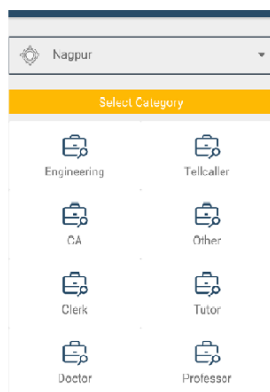


fig.e

Fig d: User can find advertisements and can save to favorites for sharing.

Fig e: User can select city and category.

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