

E-Street Journal Player



Project: E-Street Journal Communicator (Desk player)

Duration: 40 days

URL: <http://www.estreetjournal.net>



Short Description

E-Street Journal Desk player is based on the Centale Master player. It was developed with customized features and functionalities. The GUI of the player was also designed exclusively for E-Street Journal. ESJ Player was expected to run on millions of users' systems. Apart from the ESJ player, Netsmartz also designed and developed the website for E-Street Journal.

Need: E-Street Journal Desk player is based on the Centale Master Desk player. It was developed as a marketing need and strategy of the E-Street Journal with customized features and functionalities. The aim was to provide a cost-effective method of advertisement that would allow the client a way to communicate with the investors. ESJ Player was expected to run on millions of users' systems.

Challenge:

The ESJ Desk player contains many features of Centale Desk player that were customized as per client's specifications. The Admin Control was also customized suiting the needs of E-Street Journal. The research work and brainstorming was already done while developing Centale Desk player so while customizing the same for

ESJ not many hurdles came our way.

The features that were exclusive to ESJ Desk player are listed:

- Using the Alert Monitor feature, the Admin could specify the URL for the web page to be monitored and the time interval after which it can be monitored and update any change made to a specific document by the administrator get reflected in the user's Desk player.
- Smooth download and installation of the Desk player on the user's machine.
- GUI of ESJ Desk player was exclusively designed for E-Street Journal.

Solution

This Player like the Centale player is a Windows-based application that runs on users' systems. It connects to the Server and renders latest updates on Player's screen. ESJ can easily interact with their customers and enhance their sales and services. It also provides several benefits to users such as Google Search, Message Archive, and Special Offers from ESJ. It also helps in building good customer relationships.

It has Admin Console to configure player, send template-based messages, view and print reports. Admin can send Questionnaire to user periodically.

System will authenticate these users. Once authenticated, Admin can configure Desk Player parameters and Message Board. Admin can also add and delete Template-based messages. He can view the reports on Template-based messages. The messages can be scheduled for any date and time.

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Digital Database Administrator that allows the Admin to send questionnaire containing questions related to the users hobbies and interest, age group etc. ESJ generates the Datamining report containing the user data automatically for later use. It can also generate a Download report containing details of Users, Downloads, Active Users etc.

Another feature of ESJ player is Financial Link Central. This is to configure the dropdown links for Online Trading, News / CBS MarketWatch, Research, Industry Partners, and Trade Organizations.

Once a user is registered, ESJ Player runs on user's system whenever user's system is started. It has skinned window with buttons, dropdown links, Google Search Bar and Internet explorer screen. Apart from the ESJ player, Netsmartz also designed and developed the website for E- Street Journal.

Technologies Used

- Programming Languages: ASP.Net, C#, VC+ +.Net
- Database: SQLserver 2000
- Platform: Windows Environment
- GUI Designing Tools: Macromedia Flash, Adobe Photoshop, Visual Studio.NET
- Libraries: MSOffice

Benefits

- Cost-Effective way to advertise.
- Freely available for download.
- The users can perform a Google search through the

Desk player.

- It can be maximized to fit on the full screen.
- The users can receive updates and messages as the admin sends them in no time.
- The messages received on the Desk player can be archived and can be viewed later.
- Audio and video messages can also be sent and viewed on the Desk player itself.
- The user can add, import, or delete favorite links in the Desk player browser.
- The admin can customize the features in the Desk player.
- The user can send the Desk player to as many as ten contacts simultaneously.
- Contacts from Outlook can be imported in the Desk player.
- The admin can specify any document on Internet for monitoring at regular intervals.
- The user is notified about a message with the message alert that is transparent and spins interestingly on the desktop.
- The Desk player is always at the top on the desktop irrespective of the active windows.
- The admin can add information in the database and can use them later.
- The system automatically tracks the number of ESJ Communicator downloads and default page hits.