



MMMG

Music • Movie • Games

By: Wired Design

Welcome to MMG

Welcome to MMG: .the music, movies, and games website. This website provides a convenient E-Commerce interface for music CDs, DVDs, video games, and movies as well as related collector items.

A key feature of the MMG website is its search engine, which will allow users to search for items based on user provided criteria. Other information available on the website includes; company background information and location, frequently asked questions regarding the site and links to related services.

In addition to the MMG music, movies and games portal, the MMG website offers the ability for artists to submit their own original work for sale. The MMG website also offers various forms of advertising such as, banner advertising, link advertising and link exchange services for related businesses.

The MMG user interface is designed for ease of use. Both customers and administrators will find the website easy to navigate and use. The MMG interface is also designed to be easy to modify and maintain as all web pages include internal documentation in addition to the printed and online documentation.

General Overview

No specialized software is needed, just a standard web browser for a customer to place an order, or for a store admin to configure any part of the online store. MMG is designed to handle an oversupply of products. Security is very important to MMG and its customers', therefore information will be held within the database where only select people have access. All accounts for both customers and store managers are password protected and user authenticated at login.

Customer Overview

Customers need only a web browser (like Netscape Navigator or Microsoft Internet Explorer) to access the MMG store through the World Wide Web, a Macromedia Flash player is needed to view the advertisements. There is a flash detection program built into the site, the program tested the users computer for flash compatibility. If the user does not have the ability to play flash they will see a static image, if they do have that ability to play flash they will see the flash file play. The user never sees the test happen.

Customers can browse through product categories or can search (both storewide and category-specific) for products matching key words that they type in. Product summaries display brief descriptions and thumbnail images of products. Customers can select any product by clicking on it, to get detailed information and larger detailed images of products.

When customers find a product they are interested in purchasing, they add the item to their shopping carts and continue to shop. Items can be updated or removed from the shopping carts any time prior to their checking out of the store.

When customers are finished shopping, they proceed to the checkout area to finalize their orders. As part of the checkout process, customers have a store account automatically created for them to allow them to track their orders. If customers are uncomfortable with entering credit card information on the Internet, they may choose other forms of payment (phone or direct mail).

When shopping, all items added to the cart are kept in a cookie until the customer is ready to check out. They are then prompted to log in, and are shown their cart upon login. At this point, they may checkout. If the order is submitted, it is entered into the database, awaiting an MMG employee to finish the processing.

When an order is complete the customer is given a receipt page to print for their own records and another receipt is sent to the e-mail address that they provided when they registered. Customers will receive additional e-mails when their order is process; keeping them informed of its status. First-time customers will need to create an account, including a username and password.

SITE OVERVIEW:

The working site design was created using Macromedia Dreamweaver. After the initial consult with the client, paper layouts were created and presented. Some minor changes were made, and the client approved the go head to the graphical design. Once the initial graphical layouts were complete, a round of reviews took place before actual coding took place. The overall design uses tables for the left side navigation and top banner area. The basic colors files are controlled using a CSS file called style.css. The CSS file contains standard html tags that have styles preset for them that affect each page where they are referenced. Special tag ids were created for areas where a specific look was called for, but no standard style worked. The drop down menus for the music, movie, game and contact links were created using JavaScript. This is accomplished using what we technically call arrays, which are a set of items, in this case, links, that can be referenced with one call. The banners were created using Macromedia Flash. The banners were designed to draw the user's attention to the area around the banners, making them aware of what is on the site. The flash banners contain products that are sold in each category, and animation was created using a tweening effect.

We chose to use the CSS file type so we can control the look of the site throughout multiple pages with only needing to change one file. The dropdown navigation that lets the user move from page to page utilizes four JavaScript arrays; each array is set to a specific area of the site. To change this code, all that needs to be done is to simply change the code on the main page (index.asp), copy it, and then paste it in the same places on the remaining pages.

The banners display randomly with the use of an ASP script that simply lists the information for the file in a separate txt. file, and randomly selects a banner to display on the pages. These files may be added by following the format currently in the file. The content area of the site utilizes layers to position the content sections. The web admin will be able to change the Spotlight Artist information by simply changing the image reference and the link information. The Featured Artist section in the music pages may be changed on a weekly basis. There is a file called featured.txt that has the code for five artists in place, and is a good way to change out the featured artist for each section every week. This may be changed the same way that the ad banner files can be altered.

General Features

- Customers around the world may shop 24/7 in the store.
- World Wide Web enabled software. The site was developed on a Windows server running IIS and SQL Server 2000 for the database. To properly update and maintain this site, we suggest using the same, if not a similar server setup. For ease of use in updates, we also recommend Dreamweaver for modifying pages and Macromedia Flash for creating new banner content.
- Customer accounts - quick & easy ordering on subsequent visits to the store
- Search capability for entire product listing.
- Server-side design - no specialized software required for customers or store managers other than a web browser.
- Remote admin - make instant changes (add products, update prices...) to the store anytime from any computer.
- Database backend - efficient and secure storage/retrieval of customer and store data
- Admin interfaces use straightforward interface of forms & menus.
- Order confirmation will be displayed once order is complete.
- Checks accepted by mail, but orders are held until check is cleared.
- Account and password authentication for customers and store administrators
- Categories contain summaries and thumbnail images of products that can be selected for product description and full size image.
- New artists can submit their work for addition to the store's catalogue.

Overview of Site Pages and Related Links:

Navigation: Is consistent throughout all pages.

Home: Takes the user back to the main page.

Music: Provides you with a drop down list of the various music sections:

- Rock
- Pop
- Jazz / R&B
- Non-vocal / Classical
- Roots (Folk, Bluegrass, Country, Country Western)
- Rap / Hip Hop
- Music DVD

Movies: Provides you with a drop down list of the movie categories:

- Movies Main
- Sci-fi / Horror
- Family
- Drama
- Action
- Comedy
- Westerns

Game: Provides the user with a drop-down list of the types of games categories. We provide games for several different platforms.

- Sports
- Action
- Classic
- Kids games

FAQ: Frequently asked questions

Shopping cart: Allows the user to view items in their shopping cart

Admin: Note* Not a visible link: administrator can log in and edit site contents.

About: This page gives the user a company profile and some brief information about the company.

Search: The engine will allow the user to enter any products that they wish to look for.

Contact: Allows the user to email you if they have any comments or enquiries about the website or about the store.

On the side, there are special links, sales, and spotlight products.

Page Walk Thru

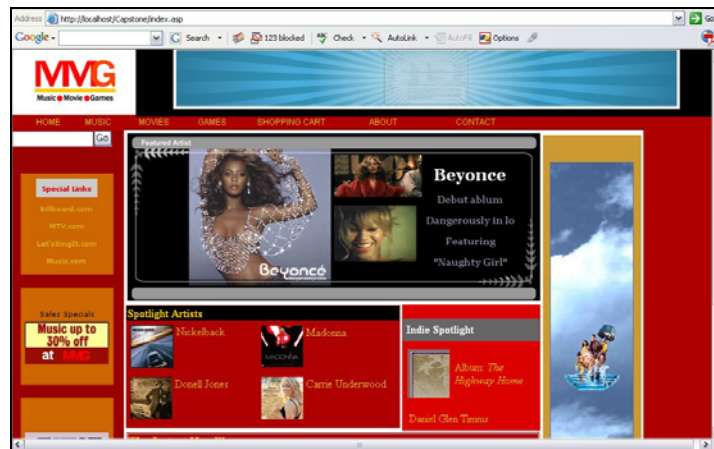


Fig. 1: the index.asp “Home” page

This is the opening or main page of the MMG website. The Home page is intended to be the main music page. On the main page you will find; special links, sales, spotlight products, featured artist, indie artists, and music related news.

- **Featured artist:** Is a flash file, allowing users to view new products and their information.
- **Spotlight artist:** Is a section for new release albums.
- **Indie Spotlight Section:** Is a section for independent artist albums.

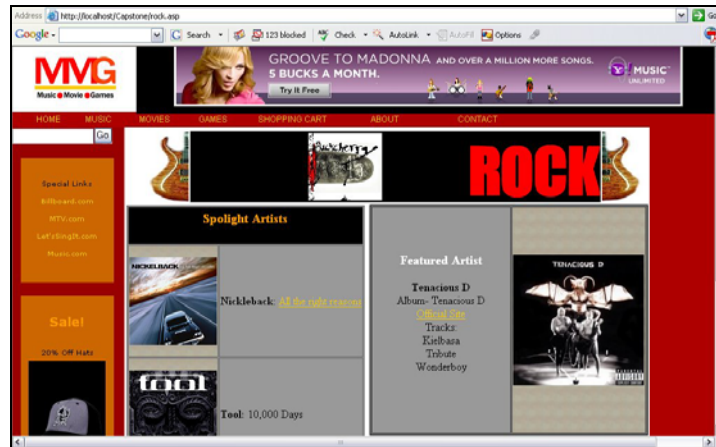


Fig. 2: The rock.asp “Rock Music” page

If the user moves their mouse over the music tab, a drop down list of all genres of music available will display. When the user clicks on any of the listed types it will take them to the main page of that category. The page shown above is the main rock page; this page is displaying rock’s featured artists this week, spotlight artists, new artists’ submitted work, and new releases related to the rock world.

Movies section:

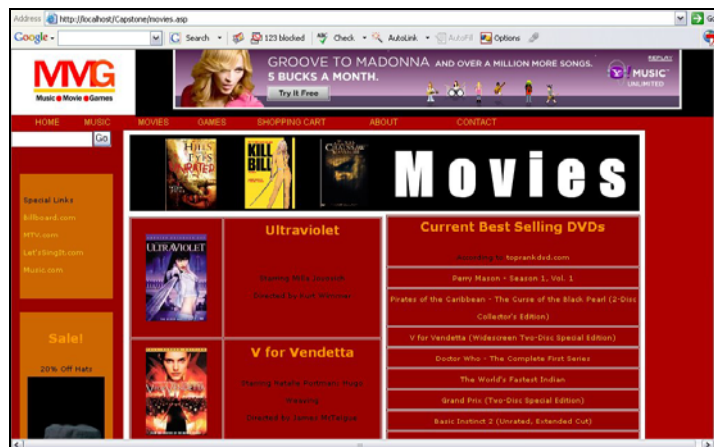


Fig. 3: The movies.asp “Main Movie” page

If the user moves their mouse over the movie tab, a drop down list of all genres of movies available will display. When the user clicks on any of the listed types it will take them to the main page of that category. The page shown above is the main movie page; this page is displaying the current best selling DVDs.



Fig. 4: The western.asp “Western Movie” page

The Western movie page (shown above) highlights two movies that we recommend for the genre, best sellers in the genre according to a leading national retailer, and new releases to DVD.

Games section:

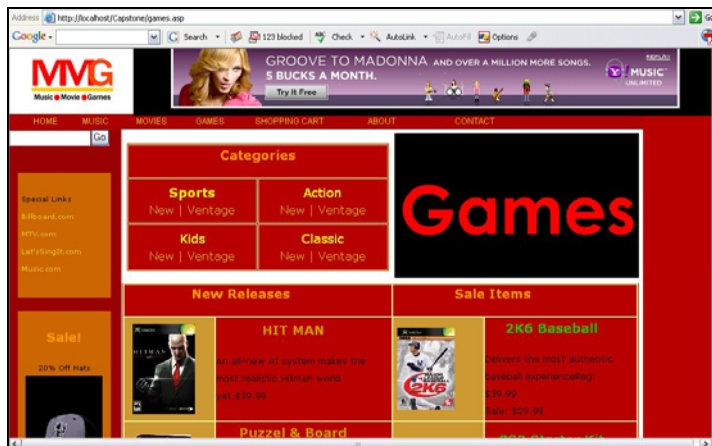


Fig. 5: The games.asp “Main games” section

The main game page highlights the categories in the section, two new releases, and items we currently have on sale.

Forms

A screenshot of a web browser displaying the 'Contact Us' page for MMG (Music Movies Games). The browser address bar shows 'http://localhost/Capstone/contact.asp'. The page features a navigation menu with links for HOME, MUSIC, MOVIES, GAMES, SHOPPING CART, ABOUT, and CONTACT. The main content area is titled 'Contact Us' and contains a form with the following fields: First Name, Last Name, Email, Phone Number (Optional) with separate boxes for area and number, a Region dropdown menu (currently set to North America), and a Questions/Comments text area. A sidebar on the left includes 'Special Links' (eBay.com, MTV.com, Let'stough.com, Music.com) and a 'Save Special!' section with a 'Music up to 30% off at MMG' banner. The footer includes a 'SONY | BMG' logo.

Fig. 6: The contact.asp “General Contact” page.

There are three forms used within the administration section of the site for customers to utilize. The first form is the General Contact form, customers can contact the company, provide information regarding the quality of the services provided, and to ask questions. The General Contact form is an E-mail based form that will utilize an online web server that will send the completed form information to the email address of the company website used for general contact and information. The fields include:

1. First Name
2. Last Name
3. Customers Email Address
4. Optional Phone Number fields
5. Regional selection box based on the country selected.
6. Question/Comments field section for customer inquiry.

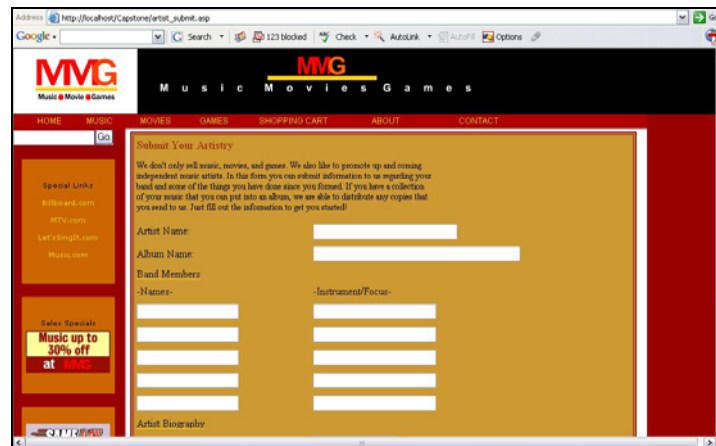
A screenshot of a web browser displaying the 'Submit Your Artistry' page for MMG. The browser address bar shows 'http://localhost/Capstone/artist_submit.asp'. The page features a navigation menu with links for HOME, MUSIC, MOVIES, GAMES, SHOPPING CART, ABOUT, and CONTACT. The main content area is titled 'Submit Your Artistry' and contains a form with the following fields: Artist Name, Album Name, Band Members (with a sub-label '-Names-'), Instrument Focus (with a sub-label '-Instrument/Focus-'), and Artist Biography. A sidebar on the left includes 'Special Links' (eBay.com, MTV.com, Let'stough.com, Music.com) and a 'Save Special!' section with a 'Music up to 30% off at MMG' banner. The footer includes a 'SONY | BMG' logo.

Fig. 7: The artist_submit.asp “Artist Submission” page.

The page shown above is the artist submission form page, this is the form that the artist must fill out in order to submit their work.

The Artist Submission form is used to help unsigned music artists to promote their music on a wider range of listeners. The artist submission form is an E-mail based form that will submit information provided by the customer to a company based E-mail address. In order for the band to submit music to the company for distribution, the band must have a completed Album/CD in which they can make copies of and send to MMG. In the Artist Submission form, the artist is allowed to go into detail about the band involved in the music such as:

1. Band Name
2. Album Name
3. The Band Members' Names and their Instrument or Band focus
4. The home location of the band
5. The month and year the band was formed
6. A storyline section in which the artist can describe how the band came to be
7. A short list of any Venues and Gigs the band has showcased their music

The image shows a screenshot of the MMG website's registration form. The page has a red header with the MMG logo and navigation links. The main content area is yellow and contains the 'Registration/Order Form'. The form is divided into two main sections: 'Personal Information' and 'Purchasing Information'. The 'Personal Information' section includes fields for Username, Password, First Name, Last Name, Address, City, State/Province, Zip, and Phone Number. The 'Purchasing Information' section includes a checkbox for 'Paying via Credit/Debit Card', a dropdown menu for Card Type (set to Visa), and a dropdown menu for Expiration Date (set to January 2006). A sidebar on the left contains 'Special Links' (eBay.com, iTunes, Last.fm, Amazon) and a 'Sales Special' for 'Music up to 30% off at MMG'. The MMG logo and tagline 'Music Movies Games' are at the top.

Fig. 8: Registration Form.

The page shown above is the customer registration page; every customer that wants to place an order with MMG must complete this form. This form is used for New Customers so that MMG can store their personal financial information into the company database. Returning customers will have their information restored automatically each time they log in to place an order. If the user wishes to update any personal information, they must call or email MMG to do so.



Fig. 9: Registration Confirmation.

This page confirms that the customer has successfully registered, and repeats their chosen username and password.

About us:



Fig. 10: The about.asp "About Us" page.

The "About us" page gives users a brief history of the company, its mission, and its employees. There is also a link to the frequently asked questions and answers (FAQ) page for questions visitors might have, in one convenient place.

FAQ:



Fig. 11: The faq.asp “Frequently Asked Questions” page.

The page shown above is the FAQ page or frequently asked questions page. The purpose of this page is to assist the customer by providing fast answers to the most common questions asked about the site. A well thought out FAQ page can improve users' understanding of the information and services offered and reduce demands on support staff.

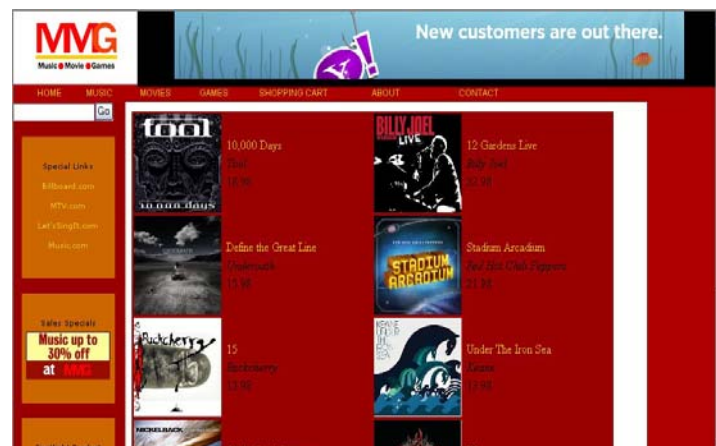


Fig. 12: Search results

This page displays product name, product type, and price. To view more information on product click on the name of the product which will link to that products page, which will display more, detailed information on the product? From there you can add the product to your shopping cart. If you first check shopping cart when visiting site, you will see the shopping cart is empty, because nothing has yet been selected.



Fig. 13: Product Details Page

The product details page displays more details of the selected product, including an image, the title, artist or stars (if applicable), platform (if applicable), year released, distributor, genre or type of product, official site, our price, list price, the difference between the two, a description of the product, and the condition of the product.



Fig. 14: Shopping cart

- Items can be added to the cart at any time prior to the customer finalizing the order.
- Keeps track of items in the cart (qty, dollar amount) a customer has selected for purchase.
- Shopping cart and its contents are viewable at any time by the customer.
- Cart can be emptied at any time by simply navigating away from the page.

Once you have added items to your shopping cart. You can see all your items and prices on your shopping cart as well the grand total. You have new options, such as adding and removing items from your shopping cart, there is an update button to accommodate this. There is also an option to empty the basket, in order to remove all products in cart. Finally you can proceed to the checkout page.

The checkout page contains all of the orders, subtotal and grand total. There will be a form requesting necessary information for purchasing your orders. The site validates the form after submitting it.



Fig. 15: Order Confirmation

This page confirms that the order has been successful, and thanks the customer for their order.

Orders

- Credit card transactions processing for on-line orders.
- Credit card transactions are processed end of day.
- Processing clerk emails confirmation when order is processed.
- Tracking of orders can be done through customer accounts.
- Store management may easily approve or cancel orders that they have received

MMG Admin/Authentication Documentation Overview:

The administrative section of the website was created to provide an easy to understand interface for employees that may not be highly skilled with databases and SQL. Your data entry personnel do not have to interface directly with the database. Having your employees interface directly with the database might cause some horrific problems if information was entered incorrectly or poorly formatted.

The administrative pages were written in ASP (VBScript) server-side language, and interface with SQL Server 2000. The main login page for the admin section uses a session variable to track authentication and make sure the user has permission to view and work with these pages. The session variable was used instead of a cookie or a query string, as it provides slightly more security, because when the session times out, usually 5-20 minutes after the last action taken by the user, they are automatically logged out, thus helping to prevent unauthorized persons from accessing this section of the site.

User authentication is provided through a simple form, which checks the username and password. If the username and password match the data within the 'users' table in the database, then a session variable is created that allows the user access to the rest of the pages. At any page throughout the section, if the session variable does not exist (i.e., the user has not successfully logged in), then they are redirected to the login page immediately.

The script used within the admin section is a combination of code that is freely available, and hand-written code. The paging script was found on the Internet freely available, and allows up to

Store admin Overview

Store administrators can add/remove/update products and categories from the store, and process customer orders. The admin need only use a web browser to connect to the store's secure administrative interface. From the admin section, process orders, and access your customer database.

You then log into the admin section to retrieve the full details of the orders. If a real-time payment transaction has occurred, the order can be processed and approved. You have the ability to send an e-mail confirmation back to the customer that the order has been approved and is being shipped from your store. On the other hand, you may decline an order and send e-mail to the customer as to the reason why the order was not approved.

The admin section provides you with a review of the store's customer accounts and order histories; providing you with a complete customer database.



Fig. 16: Admin page

This is the main page for the Administrators section of the website. This page offers options to add new products, retrieve order information, and update or delete products from the database.

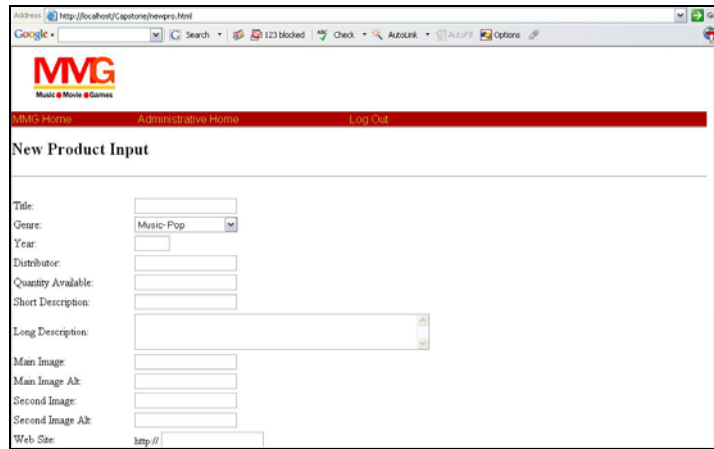


Fig. 17: New Product Input Page

This part of the admin section is used to enter new products in the database.

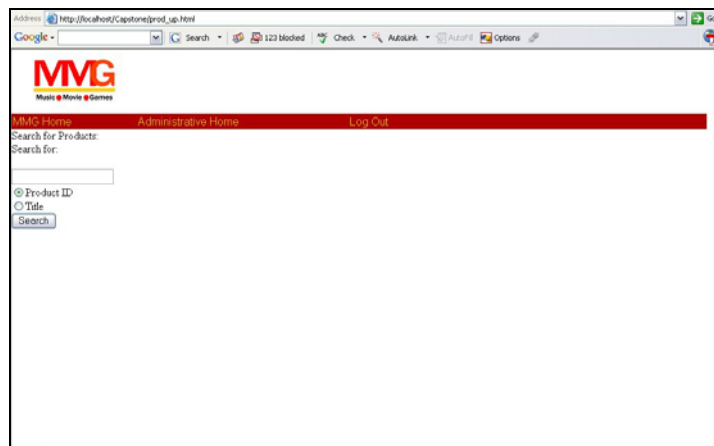


Fig. 18: Update/Delete Product Page

The Update product page is identical to the Delete product page in appearance. The update product page allows information about any product to be changed, including quantities and prices. The delete product page allows a product to be removed from the database if it is no longer being sold.

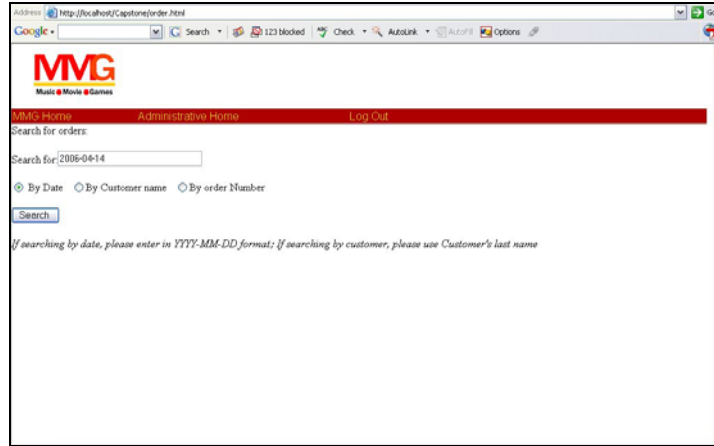


Fig. 19: Order Retrieval Page

The order retrieval page is used to track order that have been made for processing and completion.

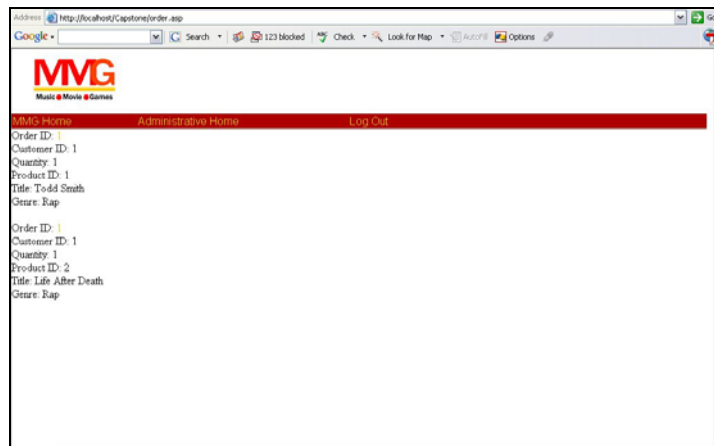


Fig. 20: Admin search results

This page displays records that match the search criteria. The order or product ID is a link which will show more details of that order or product.

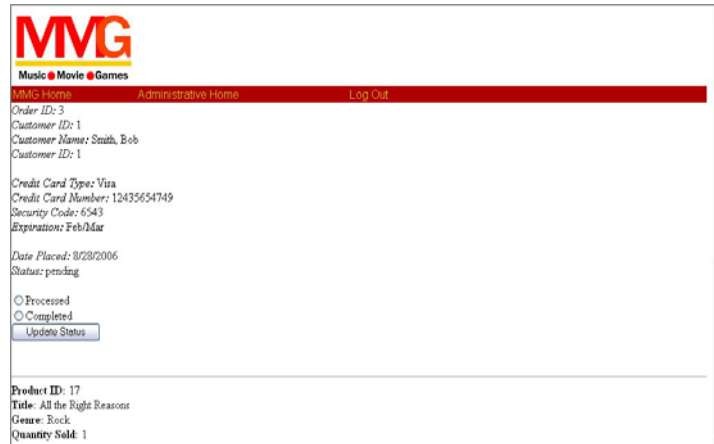


Fig. 21: Admin search results

This page displays details of a specific order that has been placed, including what items were ordered, the customers information (personal and payment), and the status of the order. The employee processing the orders can change the status to 'processed' upon receipt of payment, or 'completed' upon shipment of order.

Database:

In the development phase of the database we decided to use **Microsoft SQL Server 2000**. A database is a centralized location that stores vital data. This database consists of six tables. The first table is the customers table. This table stores all customers' personal information such as name, address, phone#, email address, state and credit card info. This is one of the tables that can only be accessed through the administrative part of the site. (This section is password protected). The next table is the orders table. This table stores all orders that are placed. It stores information such as order ID number, date the order was placed, customer ID and the status of any given order. (This section is password protected). Another table is order details, this table stores the details of each order placed such as order ID, product ID, quantity sold and the selling price of that item. (This section is password protected). The last table that's password protected is the user's table. This table stores user's ID, and password. This information is stored for authentication purposes when someone logs into the administrative part of the site. (This section is password protected). Other tables created were links, news and products table. These tables can be accessed by anyone. The information stored in these tables is things such as links to artist home pages and different news articles and product information.

Database Tables:

Field Name	Data Type	Length
Prod_id	Int IDENTITY	1, 1 not null
Title	varchar	250
Genre	varchar	250
My_year	Varchar	20
Distributor	varchar	250
Qty_avail	Numeric	18, 0
Short_desc	Varchar	100
Long_desc	Varchar	350
Img1	Varchar	50
Img2	Varchar	50
Site	Varchar	100
Artist_stars	Varchar	250
Platform	Varchar	250
Price	Numeric	19, 2
Active	Tinyint	0
Condition	Varchar	50
Img1_alt	Varchar	50
Cost	Numeric	19, 2
List_price	Numeric	18, 2
Type	Varchar	20

Fig. 22: Products Table

Field Name	Data Type	Length
Cust_id	Int	4
Fname	varchar	250
Lname	varchar	250
Address	Varchar	250
Phone	varchar	250
City	Varchar	250
State	Varchar	250
Zip	Numeric	9,0
Country	Varchar	250
Email	Varchar	250
Checksum	Varchar	250
Creditnum	Varchar	250
Sec_code	Int	4
Bank	Varchar	250
Routingnum	Varchar	250
Accountnum	Varchar	250

Fig. 23: Customer Table

Field Name	Data Type	Length
Order_id	Int IDENTITY	1, 1 NOT NULL
Date_placed	Datetime	NULL
Cust_id	Int	NULL
Status	Varchar	250

Fig. 24: Orders Table

Field Name	Data Type	Length
Order_id	Int	NOT NULL
Prod_id	Datetime	NULL
Cust_id	Int	NULL
Status	Varchar	250

Fig. 25: Order Details Table

Field Name	Data Type	Length
User_id	Varchar	50
Pass	Varchar	50

Fig. 26: Users Table

Database Documentation

The database used in this site is a sophisticated piece of software. This software uses queries (a query is a command that enables you to communicate with the database) to create, modify and manipulate the database and the data. To create the database I used the create database wizard. When using this wizard you can name the database, create one or more files that make up the database and specify database file growth information. To create the tables in the database we used a **CREATE** statement, CREATE TABLE (table name)

(<column name1> <data type>,
<column name2> <data type>).

To input the data into the database we used an **INSERT** statement, INSERT INTO <table name>
<(column list)>
VALUES
<(value list)>.

There is a **UPDATE** statement, this statement is used to add new data to an existing database.
UPDATE <table name>
SET <column name1> = <value1>,
<column name2> = <value2>

There is also a statement used to delete data from the database, this is the **DELETE** statement.
DELETE FROM <table name>

SQL also has a statement that is very helpful, this statement is used if you want to return all the data in a table or you can extract specific data. The statement used to extract all the data is the **SELECT** statement. SELECT * FROM <table name>. The other statement extracts specific data, SELECT column_name1 [, column_name2,]

FLASH CONTENT:

The banners and ads for the MMG web site were created using flash, this is because I believed that static images would not have been appropriate for an entertainment site.

There are nine different versions for the main banner; we have three banners for MMG with three versions of each that have a black, white, and grey background. The first version features the MMG logo, the second version focuses on the music department, and third versions focuses on the movie and game department. The banner size is 468 pixels x 60 pixels. The main banners feature motion and shape tweening, image fading, and action script. Motion tweening is used to animate an object across the stage; shape tweening is used to transition one image into another image. The action script that was used was used to stop the animation at the end.

The featured artist banner on the home page is 592 pixels x 240 pixels and uses motion tweening to create an image fade in and text to rise. There is action script used to stop the animation and to allow the user to replay the animation.

The Music department has seven different banners there is one for each category. The Jazz banner is 728 pixels x 100 pixels, and features an animated curtain opening and closing this was achieved using motion tweening. The Rock banner is 584 pixels x 100 pixels and uses motion tweening to make the word rock roll across the page and to show the different CD covers. The Rap banner is 571 pixels x 100 pixels and using motion tweening to make the word rap spin and to show the different CD covers. The Pop banner is 513 pixels x 100 pixels and uses motion tweening to create allow one image to fade out and another image fide in to view. The Roots banner is 733 pixels x 100 pixels and uses motion tweening to show the different CD covers. The Classical / Non – Vocal banner is 508 pixels x 100 pixels and uses motion tweening to transition between Classical and Non – vocal, and to show CD covers. The action script that was used on all the music banners was used to stop the animation at the end with no replay option.

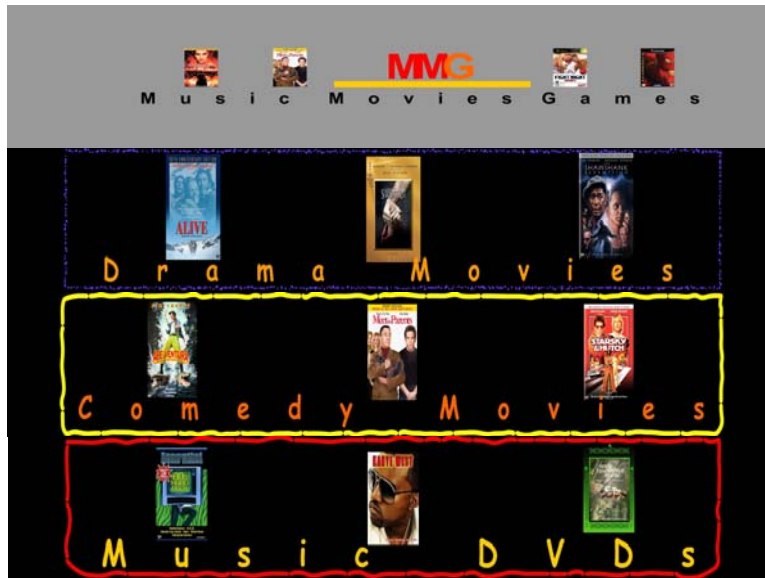


Fig 27: Images of some flash banners.

The Game department has six different banners there is one for each category. The main game banner is 349 pixels x 207 pixels and uses a mask to create a spotlight effect on the word game, and uses shaping tweening to transition from one category into another. The Sports banners is 349 pixels x 207 pixels and uses motion tweening to relocate the word sports and to show the game covers. The Action banners is 349 pixels x 207 pixels and uses shape tweening to move the word action across the screen and uses motion tweening to show game covers. The Classic banner is 349 pixels x 207 pixels and uses shape tweening to move the word classic across the screen, and uses motion tweening to show game covers. The Kids banner is 349 pixels x 207 pixels and uses motion tweening to show game covers. The Systems banner is 349 pixels x 207 pixels and uses shape tweening to transition from and image into the word systems, and uses motion tweening to show system images. The action script that was used on all the game banners was used to stop the animation at the end with no replay option.

Graphic Content:

All images of the products have been optimized for the web. The images are in jpeg format. Image resolutions are set to 72 dpi (dots per inch). Images and descriptions of products are in the database. Adobe Photoshop was the program used to modify all graphics.

Program files:

Index.asp	Rock.asp	Movies.asp	Games.asp	About.asp
Prod.asp	Pop.asp	Action.asp	Sports.asp	Faq.asp
Searchres.asp	Roots.asp	Scifi_horror.asp	Kids.asp	Artist_submit.asp
Cart.asp	Jazz.asp	Family.asp	Actiongames.asp	Contact.asp
Cartlogin.asp	Classical.asp	Comedy.asp		Registration.asp
Detaillogin.asp	Rap.asp	Drama.asp		Bannertextchange.asp
Placeorder.asp	Dvds.asp	Western.asp		
Searchres.asp	Vieworderdetails.asp			

WEB TEAM:

Team Leader:

Web Master

Eric Darrah found all Flash ad banners on the internet, and created the main HTML content of the site, JavaScript and CSS elements.

Darrah, Eric - lionpride75@yahoo.com

Form Master

Fludd, Shyquan - solaran200@yahoo.com

Database Programmer:

Created and populated the database using information from the rest of the team.

Lind, Steve - debo072@gmail.com

Flash Programmer:

Jennifer Mitchell created the page specific Flash banners, created the MMG logo, helped with graphics, and created alternate non-Flash banners.

Mitchell, Jennifer - jennykay6440@hotmail.com

Database & Administration programmer:

Also helped create the shopping cart and troubleshoot the database.

Potier, Robert - rhpotier@gmail.com

Graphic Programmer:

Found and sized graphics, and worked on documentation.

Pittman, Emory – ep83fu@yahoo.com

We all had specialized tasks for this project, but also collaborated and helped on other aspects of the website. Besides our weekly meetings together, we communicated and exchanged our progress through email and phone.