

Ad Planner Tool

Project Case Study

Type	Client	Location
Web App	Wiley Global	Singapore

Client Overview

A global publishing company that specializes in academic publishing and markets its products to professionals and consumers, students and instructors in higher education, and researchers and practitioners in scientific, technical, medical and scholarly fields

Client Need

WILEY

Web based tool for the Sales representatives and Sales Managers of Wiley team to coordinate & manage ad bookings for journals. Sales representatives need to use via an ipad and desktop.

Sales rep need to get all details regarding a journal and ad bookings with minimal interaction with the system. Real time ad bookings to avoid duplicate entries between 2 sales reps.



Our Offering

Web application compatible across web and ipads
UI designed to present all booking related data in a single screen and easy accessibility
Transactions used to avoid data redundancy
Webhook notifications for real time updates
Used GChart for creating and editing charts
Used mPDF for generating pdf documents

Technology Used

Front End	Backend	Server Side	Notification
HTML5 Css3	Laravel framework	PhP	WebHook
Javascript JQuery	PhP MySQL		

Challenges Faced

→ UI/UX

All booking data should be easily available and visible to users

Tons of data and bookings for each journal

To bring the data under one screen without compromising on performance

Solution

Plan the designs well and discuss with client team all over the globe to get the final designs ready

→ Coordination

Wiley team was spread across the globe with their teams working in all the major continents.

Solution

To get input from all the teams, we had to work 15+ hours per day in coordination with different teams

→ Real Time updates

Polling the server frequently for updates would be very intensive on the server

Should avoid that for getting real time notifications and data

Solution

Implement webhook notifications so that the page gets updated only when there is an action.

Impact on Client Business

A great tool for the wiley marketing and sales team that doubled their sales in a year.

This tool was voted the Wiley app of the year 2015-16

Screens

Journal Info Rates Issues Deadlines Artwork Specs Additional Info Ad Schedule

British Journal of Dermatology availability for **2016** ⚠ Booking Restrictions 🔍 Booking View

PAGES ▶ ISSUE ▼	IFC / C2	IBC / C3	OBC / C4	FC1 / TOC1	FC2 / TOC2	FC3 / TOC3	FacingEd Ar
January 2016 174:1	Dermal / Jonat...	No information	Available	Anna Marsden	Available	Available	Available
February 2016 174:2	Jonathan Giffo...	Available	Available	Aveeno / Anna ...	Available	Available	Dermal / A
March 2016 174:3	Dermal / Anna ...	Available	Available	Anna Marsden	Available	Takeda / Sarah...	Available

British Journal of Dermatology availability for **2016** ⚠ Booking Restrictions 📅 Year View

Issue	IFC / C2	IBC / C3	FC1 / TOC1	FC2 / TOC2	FacingEditorial / First Article	1RHP / Far Forward
January 2016 174:1	Available: 0, Reserved: 1	Available: 0, Reserved: 0	Available: 0, Reserved: 0	Available: 1, Reserved: 0		
February 2016 174:2	Optioned: 0, FROR: 0	Optioned: 1, FROR: 0	Optioned: 0, FROR: 0	Optioned: 0, FROR: 0		
March 2016 174:3	Optioned: 0, FROR: 1					
April 2016 174:4						
May 2016 174:5						
June 2016						

