An Implementation of an Efficient User Interface for the Generation of Statistical Marketing Media

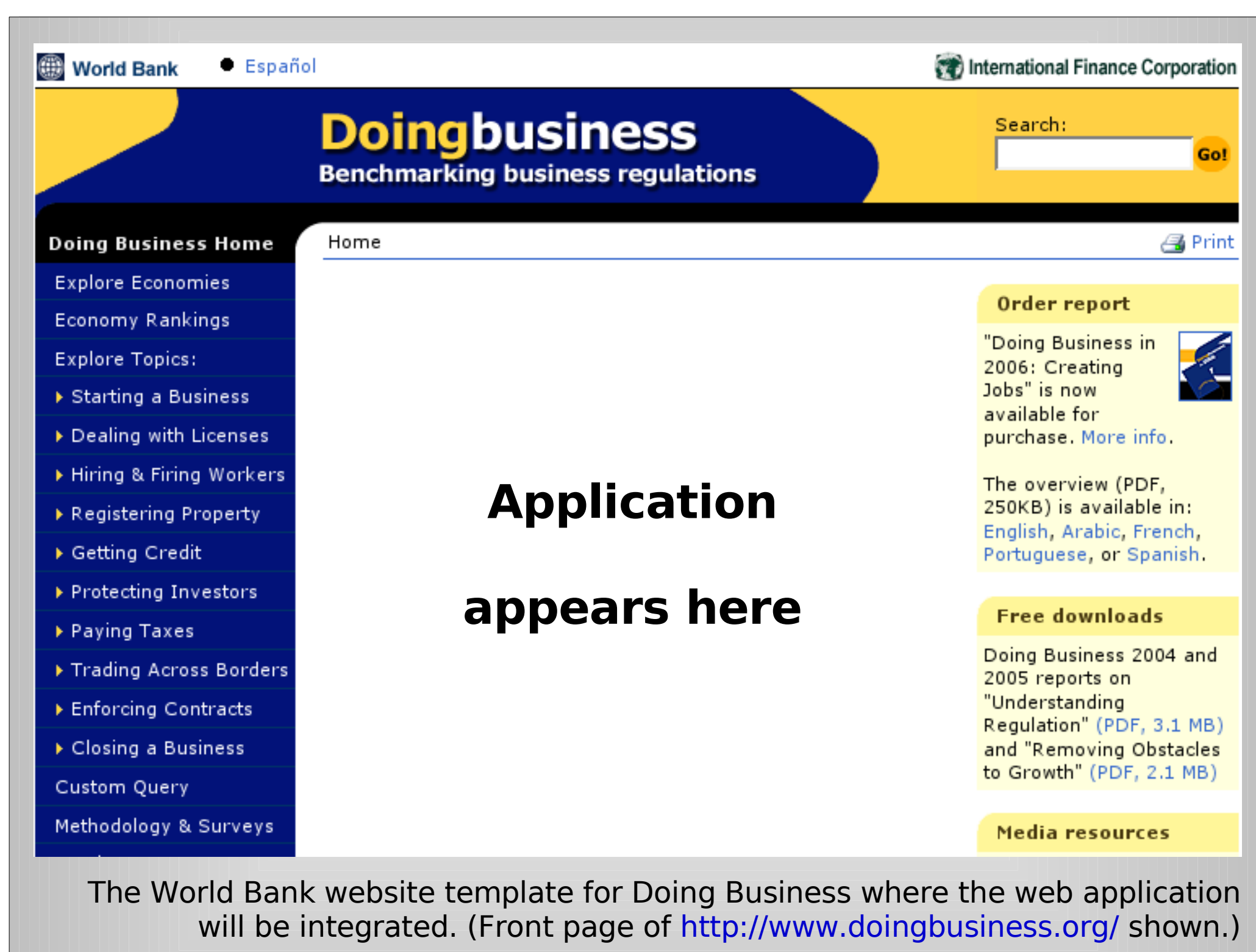## Dan Tran, TJHSST Computer Systems Lab 2005-2006 Research Project
Under the direction of Graeme Littler and Victor Robinson, The World Bank Group / International Finance Corporation

Background

Each year, the World Bank and the International Finance Corporation releases its flagship "Doing Business" publication - a guide detailing business regulations and statistics in 145 countries. While this publication receives a large amount of media attention from the United States, many media outlets in foreign countries are unaware of the publication and its details regarding their country. One proposed solution to aid in marketing the "Doing Business" publication to foreign media is to alert selected journalists of new information found in the publication about their country. Here we propose a user-oriented internal web application built around the World Bank's existing technologies used to generate and send psuedo customized emails to selected foreign journalists containing newsworthy statistical data on the journalist's country. Many analytical methodologies will be used in the generation of the data in order to encourage the journalist to find out more about the data, the "Doing Business" publication, or any aspect of the Private Sector Development division at the World Bank/IFC.

Doing Business in 2006: Creating Jobs (ISBN 0821357492)
Image is © 2005-2006 The World Bank Group

The World Bank website template for Doing Business where the web application will be integrated. (Front page of http://www.doingbusiness.org/ shown.)

Technical Specifications

The World Bank Rapid Response Unit website (http://rru.worldbank.org/) and its branched site Doing Business (http://www.doingbusiness.org/) are served through a system running Microsoft's Windows 2003 Server, utilizing the Internet Information Services (IIS) web server. The sites are heavily dependent on the Microsoft .NET Framework, with technologies such as C# and ASP.NET providing dynamic server-side request processing. The web application extends the current template by reusing standard World Bank dynamic link libraries (DLLs) in order to gain functionality available inside current applications.

Results and Conclusion

The web application works inside the World Bank LAN, which increases security by protecting proprietary data and preventing outside accessors from using the product.


```
protected void getCountryList(Object sender, EventArgs e)
{
    string p_sTableName = "Country";
    try {
        PageUtility.Shared.Utility.OpenConnection();
    }
    catch (Exception) {
        PageUtility.Shared.Utility.CloseConnection();
        PageUtility.Shared.Utility.OpenConnection();
    }

    DatabaseCommand oDatabaseCommand =
    PageUtility.Shared.Utility.CreateCommand("SELECT Id, sName
    FROM Common_Country ORDER BY iOrder, sName");
```

A sample of the code used to write the web application.