# 2. Non-Functional Requirements (NFRs)

## 2.1 Usability

• NFR1: The system must provide an intuitive and user-friendly interface for marketing team members.

• NFR2: Users must be able to view and confirm content or user details before submitting any updates.

• NFR3: Navigation between pages and features must be seamless and accessible to non-technical staff.

## 2.2 Data Integrity

• NFR4: The system must prohibit deletion of categories or audience segments to preserve historical data.

• NFR5: All data edits must trigger a confirmation dialog to prevent accidental changes.

• NFR6: The system must enforce data validation rules to ensure accuracy and completeness of records.

## 2.3 Maintainability

• NFR7: The system must allow for future enhancements and bug fixes with minimal downtime.

• NFR8: Legacy content and user data must be manually importable and compatible with the new system.

## 2.4 Report Quality

• NFR9: Reports must be generated in a structured format with headers, print dates, and logical sorting.

• NFR10: The system must provide clear, readable, and actionable reports for marketing decision-makers.

## 2.5 Scalability

• NFR11: The system must support increasing numbers of users and content items without performance degradation.

• NFR12: The platform must be able to categorize and process various digital product types (e.g., eBooks, podcasts, courses).

## 2.6 Security

• NFR13: The system must restrict unauthorized access and enforce role-based permissions.

• NFR14: Passwords must comply with strong policy rules including uppercase, lowercase, digits, and symbols.

• NFR15: A verification code must be sent to the user’s email for login attempts from new devices or locations.

• NFR16: The system must support two-factor authentication to enhance login security.

## 2.7 Portability

• NFR17: The application must be accessible via web browsers on both desktop and mobile devices.

• NFR18: The system must be installable as a standalone app on Windows and macOS operating systems.

• NFR19: The interface must adapt to various screen sizes and resolutions.

## 2.8 Compatibility

• NFR20: The system must be compatible with major web browsers, including Chrome, Firefox, Safari, and Edge.

• NFR21: The platform must integrate with external systems such as sales and subscription databases.

## 2.9 Reliability

• NFR22: The system must maintain at least 99.5% uptime to ensure continuous marketing operations.

• NFR23: Reports and data views must consistently return accurate results under normal operating conditions.

## 2.10 Availability

• NFR24: The system must be available 24/7, particularly during business hours across different time zones.

• NFR25: The hosting environment must ensure high availability and minimal service interruptions.