Software Requirement Specification

LOVELY PROFESSIONAL UNIVERSITY

SCHOOL OF COMPUTER APPLICATION

A Project on

Customer Relationship Management System

Submitted By -

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1.Introduction

SRS (Software Requirements Specification) is a document prepared before developing any software/application with the sole cause providing each and every detail about the project to be developed, what will be its requirements, what will be its functionalities and each and every minute details.

Now, there is one question that what is the need of preparing SRS document?

- Actually, it gives an overall picture about the project which gives a clarity to the team about what is exactly is to be made and what will be the step-by-step process. It is created strictly based on client's requirements.

1.1. Purpose-

The main purpose of Customer Relationship Management system is to:

1-Great bond with the client

2-Good opportunity in Business

3-Regular observation

4-E-mail & Message on Regular basics

5-Leading the time

6-Quick Meeting & Conference Schedule

The main purpose is to search and add new customer in the firm. Bring old Customer in business with decrease in client service cost and decrease in advertising cost.

1.2. Scope

This project “Customer Relationship Management system” is based on web and creates an opensource application. It is compatible for all operating system and web browser.

1.3. Architecture of CRM

There are three parts of application architecture of CRM:

1: Operational - automation to the basic business processes (marketing, sales, service) 2: Analytical – support to analyze customer behaviour, implements business intelligence alike technology

3: Collaborative – ensure the contact with customers (phone, email, fax, web, sms, post, in person)

2. Overall Description

A CRM is a assortment of individuals, processes, software, and web capabilities that helps an enterprise manage customer/client relationship effectively and systematically. The goal of CRM is to know and anticipate the wants of current and potential customer to extend retention and loyalty whereas optimizing the way product and services are to be sold.

CRM stands for Customer Relationship Management. It is a technique/strategy used to learn more about the customer's behaviours and needs in order to develop stronger relationships with the customers. After all, good customer relationship are at the heart of business success. There are many technological components to CRM, but thinking about CRM mainly in technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together loads of information about customers,

sales, marketing effectiveness, market trends and responsiveness.

The objective is to capture data about every contact a company has with a customer through every channel and store it in the CRM system to enable the company to fully understand the customer action. CRM software helps an organization to build a database, about it's customer that management, service provider and even the customer can access the information to access customer needs with product and offering.

2.1. General

In this project we have two roles:

1-ADMINISTRATOR

2-CRM User

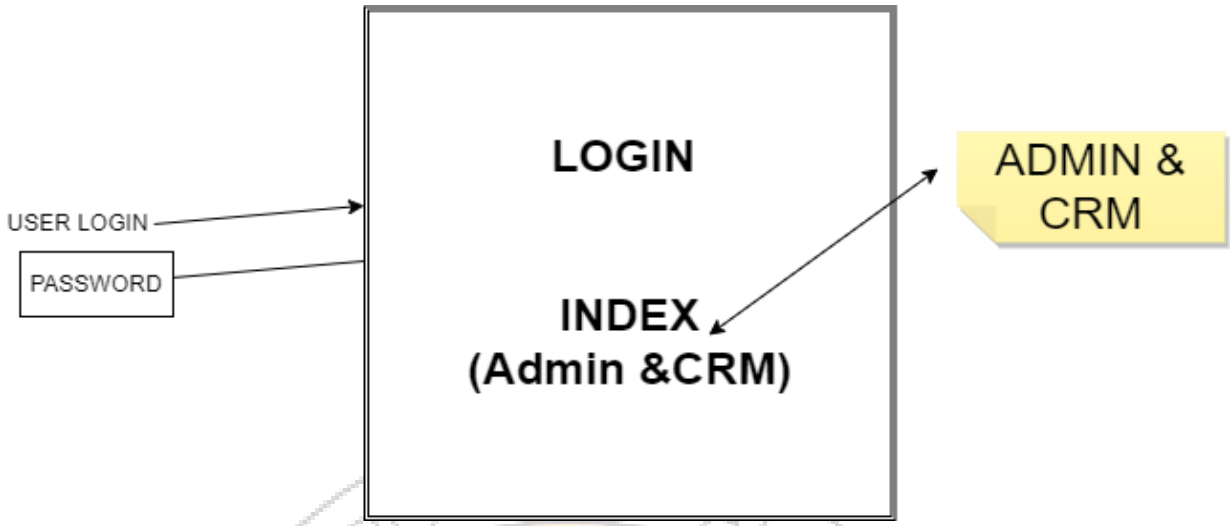


Figure 1: General

Login

All user login with username and password. User go to admin panel for admin access and CRM panel for CRM access and for both accesses go to app index.

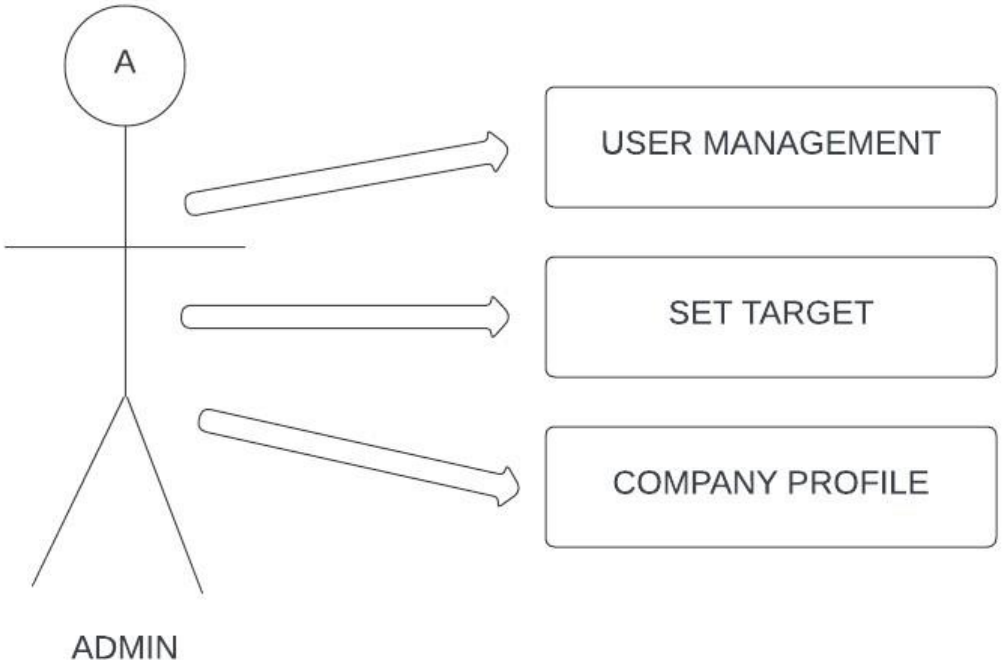
APP INDEX

It contains two parts administrator and CRM. This part is available for only those users who access both parts.

2.2. Functional Requirements Specification

In this section, use cases for each of the users are mentioned separately. The use case is made up of a set of possible sequences of interaction between systems and users in a particular environment and related to a particular environment.

2.2.1. Administrator Use Cases



Use Case: User Management

Brief Description –

In this user case Administrator produce the user and also enter or edit their details when it's needed. If administrator want, he can replace the existing user by adding new user. Administrator can control both panel (Administrator and CRM).

Use Case: Set Target

Brief Description –

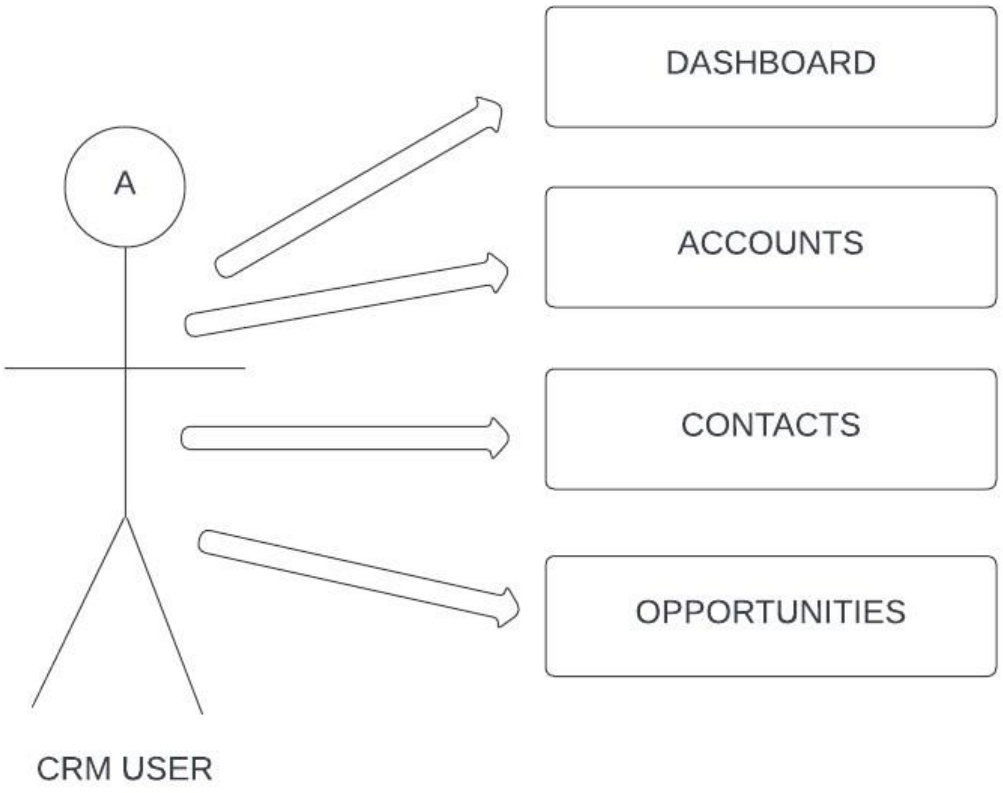
Administrator give sales target to the whole company and distribute among each Employee.

Use Case: Company Profile

Brief Description-

Administrator can replace and modify company's name, address and Logo.

2.2.2- CRM User Use case



Use Case: Dashboard

In this use case User can see his work and compare with the target. He also checks his next task & his next activities in calendar.

Use Case: Accounts

In this user case, Account represents client of company. Each Account has more than one client. Accounts are access by all user but only modify by Administrator.

Use Case: Contacts

When lead is qualified, it changes into contact. Contact can create directly. It is for representing customer.

Use Case: Opportunities

When an opportunity is produced to make deal with customer, then we called it opportunity.

2.3 Non-Functional Requirements Specifications

In this section, set of specifications are discussed which better describes the system's operation capabilities and constraints and attempt to improve its functionality.

2.3.1. Graphical User Interface:

1. First of all, the graphical user interface must be easy to use and understandable.
2. The interface of the software should be kind of professional.
3. The system shall display profile image of all its users.
4. The system shall provide use of icons, buttons and dropdown menus.
5. It should have multi-language facility for different users if possible.

2.3.2 Accessibility and Reliability

1. The system should be hosted on cloud as it will be feasible in comparison to on-premises data centre.

2. All the data of the software should be stored on Amazon S3 as it provides 99% uptime and the data is replicated automatically.

3. The system shall be hosted on Amazon EC2 so that server uptime will be 99.9%.

2.3.3. Performance

- The system should load within the industry standard time.
- The system should support minimum 1000 and maximum 2000 concurrent users.
- The system should be sturdy for rough usage.
- The database should be updated in milliseconds and concurrency controls should be there.

2.3.4. Hardware & Software Requirements

- Hardware Requirements –

Processor - Intel(R) Core2Duo or above

Processor Speed – 1.0 GHZ or above

RAM – 4 GB

Hard Disk – 20 GB or above

Pen drive – 2/4 GB

• Software Requirements-

Front End GUI Tools – JavaScript, CSS3, HTML5
Operating System – Windows 10

Front End Software – PHP 7.2

Platform Tools – Xampp Server 7.3, Sublime Text Editor

Back End Software – MySQL 5.7.14 Server –

Apache Tomcat 8.0.0.

2.3.5. Security

As the system will be hosted on AWS platform it will be secured. But then also security measures from the user's side must be performed.

- Other users other than admin should have only read and update access.
- The system should automatically logout after a period of inactivity, irrespective of the user.
- Users should use the software on their systems only and they should have antivirus installed.

- The system's backend database shall be encrypted and can be accessed only by authorized administrator.

2.3.6. Business rules

A business rule is something that captures and implements business policies and practices. A rule will enforce business policy, make a call/decision, or infer new information from existing information. This includes the principles and regulations that the system users ought to abide by. This includes the price of the project and also the discount offered provided. The users ought to avoid criminal rules and protocols.

Neither the admin nor the member ought to cross the rules and regulations.

3.Future Enhancement of The Project

There is always a room for improving in any software package, however good and efficient it may be. But the important thing is that the system should be flexible enough for future modification/alteration whenever and whomsoever it may be. Keeping in mind this important

factor that the system is designed in such a way. The software is developed in modules and are efficient enough to introduce any change in the software to get more information.

- Similarly, the present system can be implemented on internet and software can be connected to the various branches with more security constraints added to it.
- This project can be attached to website of the company which may provide information related to products and also provide facility of registering products etc. It may also help in finding the new perspective of the customer.
- The backend can be improved using oracle; it will provide better database management and securities.
- More modules can be added in the system such as it can provide facility of direct email so that the organisation can generate offer letter and send it directly to the customer.

4.REFERENCE

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www.w3school.com

www.sugarcrm.com

www.slideshare.net