

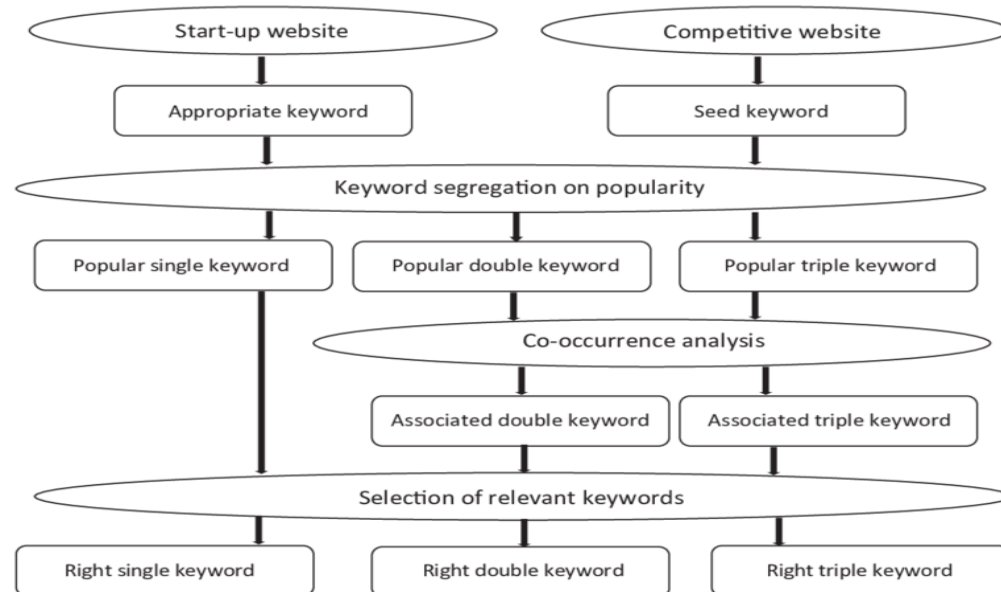
Project Design Phase-II Data Flow Diagram & User Stories

Date	03 November 2023
Team ID	NM2023TMID02776
Project Name	keyword research using google keyword planner

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

Example: [\(Simplified\)](#)



User stories:

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer (Mobile user)	Dashboard	USN-1	The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help. Search for words or phrases related to your products or services. Our keyword research tool will help you find the keywords that are most relevant for your business	The keywords should be relevant to the customer's business and the products or services they offer. The customer should ensure that the keywords they target are related to their business and are likely to be used by their target audience.	High	Ashokkumar.R
Customer (Web user)		USN-1	When conducting keyword research, use the language that your customers use. This means using the same words and phrases that your customers use when they search for your products or services.	The keywords should have a sufficient search volume to justify targeting them. The customer should ensure that the keywords they target have a high enough search volume to generate traffic to their website.	High	Azhagu Sundar.M

Customer Care Executive		USN-1	The customer can enter relevant keywords related to their business or industry into Keyword Planner. The tool will then generate a list of related keywords and their search volume data.	The keywords should have a reasonable level of competition. The customer should ensure that the keywords they target are not too competitive, as this can make it difficult to rank for them.	High	Gokul.R
Administrator		USN-1	Ensure that the users have access to Google Keyword Planner by providing them with a Google Ads account. If they don't have one, they can create one for free.	The user should have a basic understanding of keyword research and how it can be used to improve their search campaigns.	High	Kizhore Kumar.S S