Software Requirements Specification (SRS) Document

Build a prospective list of customers based on Ideal Customer Profile

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Brief problem statement

Software system to crawl the web and profile prospective customer businesses fitting a given Ideal Customer Profile. Apart from gathering raw data from the web, the software system would clip and summarize relevant articles while attempting to appropriately categorize them. The resulting database can be navigated/searched using a UI.

System requirements

Operating System: Any rudimentary system is sufficient to interact with UI.

Browsers: supports all popular browsers, including Internet Explorer 9 and above, although some polyfills are required for older browsers such as IE 9 and IE 10.

An Internet connection.

Technologies:

- Data Crawling
- Text Analytics - using NLP based summarization techniques or integration with open source summarization tools
- Categorization of content using segmentation techniques
- Data modeling
- UX Design and UI Development

Languages:

- HTML
- CSS
- JavaScript
- Python3
- SQL

Libraries/Frameworks:

- React
- Scrapy
- BeautifulSoup

Users profile

Target audience are all B2B businesses, individual people who want to sell their product/ provide their service to some business.

Both types of user register through SSO and can search for all the companies interested in a certain domain and in certain geographic locations by giving a search phrase and locations.

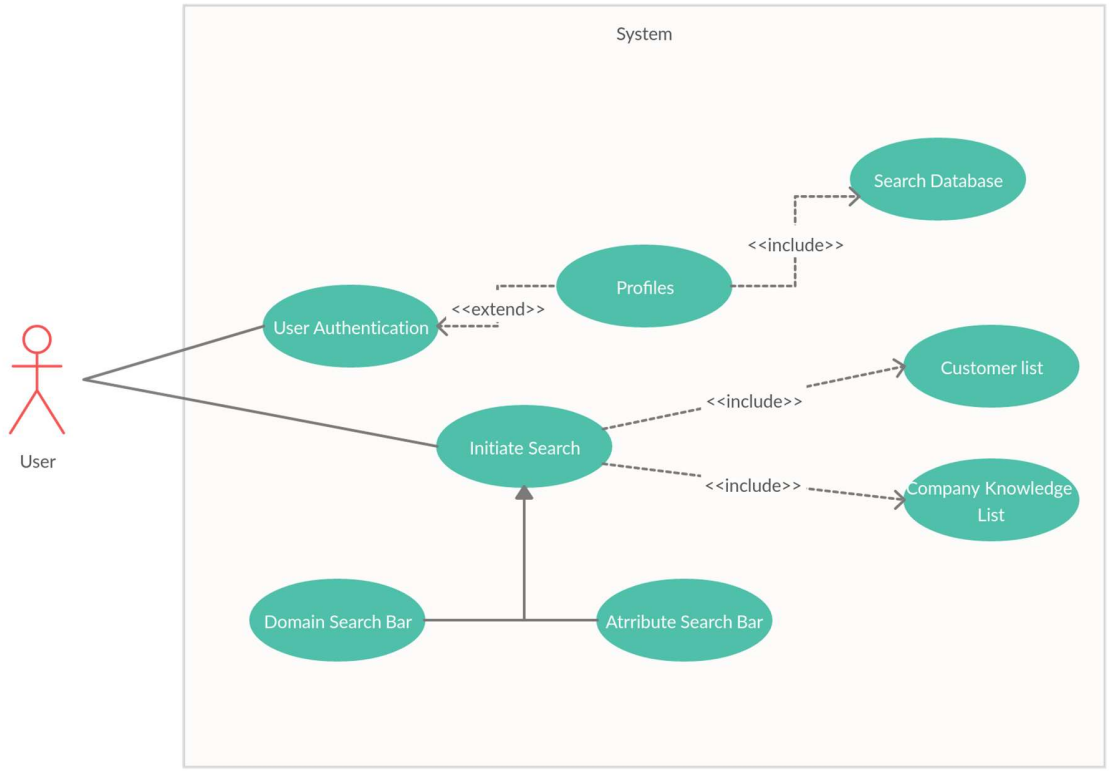
Further he can contact the customers from the particular business(eg:CEO,CTO) by the contacts provided by the UI.

All the user's previous searches should be stored in a database dedicated to that user.

Feature requirements (described using use cases)

No.	Use Case Name	Description	Release
1.	User Authentication	User can log into the system via Google Auth.	R1
2.	Search	User can input a search phrase along with attributes/filters and initiate the search.	R1
3.	View Search History	User can view the list of their previous searches (hyperlinked to results) and opt for a new search.	R1
4.	Profile	User can view their personal information and opt to view their search history.	R1
5.	Logout	User can log out of the system ending the session.	R1
6.	Show Results	User can view the results of a chosen search and choose sorting parameters as desired.	R1
5.	View List of Employees (potential contacts)	Users can view the people to be contacted for communication with the prospective customer.	R2
6.	Company Knowledge Base	Users can view the list of interesting news articles, announcements, etc. about customer companies.	R2
7.	Startup Profile	User can view the complete details of a search result.	R2

Use case diagram



Use case description

Use Case Number:	UC-1
Use Case Name:	User Authentication
Overview:	User can log into the system via Google Auth.
Actors:	B2B businesses and individual users
Pre condition:	User has Google account for SSO.
Flow:	Main Flow: 1. User clicks the SSO button on home page. 2. User enters their details on the SSO host's portal. 3. On successful log in, the host sends a token which is verified in the database. 4. If token found in database, redirect to user's home page.

	Alternate Flow: 4. If token is not found in database, a new user is added to the database with an empty search history. 5. User is redirected to their home page.
Post Condition:	User's session is now active and can be used to make changes in the user's stead.

Use Case Number:	UC-2
Use Case Name:	Search
Overview:	User can input a search phrase along with attributes/filters and initiate the search.
Actors:	B2B businesses and individual users
Pre condition:	User should be logged in.
Flow:	Main Flow: 1. User enters the search phrase. 2. User enters the desired attributes. 3. User clicks the 'Search' button. 4. Server takes the parsed input. 5. Spiders crawl through the specified domains using search inputs.
	Alternate Flows: N/A
Post Condition:	The server records the results of the search and stores them under user's search history.

Use Case Number:	UC-3
Use Case Name:	View Search History
Overview:	User can view the list of their previous searches (hyperlinked to results) and opt for a new search.
Actors:	B2B businesses and individual users
Pre condition:	User should be logged in.
Flow:	Main Flow:

	1. User clicks the 'Account' button on navbar. 2. User clicks the 'Search History" button. 3. User is redirected to the history page.
	Alternate Flows: 1. User clicks the 'Account' button on navbar. 2. User clicks the 'Search History" button. 3. User is redirected to the history page. 4. User clicks on a search item. 5. User is redirected to the results of the selected search item.
Post Condition:	True

Use Case Number:	UC-4
Use Case Name:	Profile
Overview:	User can view their personal information and opt to view their search history.
Actors:	B2B businesses and individual users
Pre condition:	User can view their personal information and opt to view their search history.
Flow:	Main Flow: 1. User clicks the '<user name>' button. 2. User is redirected to the profile page.
	Alternate Flows: 1. User clicks the '<user name>' button. 2. User clicks 'Search History' button. 3. User is redirected to the history page.
Post Condition:	True

Use Case Number:	UC-5
Use Case Name:	Logout
Overview:	User can log out of the system ending the session.
Actors:	B2B businesses and individual users.
Pre condition:	User should be logged in.
Flow:	Main Flow: 1. User clicks the 'Account' button on navbar. 2. User clicks the 'Logout" button.
	Alternate Flows: None
Post Condition:	User is now logged out, and the session has now ended.

Use Case Number:	UC-6
Use Case Name:	Show Results
Overview:	User can view the results of a chosen search and choose sorting parameters as desired.
Actors:	B2B businesses and individual users
Pre condition:	1. User should have been logged in. 2. User should have started a search.
Flow:	Main Flow: 1. Store public data of the user in their databases. 2. Show their public data in UI
	Alternate Flows: 3. User selects one or more 'sort' parameters.
Post Condition:	The results are sorted accordingly and displayed to the user.

Use Case Number:	UC-7

Use Case Name:	Customer list
Overview:	Users can view the customers list to contact from a customer business(eg: CEO,CTO)
Actors:	B2B businesses and individual users
Pre condition:	The company should provide information about their employees.
Flow:	Main Flow: 1. Spiders extract the contact information from the company's website and other resources. 2. This data is cleaned, processed using NLP API and contact list is updated.
	Alternate Flows: Display appropriate error messages.
Post Condition:	This should be stored along with the searches.

Use Case Number:	UC-8
Use Case Name:	Company Knowledge Base
Overview:	Users can view the list of interesting news articles, announcements, etc. about customer companies.
Actors:	B2B businesses and individual users
Pre condition:	The news of the companies should be provided to public
Flow:	Main Flow: 1. Spiders crawl through companies website and other news resources and collect raw data. 2. This raw data is cleaned and processed and summarized by the NLP API.
	Alternate Flows: none.
Post Condition:	The data (news) collected should be viewed through UI