**Software Requirements Specification (SRS) Document.**

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# Brief problem statement

# The objective is to develop a system that, when integrated into the websites of small/medium businesses, generates content relevant to the user, on the basis of their location, recent activities, industry the belong to (on the basis of content consumed).

# System requirements

**The servers that host the website must support PHP as a server side scripting language.**

**The website must be able to send data packets.**

**Website should support Javascript (analytics)**

**Working Server**

## The system must be allowed access to the website's databases.

# Users profile

1. Registered users or consumers.
2. Organizations requiring digital marketing (who will implement the service):

* Managers of e-commerce website engine
* Small to medium industrial service providers

# Feature requirements (described using use cases)

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **User Case Name** | **Description** | **Release** |
|  | Get IP address | Using Php, get IP address of visitors. | R1 |
|  | Process IP address | Use the IP address to obtain location: area, city, country, and user ISP | R1 |
|  | Log ip address | Store IP address and details in Clicky | R1 |
|  | Generate Visitor ID | Generate a unique ID of visitor to the site | R1 |
|  | Generate Cookie | Contains information regarding visitor | R2 |
|  | Retrieving visited user's information | The previously logged data of a user visiting again is retrieved from the Clicky database | R1 |
|  | Log processed data to Clicky | All the activity and searches is recorded and logged into Clicky | R1 |
|  | Data Analysis |  | R1 |
|  | Retrieve Personalized User information | Retrieve the user specific details for a logged in user | R2 |
|  | Retrieve preferential data | Retrieve the data the user has set its preference to. | R2 |
|  | Generate location-based optimized content | Based on the location deduced from the IP Addr popular content is renderd and displayed | R1 |
|  | Generate history-based optimized content | Content having same tags as past searches / activities is displayed. | R1 |
|  | Generate preference-based optimized content | End Users can personalize the type of content they wish to see by selecting tags, this would be displayed | R2 |
|  | Traffic Analysis | Keep a track of all the frequently visited artifacts and location from where traffic is high. | R2 |

**Use case diagram**

**Use case description**

|  |  |
| --- | --- |
| **Use Case Number:** | UC-01 |
| **Use Cas e Name:** | Get Cookie |
| **Overview:** | Get a particular user's cookie from the website |
| **Actors:** | Website,Web analytics |
| **Pre condition:** |  |
| **Flow:** | Main (success) Flow: The website gives the cookie to the web analytics |
|  | Alternate Flows: Include the post condition for each alternate flow if different from the main flow. |
| **Post Condition:** |  |