**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)

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| **No.** | **User Case Name** | **Description** | **Release** |
| **1.** | Get Cookie | Get a particular user's cookie from the website |  |
| …. 2. | Render Cookie | Render received cookies to web analytics |  |
| 3. | Recieve information | Recieve info of the user's location,recent activities from analytics |  |
| 4. | Retrieve data | Retrieve data from website's database using information received from web analytics |  |
| 5. | Render data | Render retrieved data back to the website |  |
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**Use case diagram**

**Use case description**

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| **Use Case Number:** | UC-01 |
| **Use Case 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:** |  |