**REQUIREMENT DOCUMENT**

**Requirement Document Version 1.0.**

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**1.0 Overview**

Chirag Radhakrishna is the CEO of AwesomeReviews. He founded the company with the support of his seven friends, who serve in management roles on the company’s board. The eight friends share a common vision, which is to help various product-based companies improve their customer interaction, customer support, and customer outreach through a simple yet detailed Customer Feedback application solutions. Chirag and his friends reached a unanimous decision to develop and release a Customer Review application, the first product of the company and the first step in realizing the company’s vision. For this purpose, the company hired 53 developers.

**2.0 Reason to develop the new system**

Companies can offer a variety of products including physical products, online services, and applications. In the present competitive world, companies rely on their customer base to identify improvements, potential innovations, and possible upgrades. With the wide outreach of E-Commerce, product-based companies also deal with multiple intermediaries to reach customers. Obtaining crucial feedback and satisfaction information is integral. Hence, having sufficient data regarding product usability, product efficiency, and product delivery will help companies take the necessary measures to continue to improve their products which are beneficial and liked by the customers.

The eight friends decided to develop a Customer Review Application that helps companies collect and consolidate feedback from their different customer bases (online, retail, etc.). This application will help gather the necessary, consolidated reviews and feedback which help in informed decision-making.

The Customer Review Application follows a **client-server model** where different companies can:

1. Download and install the system.
2. View and use pre-defined templates to customize feedback/review forms.
3. Send the forms to their customer base via different channels of communication.
4. Receive responses and consolidate them to obtain insights and crucial information regarding their products.

The predefined templates are provided by AwesomeReviews and are stored on the server-side.

**3.0 System Requirements**

**3.1 Subscription Requirements-**

**3.1.1 Subscription Fees:** The system must compute the monthly subscription fee which is a $1000 fixed fee plus taxes in accordance with the respective state regulations.

**3.2 Functional Requirements-**

**3.2.1 Feedback Form Templates-** The initial state of the system should showcase 50 different templates of feedback forms for customization.

**3.2.2 Feedback Form Customization:** Client companies should be able to customize feedback forms with respect to contents, question types (MCQs/ratings/open-ended).

**3.2.3 Form Distribution:** The system should allow client companies flexibility with the distribution of feedback forms through multiple channels like SMS, E-Mail, and social media platforms.

**3.2.4** **Reports and Analytics:** On request, the system should be able to produce consolidated reports and analytical dashboards that aggregate a large number of customer responses.

**3.2.5 Error Handling with Notifications:** The system should include error handling procedures to handle the occurrence of system faults, failed subscription fee payments.

**3.3 Load Requirements-**

**3.3.1** The server-side system must be able to support 500 client company administrators (responsible for customization and release of forms) simultaneously.

**3.3.2** The client-side system (installed at client companies) must be able to process 60,000 customer responses simultaneously at any time.

**3.3.3** The server-side system must be accessible to all 53 developers simultaneously.

**3.4 Security Requirements-**

**3.4.1 Company Data Protection:** The data associated with each company regarding consolidated reports, customer responses must be protected.

**3.4.2 Malicious Attack Protection:** Security measures to protect the system (client and server side) from SQL injection, Denial-of-Service attacks, and session overflow.

**3.4.3 Data Encryption:** The system should ensure that all customer information- including account details, responses is encrypted.

**3.4.4 Authentication and Access Control:** All client company admins are required to authenticate using a login method like a user account prior to access.

**3.4.5** **Management-Only Access to Trends Report:** Only the respective company CEO, COO, and CFO should have access to the Trends Report.

**3.4.6 Access to Consolidated Feedback Report:** Only the Company Communications Manager, Product Manager, and Marketing Head should have access to the Consolidated Feedback Report which consolidates a large number of customer responses.

**3.4.7** Only Chirag Radhakrishna and his friends should be able to view the subscription reports.

**3.4.8** The AwesomeReviews Development Team can access the server-side system and modify/enhance the templates if necessary.

**3.4.9** The AwesomeReviews Development Team must have access to the Templates Report.

**3.4.10 Dependencies:** Requirements 3.4.5 - 3.4.9 should have Role Based Access Control (RBAC).

**3.5 Marketing Requirements-**

**3.5.1** The product will be initially released in the United States.

**3.6 Database Requirements-**

**3.6.1 Data Collection:** The client-side system should support the collection of customer feedback responses that will be stored in a data store, which is a constituent of the system.

**3.6.2** The client-side Customer Review Application System must interface with that respective company’s Product Database.

**3.6.3 Dependencies:** Method to facilitate secure integration and interaction between the two systems as mentioned in requirement 3.6.2.

**3.7** Each customer form must have a tracker provision that allows users to save progress and complete the feedback/review at a later time.

**4.0 Response Time**

**4.1 Form Display:** The user should be able to view the form within 30 seconds after clicking/access.

**4.2 Report Generation:**

**4.2.1** The Consolidated Feedback Report should be ready within 60 seconds after a request for generation.

**4.2.2** The Trends Report should be ready to display within 75 seconds after a request for generation.

**4.2.3** The Subscription Details Report should be generated within 30 seconds.

**4.2.4** Product andCategory Specific Reports should be ready within 30 seconds.

**5.0 Environment**

The client system is expected to run as a standalone application on any Windows/Mac/Linux Operating System-based PCs.

AwesomeReviews will have a centralized server system that runs on IBM Mainframes.

**6.0 Reports**

Chirag Radhakrishna and his friends decided that various reports are required for AwesomeReviews and the various companies that will utilize the Customer Review Application.

**Reports for client companies:**

**Trends Report:-** This report provides the consolidated reviews and trends for respective products and the market share of that particular product. This can help companies gain insights regarding the potential sales numbers and outlook for the product.

This report should contain the following fields (in order)-

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product Name** | **Product Category** | **Market Share** | **Average Customer Rating** | **Would Buy Again %** | **Net Promoter Score (NPS)** | **Overall Sentiment-Sales Correlation** |

**Consolidated Feedback Report:-** This report provides the aggregated data of customer reviews for a product regarding product cost, usability, most commonly mentioned issues, and geographical distribution.

This report should contain the following fields (in order)-

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product Name** | **Product Category** | **Cost Score** | **Usability Score** | **Most Common Issue** | **Geographical Distribution Score** |

**Product Specific Report:-** This report provides detailed information regarding a particular product and an association between the geographical location and market share. This can help companies identify and prioritize updates or changes to their products.

This report should contain the following fields (in order)-

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product Name** | **Number of Reviews** | **Mean Positive**  **Score** | **Mean Negative Score** | **Requested changes/enhancements** | **Geographic Location** | **Market Share % wrt Location** |

**Category Specific Report:-** This report provides companies with insights regarding their different product lines/categories.

This report should contain the following fields (in order)-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Average Customer Score**  **(All products)** | **Contribution to Company Revenue (%)** | **Total number of products** | **Average Net Promoter Score (NPS)**  **(All products)** |

**Reports for AwesomeReviews:**

**Subscription Report:** This report provides subscription details for a particular time period.

This report should contain the following fields (in order)-

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Time Period** | **Total Number of Subscribers** | **Number of new Subscribers** | **Retention Rate (%)** | **Growth Rate (%)** | **Revenue** | **Subscriber Acquisition Cost** |

**Templates Report:** This report provides statistics regarding the templates that are frequently used.

This report should contain the following fields (in order)-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Template Number** | **Template Name** | **Frequency of Usage** | **Idle Rate** | **Number of Companies using the template** |

**7.0 Delivery Timeframe**

The system should be fully developed and available for release by the end of March 2026.

**8.0 General**

Consider a suitable client-server architecture model that will help in successful communication between the client sides across several companies with the server side at AwesomeReviews which provides the templates.

Consider suitable APIs or application gateways for sending forms via E-mail/SMS/Social Media. Customers can authenticate their identity using their respective communication channel login credentials.

Chirag Radhakrishna has recognized the fact that each step until the release of the product will be crucial. Hence, he has asked his friends Yu Cheng, Daniel, Divya, Samantha, Ruthu, Karthik, and Siddhant to be present daily throughout the development cycle.

Simultaneously, a preliminary study is being currently undertaken regarding the release of the Customer Review Application to international markets. Key factors include feasibility, multi-lingual support, and a subscription model based on the client company size/global presence.

**Approved by: Date of Approval:**

**Designation:**

**References:**

**[1].** [**https://www.paddle.com/resources/subscription-business-model**](https://www.paddle.com/resources/subscription-business-model)

**[2].** [**https://www.business.com/articles/how-to-use-customer-feedback/**](https://www.business.com/articles/how-to-use-customer-feedback/)

**[3].https://qualaroo.com/blog/the-best-ways-big-companies-use-customer-feedback/**