# Kw - <draft> Address Book / CRM

| | |
|---|---|
| **Target release** | |
| **Epic** | |
| **Document status** | **DRAFT**  **STAKEHOLDER APPROVED**  **UNDER DEVELOPMENT** |
| **Document owner** | |
| **UI Designer** | |
| **UX Designer** | |
| **Tech lead** | |
| **Tech Developers** | |
| **QA** | |
| **Platform** | ☐ Android  ☐ iOS  ☐ Web  ☐ MWeb  ☐ Core |
| **Stakeholders** | |

## Objective

Provide tools that Collect various contacts via integration and manual import for merchant to retain the customer through email, WA, ads, loyalty, etc

## Success metrics

| Goal | Metric | Baseline | Target | by Date |
|---|---|---|---|---|
| Manage Customer | Merchant connect | | | |
| | Acquire total customer | | | |
| | Sending communication campaign using Whatsapp, SMS, and Email | | | |

## Assumptions & Dependencies if any

- Get buyer data will using powercred API
- Create Audience will using meta facebook API
- Show list template email will using sendgrid API
- Communication to target audience will using twilio API
- All campaign only show when user already create campaign and send using communication
- Sender campaign must using koinworks business user name

## Requirements

| | User Story | Requirement | Importance | Jira Issue | Notes |
|---|---|---|---|---|---|
| | | | | | |

| # | User Story | Details | Priority | | |
|---|---|---|---|---|---|
| 1 | As a business user, I should be able to choose Address Book/ CRM in explore page so I can see feature Address Book/CRM | <ul><li>Landing Page Address Book / CRM consist of :<ul><li>List campaign active / inactive</li><li>Campaign Name</li><li>Audience</li><li>Create date and finish date</li><li>Status</li></ul></li><li>Hyperlink campaign name</li><li>Button collect buyer</li><li>Button add campaign</li></ul> | **MUST HAVE** **GOOD TO HAVE** **INFORMATION** | | |
| 2 | As a business user, I should be able to get buyer data using my store name so that I can see list of my customer | <ul><li>Insert store name (shopee, tokopedia, blibli, lazada)</li><li>Get buyer data contains :<ul><li>product (product name, brand name, qty)</li><li>buyer (buyer name, buyer phone number, buyer email)</li><li>total amount</li></ul></li><li>Save to DB</li></ul> | | | |
| 3 | As a business user, I should be able to see my detail CRM | <ul><li>List campaign active / inactive :<ul><li>Campaign Name</li><li>Campaign Details</li><li>Campaign Date (start and finish)</li><li>Audience</li><li>Campaign type (Email / WA / SMS)</li></ul></li></ul> | | | |
| 4 | As a business user, I should be able to see my detail audience | <ul><li>List audience :<ul><li>Audience name</li><li>Create date</li><li>Status</li></ul></li></ul> | | | |
| 5 | As a business user, I should be able to send my campaign CRM | <ul><li>Campaign name</li><li>Category</li><li>Audience / Segment name</li><li>Content</li><li>Type (Email / WA / SMS )<ul><li>For email, app show template email available to use</li></ul></li><li>Schedule start date and time campaign</li></ul> | | | |
| 6 | As a business user, I should be able to create my audience CRM | <ul><li>Audience Name</li><li>Data required (email or phone number or value amount)</li><li>Location</li><li>Size (scale 1-10)</li></ul> | | | |
| 7 | As a business user, I should get email notifications status my campaign so that i can get information for campaign tracker | <ul><li>User submit new campaign</li><li>User receive email notifications with contain :<ul><li>Campaign name</li><li>Campaign date</li><li>Audience</li><li>Brief campaign</li><li>Start date campaign</li></ul></li></ul> | | | |

## User interaction and design

User Journey : https://whimsical.com/address-book-HjB7oradbiiakABJYAgsMQ

## Communication

| # | Trigger | Mode | Content |
|---|---|---|---|
| 1 | Create campaign has already success | ☐ PN<br>☐ SMS<br>☑ EMail | |
| 2 | | | |

## Tracking

QA Test Cases

| # | Functional / Non-functional Test cases | Type | Outcome |
|---|---|---|---|
| 1 | | PRIMARY | |
| 2 | | PRIMARY | |
| 3 | | SECONDARY | |
| 4 | | SECONDARY | |
| 5 | | SECONDARY | |
| 6 | | SECONDARY | |

Release/Launch Plan