

Project Design Phase-II

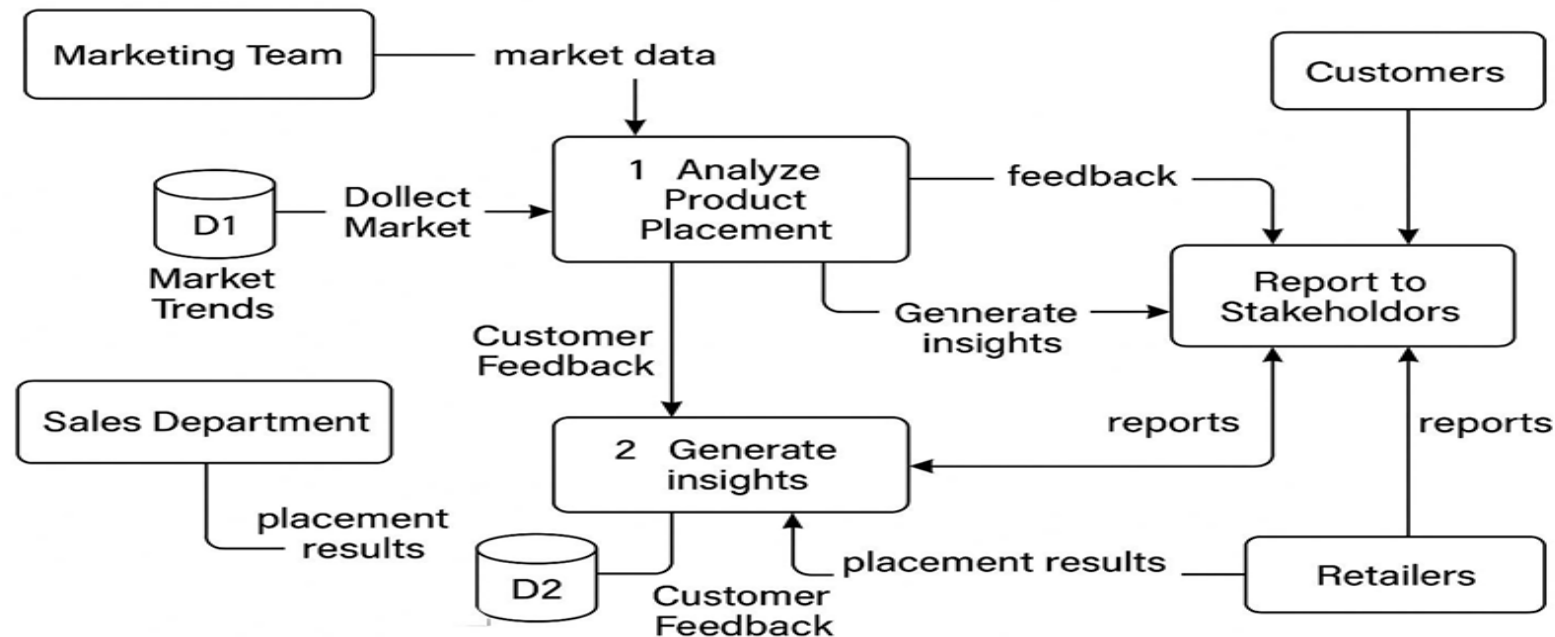
Data Flow Diagram & User Stories

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| Date | 20 February 2026 |
| Team ID | LTVIP2026TMIDS55802 |
| Project Name | Gemini historical artifact description |
| Maximum Marks | 4 Marks |

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

DFF Level 0: Strategic Product Placement Analysis



User Stories

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance Criteria | Priority | Release |
|-------------------------|-------------------------------|-------------------|--|--|----------|----------|
| Customer (Mobile user) | Product Discovery | SPN-1 | As a user, I want to see relevant product ads based on my interests and behavior | I see products related to my browsing or purchase history | High | Sprint-1 |
| Customer (Mobile user) | In-App Promotion | SPN-2 | As a user, I want to view sponsored products during app usage without disruption | Sponsored products are visible and don't interrupt user flow | High | Sprint-1 |
| Customer (Mobile user) | Personalized Offers | SPN-3 | As a user, I want to receive personalized product recommendations in notifications | Recommendations match my preferences and previous activity | Medium | Sprint-2 |
| Customer (Web user) | Homepage Banner Placement | SPN-4 | As a user, I want to see banners promoting relevant products on the homepage | Banner ads are contextually relevant and clickable | High | Sprint-1 |
| Customer Care Executive | Campaign Monitoring | SPN-5 | As a care executive, I want to track user responses to promotional placements | Can view engagement metrics for product placements | Medium | Sprint-2 |
| Administrator | Product Promotion Setup | SPN-6 | As an admin, I want to configure and schedule product placements across platforms | Can set up promotions and see preview before publishing | High | Sprint-1 |
| Administrator | Performance Analytics | SPN-7 | As an admin, I want to generate reports on product placement effectiveness | Can view and export reports based on KPIs | Medium | Sprint-2 |