

Project Design Phase-II

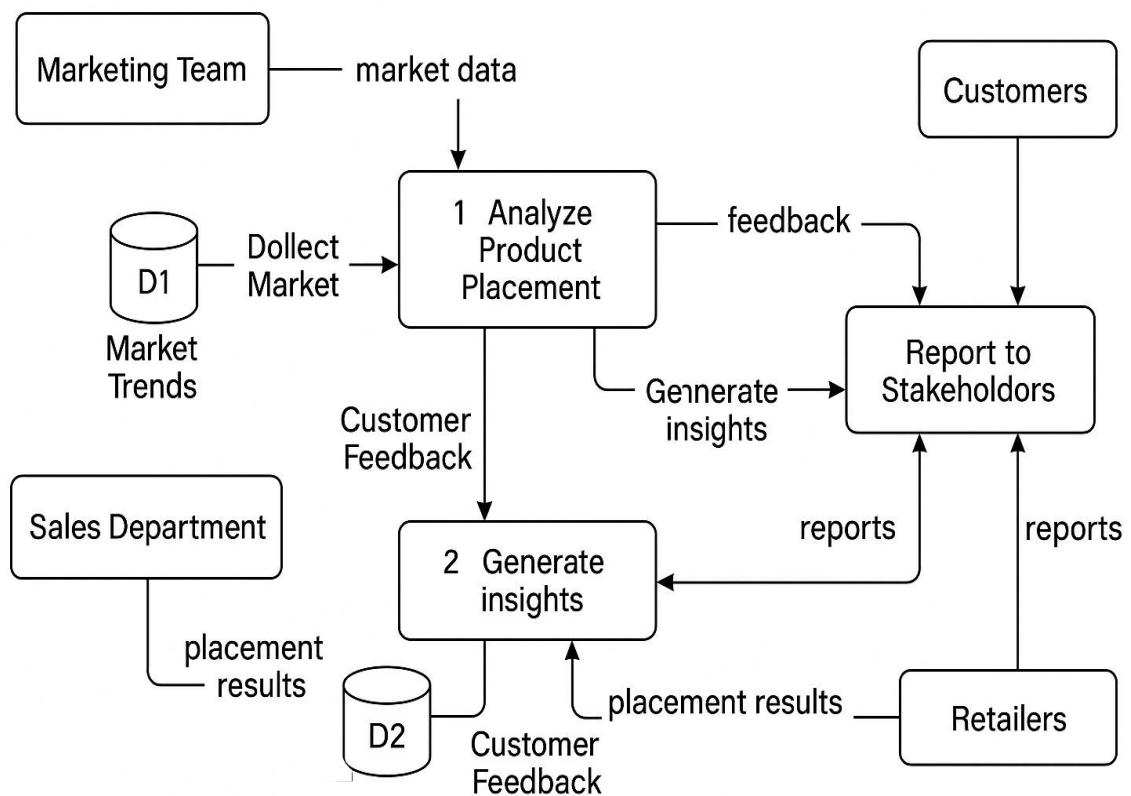
Data Flow Diagram & User Stories

Date	18 June 2025
Team ID	LTVIP2025TMID48088
Project Name	Strategic Product Placement Analysis
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