

Project Design Phase-II Data Flow Diagram & User Stories

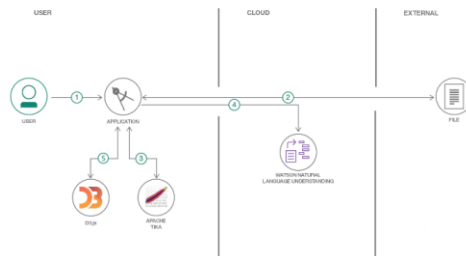
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| Date | 06 May 2023 |
| Team ID | NM2023TMID04581 |
| Project Name | Project - Creating a Social Media Ad Campaign in Facebook |

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.

Example: [\(Simplified\)](#)

Flow



1. User configures credentials for the Watson Natural Language Understanding service and starts the app.
2. User selects data file to process and load.
3. Apache Tika extracts text from the data file.
4. Extracted text is passed to Watson NLU for enrichment.
5. Enriched data is visualized in the UI using the D3.js library.

User Stories

Use the below template to list all the user stories for the product.

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance criteria | Priority | Team Member |
|------------------------|-------------------------------|-------------------|---|--|----------|------------------|
| Customer (Mobile user) | Create a Facebook Ad Campaign | USN-1 | As a Marketing Manager, I want to define the campaign's objectives, goals, and budget so that I can ensure the campaign aligns with our marketing strategy. | I can specify the campaign objectives (e.g., brand awareness, lead generation, website traffic). | High | Madhavan |
| Customer (Mobile user) | Create a Facebook Ad Campaign | USN-2 | As a Social Media Specialist, I want to select the target audience and define ad creatives for the campaign. | I can specify the demographics, interests, behaviors, and location of the target audience | High | Hariprakashan |
| Customer (Mobile user) | Create a Facebook Ad Campaign | USN-3 | As a Data Analyst, I want to implement tracking and reporting for the campaign. | I can set up the Facebook Pixel for tracking user interactions and conversions | Medium | Karuppuraja |
| Customer (Mobile user) | Create a Facebook Ad Campaign | USN-4 | As a Graphic Designer, I want to design engaging ad creatives for the campaign. | I can create visually appealing images or videos that align with the campaign objectives. | High | Kutbhudeen shait |