

# **SDLC Documentation for Digital Marketing Bot Project**

## ● **Stage 1: Planning**

- 1) The Digital Marketing Bot must be capable of logging into a designated social media platform and perform certain specific operations.
- 2) The details of operations to be performed by the bot must be provided by the User via an Excel document within a set specific format.
- 3) Operations to perform can (but are not limited to) include sending join requests, accept pending requests, send promotional messages to specific people, post promotional content that include Photo, Video along with Text.

## ● **Stage 2: Analysis**

- 1) The platform chosen for analysis and design is Facebook (Modern Interface).
- 2) Instead of using a business account, a regular Facebook account will be used for its more flexibility and versatility in features.
- 3) A similar method can be applied to any other social media platform similar to Facebook and similar features can be added to it.
- 4) Major focus will be given on data extraction from the Excel file and using it to perform specific bot operations.

## ● **Stage 3: Design**

- 1) The design of such bot will be done in the G1ANT Studio RPA software. Since it has a user-friendly interface and it is significantly faster in operation.
- 2) Dedicated addon for the Facebook platform will be required to be built which includes separate commands for every operation that needs to be performed by the bot.
- 3) The Addon for G1ANT Studio needs to be created using the .NET framework, in the Microsoft Visual Studio.
- 4) Commands created in the G1ANT.Addon.Facebook are as follows:

Name	Description
facebook.acceptpendingrequest	This command accepts pending friend requests.
facebook.login	Used to log into the facebook account
facebook.logout	Log out of a signed in Facebook Account
facebook.open	This command opens Facebook
facebook.post	posts a text on user's Facebook account.s
facebook.postpromotionalend	This is a secondary command used separately to confirm the data that needs to be posted.
facebook.postpromotionalcontent	This command posts a promotional text, photo or video on the user's Facebook account.
facebook.search	Search for a specific keyword on facebook.
facebook.sendmessage	This command is used to send messages to an account on facebook.
facebook.sendrequest	Enter the search string
facebook.tab	Open a tab in a specific facebook account.

- **Stage 4: Deployment**

- 1) To extract data from the input, excel file, empty lists were created in the G1ANT Bot to store information for each respective column in the designated list. This was all done by using the xlsx addon that is already present in the studio.
- 2) Using commands from the custom-made Facebook addon and a simple For loop strategy, a bot program was written in the G1ANT Programming Language.

- **Stage 5: Testing**

- 1) Testing was done on the G1ANT Studio Developer version software.
- 2) Chrome browser was used to test the program written in the RPA Studio.
- 3) A dummy Facebook Account was used in the input file to perform the test operations.
- 4) All the operations were tested individually and in collaboration with other operations.
- 5) In the Send Request and Custom Message columns, a username needs to be provided to whom the friend request or message will be sent (the message to be sent can be specified in the promotional content text column).
- 6) In the promotional content photo and video column, a path to where the file is located in the device, needs to be mentioned.