CPSC 3660

Project Proposal

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Preliminary:

To put it simply, the project we wish to create is a Customer Relations Management system.

We believe that such a system inherently offers the perfect level of complexity on both the presentation/front-end side of things, and the back-end/actual DB and DB design side of things.

A CRM by nature can be extremely complex or extremely simple or anywhere in between, as the featureset and design is only as thorough as the designers want it to be. That is to say, a CRM will allow us to add more features or remove them to change the complexity of the project, should there be a need.

So if our design looks like it's too difficult for us, we could easily scale it back a bit. If it looked too easy, we could add more features; most preliminary research on CRMs show that there's no real standard model for them, which allows us to be creative and flexible.

Project Specifics

Our project will be a database and front-end used to track the relations and relational data between a fictional company - we'll call this "Mansbridge Corp." - and its outside parties (we classify them as Suppliers, Customers and Partners).

Relational data pertains to the parties' data, such as contact information specifics, etc. but our main concern is in tracking the messages and communication between outside parties' (and their members) and our fictional company.

At the individual attribute level, we will store and discern and track:

Basic client-contact information (name, age, their organization, etc. - the org. will have its own data to be tracked), basic User information (similar basic information, but for our users and administrators), the relationship data of a client - what kind (of the three above), what company information we know, and summary/detail fields describing their relations.

At the moment, we've chosen to abstract those a bit using a Relationship supertype, but we could easily condense them into a couple of multi-use fields - these would still be atomic, but somewhat vague.

On the last page is a *very* preliminary relational (non extended) diagram to give a basic idea of what this all means.