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INFO-C451

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Project Proposal

Online survey system

Problem – CompanyA is looking to gain marketing data by capturing customer opinions. CompanyA's goal is to use this data to develop a more strategic product portfolio.

A brief description of the functionality provided by your information system.

1) Objectives of the system

   a) CompanyA wants to create a space on its website for existing and new customers to fill out surveys.
   b) CompanyA would then receive the results which will be compiled into marketing reports.

1) System requirements

- Create a Survey

- Publish a Survey

- Secure the survey with customer login

- Fill out the survey

- Write results to CompanyA database

- Indicate when survey is complete

- Aggregate and Summarize survey results

2) Typical customers for your proposed system

- CustomerA marketing employees

- CustomerA administrators

- Customer end users

- CustomerA Leadership

3) Project planning (software, hardware, network requirement)

   a) Software:

- Diagramming: Lucidchart

- Programming: VS Code

- Web Development: MAMP

b) Hardware: Windows 10 Dell Precision 5540

4) Development approach

- Apache web server,

- PHP

- javascript,

- mySQL backend

5) Development plan (schedule for design and implementation process)

Week 2: Requirement gathering and analysis

Week 3-4: System design

Conceptual

Preliminary design

Week 5-6: Implementation (coding)

Week 7: Testing

Week 8: Deployment

Week 9-10: User Acceptance Testing

Week 10: User feedback

Week 11-12: Implementation of feedback

Weel 13: Final user sign-off