Contents

Software Requirements Specification (SRS)

Project Title: Brief submission portal

Version 1.0
Date: 8   -10-2024
Author: Deepa. J

1. Introduction

1.1 Purpose

The purpose of this document is to gather in the requirements for brief submission portal.

There is no existing process to track the brief submitted by third parties or other teams from Cavinkare. Due to lack of process, the study is not tracked properly which results in----------???

A research brief is a concise document that outlines the objectives, methodology, findings, and implications of a research project. It serves as a summary for stakeholders, decision-makers, or other interested parties who may not have the time to read a full report.

Phase 2:

It will be integrated with Pulse application by implementing role-based access.

1.2 Scope

The scope of this document covers all the requirements of brief submission.
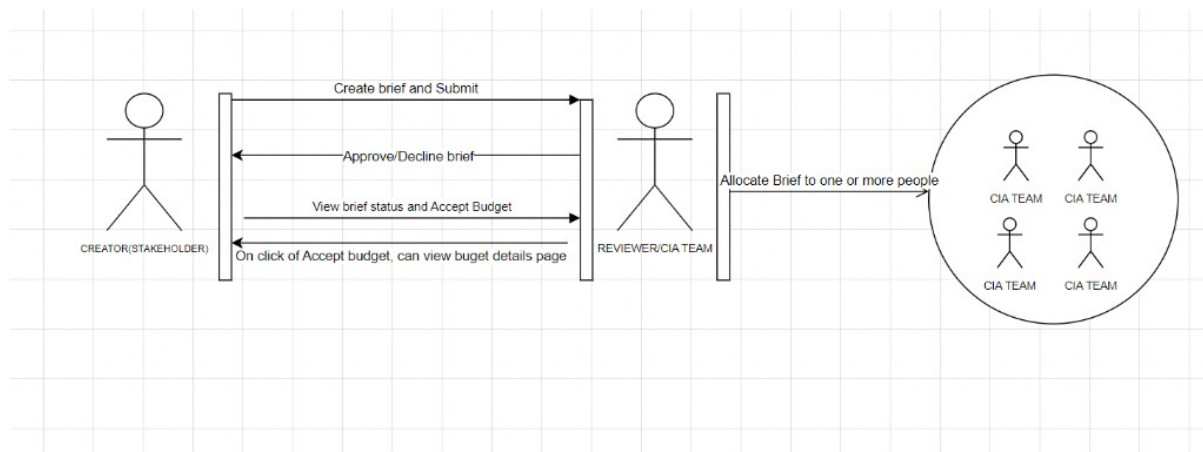
1.3 References

NA

1.4 Overview

Brief submission portal has two types of users

- Creator - Submits the brief, accepts the budget provided by the reviewer
- Reviewer – Approves brief and provides budget

1.4.1 Flow Diagram

Product Lifecycle includes 5 standard steps:

1. **Concept**

A concept refers to an abstract idea or plan that outlines the essential features of a product or service. It serves as the foundation for further development, guiding design, marketing strategies, and positioning in the market.

2. **Product Test**

Product testing involves evaluating a product's performance, quality, and user experience before it goes to market. This can include usability testing, safety assessments, and gathering feedback from target users to identify any improvements needed.

3. **Pack Test**

Pack testing focuses on evaluating packaging solutions for a product. It assesses aspects such as functionality, protection, visual appeal, and consumer perception. The goal is to ensure that the packaging enhances the product's appeal and meets practical requirements.

4. **Advertisement Testing**

Advertisement testing involves assessing the effectiveness of ad campaigns before and after launch. This can include focus groups, A/B testing, and surveys to gauge audience reactions, brand recall, and overall impact on consumer behaviour.

5. **Brand Track**

Brand tracking is a method used to monitor a brand's performance over time. It typically involves collecting data on brand awareness, perception, loyalty, and market position through surveys and analytics. This helps companies understand how their brand evolves and how it is perceived by consumers

1.4.1 Role Management

- Super admin - Can allocate research study, Review brief

- Admin - Can allocate research study, Review brief

- Project coordinator – Admin can assign study to creator, Review brief

- Creator   - Can only submit the research brief

- ## Creator page:

1.4.2.1 Create Brief Page

Sample data for all fields provided in SampleData.xlsx

Below is field order for creator page

- Select the category type

- Select the product type

- Select the brand

- Select the Study type

- Market objective

- Research Objective

- Research TG

- Research Design

- Key Information Area

- Deadline

- Additional information

- Stimulus dispatch date – Not mandatory

- Select the city - Multiselect

- Which of the following initiatives does your current project focus on?

Option 1: NPD (New Product Development)
Option 2: EPD (Existing Product Development)

- Research Study – Search for study & Click on Link button, the study will be linked with the stage gate automatically

- File attachment - Not mandatory, should attach any type of file extension. The file resolution should not change. For example, if it's an ad video, the resolution of the video should not change.

When user selects NPD:

- Provide the stage gates: Concept, Product test, Pack Test, Advertisement testing, Brand track (product lifecycle)

- User should select all the Stage gates that have been completed.

- Any stage not completed? Reason should be provided in the comments. (Mark this field as mandatory).

- Provide an alert that the stage is not completed and cannot proceed further.

- Link the study in the backend. For example, if user does a pack test for Meera shampoo, there should be a DB entry for Concept and Product Test for Meera in the DB.

- Study type - Format: Brand name/ Category Name/ Study type/ Study no

- spinz/skincare/packtest/00117102024

- Link button

When user selects EPD:

- Provide two stages - Relaunch and Single stage Revamp

- If Relaunch is selected -> provide the 5 stage gates to select from (same as NPD)

- If Single stage Revamp is selected-> Provide all stages – user can select any stage and move

forward. Not mandatory to link the brief.

1.4.2.2. Brief Status

Onclick of brief status, it should show all the briefs created by the creator along with **View Budget** button.

Onclick of **View Budget** a pop-up window with all the cost details will be displayed & creator can Accept or Reject.

Show Budget column in the brief status page

columns should be display as below:

category, product type, study type, Brand, research type, total cost, action

- ## Reviewer page:

- Today's deadline – Show all the briefs to be approved Today.

columns should display as below:

category, product type, study type, Brand, research type, deadline, total cost, approve/disapprove.

- Show all briefs

Show all the briefs to be approved.

columns should be display as below:

category, product type, study type, Brand, research type, deadline, total cost, approve/disapprove.

 approve/disapprove page:

Once brief is accepted:

columns should be display as below:

- Select the Start date (once start date given, all other dates (questionnaire coding date, Fieldwork execution date, Data tabulation date, Data tabulation date, reporting preparation date, presentation date) calculates automatically, no need to give those dates.)

- questionnaire coding date

- Fieldwork execution date

- Data tabulation date

- reporting preparation date

- presentation date

- cpi total

- travel cost(not mandatory field)

- miscellaneous cost(not mandatory field)

- Total cost

- Reserch design(any form of file (pdf,images,word, video)upload without compromising original resolution)

Once brief is accepted:

Columns should be display as below:

Rejection reason(text box)with submit button

- Brief status

show the status of each brief

columns should be display as below:

category, product type, study type, Brand, research type, total cost

- Allocate study

Once the brief budget is approved, study is allocated to the CIA team members for further research.

Columns should be display as below:

category, product type, study type, Brand, research type, assigned to(creators).