Chrome extension for facebook lead generation

Saturday, 18 June 2022

# Overview

## Project Background and Objective

|  |  |
| --- | --- |
|  | Describe what the project is about, who is involved and the purpose. |

To be completed by the client and refine by the developer

## Project Scope

|  |  |
| --- | --- |
|  | Project scope defines the boundaries of a project. Think of the scope as an imaginary box that will enclose all the project elements/activities. It not only defines what you are doing (what goes into the box), but it sets limits for what will not be done as part of the project (what doesn’t fit in the box). Scope answers questions including what will be done, what won’t be done, and what the result will look like. |

To be completed by the client and refine by the developer

## High-Level Requirements

|  |  |
| --- | --- |
|  | Describe the high level requirements for the project. For example: |

* Ability to easily send requests on FB
* Ability to reconcile FB account with existing leads
* Ability to track user basic at near real-time
* Ability to create, monitor and analyses leads
* Ability to send and receive DMs
* Ability to send redefined message to engage the user - chatbot messenger

## Deliverables

|  |  |
| --- | --- |
|  | List items which will be delivered to the client by the end of this project and include their expected delivery date. |

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Description | Start Date | End Date |
| Backend | Node.js REST API |  |  |
| Admin Dashboard/ CRM | Minimalistic admin dashboard to monitor and track leads |  |  |
| Chrome Extension | Google Chrome extension to capture FB leads |  |  |

# IMplementation

## Workflow

The below steps are what I followed to develop an app for clients

* Define Objective
* Gather product requirements
* Design user story
* Review with client
* Update design (if applicable)
* Implement agree plan
* Deliver to client

## High-Level Architectural Design

|  |  |
| --- | --- |
|  | This section describes what the app architectural design and implementation would look like. This section would include recommendations, what I'm proposing to do and how I'm going to meet the goals. |

Diagram

Description automatically generated

Figure 1: Application high-level Architecture

## Implementation Plan

|  |  |
| --- | --- |
|  | Breakdown the require tasks (milestones) needed to complete the projects |

|  |  |
| --- | --- |
| Phase | Task Breakdown |
| Milestone 1 | * Lorem * Lorem * Lorem |
| Milestone 2 | * Lorem * Lorem |
| Milestone 3 | * Lorem * Lorem |

## Technology Use

|  |  |
| --- | --- |
|  | Include recommendations that lead to your proposed solution. Summarize what you’re proposing to do and how you’re going to meet the goals. You’ll be able to expand on the details within the ‘Our Proposal’ section. |

|  |  |
| --- | --- |
| Implementation | Technology |
| Backend | * Node.js * Express.js * Mongo DB * JWT |
| Admin Dashboard | * JavaScript * HTML/CSS * Bootstrap * Font Awesome * etc |
| Chrome Extension | * JavaScript * HTML/CSS * etc |

## Facebook API and SDKs Research

|  |  |
| --- | --- |
|  | This section takes a deep dive into Facebook API to see what API is available for integration with the chrome extension. |

|  |  |
| --- | --- |
| API | Findings |
| Graph API | * The Graph API is the primary way for apps to read and write to the Facebook social graph. * Getting user profile data requires user permission * Facebook SDK is recommended by Facebook for getting user data. This SDK will include Facebook Login which allows your app to ask for permissions and get access tokens for subsequent requests * The Graph API can be used to request for Users, Pages, and Groups data |
| Admin Dashboard | * JavaScript * HTML/CSS * Bootstrap * Font Awesome * etc |
| Chrome Extension | * JavaScript * HTML/CSS * etc |