1. Project Title, Team name, Version, Date

Title: Marketing Effects Report Generator (MERG)

Team Name: Team H

Version: 1.0

Date: 10/25/2019

1. Overview

The Marketing Report Generator is a web application that pulls data from various online tools, the data is then consolidated and displayed on a web page. The application is used by the account managers of [White Stone Marketing](https://www.whitestonemarketing.com/), a digital marketing agency, to create marketing reports for their clients. The purpose of the report is to convey the results of the current marketing strategy and to facilitate the elicitation of future strategies. The report is presented via a secure website, during scheduled meetings, as the participants are remotely located.

1. Glossary

Users:

1. Account Managers - employees of White Stone Marketing. (typically, service ~20 clients)
2. Inn Owners - The clients of White Stone Marketing.
3. Senior Managers - The supervisor of Account Managers

Terms:

Clearance Level – used to determine which pages the user will be allowed to view upon logging in

Profile – refers to the database record which holds users information including but not limited to ID, Name, Email, ClientID, API Key, and Clearance Level.

Edit - in reference to user profiles, to edit, means to create, remove, update, or delete

1. System Overview Diagram

TODO: BEN

1. Functional Requirements

Include at least 10 user requirements

**User Requirements**

1. Account Managers must be able to login to the Marketing Report Generator page.
2. Account Managers must be able to generate the reports.
   1. Account Managers must be able to specify which Inn Owner the report is generated for.
   2. Account Managers must be able to specify the date range the report is generated for.
   3. Account Managers must be able to specify any combination of sources the report is generated from.
      1. Possible Sources: Google Analytics, MailChimp, Facebook, Cartstack, TripTease, ThinkReservations. (TBD)
3. Account managers must be able to access everything the Inn Owners can access.
4. Inn Owners must be able to login to view the report page.
5. Inn Owners must NOT be able to view other Inn Owners’ report page.
6. Inn Owners must be able to view all previously generated reports.
7. The Senior Managers must be able to edit Account Managers profiles.
8. The Senior Managers must be able to edit Inn Owners profiles.
9. The Senior Managers must be able to access everything the Account Managers can access.

20 system requirements

TODO: FULL TEAM

a few essential non-functional requirements.

TODO: FULL TEAM

1. References

Similar software and systems can be cited here.