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CSCE 5430 - Software Engineering

3/9/2023

**Project Proposal**

GitHub Link: <https://github.com/blackwell7/Software-Engineering-CSC5430-Project.git>

1. **Project Title and Team Members**

**Project Title**

Contact Management System

**Team Members**

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1. **Goals and Objectives**

**Motivation**

The primary motivation behind selecting this project is to develop a software solution that can be used to manage customer information. The problem that this software aims to solve, is providing a simplified contact management system for a potential business. Part of a business revenue comes from building and maintaining loyal customers. Keeping in contact with customers and keeping customer information secure can be a problem that businesses need to address. With contact management software, a business can save and manage customer information in a secure manner.

The inspiration behind choosing a contact management system was to consider major companies that develop software products and examine what products they develop. In this case Oracle is a major software company that provides a contact management system through their product Oracle CX. The platform that Oracle developed contains several different management tools, but it also contains Oracle Unity, which is a contact management software [3]. While it would not be feasible to develop software as advanced as Oracle Unity for this project, the basic features of the contact management software will be similar to what is developed for this project.

**Significance**

The main significance for selecting this project is the fact that businesses rely heavily on (CRM). Good CRM focuses on building a customer profile, saving repeat customer information, and providing techniques and software that can help different departments collaborate to meet customer needs [4]. Contact management systems are one part of CRM that focuses on building a customer profile by taking customer information such a name, email addresses, or phone number and saving that information in an easy to access, secure location. With this information a business can work on building a loyal customer base as well as identifying customer demographics for product offers and promotions. This benefits the business as managing customer information can lead to increased revenue through sales to repeat customers.

The reason that this project was chosen was due to the importance of gathering and storing information for analysis. While gathering and storing customer information may seem menial, it can have a profound effect for a business. Contact management systems are a part of customer relationship management (CRM). One research paper found that, “In summary, the case studies reveal that organizations often do not make good use of their CRM systems’ capabilities to obtain knowledge from their customers. Customers are a very valuable knowledge resource for organizations” [1, p. 39]. Essentially through the use of CRM and by extension contact management systems, businesses could obtain feedback from their customers to improve products, advertisements, or business processes. This project is interesting as it is essentially developing software that is critical for a company to function as well as storing and organizing data that can be used in other fields like data analytics or machine learning.

**Objectives**

The main objective of this project is to implement a solution or software product which makes it very easy for the management and the coordination of different contacts, which is very difficult without software support.

And also, we can very effectively manage the contacts with the contact management solution software. With this application the communication barrier between the customers and the business owners is completely eradicated. Productivity is also another concern. A firm could completely see peaks in their business when the customers are well managed and satisfied. And also there is no fear of data loss, data accuracy. The ultimate objective of the contact management application is to make the updating process simple and accurate. To conclude the ultimate objective of this project is to enhance the customer relationship with proper communication and collaboration.

**Features**

As we know the features of the software product is nothing but the specification or the functionality that is provided to the end users, by our software. So by ensuring all the functionality and specifications are met with the required modules we can ensure all the features are provided in our application.

Our application has features which help to add a new contact. And the details such as the First Name, Last Name, Gender, Age, Address, Contact and further more details could be added. The dynamic control is the most important feature of the application. We can also delete unwanted numbers or contacts as we wish. The last but the most important feature is the possibility of the exporting of files so that a backup can be easily made [2].

**References**

[1] F. Khodakarami and Y. E. Chan, “Exploring the role of Customer Relationship Management (CRM) systems in Customer Knowledge Creation,” *Information & Management*, vol. 51, no. 1, pp. 27–42, 2014.

[2] M. Nath and A. Arora, "Content management system : Comparative case study," 2010 IEEE International Conference on Software Engineering and Service Sciences, Beijing, China, 2010, pp. 624-627, doi: 10.1109/ICSESS.2010.5552271.

[3] “Unity Customer Data Platform,” *Oracle*. [Online]. Available: https://www.oracle.com/cx/customer-data-platform/. [Accessed: 09-Mar-2023].

[4] “Why you need [the right] CRM,” *Oracle*. [Online]. Available: https://www.oracle.com/cx/what-is-crm/why-crm-is-important/. [Accessed: 09-Mar-2023].