

Project Rationale Document: Lead Generation Web App

Project Title: SaaSquatch-Inspired Lead Generation Tool

Developer: Dhivyalakshmi V

Tech Stack: Flask, HTML, CSS, Bootstrap, Python, Pandas

Objective

To design and implement a web-based lead generation and enrichment tool inspired by SaaSquatchLeads, capable of generating B2B company leads based on user input like industry and location, filtering them based on employee count and revenue, and allowing easy data export.

Key Features

1. **Home Page / Lead Generation Page**
 - Input: Industry and Location
 - Filters: Employee count and Revenue
 - Output: List of company leads with enriched info (email, phone)
 - Features: Filtering
2. **Documentation Page**
 - Overview of how the tool works
 - FAQs and usage instructions
3. **Contact Page**
 - Form to collect user feedback or inquiries

How It's Built

- **Backend:** Flask handles routing and logic
- **Frontend:** HTML, CSS and Bootstrap for styling and layout
- **Data Handling:** Mock data created using Pandas, with realistic enrichment logic

Creativity & Innovation

- Inspired by a real SaaS tool but uniquely reimaged in Flask
- Fully custom UI built from scratch (not copied)
- Added enrichment logic, simulated scraping, filters.

Tools Used

- Flask for backend routing
- Bootstrap 5 for modern UI design

- Pandas for data handling
- VS Code as the IDE

Future Improvements

- Integration with real APIs like Clearbit, Hunter.io for live data
- User authentication and saved sessions
- Hosting the project on a live server like Render

Conclusion

This project demonstrates strong full-stack development skills, UI creativity, and product thinking. It is functional, cleanly designed, and focused on practical user value.

Submitted by:

Dhivyalakshmi V

3rd Year CSE (AIML)

Chennai, Tamil Nadu