**H/W Lesson 2**

**CASE STUDY**

\*RESEARCH\*

The points of my case:

1. Watch the video, analyze, and examine the case thoroughly.
2. Focus my analysis.
3. Identify at least 2-3 key problems that I have to cover in the case study.
4. Try to understand why these problems exits.
5. What is the impact of these problems on the organization?
6. Who and what is responsible for these problems?

Analysis:

**We wanted to create something truly engaging to remind us all how magical flying really is.**

**Creative Execution:**

**We targeted every moment a BA plane flew overhead, raising awareness of the huge variety of destinations. This captured people's imaginations and inspired them to book a flight.**

**Creative Solution To The Brief/Objective:**

**We built the world's first billboards that reacted to BA planes flying overhead. Using a special ADS B antenna, we read every aircraft's transponder data within 200 km.**

**The ads displayed real flight data: the flight number and where the plane was flying from. Dynamic retail messaging was matched to each route too. People were driven to the 'Look Up#' site where they could find out more about the poster and explore the destinations and even weather reports, and then book a flight.**

**Results:**

**Within the first few weeks alone:**

**Increased traffic to BA.com by 75,000+ unique visits.**

**Over 1 Million YouTube views.**

**Global Reach: over 350 million.**

**It was the most talked about piece of airline advertising in 2013**

**SOURCE:** [**http://www.canneslions.com/**](http://www.canneslions.com/)

“What the public saw is the magic was actually a carefully orchestrated feat of technology. We mounted an ADS B antenna on the roof of nearby building to read live data directly from each aircraft`s transponder within 200 km. All aircraft emit radio waves containing their speed altitude GPS location and a call sign. Our antenna was connected to the PC with a custom-built application which identified the British Airways planes and send a data to a cloud server that controlled the billboards. We created a virtual trigger zone in the sky that acted like a tripwire so that when the plane into dart reader zone within naught point two seconds we cross-referenced the registration number with flight data from Heathrow to determine the destination . Cloud altitude data told us if the plane could be seen and if it could the information was sent to our billboard. Interrupting the current content and playing our ad.”

British Airways has worked with the agency Ogilvy 112th Floor to custom-fit the billboards with surveillance that detects only when their flights pass overhead, and activates the billboard.

Ogilvy One Outdoor campaign ‘Magic of Flying’ for British Airways aimed to remind people how magical flying can be, making British Airways matter to its valued customers and their travel memories.

A weather feed reads the cloud height to ensure the plane is visible before showing the advert and the messaging of the creative will change depending on which plane is above the Digital Billboard, with the destination of the planes influencing what content is displayed. This billboard is running *Scala software.*

Abigail Comber, British head of marketing, said: This is not the first just for BA but for UK advertising. We all know from conversations with friends and family that we wonder where the planes are going and dream of an amazing holiday or warm destination. The clever technology allows this advert to engage people there and then and answer that question for them. “We hope it will create a real ‘wow’ and people will be reminded how amazing flying is and how accessible the world can be.”

The problems (from feedbacks):

1. Pity, not a very accurate ad. The plane on the clip clearly just took off from a London airport, but the poster states it's arriving from Barcelona. BA obviously hasn't heard about several nifty flight tracking apps for smartphones.
2. Some ppl say that they would never fly an airlines that sends private, critical information about the position of their plane to unsecure billboards around town.

**SRS investforum.ru**

**Software Requirements Specification**

**for**

**<Investforum.com>**

**Version 1.0 approved**

**Prepared by <Farida Hasanli>**

**<deveducation>**

**<05.06.2020>**

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[5](https://docs.google.com/document/d/1iWwBNnx8P8iW2yHYAIQLTXRG_vhV-_gp/edit#heading=h.2zbgiuw).4 Safety Requirements

5.5 Software Quality Attributes

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**Revision History**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version** | **Release Date** | **Prepared by** | **Reviewed by** | **Comments** |
| Draft | 11-10-2019 | Farida Hasanli | Sabina Shamilova | Initial publication |
| 1.0 | 05-06-2020 | Farida Hasanli | Sabina Shamilova | Review comments   1. Finalizing the requirements as per website standards. |

# **Introduction**

## **Purpose**

The purpose of this document is to build an online portal for trading, release number 1. The forum is dedicated to Forex trading and investment rules. It illustrates the requirements of the system. It will also explain system constraints, interface and interactions with other external portals.

## **Document Conventions**

## **Intended Audience and Reading Suggestions**

The document addresses all IT and Business stakeholders for trading as well as developers, project managers, marketing staff, users, testers, and documentation writers.

## **Project Scope**

The trading portal mainly consists of mobile application / website that helps clients to get trading services via a digital platform. Users can access the platform anytime, anywhere and receive excellent service.

The project scope will serve all the eligible clients for online trading services.

**NOTE:** This is a live document; it will keep growing during the project life time.

## **References**

<https://investforum.ru/>

[Online trading SRS](https://docs.google.com/spreadsheets/d/15FE73qicV4X_u6b-NeWh7mF9iYmSi3ROLHgIb90IfP0/edit?usp=sharing)

# **Overall Description**

## **Product Perspective**

The new channels are designed to provide outstanding customer satisfaction and excellent user experience and move the website to the progress.

The product, basically, will integrate with the following external systems:

* **Internal Banking System :** access to the bank account
* **Google API:** a web service to register with Gmail accounts

## **Product Features**

\*the major features the product contains or the significant functions that it performs or lets the user perform. Diagram.\*

## **User Classes and Characteristics**

|  |  |  |
| --- | --- | --- |
| User | Class | Description |
| Client | Mobile and Web user | Someone who uses mobile or website for trading |
| Administrator | Web portal user | Someone who administrate all the clients transactions |

## **Operating Environment**

Operating environment for the trading system is distributed database, client/server system,operating system: Windows / IOS.

## **Design and Implementation Constraints**

All the website colors must match company logo colors.

## **User Documentation**

System Requirements Specifications

Users Stories (Agile)

## **Assumptions and Dependencies**

* Design must be consistent with company logo colors which are green and white
* Website link must for on different browsers (Chrome Firefox, Edge and Safari )
* Website link must work on different smart devices
* IOS 7 or higher
* Android 5.1 or higher
* Tablet view (it will be delivered as a separate project as it requires different structure compared to the mobile)
* Customer journey for open an account to take up to 5 minutes
* System must support English and Russian languages

# **System Features**

## **System Feature**

3.1.1 Description and Priority

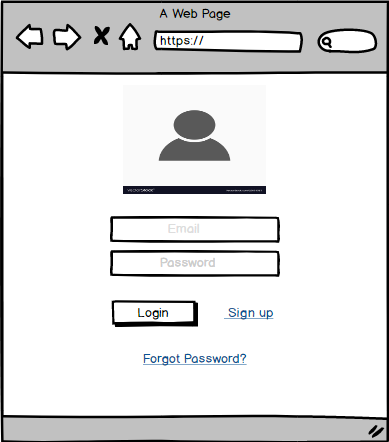
A user should be able to open the website through either browser or smartphones. The user can login into system to use its functionalities. For logging into the system, the user must enter his email and password which were created during his registration. Then the user should be able to access his account.

3.1.2 Stimulus/Response Sequences

Rules:

|  |  |  |
| --- | --- | --- |
| ID | Rule | Type |
| 1 | In case of entering a valid email and password, the user will access his account | System |
| 2 | In the case of entering invalid email and password, the following message will appear “Please provide correct email or password” | System |
| 3 | In case of leaving email and/or password empty one of the following messages should be displayed  “Please provide email”  “Please provide password”  “Please provide email and password” | System |

3.1.3 Wireframes



3.1.4 Functional Requirements

# **External Interface Requirements**

## **User Interfaces**

All the colors will be consistent with company logo colors which are green and white.

## **Hardware Interfaces**

## **Software Interfaces**

## **Communications Interfaces**

Communication standards that will be used are FTP or HTTP.

Communications ways as below:

* Email
* Mobile
* Leave comment
* Notifications

# **Other Nonfunctional Requirements**

## **Performance Requirements**

need 4 min

1000 users per 10 sec

## **Safety Requirements**

Back up plan

## **Security Requirements**

Security systems need database storage just like many other websites. However, the special requirements of the security market mean that vendors must choose their database partner carefully.

## **Software Quality Attributes**

# **Other Requirements**

Other requirements not covered elsewhere in the SRS that might include database requirements, internationalization requirements, legal requirements, reuse objectives for the project etc.

**Appendix**

May wish to build a separate glossary that spans multiple projects or the entire organization, and just include terms specific to a single project in each SRS.

**Wireframe investforum.ru**

