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Chapter 2 : Analysis and specification of requirements

October 26, 2017

I Introduction

Being the first in the development cycle of the project, this phase is the most important. Indeed, it is during this period that the needs of the user are identified and specified. These requirements also represent the functionalities that should be present in the application, which also makes it possible to validate the application as the development progresses.

II Actors Identification

MassTer Insight web Application was mainly designed to be used by **Data Analysts** in MMM agencies, which is the case of **MASS Analytics**, **Media Agencies** that have a MMM division, and **Advertisers** who have an in-house MMM team.

III Requirement Analysis

1 Functional Requirements

These functional requirements express the expectations of different users for the product to be produced.

In this part, we present the different functionalities and services that the application must ensure.

CONNECT TO SERVER

- **Connect To MassTer Server :**

LOAD PROJECT

- **Load MassTer Insight Project :**

MANAGE REPORT

- **Available Reports :**
- **Save a Report :**
- **Remove a Report :**
- **Load a Report :**
- **Available Channel :**
- **Seasonality Index Per Month :**
- **Ignore Preset Laydown :**
- **Budget Tolerance :**
- **Revenue Tolerance :**
- **Max Iteration :**
- **Max Iteration :**
- **Budget Range :**
- **Total Budget :**

- **Min Target :**
- **Select Channel :**
- **Max budget/Min Target/Set Budget per Channel :**

UPDATE

- **Update a Report :**

RUN

- **Run new scenario :**

2 Non-Functional Requirements

- **Ergonomics :** The application offers a user-friendly and easy-to-use interface without refer to particular knowledge.
- **Security :**
- **Modularity :** a code that is easy to maintain and simple to understand in order to ensure the scalability of application.

IV Use Case Diagrams

1 Global Use Case Diagram

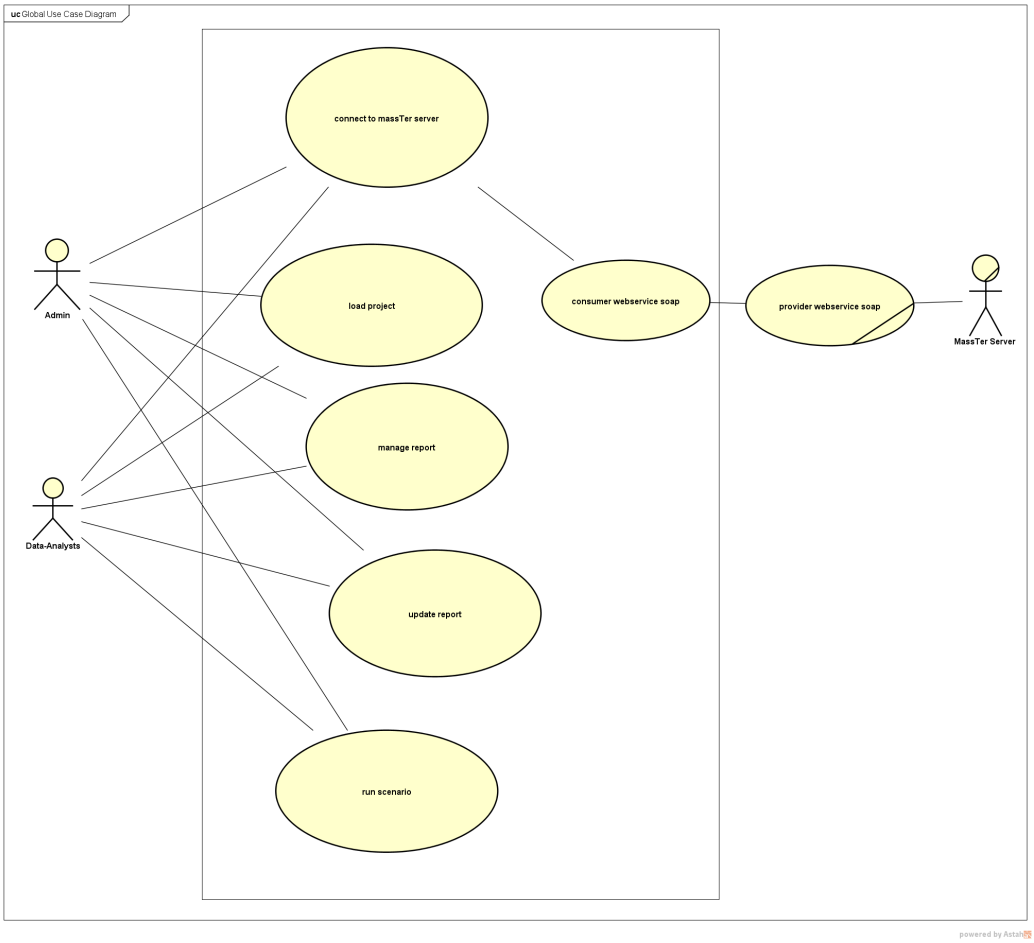

Figure 1: Global Use Case Diagram

2 Detailed Use Case Diagrams

2.1 connect to MassTer Server

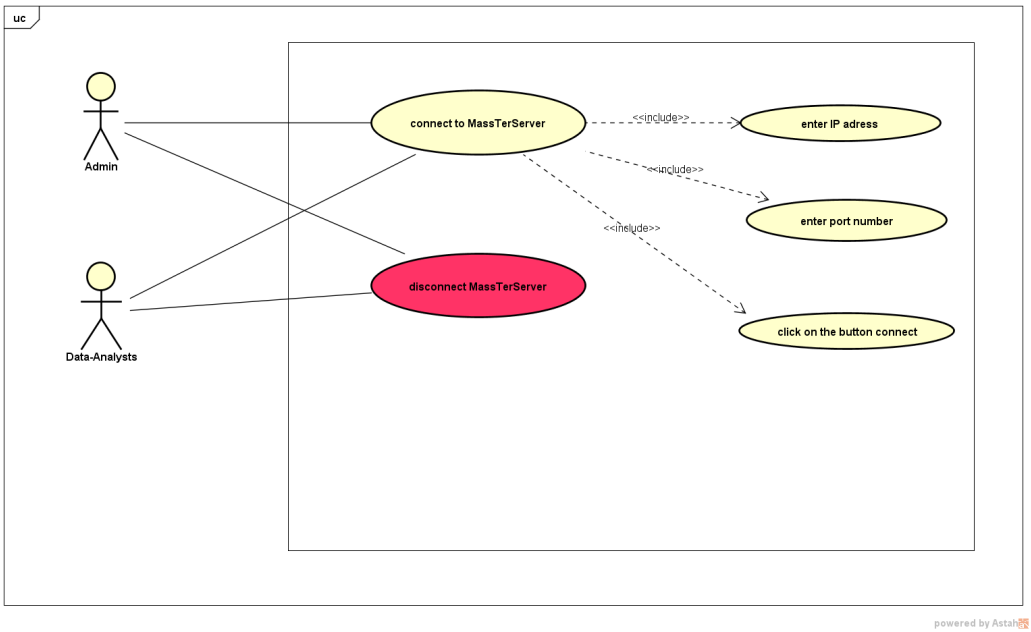

Figure 2: connect to MassTer Server Use Case Diagram

Nominal Scenario	
.....	...

Description of the scenario “connect to MassTer Server” in the table below.

2.2 consume webService soap

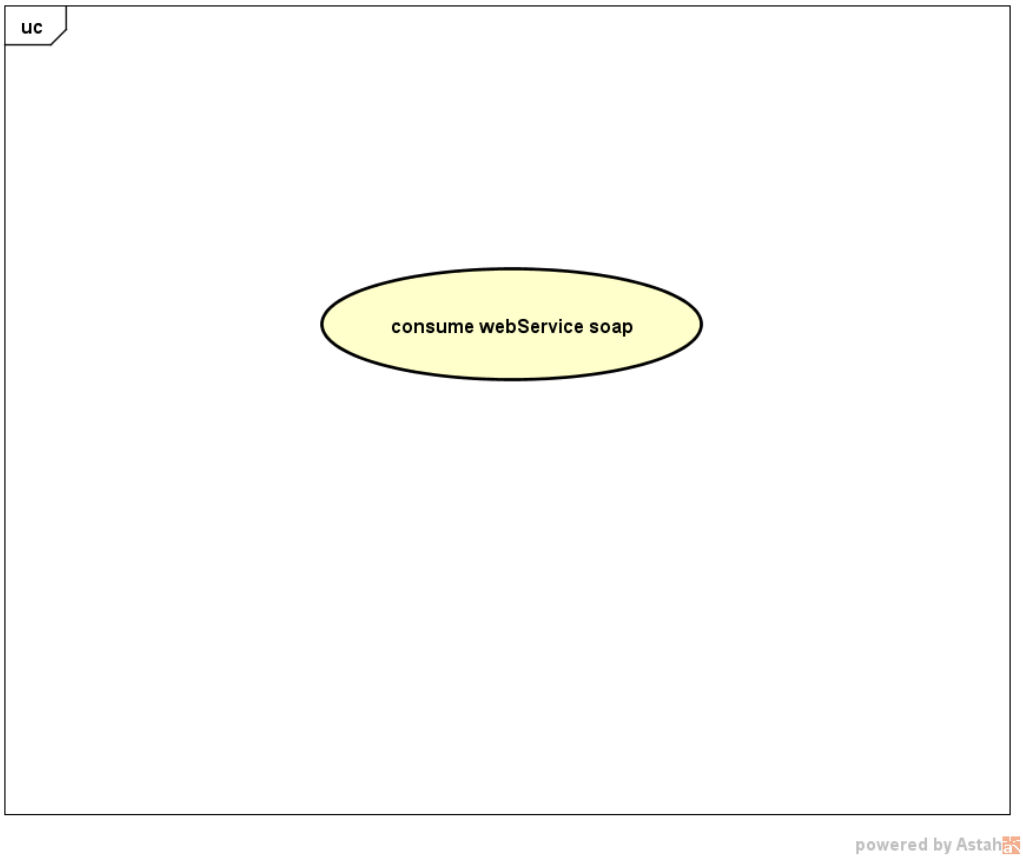

Figure 3: consume webService soap Use Case Diagram

Description of the scenario “consume webService soap” in the table below.

2.3 provide webService soap

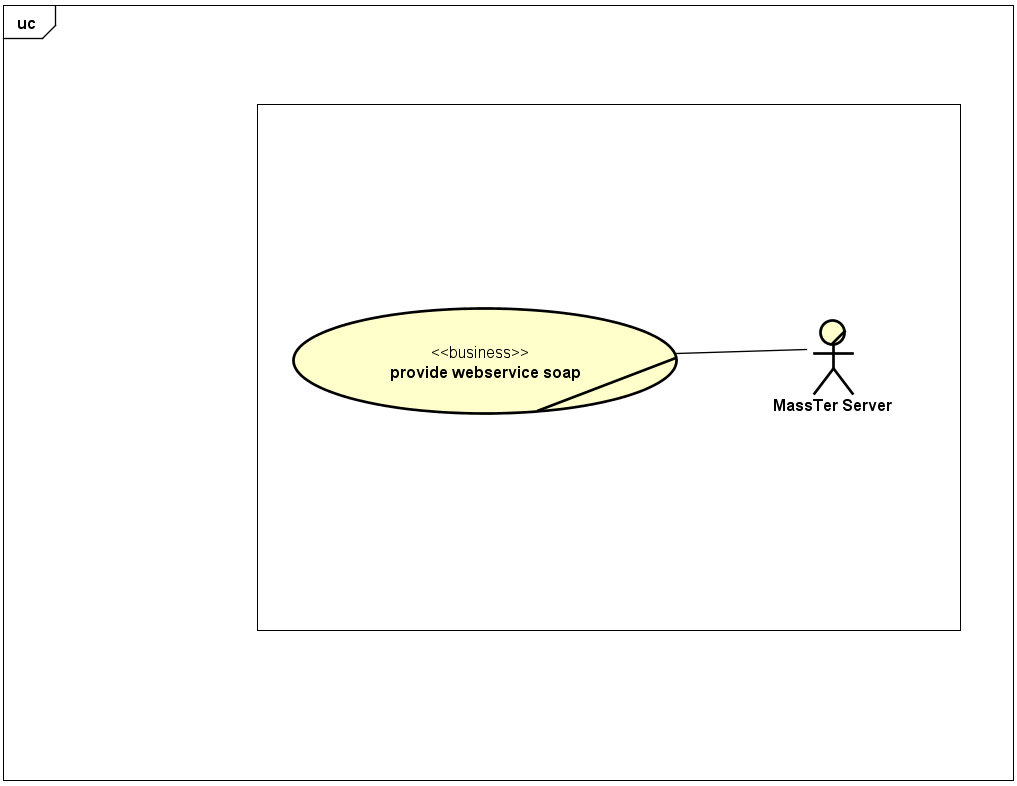

Figure 4: provide webService soap Use Case Diagram

Description of the scenario “consume webService soap” in the table below.

2.4 load project

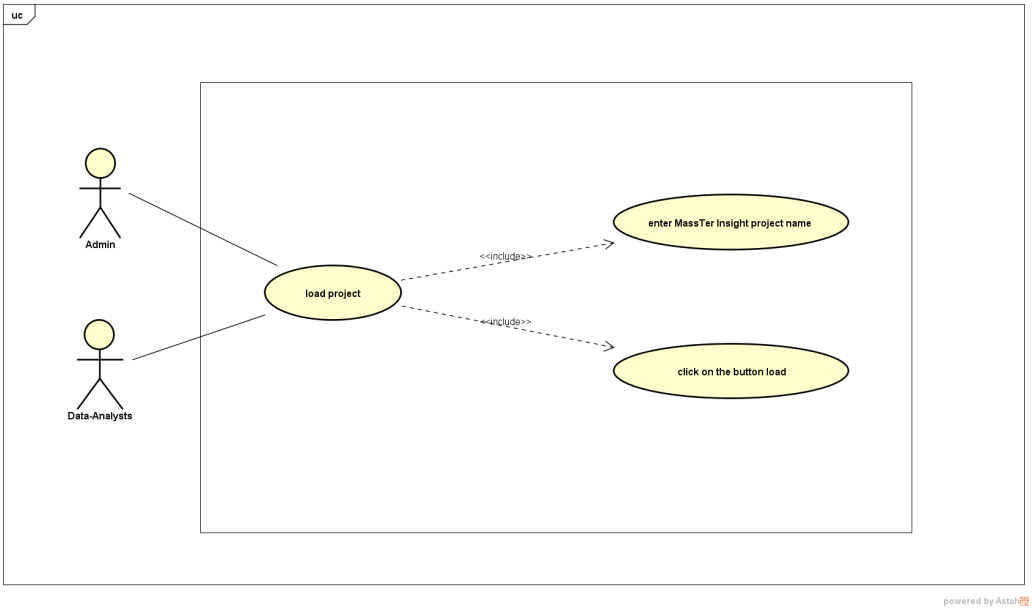

Figure 5: load project Use Case Diagram

Description of the scenario “load project” in the table below.

2.5 manage report

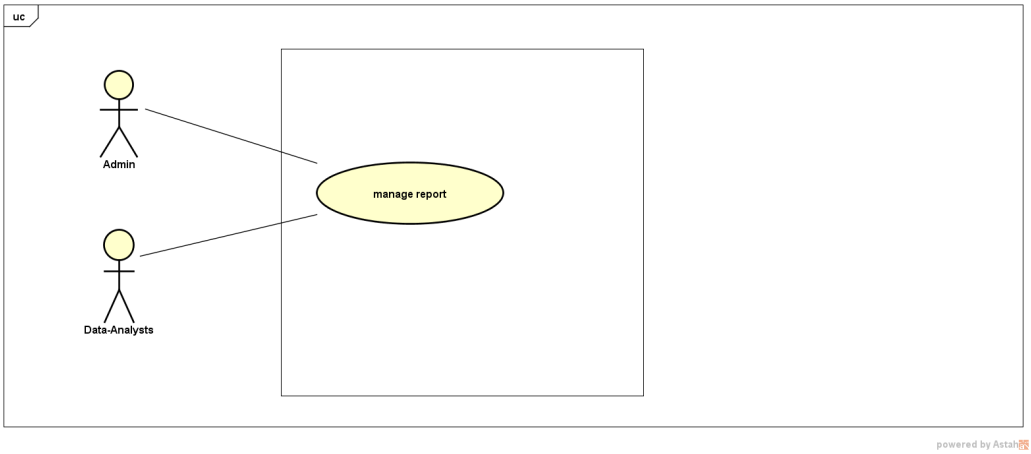

Figure 6: manage report Use Case Diagram

Description of the scenario “manage report” in the table below.

2.6 update settings

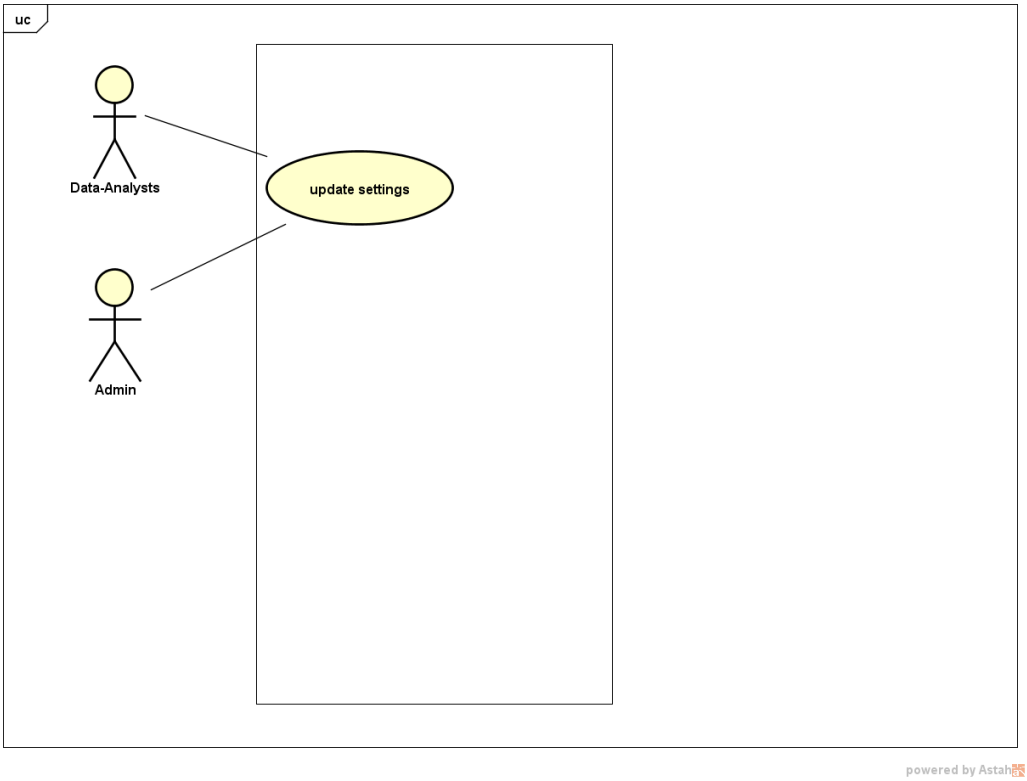

Figure 7: update settings Use Case Diagram

Description of the scenario “update settings” in the table below.

2.7 run scenario

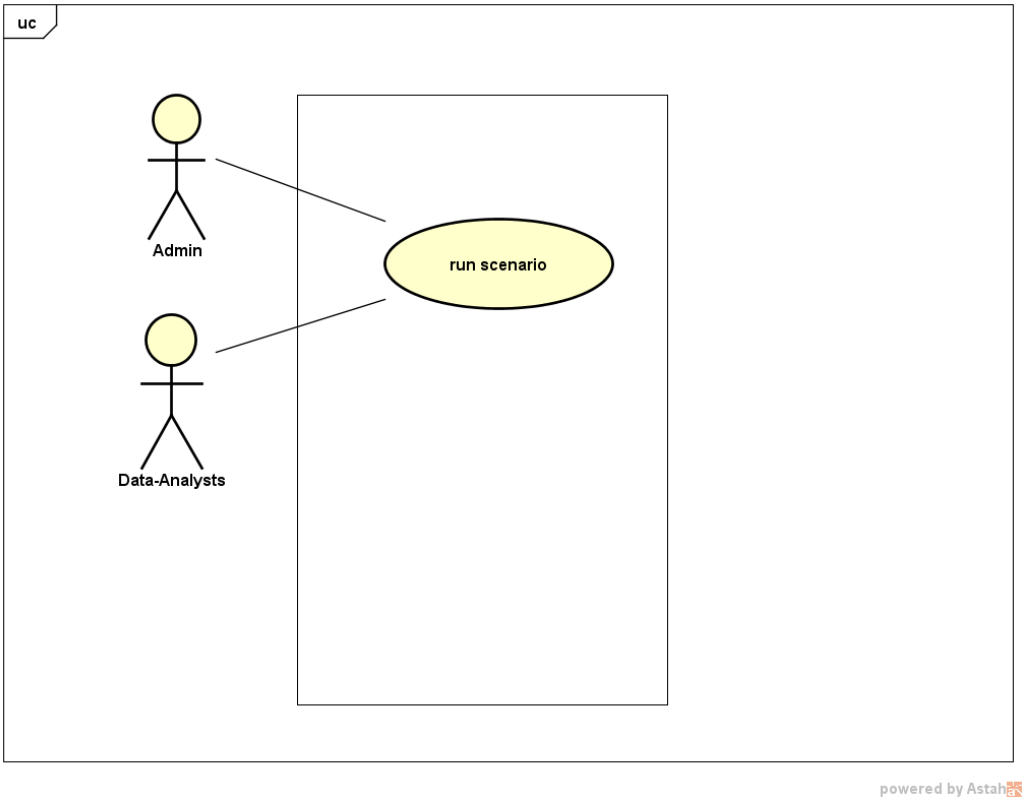

Figure 8: run scenario Use Case Diagram

Description of the scenario “run scenario” in the table below.

V Conclusion