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# Chapter 2 : Analysis and specification of requirements

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## 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

#### 2 Non-Functional Requirements

### IV Analysis of requirements

### V Use Case Diagrams

#### 1 Global Use Case Diagram

#### 2 Detailed Use Case Diagrams

### VI Conclusion