Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	31 october 2023
Team ID	
Project Name	To create a google my business profile

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Profile Information	Enter the name of your business. Make sure it's accurate and matches your real-world business name .Input your business's physical address. If you're a service-area business and don't have a physical location that's open to the public, you can hide your address.
FR-2	Product/Service Listings:	In your dashboard, click on "Products" or "Services," depending on what you want to add. Then, click the "+ Create" button. Fill in the details for your products or services, including their names, descriptions, prices, and high-quality images .c
FR-3	Location and Map:	Your business should now appear on Google Maps. Users can find your location by searching for your business name or relevant keywords. Keep in mind that Google's policies and the verification process may change, so it's a good idea to visit the Google My Business website for the most up-to-date instructions and guidelines.
sFR-4	Reviews and Ratings:	Ask satisfied customers to leave reviews on your Google Business profile.Make it easy for customers to review your business by providing a direct link. Respond to reviews, both positive and negative, in a professional and timely manner.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Accessibility**	If you have a physical location that is accessible, enter the address. Be sure to include any accessibility information in the address or business name if it's relevant, e.g., "ABC Restaurant (Wheelchair Accessible)." Add your contact information, including your phone number and website.

NFR-2	**Performance**	Ensure that all your business information is complete and accurate. This includes your business name, address, phone number, website, hours of operation, and categories.Google Posts allow you to share timely updates, offers, and events. Make use of this feature to keep your profile fresh. Periodically review your account activity and recent sign-ins to check for any suspicious activity. Google provides this information in your account settings.
NFR-3	**Security:**	Make sure your contact information associated with your Google My Business profile is up-to-date. This ensures you can receive important notifications. Familiarize yourself with Google's policies and guidelines for business profiles. This will help you avoid violations and potential issues. If you suspect a security breach, report it to Google immediately. They have a dedicated support team for this purpose.
NFR-4	**Scalability**	Provide accurate and detailed information about your business, including name, address, phone number, website, and hours of operation. Add high-quality photos and videos of your business, products, and services. Use relevant keywords in your business description .Choose the most appropriate categories for your business. Ensure your business name is accurate and not stuffed with keywords.
NFR-5	**Reliability:**	Keep your profile updated with any changes to your business hours, services, or other information. Create Google Posts to share updates, events, and offers with potential customers. Regularly check the Insights section to gain insights into how customers are finding and interacting with your profile.
NFR-6	**User-Friendly Interface**	Ensure your profile is mobile-friendly and accessible, as many users access Google My Business on their smartphones. Maintain a consistent brand image, voice, and tone across your profile, website, and social media channels.Use relevant keywords in your business description and posts to improve your profile's visibility in search results.

CUSTOMER JOURNEY

Customer Journey

Need · Orientation · Consideration · Decision · Delivery · Usage · Loyalty

Need: PR, TV & Radio, Event, Social Media, Word of Mouth

Orientation: Google, Forum, Websites, Store visits, Amazon

Consideration: Reviews, Cost, Guarantee, Compare, Brand

Decision: Website, Store, Payment, Confirmation, Share

Delivery: Mail, Tracking, Reminder, Evaluation, Unpacking

Usage: Instructions, Usage, Evaluation, Share, Follow-up

Loyalty: Follow, Newsletter, Repeat buy, Referral, Upsell

Gust de Backer