**Functional Requirements**

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| Title | Requirement | Explanation/notes |
| Social media posting | The system should allow the marketing team to post a campaign to Meta, LinkedIn and Google within one click. | A campaign is defined as a payed advertising action which User1rst pays for to Meta, Google or LinkedIn. The system should allow the user a selection between these alternatives.   - What if we have different features across the different platform? - How is the bidding process done – what if each platform has a different bidding algorithm? How should we choose between different features?  - How do we fund and pay for the campaign? |
| Data collection | The system should collect User’s Geographic location, gender, age, education, proffession data from Google Analytics, advertising campaigns (LinkedIn, Google, Meta?) The system should collect the same (?) data from manually filled forms and landing pages. | How do we compare between different data points/vectors? Each platform may have its own statistics -For Google Analytics User1st has an implementation – should we use it or build a new one? Should we build something similar for Meta and LinkedIn. |
| Forms | The system will analyse x, y, z from the forms the potential clients fill out. | Should we use backpropogation on data from Google Analytics? Do we have feature vectos set up? Is our goal to find the output for each feature? Is there an algorithm in mind? |
| Data visualisation | The system will display x, y, z from BigQuery |  |
| Data visualisation | The system should display x, y, z on the ICP dashboard | Working with Looker |
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| AI Model | The system will calculate a lead score for potential customers. |
| Data collection | The system will contain a stateful key-value storage for potential clients (key- UserID, value – cookies) |
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**Non-Functional Requirements**

Performance (Speed, Capacity, Throughput, etc.) - ?

Quantify the performance requirements for your software system.

Campaign posting should take no longer than 1 minute after a click.  
Should not use an exponential time algorithm.  
May be irrelevant.

Reliability & Stability - ?

Is your system required to withstand certain hardware, software, network failures? Is your system required to support data recovery, error-correction, etc? describe and quantify the factors that effect the reliability & stability of the software system.

Once published – the system needs to be available at least 95% of

SAFETY AND SECURITY

The website should have https connection.

On which computer/server should the system run?  
What security measures do we need to take?

Where is the data stored?

What can we do with the users’ data?

How do we handle and secure users’ data?

PORTABILITY

The system should run on Google Chrome 131 or newer.

USABILITY

The application is to be web based.

AVAILABILITY

The system should be available at least 12 hours a day, between 8am and 8pm Israel Standard Time.