

Project Synopsis/Project Concept Document

Project number	39
Project Title	<i>DIY Virtual merchandizing</i>
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Description

We are trying to link advertisers to potential customers who wish to advertise their services/companies. Our main objective here would be to collect data about how customers wish to advertise themselves through the use of forms. Data collected from this will then be converted to working requests that provide clear objectives for advertisers to work on.

Profile of Users

PR teams of Companies:

- Might be working on large scale projects.
- Might be a collaboration of multiple organizations.

Organizations conducting seasonal events:

- Might have to focus advertising on a particular demographic.
- Time-bound projects

Influencers:

- Might have to focus advertising on a particular demographic.
- Might not be too computer literate.
- Must take into account possible changes in the project.

Feature highlights

- A frontend which collects data using forms.
- A bot that reads the key values from user inputs and translates into JSON for our database.

- A transactional layer that transfers data from the frontend to the backend.

Usage Model and Diagrams

High level overview

