**List of Internal User Needs**

**1. Advertisement Management (Representative: Tiara Hammond )**

**1.1 Ability to log in/log out**

* The advertising department should have secure user authentication features that allow authorized users to log in to the patient portal using their credentials.
* This ensures that only authorized personnel can access and manage advertising-related functionalities.
* A logout feature should also be available to secure end user sessions.

**1.2** **Ability to generate advertisements:**

* Users within the advertising department should have tools and features that enable them to create advertisements within the patient portal.
* This functionality may include options for designing ad graphics, composing ad copy, and setting targeting parameters.

**1.3 Ability to maintain and update the Ad Content:**

* The advertising department should be able to maintain and update existing advertisements as needed.
* This includes the ability to modify ad content, replace images, adjust targeting criteria, and schedule ad campaigns.

**1.4** **Ability to trace Ad performance:**

* The patient portal should provide real-time or near-real-time tracking of advertisement performance metrics.
* Metrics to track may include click-through rates (CTR), impressions, conversion rates, and other relevant data.

**1.5 Trust and Credibility:**

* Patients must have complete confidence in the healthcare web application regarding their health information and services. The advertisement management team can develop campaigns highlighting the application's robust security measures, endorsements from healthcare professionals, and success stories from satisfied users.

**1.6 Education and Information:**

* Healthcare is a complex field, and patients often seek reliable information. Advertisement management can contribute by creating educational campaigns that provide valuable health information, tips, and resources through the application.

**1.7 User Onboarding:**

* New users may require guidance in understanding how to use the healthcare web application effectively. The advertisement management team can design onboarding campaigns, tutorials, and walkthroughs to assist users in getting started and maximizing their experience.

**2. Finance Management (Accountant : Vivek Somani)**

**2.1 Ability to manage invoices:**

* The finance department should have the capability to create and manage invoices related to healthcare services.
* Invoice management should include features like generating invoices, tracking invoice status, and archiving historical invoices.

**2.2 Ability to manage accounts receivable:**

* The finance department needs tools to track and manage outstanding payments (accounts receivable).
* It should be able to view aging reports to monitor overdue payments and take appropriate actions, such as sending reminders or initiating collections.

**2.3** **Ability to manage** a**ccounts payable:**

* The finance department should have the capability to manage accounts payable, which includes tracking and processing payments to vendors and suppliers.
* This functionality is important for managing expenses related to healthcare services, supplies, and operational costs.

**2.4** **Ability to issue refund:**

* The finance department should have the capability to process refunds for overpayments, erroneous charges, or returned services.
* Refund processing should include the ability to document reasons for the refund and track the refund status.

**2.5 Ability to monitor transaction and maintain audit trail**

* The finance department should have the capability to create an audit trail for all financial transactions and activities. This trail should include details such as transaction dates, times, users involved, transaction descriptions, and any associated documents or records.
* The finance department should be able to continuously monitors financial transactions in real-time, capturing changes as they occur. This helps identify unauthorized or suspicious activities promptly.

**2.6 Ability to generate financial reports:**

* Generate financial reports related to subscription revenues, billing cycles, and customer payment histories for internal financial analysis and reporting purposes.

**3. Subscription Account Management (Account Manager: Kamesh Nalla)**

**3.1 Ability to log in/out:**

* Provide secure login and logout capabilities for subscription account management.
* Implement role-based access control to ensure appropriate access levels based on user roles within the group.

**3.2 Ability to enroll and register subscription plans:**

* To enroll and register healthcare providers (doctors, pharmacies, clinic labs) into various subscription plans or services.
* Capture necessary information, such as provider details, plan selection, and billing information.

**3.3 Ability to change and update subscription plans:**

* Allow for changes and updates to subscription plans as needed.
* Provide the capability to upgrade, downgrade, or modify subscription details for healthcare providers.
* Ensure that changes are reflected accurately in the billing and subscription records.

**3.4 Ability to generate financial reporting for subscribers:**

* Provide reports that detail subscription payments, billing history, and financial summaries for each provider.
* Include options for exporting reports in different formats (e.g., PDF, Excel) for easy sharing and analysis.

**3.5 Ability to process the payment:**

* Payment processing capabilities for subscription fees associated with healthcare providers.

**3.6 Ability to analyze subscription data**

* The capability to analyze subscription data, track performance, and make data-driven decisions.

**4. Product Development Group (Lead Developer: Nikhil Bhau Bhosale)**

**4.1 Access to development Tools and Environment:**

* Access to development tools, integrated development environments (IDEs), and version control systems to facilitate efficient coding, testing, and collaboration.
* Access to reliable hosting infrastructure and server resources to deployment and scaling of the portal.

**4.2 Database Management System for DBA**

* Access to a reliable database system for storing and securely managing doctors and patients data.

**4.3 API Integration Capabilities to exchange information with external system**

* Capability to integrate with external systems and APIs, enabling information exchange with systems like electronic lab test result databases and email notification services.

**4.4 Testing and Quality Assurance:**

* Testing environments, automated testing tools, and methodologies for comprehensive testing, testing, including unit testing, integration testing, and user acceptance testing.

**4.5**  **Scalability and Performance Monitoring:**

* Tools for monitoring the portal's performance and scalability, facilitating the identification and resolution of bottlenecks and issues.

**4.6** **User Training and Support Materials:**

* Creating training materials and documentation to help end-users to navigate and utilize new features within the patient portal.