**Bright Idea Team Software**

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| Prepared for American Video Game Company |
| CRM Proposal |
| C188 – Software Engineering Performance Assessment |

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| Steven Bennett 003761827  11-21-2023  [Version 1.0] |

Contents

[A. Introduction 3](#_Toc150441415)

[A.1. Purpose 3](#_Toc150441416)

[A.2. Overview of the Problem 3](#_Toc150441417)

[A.3. Goals and Objectives 3](#_Toc150441418)

[A.4. Prerequisites 3](#_Toc150441419)

[A.5. Scope 3](#_Toc150441420)

[A.6. Environment 3](#_Toc150441421)

[B. Requirements 4](#_Toc150441422)

[B.1. Business Requirements 4](#_Toc150441423)

[B.2. User Requirements 4](#_Toc150441424)

[B.3. Functional Requirements 4](#_Toc150441425)

[C. Software Development Methodology 6](#_Toc150441426)

[C.1. Advantages of the Waterfall Method 6](#_Toc150441427)

[C.2. Disadvantages of the Waterfall Method 6](#_Toc150441428)

[C.3. Advantages of Agile 6](#_Toc150441429)

[C.4. Disadvantages of Agile 6](#_Toc150441430)

[C.5. Best Suited 7](#_Toc150441431)

[D. Design 8](#_Toc150441432)

[D.1. Storyboard for Privileged Information 8](#_Toc150441433)

[D.2. Mockups of GUI Login Screens 10](#_Toc150441434)

[E. Testing 12](#_Toc150441435)

[E.1. Testing Types: Cross-Platform/Cross-Browser, Stress, & Gorilla Testing 12](#_Toc150441436)

[E.1.1. Cross-Platform/Cross-Browser Testing 12](#_Toc150441437)

[Windows, Mac, iOS, Android, Edge, Safari, Chrome, Chromium, Firefox 12](#_Toc150441438)

[E.1.2. Stress Test 15](#_Toc150441439)

[Scalability 15](#_Toc150441440)

[E.1.3. Gorilla Test 16](#_Toc150441441)

[Soft/Hard Delete Capabilities 16](#_Toc150441442)

[F. Sources 18](#_Toc150441443)

# Introduction

Provide a brief introduction to the proposed system. This section should be no longer than one paragraph.

# A.1. Purpose

Provide a brief overview of the purpose of this document.

# A.2. Overview of the Problem

Provide a brief overview of the problem that the proposed solution will solve.

# A.3. Goals and Objectives

Provide the goals and objectives for the project and solution.

# A.4. Prerequisites

Outline any aspects that need to be in place prior to the design, development, and implementation of the project proposed in this document. Be sure to be clear and concise for all listed prerequisites. Also, clearly outline why each prerequisite is needed.

*Note: If no prerequisites are needed, include a paragraph justifying why there are no prerequisites.*

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| --- | --- | --- | --- |
| Number | Prerequisite | Description | Completion Date |
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# A.5. Scope

Provide a brief overview of what the proposed solution will cover and what the proposed solution will not cover. It is important to set clear boundaries for the project.

# A.6. Environment

Describe the IT and hardware environments that the solution will be deployed in.

# Requirements

Our proposal CRM system will meet the following 5 requirements listed in the CRM\_Requirements document provided by AVGC:

1. Scalability to meet current and future needs.
2. Contacts, businesses, and stakeholders will each have their own datatype.
3. Soft and hard delete capabilities.
4. Individual user activity recording.
5. Up to date OS and Browser Support.

# Business Requirements

With 2000 total users accessing the system with 500 accessing during peak times, current systems are being outgrown as growth continues. Current numbers show a 42% increase over the past two years. With such rapid growth, scalability is a priority when developing a CRM system. AVGC needs a system to not only accommodate their current number of users, but also accommodate future needs as well. BIT Software proposes to solve scalability concerns by expanding in-house hosting capabilities with latest generation hardware capable of accommodating 6000 total and 1500 users during peak times upon launch with expansion capabilities as business demands. Hosting in-house results in no service provider connectivity issues, SLAs, or mandatory upgrades that are common with cloud solutions. The proposed hardware will handle current and future volumes based on projected growth up to 5+ years before expansion options should be considered.

Recording and logging individual user activity provides incredibly functional tools that are valuable assets during auditing efforts. User activity such as logins, orders, sales, customer account creation and/or modification, will be logged and timestamped to a txt file which will only be accessible by privileged users.

# User Requirements

To increase portability and decrease the need for new or upgraded hardware and software, the BITS solution will offer OS support for Windows 10+ and Mac OS Big Sur+ as well as mobile support for iOS 11+ and Android 8.0+. Multiple browsers including mobile and tablet versions will also be supported including Safari, Microsoft Edge, Google Chrome, Mozilla Firefox, and Chromium.

# Functional Requirements

The BITS solution leverages the power of object-oriented programming to efficiently manage and organize AVGC provided data. By implementing OOP, we will create a robust and flexible system that will house AVGC data in three distinct data types: Stakeholders, Businesses, and Contacts. Each respective data type will be represented as objects with their own AVGC predefined attributes and methods. This ensures a structured and scalable approach to data management while enabling BITS to model each datatype after the real-world entities involved with AVGC. This approach allows for seamless data retrieval, manipulation, and reporting, improving overall efficiency and functionality of their software solution.

Also incorporated into the BITS solution are methods to perform “hard” and “soft” deletions based on user privilege settings. Unprivileged users will be able to perform soft deletions of the Stakeholders, Businesses, and Contacts datatypes. Performing a soft delete changes the status to Archived which filters that entry from being displayed or considered for transactions. A soft deleted entry remains in the database but is accessible only by a privileged user. Privileged access to the database provides hard delete and restore capabilities to each entry. Hard deleting an entry removes that entry from the database completely. The restore function changes the status of a soft deleted entry from Archived to Active, returning the entry to full functionality. Section D.1 depicts the differences in User and Privileged User interface and highlights exclusive privileged user access to privileged elements.

# Software Development Methodology

For development of this solution, the agile and waterfall software development methods were considered. Each method has its own advantages, but ultimately the waterfall method was selected as the best fit for this project. Advantage and disadvantages are discussed in further detail followed by selection justification in subsections C.1-C.4 (Hoory & Bottorff, 2022):

# Advantages of the Waterfall Method

Waterfall advantages:

1. Provides a concrete plan of the project from start to finish.
2. Project requirements are defined and agreed upon early on, which can save time.
3. Each phase of the project requires a deliverable to progress to the next phase, making the workflow more structured.

# Disadvantages of the Waterfall Method

Waterfall disadvantages:

1. Because each project phase needs to be completed before progressing to the next stage, the process can take longer.
2. Stakeholders may not see the product until the end and have little to no involvement after completion of the early stages. As a result, stakeholders are not able to offer feedback until verification. Any late changes or revisions would be a very costly and timely endeavor.
3. Waterfall methodology focuses on being proactive in risk identification and management but is less adaptable in dealing with risk occurrences outside of those predictions. Dealing with an unplanned event or mistake could result in a delay until completion and added expenses.

# Advantages of Agile

Agile advantages:

1. Agile adds flexibility and allows changes throughout development. Approved change requests can be incorporated into the following iteration(s).
2. Increased stakeholder involvement results in increased feedback incorporated into the process, which can lead to more refined deliverables.
3. Short term deadlines encourage productivity and efficiency.

# Disadvantages of Agile

Agile Disadvantages:

1. Agile lacks a linear view of progression. Deliverables are not required to progress to the next phase, often muddying the measure of progress.
2. Increased stakeholder involvement can result in increased change requests, which can prolong the project timeline and increase costs.
3. Agile team members work on multiple phases at a time, creating a potential for overlap or unnecessary effort spent on later stages if an early phase needs to be modified.

# Best Suited

The BITS solution incorporates the Waterfall method (Figure 1.1) for several reasons:

1. Clearly defined phases with quantifiable progress promote accountability. Progression to the next phase is only possible after completion of the current phase.
2. Well defined deliverables with a thoroughly documented end goal will help stakeholders focus on reaching the end goal while maximizing cohesive efforts efficiently.
3. Concrete deadlines are established and agreed upon early. This minimizes the chances of scope creep and provides a clear end date for project completion.

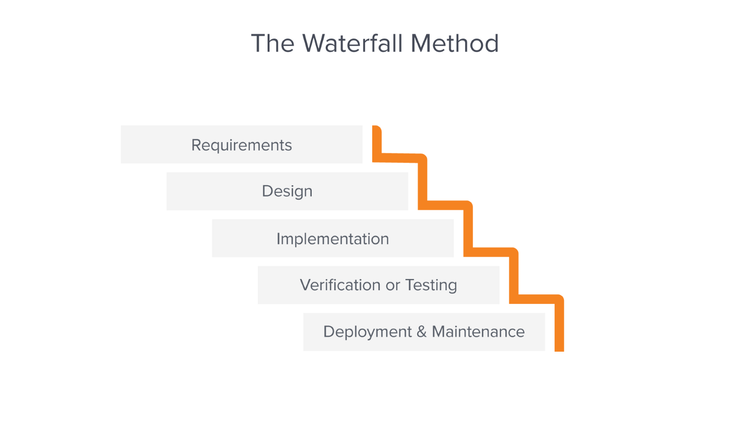


Figure 1.1: Waterfall methodology — a complete guide (Adobe Communications Team, 2022)

# Design

The user interface (GUI) of the BITS solution boasts a sleek and intuitive design that users of varying skill levels can navigate effortlessly. Post login, the screen and tab options that are displayed are dynamic based on the user’s assigned privileges. This tailored approach streamlines user experience by removing inaccessible and extraneous elements from view based on assigned user privilege and making privileged menu options accessible exclusively by users with corresponding privileges.

# Storyboard for Privileged Information

Login:

Login

Privileged User Dashboard

User Dashboard

Privileged User Dashboard Tabs:

Privileged User Dashboard

Sales Tracking

Privileged Reports & Archives

Contacts

Unprivileged User Dashboard Tabs:

User Dashboard

Sales Tracking

Individual User Daily/Weekly Reports   
(Unprivileged)

Contacts

Privileged Reports & Archives Options:

Privileged Reports & Archives

Privileged Detailed Reports

Privileged Archives (with hard delete and restore capabilities)

Privileged Summary Reports

# Mockups of GUI Login Screens

Mockup login screen for mobile and tablet applications:

A screenshot of a login box

Description automatically generated

**4.**

**3.**

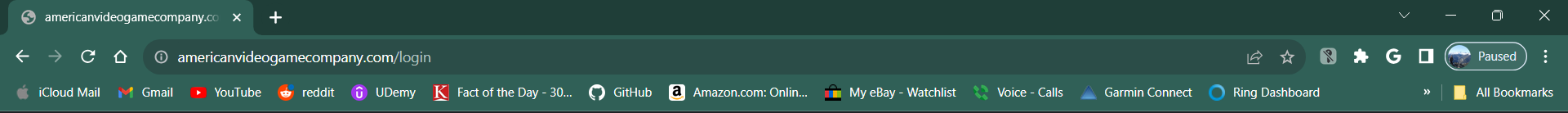
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| GUI Control Mapping | | | |
| ID | Control | Property | Data Source |
| 1 | Textbox | On application open text = “Enter the name associated with your AVGC account” | Internal Variable |
| 1 | Textbox | On click change text of textbox 1 to “” | NA |
| 2 | Textbox | On application open text = “Enter your AVGC password” | Internal Variable |
| 2 | Textbox | On click change text of textbox 2 to “” | NA |
| 3 | Checkbox | On click enable checkbox and reveal password | Internal function |
| 4 | Button | On click verify login credentials with values in database | Internal function |
| 5 | Button | On click open “Forgot password” dialog box | Internal function |

Mockup login screen for browsers (example shown in Google Chrome Version 119.0.6045.106)



A screenshot of a login box

Description automatically generated

**5.**

**4.**

**2.**

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|  |  |  |  |
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| GUI Control Mapping | | | |
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| 1 | Textbox | On application open text = “Enter the name associated with your AVGC account” | Internal Variable |
| 1 | Textbox | On click change text of textbox 1 to “” | NA |
| 2 | Textbox | On application open text = “Enter your AVGC password” | Internal Variable |
| 2 | Textbox | On click change text of textbox 2 to “” | NA |
| 3 | Checkbox | On click enable checkbox and reveal password | Internal function |
| 4 | Button | On click verify login credentials with values in database | Internal function |
| 5 | Button | On click open “Forgot password” dialog box | Internal function |

# Testing

The BITS solution has been rigorously tested to ensure reliability and consistent performance. Outlined below are just 3 examples of testing addressing browser compatibility, scalability, and soft/hard delete functions, respectively.

# Testing Types: Cross-Platform/Cross-Browser, Stress, & Gorilla Testing

The BITS solution boasts portability as a pillar of value. A CRM solution should not require mandatory upgrading of all software and/or devices in order to be utilized. Our solution was designed to operate across multiple platforms and on multiple browsers for maximum portability. Cross-platform testing was utilized to ensure the BITS solution functions correctly with Windows 10+ and Mac OS Big Sur+, mobile support for iOS 11+ and Android 8.0+ while cross-browser testing confirmed compatibility with current desktop/laptop, mobile, and tablet versions of Safari, Microsoft Edge, Google Chrome, Mozilla Firefox, and Chromium. Testing includes confirming the proposed solution exhibits full functionality on each platform and web browser combination.

AVGC is experiencing tremendous growth. A CRM solution must be scalable to accommodate future needs. Stress testing is a type of performance testing that assesses the performance and response time of a software application under extreme workloads. It helps to identify the system’s breaking point and ensure that it can handle unexpected workloads (Doshi, 2023). Stress Testing the BITS solution consisted of testing loads simulating current conditions (2000 users total, 500 users during peak times) to measure baseline functionality. After obtaining baseline measurements, the load is increased to stress the system and test functionality at future predicted levels (according to AVGC provided metrics) by simulating workloads with 6000 total users and 1500 users online during peak hours.

Gorilla testing is a software testing technique where the tester performs testing of a particular module or component of the software system rigorously and extensively to identify any issues or bugs that may arise. In other words, Gorilla testing focuses on testing a single module or component in depth to ensure that it can handle high loads and perform optimally under extreme conditions (Doshi, 2023). In the third example, Gorilla Testing methods were applied to the soft and hard delete capabilities of the BITS solution.

# Cross-Platform/Cross-Browser Testing

## Windows, Mac, iOS, Android, Edge, Safari, Chrome, Chromium, Firefox

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| Requirement to be tested:  BITS solution compatibility with Windows 10+ and Mac OS Big Sur+, mobile support for iOS 11+ and Android 8.0+. Browser compatibility including current desktop/laptop, mobile, and tablet versions of Safari, Microsoft Edge, Google Chrome, Mozilla Firefox, and Chromium. |
| Preconditions: Conditions that must be present before test case can successfully run   1. Ensure the CRM software is installed and properly configured on Windows 10+ and Mac operating systems. 2. Have access to mobile devices with iOS and Android platforms where the CRM mobile app is installed. |
| Steps: The steps the tester must execute to test the feature.  Windows 10: Microsoft Edge – Log in and Add Contact   1. Open the CRM software on Windows 10. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Windows 10: Chrome - Log In and Add Contact   1. Open the CRM software on Windows 10. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Windows 10: Firefox - Log In and Add Contact   1. Open the CRM software on Windows 10. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Mac: Safari - Log In and Add Contact   1. Open the CRM software on Mac. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Mac: Chrome - Log In and Add Contact   1. Open the CRM software on Mac. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Mac: Firefox - Log In and Add Contact   1. Open the CRM software on Mac. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   iOS: Safari - Log In and Add Contact   1. Open the CRM mobile app on iOS. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   iOS: Chrome - Log In and Add Contact   1. Open the CRM mobile app on iOS. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Android: Chrome - Log In and Add Contact   1. Open the CRM mobile app on Android. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save.   Android: Firefox - Log In and Add Contact   1. Open the CRM mobile app on Android. 2. Log in with valid credentials. 3. Navigate to the section for adding a new contact. 4. Fill in the required contact information and save. |
| Expected results:  The login is successful, and the contact is added without errors. |
| Pass/Fail:  Windows 10: Microsoft Edge – Log in and Add Contact   * PASS   Windows 10: Chrome - Log In and Add Contact   * PASS   Windows 10: Firefox - Log In and Add Contact   * PASS   Mac: Safari - Log In and Add Contact   * PASS   Mac: Chrome - Log In and Add Contact   * PASS   Mac: Firefox - Log In and Add Contact   * PASS   iOS: Safari - Log In and Add Contact   * PASS   iOS: Chrome - Log In and Add Contact   * PASS   Android: Chrome - Log In and Add Contact   * PASS   Android: Firefox - Log In and Add Contact   * PASS |

# Stress Test

## Scalability

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| Requirement to be tested  Scalability |
| Preconditions: Conditions that must be present before test case can successfully run   1. Ensure the existing CRM system is running with its current user capacity. 2. Ensure the proposed CRM replacement is installed and properly configured for testing. 3. Identify the hardware specifications and network infrastructure to simulate a realistic testing environment. 4. Coordinate with the IT department to monitor system performance during the stress test. |
| Steps:   1. Prepare the Existing CRM System:    * Ensure the existing CRM system is running with its current user capacity.    * Collect baseline performance metrics, including response time, resource utilization, and system stability. 2. Deploy the Proposed CRM Replacement:    * Install and configure the proposed CRM replacement according to the system requirements.    * Ensure that the hardware and network configurations are set to simulate a production environment. 3. Define Stress Test Scenarios:    * Identify scenarios that mimic real-world usage during peak hours.    * Create test scripts to simulate simultaneous access by a large number of users. 4. Execute Stress Test:    * Gradually increase the user load on the proposed CRM replacement to reach and surpass its peak capacity.    * Monitor performance metrics continuously during the test.    * Introduce scenarios that involve data-intensive operations, such as querying large datasets or generating complex reports. 5. Observe System Behavior:    * Monitor the CRM replacement for any signs of performance degradation, system crashes, or response time increases.    * Check for resource bottlenecks, such as CPU and memory usage, and ensure they remain within acceptable limits. 6. Capture Performance Metrics:    * Record performance metrics, including response time, throughput, and error rates, at different load levels.    * Analyze the data to identify breaking points, stress levels, and areas for improvement. 7. Gradual Load Reduction:    * Gradually reduce the user load on the system to ensure a smooth transition back to normal operating conditions.    * Monitor how well the system recovers from the stress test. |
| Expected results:   1. Within Capacity Limits:    * The existing CRM system should operate within its established user capacity, showing stable performance during regular operations. 2. Proposed CRM Replacement Stress Test:    * The proposed CRM replacement should handle the increased load of 6000 total users and 1500 during peak hours without significant performance degradation.    * Response times should remain acceptable, and the system should not crash or become unstable. 3. Performance Metrics Analysis:    * Performance metrics analysis should provide insights into the CRM replacement's behavior under stress, identifying potential bottlenecks or areas for optimization.    * The system should recover gracefully when the load is reduced. 4. Comparison with Baseline:    * Compare performance metrics from the stress test with baseline metrics of the existing CRM system.    * Verify the BITS solution exceeds existing AVGC CRM performance metrics. |
| Pass/Fail:  BITS Proposed solution stress test:   * PASS |

# Gorilla Test

## Soft/Hard Delete Capabilities

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| Requirement to be tested:  Soft and Hard Delete capabilities |
| Preconditions:   1. Ensure the CRM software is installed and properly configured with the necessary user roles (unprivileged and privileged). |
| Steps: The steps the tester must execute to test the feature.   1. Log in as an unprivileged user.  * Ensure that the user has access to the functionality for soft deleting entries.  1. Soft Delete a Database Entry:  * Navigate to a contact or record that is currently in an "Active" status. * Execute the soft delete action on the selected entry. * Verify that the status of the entry changes from "Active" to "Archived."  1. Confirm Soft Deletion:  * Check the database to ensure that the soft-deleted entry is no longer considered in transactional processes. * Verify that the entry is correctly marked as "Archived."  1. Login as Privileged User:  * Log out from the unprivileged user account. * Log in as a privileged user.  1. Access the Archives Tab:  * Navigate to the Archives tab, specifically designed for privileged users. * Confirm that only privileged users can access this tab.  1. Restore a Soft Deleted Entry:  * Identify the previously soft-deleted entry within the Archives tab. * Execute the restore action on the selected entry. * Verify that the status of the entry changes from "Archived" to "Active."  1. Confirm Restoration:  * Check the database to ensure that the restored entry is now considered in transactional processes. * Verify that the entry is correctly marked as "Active."  1. Hard Delete an Entry:  * Identify a soft-deleted entry within the Archives tab. * Execute the hard delete action on the selected entry. * Confirm that the entry is permanently removed from the database.  1. Confirm Hard Deletion:  * Check the database to ensure that the entry is no longer present after the hard delete action. |
| Expected results:   1. Soft Deletion by Unprivileged User:  * The unprivileged user should be able to soft delete an entry. * The status of the entry should change from "Active" to "Archived"  1. Database Status After Soft Deletion:  * The soft-deleted entry should no longer appear in the Contacts tab. * The soft-deleted entry should be viewable in the Archives tab by Privileged users exclusively. * The database should correctly reflect the entry's status as "Archived."  1. Restoration by Privileged User:  * The privileged user should be able to access the Archives tab. * The privileged user should successfully restore a soft-deleted entry. * The entry's status should change from "Archived" to "Active." * The restored entry should no longer appear in the Archives tab. * The restored entry should only appear in the Contacts tab by privileged and unprivileged users.  1. Database Status After Restoration:  * The restored entry should be considered in transactional processes. * The database should correctly reflect the entry's status as "Active."  1. Hard Deletion by Privileged User:  * The privileged user should be able to hard delete an entry from the Archives tab. * The entry should be permanently removed from the database and no longer appear in the Archives tab.  1. Database Status After Hard Deletion:  * The hard-deleted entry should not be present in the database. |
| Pass/Fail:   1. Soft Deletion by Unprivileged User:  * PASS  1. Database Status After Soft Deletion:  * PASS  1. Restoration by Privileged User:  * PASS  1. Database Status After Restoration:  * PASS  1. Hard Deletion by Privileged User:  * PASS  1. Database Status After Hard Deletion:  * PASS |

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