IT Specification Document

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## Document Summary

|  |  |
| --- | --- |
| **Item** | **Description** |
| Author |  |
| Title |  |

## Reference Documents

| Document Title |
| --- |
| ERP Screens spreadsheet |
| ERP Report spreadsheet |
| NXp Media ERP BRD document |
| NXP PROCESS - V1.3 pdf |
| NXP-Media\_ERP\_Version\_1 1 pdf |

## Document Legend

| **Indicator** | **Meaning** |
| --- | --- |
| Example Text |  |
| Example Text |  |
|  |  |

## Document Revision History

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| --- | --- | --- | --- | --- |
| **Revision Version** | **Revised By** | **Reviewed By** | **Description** | **Reviewed By** |
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# Description of Requirements

**2.1. USER MANAGEMENT**

Need a user management module which allows the administrative users to efficiently manage the application by creating the users and allowing/restricting them to a part of application. This section would allow the creation of users who would login to the application. The users for the application can be created or modified. User will be able to login into the application using the username and password specified through this interface.

**2.1.1. ACCESS PRIVILEGES**

This interface will be required to assign/revoke module level access to the users. The module will not be displayed in the user’s menu options if the access has not been provided. These functions will only be carried out by NXp admin user.

In addition, the administrator should be able to further define access to various modules with R/W/M/Download rights. This section should allow setting the privileges for all the modules & reports as envisaged.

**2.2. MASTERS**

This defines the structure and the categories within which the program will function. This interface will allow the admin to define levels/sub-levels of hierarchy in a tree architecture format. These masters will be manually updated by the user. The administrator should be able to set the hierarchy from category to platform till demographic level in the system.

System should allow admin user in creating following masters:

* Categories - e.g. Retail,
* Sub-Categories - e.g. Department store, Fine dining
* Media Owner and its type - e.g. Future group , Modern type
* Platform types - e.g. big bazar
* Capturing Brand custodian managers details
* Geo Location and Demographic details.
* Media Inventory Details
* Nxp Media Vendors masters

**2.3. TREE FORMAT**

System should be designed in such a way that it can capture the details from top to bottom i.e. one to many linking like a tree architecture format covering fields like:

* Category
* Sub-category
* Media Owner
* Platform Details along with geo location and demographic details.

**2.4. PROJECT/CAMPAIGN CREATION**

This module should allow the user to create a new client type or if the client already exist than a new project under selected client. It will help in creating client and project details along with history.

NXp user will login to program and add the required project related information. If the client is new than as a first step a new client will be created and if required details can be mapped with categories/sub-categories.

Once a client is created, a new campaign will be created with some status i.e. at what stage is the campaign i.e. proposed, in progress and final.

Basis NXp users analysis and cross checking, user will also select the agency partners which can be either NXp itself or any other external agencies. Once all the inputs are added, user will perform the search basis which details will appear and NXp user can see and suggest the relevant details to client.

At the end, following fields to be mapped with a campaign which is proposed or suggested or finalized with a client like:

Inventory Specs (Store, Item, Rate card cost, negotiated cost)

Collateral Requirement (Specs, Quantities) etc.

Once the details are finalized, user should change the status and add final/proposed values along with Brand agency fees.

**2.5. SEARCH FUNCTIONALITY**

This is one of the most important module as required where NXp user will select the filters basis which system will perform a search and provide the relevant details. System should be flexible enough and have an option through which a user can add/delete filters from the search screen in easy steps.

**2.6. REPORTS**

System should have the following reports:

* Reports for media owners/platforms
* Reports for campaign
* Reports for Agency fees
* Media clients
* User audit Log report :

Each time a user logs into the application and uses any of the modules listed below for adding / modifying / deleting a record, then a log of the same should be captured in the backend. Details can be viewed through a report and some selected envisaged modules include:

* User Management
* Access right management
* Master Setups – categories/sub-categories etc.
* Platform Mapping - Hierarchy
* Profile Updates – brand custodian manager
* Media Inventory
* Booking and Proposal Module

# Functional Requirements

## System structure

|  |  |
| --- | --- |
| NXP  USER | **DATABASE**  Create Category  (Retail, Transit Media..)  Create Sub Category  (Dept Store, CABS, BPO …)  Create Platform  Customer Demographics  Media Inventory  Geo Location  Create Question Master  Create User  Define Role  Create Brand  Create Sub Brand  Create Custodian Manager  Create Campaign  Create External Agency  Compare  Search  Manual Review  Display/ Output in Excel  View Cart  Inventory Specs, Proposed / Approved Value ,  Campaign status update  View Details Inventory Specs  Add to Cart  Compare / Sort / Filter  View Details |
| BOOKING    PROCESS |  |

## System flow

High level data creation/ flow within the tool will be as follows

|  |  |  |
| --- | --- | --- |
| **Order** | **Function description** | **User Role** |
| 1 | Tool setup (user creation, User Role, masters) | NXP Admin |
| 2 | Platforms creation, demographics, Geo location, Media Inventory | NXP User |
| 3 | Booking & Proposal process | NXP User |
| 4 | Campaign creation, Questionnaires, Search | NXP User |

## Tool Settings

Tool settings will involve creating, editing and deleting of list values for various fields that will be used throughout the tool. The different fields that are required to be setup/ configured during the initial setup phase of the tool

### Manage Brand

Brand name will be used for creating campaign and generating report.

* **Form Name** : Manage Brand
* **Inputs** :Company Name: \*

Drop down list, with all pre-defined company name to choose, if company name is not available in list, user can add new company name with selecting “Add New Company” in drop down list Last option. All other fields related with Brands will be not visible and an Input text box of company name and submit button will visible only.

Brand Name: \*

Brand Description: Optional

Brand Agency Name: Optional, Name of Agency associated with Brand (if any)

Brand Agency Dept: Optional, Department of Agency associated with Brand.

Brand Image: optional, file upload

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select company name”, “Please fill Brand name” in a pop up without post back. Before inserting records in database, server side validation like duplicate record (Brand name) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action:** User should be able to Add, Edit, Delete and View operations as his Rights

Assigned in user role mapping section

After clicking on menu navigation > Manage Brand, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_BrandMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| BrandID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Company ID | Foreign key,  Company name will be captured as described in input details section | Int | Y | H | N |  |  |  |  |
| Brand Name | Name of the Brand | Text | Y | D | N |  |  |  |  |
| Brand Description | Short description Of Brand | Text | N | D | N |  |  |  | 500 Characters |
| Brand Agency Name | Brand AOR (Agency Name) – media, digital, BTL, creative | Text | N | D | N |  |  |  |  |
| A | Department in which Agency works | Text | N | D | N |  |  |  | Creative, .. |
| Brand Image | Image/ Logo of Brand | Text | N | D | N |  |  |  |  |

### Sub Brands

.

* **Form Name** : Manage Sub Brand
* **Inputs** : Brand Name: \*, Drop down list

Sub Brand Name: \*

Sub Brand Description: Optional, description about the sub brand.

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select brand name”, “Please fill sub brand name” in a pop up without post back. Before inserting records in database, server side validation like duplicate record (Brand name) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Sub Brand, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_Sub\_BrandMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| SubBrandID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| BrandID | Foreign Key | int | Y | H | N |  |  |  |  |
| Sub Brand Name | Name of the Sub Brand | Text | Y | D | N |  |  |  |  |
| Sub Brand Description | Short description Of Sub Brand | Text | N | D | N |  |  |  | 500 Characters |
| Sub Brand Image | Image/ Logo of Sub Brand | Text | N | D | N |  |  |  |  |

### Top management of Brand / Brand Marketing Team

* **Form Name** : Brand custodian
* **Inputs** : Company Name: \*, Drop down list

Brand Name: Optional field, Drop down list

Sub Brand name: Optional,Drop down list

**Designation Type**: \*, Radio button, to identify the person is in Top/Middle management or in Brand Marketing Team

IfTop/Middle management is selected then below information will be captured.

**Top management of Brand**

Name: mandatory, name of the Top management of Brand

Designation: Optional, designation of the Top management of Brand

Contact no 1: optional, contact no of the Top management of Brand

Contact no 2: optional, contact no of the Top management of Brand

Email: Optional, Email id of the Top management of Brand

Alternate Email: Optional, alternate Email id of the Top management of Brand

Note: One field is mandatory, either fill contact no or Email

Location: Optional, Location of the Top management of Brand

Address: Optional, Address of the Top management of Brand

Pin Code: Optional, Pin code of the Top management of Brand

Add New Button: Submit box to add another record

IfBrand/Marketing is selected then below information will be captured.

**Brand / Marketing Team**

Name: \*, name of the Brand / Marketing Team

Designation: Optional, designation of the Brand / Marketing Team

Contact no 1: optional, contact no of the Brand / Marketing Team

Contact no 2: optional, contact no of the Brand / Marketing Team

Email: Optional, Email id of the Brand / Marketing Team

Alternate Email: Optional, Email id of the Brand / Marketing Team

Location: Optional, Location of the Brand / Marketing Team

Address: Optional, Address of the Brand / Marketing Team

Pin Code: Optional, Pin code of the Brand / Marketing Team

If Brand marketing team checked then

Key Contact Person, Check box, if checked then Key contact person

**Add New Button**: Submit box to add another record

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select Brand name”, email validation will be checked to check valid email id. Before inserting records in database, server side validation like duplicate record (Top management of Brand / Brand Marketing Team name) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Brand Custodian, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_BrandCustodian table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Brand Custodians Manager ID | auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| BrandID | Foreign key | int | Y | H | Y |  |  |  |  |
| Sub BrandID | Foreign key | int | Y | H | Y |  |  |  |  |
| Name | Name of the Brand member / top management |  |  |  |  |  |  |  |  |
| Designation | Designation of the Brand member / top management |  |  |  |  |  |  |  |  |
| Designation Type | To identify the person is in Top/Middle management or in Brand Marketing Team, finance  (radio button) | Text | N | D | N |  |  | Top/Middle Management/ Brand Marketing Team |  |
| Contact no 1 - Mobile | Contact no 1 of Brand member / top management – mobile prefix but editable | Text | N | D | N |  | One field in contact no and Email is mandatory. |  |  |
| Contact no 2 – Landline | Other Contact no of Brand member / top management – std code pre fix but editable | Text | N | D | N |  |  |  |  |
| Email | Email id of Brand member / top management | Text | Y | D | N |  | One field in contact no and Email is mandatory. |  |  |
| Alternate Email | Alternate Email id of Brand member / top management | Text | N | D | N |  |  |  |  |
| Location city | Location of the Brand member / top management | Text | Y | D | N |  |  |  | Delhi, Mumbai.. |
| Address | Address of Brand member / top management | Text | N | D | N |  |  |  |  |
| Pin Code | Pin code of Brand member / top management | Text | N | D | N |  |  |  |  |
| Longitude | Longitude for google map mapped with pin code or can enter if not found in mapped table | Text | N | D | N |  |  |  |  |
| Latitude | Latitude for google map mapped with pin code or can enter if not found in mapped table | Text | N | D | N |  |  |  |  |
| Key Contact Person | Key contact person of Brand Marketing Team, it will be accessed by bit type (True / False) | Bit | N | D | N |  |  | True / False | True |

### Experiential Platform Category

* **Form Name** : Platform Category
* **Inputs** : Category Name: \*,

Some category will predefined and cannot be deleted like (Category, Retail, Transit Media, Corporate, DTH)

Category Image: optional, file upload

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please fill Category name” in a pop up without post back. Before inserting records in database, server side validation like duplicate record (category name) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Category, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_CategoryMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Category ID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Category Name | Name of the category | Text | Y | D | N |  |  |  | Retail, Transit Media, Corporate, DTH… |
| Category Image | Image/ Logo of Category | Text | N | D | N |  |  |  |  |

### Experimental Platform Sub Category

* **Form Name** : Platform Sub Category
* **Inputs** : Category Name: \*,

Drop down list, with all pre-defined all category name (managed in manage category) to choose,

Sub Category Name: \*

Sub Category Image: optional, file upload

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select category name”, “Please fill sub category name” in a pop up without post back. Before inserting records in database, server side validation for duplicate record (sub category name) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Sub Category, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_SubCategoryMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Sub Category ID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Category ID | Foreign key | Int | Y | H | Y |  |  |  |  |
| Sub Category Name | Name of the category | Text  (50 character) | Y | D | N |  |  |  | Retail: Dept. store, Fine Dining, etc.. In Transit Media: Cab Airlines, etc |
| Sub Category Image | Image/ Logo of Sub Category | Text  (image size to be defined) | N | D | N |  |  |  |  |

### Media Owner

* **Form Name** : Media Owner
* **Inputs** : Media Owner ID (auto- generated)

: Media Owner Name\*

: Media Owner Description (optional)

### Experiential Platforms

* **Form Name** : Experiential Platforms
* **Inputs** : Category Name: \*,

Drop down list, with all pre-defined all category name (managed in manage category) to choose,

Sub Category Name: Mandatory, Drop down list, with all sub category name according to category name (managed in manage sub category section) to choose,

Media Owner Names as a drop down:

Experimental Platforms Name: \*

Description: Optional, short description about the Experimental Platform

Type: \*, Drop down list with data (modern, semi, Traditional)

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select category name” for category, “Please select sub category”, “Please fill Experiential Platform name” in a pop up without post back. Before inserting records in database, server side validation for duplicate record (Experiential Platform) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Experiential Platform, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_Experiential\_Platform table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| PlatformID | auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| Media owner | Name of media owner | Text | Y | D | Y |  |  |  | Raheja Group |
| Category ID | Foreign key | Int | Y | H | Y |  |  |  |  |
| SubCategory ID | Foreign key | Int | Y | H | Y |  |  |  |  |
| Experimental Platforms Name | Name of the Experimental Platforms | Text | Y | D | N |  |  |  | Shoppers Stop, Crossword, Hypercity …. |
| Description | Short description about platform | Text | N | D | N |  |  |  |  |
| Type | Type of Platforms (modern, semi, Traditional) | Text | Y | D | N |  |  |  | **MODERN, SEMI, TRADITIONAL** |
| Total | No of stores in platforms | Int | Y | D | N |  |  |  | **(to be backed by data- linkage)** |

### Geo Location-Contact

* **Form Name** : Geo Location
* **Inputs** : Experiential Platform: \*,

Drop down list, with all pre-defined all Experiential Platform (managed in manage Experiential Platform) to choose,

Manager Name: \*

Department: \*

Designation: \*

Contact No.: \*

Email: \*

Location: Optional

Pin code: Optional

Longitude and Latitude will be mapped with pin code in a table, data with pin code, Longitude and Latitude will be provided by NXP media and we will upload it from excel. After entering pin code it automatically search longitude and latitude against pin code and fill respective field. If Pin code is not found in table then it aquatically update Google map data with pin code.

Longitude: Optional

Latitude: Optional

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select Experiential Platform” for Experiential Platform drop down, “Please fill manager name” for Manager name, “Please fill Department of manager” for Department … , in a pop up without post back. Before inserting records in database, server side validation for duplicate record (Experiential Platform) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Geo Location, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_GeoLocation table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Platform Contact ID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| PlatformID | Foreign key | int | Y | H | Y |  |  |  |  |
| Manager Name | Name of the Custodians manager | Text | Y | D | N |  |  |  |  |
| Department | Name of the department | Text | Y | D | N |  |  |  |  |
| Designation | Designation of manager | Text | Y | D | N |  |  |  |  |
| Designation Type | As a radio button, i.e. Top/Middle Management or Brand Marketing Team | Text | Y | D | N |  |  | Top/Middle Management/ Brand Marketing Team |  |
| Contact No. 1 | Contact no 1 of manager | Text | Y | D | N |  |  |  |  |
| Contact No. 2 | Contact no 2 of manager | Text | N | D | N |  |  |  |  |
| Email | Email id of manager | Text | Y | D | N |  |  |  |  |
| Alternate Email | Alternate Email id of manager | Text | N | D | N |  |  |  |  |
| Location | Location of manager | Text | N | D | N |  |  |  |  |
| Pin code |  | Text | N | D | N |  |  |  |  |
| Key Contact Person | Key contact person of Team, it will be accessed by bit type (True / False) | Bit | N | D | N |  |  | True / False | True |
| Longitude | Longitude for google map | Text | N | D | N |  |  |  |  |
| Latitude | Latitude for google map | Text | N | D | N |  |  |  |  |

### Geo Location – Store Columns Mapping Data

This module used for map information to be used in search or creating more columns in managing store information.

* **Form Name** : Store Columns Mapping Data
* **Inputs** : Category: \*, Drop down list with all category

Category: \*, Checkbox list with all category

Subcategory: Check box list, (Optional) Drop down list, with all sub category name according to category name (managed in manage sub category section) to choose,

Column Name: \*. Input

Column Display Name: \*, Input

Column Type: Drop down list, (Value will be String, integer)

Column Ref: column name ref is from main table or new column (Hidden, not show to user, it will used to column name at the time of input store information)

Mandatory Column: radio button (Yes/No)

### Geo Location - Store

In this module store information will be managed. All columns managed in

* **Form Name** : Geo Location
* **Inputs** : Experiential Platform: \*,

Drop down list, with all pre-defined all Experiential Platform (managed in manage Experiential Platform) to choose,

Store Name: \*

All other columns will be populating dynamic and columns mapped *in “*[*Store Columns Mapping Data”*](#_Store_Details-Format) *section* against category and subcategory of platform will be displayed like:

Zone: \*, Drop down list

State: optional, Drop down list, when a zone is selected, it will show list of states mapped with selected zone, others will be added as last option.

City: \*, Drop down list, when state is selected, city will be populate based on selected state.

Type: \*, Drop down list to choose format based on category (Standalone, Mall)

Format: \*, Format based on category, i.e. for retail Indoor/outdoor, for corporate- campus …

*Here list of columns will be displayed which are mapped and managed in “*[*Store Columns Mapping Data”*](#_Store_Details-Format) *section and managed in separate table “Geo Location – Store Columns Value” with Store ID, ID of “Store Columns Mapping Data” and its value. Below is some example of columns:*

Size: *Optional (fields will be populate in case of Retail category) from Store Columns Mapping Data” section*

Table Count: Optional *(fields will be populate in case of Retail category) Store Columns Mapping Data” section*

Address: \*, Input

Contact number: Optional, Input

Email ID: Optional, email id of store, Input

Contact name: Optional, Name of store manager, Input

Personal Contact number: Optional, Input

Personal Email ID: Optional, Input, Email id of person

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select Experiential Platform” for Experiential Platform drop down, “Please fill store name” for store name, … , in a pop up without post back. Before inserting records in database, server side validation for duplicate record (Experiential Platform) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Geo Location> Store Details Format, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_StoreDetails table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Store ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Platform ID | Foreign key | int | Y | H | Y |  |  |  |  |
| Store Name | Name of the store | Text | Y | D | N |  |  |  |  |
| Zone | Zone of the store | Text | Y | D | N |  |  |  |  |
| State | City of store | Text | N | D | N |  |  |  |  |
| City | City of store | Text | Y | D | N |  |  |  |  |
| Type | Drop down list to choose format based on category | Text | Y | D | N |  |  |  | Standalone, Mall, … |
| Format | Format based on category, i.e. for retail Indoor/outdoor, for corporate- campus, flor … | Text | N | D | N |  |  |  | Indoor, Outdoor,  CAMPUS,  Multi Building,  STAND ALONE,  FLOOR, Others |
| Size | Size of the store (in case of retail) | Text | N | D | N |  |  |  |  |
| Table Count | (in case of retail) | int | N | D | N |  |  |  |  |
| Address | Store address | Text | N | D | N |  |  |  |  |
| *Contact No 1* | *Contact no 1* | *Number* | *N* | *D* | *N* |  |  |  |  |
| *Contact No 2* | *Contact no 2* | *Number* | *N* | *D* | *N* |  |  |  |  |
| *Email ID* | *Store Email ID* | *Text* | *N* | *D* | *N* |  |  |  |  |
| *Alternate Email ID* | *Store alternate Email ID* | *Text* | *N* | *D* | *N* |  |  |  |  |
| Contact Name | Name of store manager | Text | N | D | N |  |  |  |  |
| Personal Contact number | Contact no of person | Number | N | D | N |  |  |  |  |
| Email UH | Email id of unit head | Text | N | D | N |  |  |  |  |
| Person Email | Email Id of person | Text | N | D | N |  |  |  |  |

### 

### Demographics and Behavioural master

Demographic and Behavioural master will be used for managing different demographics like Age group, Gender, occupation, No of tickets.. etc

* **Form Name** : Demographic and Behavioural master
* **Inputs** : Name of the demographics: \*

Demographic Type: \*, values will be Demographics or Behavioural,

List Value / Value in Range: It will define value will be List i.e. defined in list of value (with text value like Male, Female …) or in range .i.e. 10-25, 25-40 etc. If someone selected it as Range then further depending on condition there will be two input box to enter min and max Value, i.e. for 10-25, in min value 10 and max value will be 25.

Value Type in Range: Type of value if any like INR, minutes, otherwise value will be blank.

Category Id: List of all categories with check box in front of category name. One demographics/behavioural can be mapped with multiple categories.

*There will be a button to add master value list against each demographics master. This will appear as an option while creating Question master.*

*A pop up form will be show for entering master value for demographics.*

*Depending on value Type (List Value / Value in Range) three set of input box will appear to add master value.*

*Example: List Value, 3 set of input box to enter value with add more master value feature, value example Male, Female...*

*Value in range: Like for Age –Group one can defines 16 in min value range and in max value range 20 ( in it will display as 16-20 in option list)*

*Percentage Value: percentage value will be used to define percentage of people / data in that range.*

*There will be a Add more feature to add further master value.*

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Demographics master, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section. After filling necessary data user can save data by clicking on submit button. Mandatory field will be checked if blank then a proper message will appeared like “Please fill demographic name”, after all validation data will be saved in database.

Structure of Demographics master

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Demographics Master ID | Auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| Category ID | List of category id with comma separated | Text | Y | D | N |  |  |  |  |
| Sub Category ID | List of sub category id with comma separated | Text | Y | D | N |  |  |  |  |
| Demographics Name | Name of the demographics | Text | Y | D | N |  |  |  | Age group, Gender Ratio, SEC type, Occupation, Avg invoice weekday... |
| Demographics Type | Type : Customer demographics/ Customer Behavioural | Text | Y | D | N |  |  |  | Demographics, Behavioural, |
| List Value/ Value in range/Value in Ratio | It will define value will be List (like Male, Female) or in range (10-25, 25-30 …) | Int |  |  |  |  |  | 1, 2 | 1 for single value and 2 for value in range, 3 for value in ratio |
| Value Range Type | Value type like in INR,.. otherwise blank | Text |  |  |  |  |  |  | INR |

Structure of Demographics Master Value

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Demographics Master value ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Demographics Master ID | Foreign key | int | Y | H | Y |  |  |  |  |
| Demographics Value | Value which will appear as option | Text | Y | D | N |  |  |  |  |
| Min Value | Min Value of particular demographics in case of Value in Range or 1st value in case of ratio | int | Y | D | N |  |  |  | 25 |
| Max Value | Max Value of particular demographics in case of Value in Range or 2nd value in case of ratio | int | Y | D | N |  |  |  | 50 |

### Customer Demographics

* **Form Name** : Customer Demographic
* **Inputs** : Platform:\* drop down List of all platforms.

After selecting platform all demographics mapped with platform category will appeared.

Demographics Name: Label, name of demographics (not editable)

Demographics Master Value: Drop down list, a checkbox list will be show (defined at creating demographics master) to select demographics value.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Customer Demographics, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section. After filling necessary data user can save data by clicking on submit button. Mandatory field will be checked if blank then a proper message will appeared like “Please fill demographic name”, after all validation data will be saved in database.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Demographics ID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| PlatformID | Foreign key | int | Y | H | Y |  |  |  |  |
| Demographics Master ID | Foreign Key | Text | Y | D | N |  |  |  |  |
| Demographics Master value ID | Foreign Key, id of demographics master value | int | Y | H | Y |  |  |  |  |

### Media Inventory Master

* **Form Name** : Media Inventory master
* **Inputs** : Enter Inventory Name: \* (as text box)

Select Category: \*

Select Sub Category: \*

Select Platform: \*

View Button.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Media Inventory master, a page will be displayed with all the filters as mentioned above and basis that data to appear in a tabular format.

In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

**Adding New Inventory:**

There will be an option to add new inventory. After clicking on “Add New Record”, following fields will be displayed:

* + - Select Category: \*
    - Select Sub Category: \*
    - Select Platform: \*
    - **Inventory Name:** (text box)
    - **Quantity**: (Either fixed qty. or not fixed qty.)

If fixed, then quantity entered cannot be changed during analysis (budget calculation) stage else for non-fixed, user will enter the quantities during analysis (budget calculation) and cost will calculated accordingly.

* + - **Cost:** Provide a check box against each field and if the check box is ON, then user to enter cost details i.e. cannot be left as blank.
      * Per month:
      * Per item:
      * Per week
      * Per day

Cost for the inventory, can be applied on minimum one or all of the above. For e.g. for this inventory, if cost is mentioned for “per month” and on “per item” and rest of the options are OFF then on budget calculation screen, it should show “per month” and “per item” only.

* + - **Benchmark**: Provide a check box against each field and if the check box is ON, then user to enter benchmark details i.e. cannot be left as blank.
      * Per month
      * Per item
      * Per week
      * Per day
    - **Specifications**:
    - **Inventory Image**: (browse option)

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Media Inventory ID | Auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| Platform ID | Id of Experiential platform mapped with media inventory | Int | Y | H | Y |  |  |  |  |
| ~~Store ID~~ | ~~Id of store if inventory mapped with store, otherwise blank~~ | ~~Int~~ | ~~Y~~ | ~~H~~ | ~~Y~~ |  |  |  |  |
| Media Inventory Master ID | Foreign Key | Text | Y | D | N |  |  |  |  |
| Specification | Specification of inventory | Text | Y | D | N |  |  |  | 5ftx5ft |
| Display -Quantity | Display/ quantity of inventory | Int | Y | D | N |  |  |  | 5 |
| *Quantity fixed or flexible* | *To check quantity is fixed or flexible, if quantity is fixed, then one cannot change at the time of searching, if flexible then user can change quantity at the time of searching.* | *string* | *y* | *D* | *N* |  |  | *Fixed / Flexible* |  |
| Cost | Cost on inventory per month | Money | Y | D | N |  |  |  | 15000 |
| *Cost per Month or per item* | *Define the cost per month or per item* | *string* | Y | D | N |  |  | *Per month/ per item* |  |
| Min Booking Criteria | Minimum booking criteria on inventory, if any. | Text | N | D | N |  |  |  |  |
| City Category | Id of city category, if price based on city category, like metro,.. | Int | N | D | N |  |  |  |  |
| Inventory Image | Feature to upload inventory image | Text | N | D | N |  |  |  |  |

### City Category

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| City Category ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| City Category Name | Name of city category | String | Y | D | N |  |  |  | Category A, Category B |

### City\_Category and City Mapping

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| City Category Map ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| City Category ID | Id of city category | int | Y | H | Y |  |  |  |  |
| City ID | Id of City which is mapped with city category | int | Y | H | N |  |  |  |  |

### Question Master

* **Form Name** : Question Master
* **Inputs** : Question: \*, Input Text box

*Question Code: Input text box*

*Question attributes type: Drop down list (with value Demographics and Geo Location).*

*(Example 1: after selecting Demographics, a further drop down will appear with listing of all demographics master. After selecting demographics master all master value will appear in check box list to create question option*

*Example 2: After selecting Geo Location A list of Geo Location Name (Like Region, city, size, etc) will appear in drop down, After selecting Geo Location name check box list will appear filled with distinct value stored in Geo Location table.)*

*Question Option Type: Drop down list (with value Radio button, Check box, Text Box)*

*Mandatory Question: Radio button with Mandatory and Optional option.*

*Display Order: \* (used to display question in a sequence)*

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Question master, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on delete, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section. After filling necessary data user can save data by clicking on submit button. Mandatory field will be checked if blank then a proper message will appeared like “Please fill question”, after all validation data will be saved in database.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Question Master ID | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Question | Question to ask | Text | Y | D | Y |  |  |  | What gender is your TG  Which city is your TG from |
| Question Code | Question code | Text | Y | D | Y |  |  |  |  |
| Demographics master ID/ Geo Location Master ID | Id of demographics or Geo Location | int | Y | H | Y |  |  |  |  |
| Question Attributes | Attributes of question i.e. Demographics/ Geo Location | Text | Y | H | Y |  |  | **.** Demographics / Geo Location | Demographics |
| Question Type | Drop down list | Text | Y | D | N |  |  |  | Radio, Check box, Text |
| Mandatory Question | Radio button with Mandatory and Optional option | Radio button | Y | D | N |  |  |  |  |
| Display Order | For managing order no of question | Int | Y | N | N |  |  |  | 1, 2, 3, |

### Question option master

Question option master will be used for storing multiple options against each question managed in Question master.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Question Option Id | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Question Master ID | Id of question to map with option | int | Y | H | Y |  |  |  |  |
| Question Option | Option of question which display to user | Text | Y | D | Y |  |  |  |  |
| Min Value | Min Value of particular demographics in case of Value in Range | int | Y | D | N |  |  |  | 25 |
| Max Value | Max Value of particular demographics in case of Value in Range | int | Y | D | N |  |  |  | 50 |
| Question Attributes | Attributes of question i.e. Demographics/ Geo Location | Text | Y | D | Y |  |  | **.** Demographics / Geo Location | Demographics |
| Geo-Location type Name | Name of geo location like Location city, area | Text | Y | D | Y |  |  |  |  |
| Demographics Master value ID | In case of attribute is demographics | int | Y | H | Y |  |  |  |  |

### Vendor Master

* **Form Name** : Vendor master
* **Inputs** : Vendor name: \*

Contact person name: \*

Contact person Email Id: \*

Contact person Alternate Email Id: Optional

Contact Person Contact No 1: \*

Contact Person Contact No 2: Optional

Vendor Address: \*

Vendor Pin code: optional

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please select fill vendor name” for vendor name input box,, “Please fill Contact person name” for Contact person name input box, “Please fill Contact person Email Id” for Contact person Email Id … , in a pop up without post back. Before inserting records in database, server side validation for duplicate record (Experiential Platform) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Vendor, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_VendorMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Vendor Id | auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Vendor name | Name of the Vendor | Text | Y | D | N |  |  |  |  |
| Contact person name | Name of the contact person | Text | Y | D | N |  |  |  |  |
| Contact Person Contact No 1 | Contact No of contact person | Text | Y | D | N |  |  |  |  |
| Contact Person Contact No 2 | Other Contact No of contact person | Text | N | D | N |  |  |  |  |
| Contact person Email Id | Email id of contact person | Text | Y | D | N |  |  |  |  |
| Contact person alternate Email Id | Alternate Email id of contact person | Text | N | D | N |  |  |  |  |
| Vendor Address | Address of vendor | Text | Y | H | N |  |  |  |  |
| Vendor Pin code | Pin code of vendor | Text | Y | D | N |  |  |  |  |

## User Settings

### User Master

* **Form Name** : User Master
* **Inputs** : Text boxes of User Name, Email, Password, Alternate Email, Organization,

Department, Designation, Contact No. 1, Contact No. 2, Location, Pin code, NPX User Radio button stating Yes, No, User Image and Submit button.

* **Validation** : All Fields except Location and Pin code should be mandatory, Password

should be shown on encrypted (i.e. not on text format) format. ContactNo. and

Pin code can accept only numeric value. Max length should be defined for

textboxes fields.

* **Output**  : Filling mandatory fields with valid data and clicking Submit button should

successfully add User and should be shown on User Listing page.

* **Actions**  : User can Add, Edit and Delete, if privileges is given to him.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| User ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| User Full Name | Name of the User | Text | Y | D | N |  |  |  |  |
| Email | Email id of user (it will be used for login) | Text | Y | D | N |  |  |  |  |
| Password | Password for login | Text | Y | H | N |  |  |  |  |
| Organization | Name of the organization | Text | Y | D | N |  |  |  | Nxp Media |
| Alternate Email | Alternate Email id of | Text | N | D | N |  |  |  |  |
| Department | Name of the department | Text | Y | D | N |  |  |  |  |
| Designation | Designation of manager | Text | Y | D | N |  |  |  |  |
| Contact No. 1 | Contact no of user | Text | Y | D | N |  |  |  |  |
| Contact No. 2 | Other Contact no of user | Text | N | D | N |  |  |  |  |
| Location | Location of user | Text | N | D | N |  |  |  |  |
| Pin code | Pin code of user | Text | N | D | N |  |  |  |  |
| Nxp user | Nxp user/ media vendor  In case of Nxp user value will be true otherwise false | bool | Y | D | N |  |  |  |  |
| User Image | Image of user (image upload) | text | Y | Y | N |  |  |  |  |

### *Menu Master*

* **Form Name** : Menu Master page.
* **Inputs** : Privileged Roles and Rights Menu and Sub Menu links.

* **Validation** : Privileged Menu and Sub Menu links should be linked to the desired pages.
* **Action** : Clicking Privileged Menu and Sub Menu links should redirect User to the

desired pages.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| MenuMasterID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| Menu Master Text | Display text on menu | Text | Y | D | N |  |  |  |  |
| Menu Master URL | Name of URL | Text | Y | D | N |  |  |  |  |

### *User Role Mapping*

* **Form Name** : Admin Inner pages
* **Inputs** : User privileged Roles and Rights pages where Roles can be assigned to the

User. The Roles can be Right to Add, Edit, Delete and View operations on the Rights assigned pages.

* **Action** : User should be able to Add, Edit, Delete and View operations on the Rights

assigned pages.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| User Roll ID | Auto\_increment Primary key | int | Y | H | Y |  |  |  |  |
| User ID | Foreign Key | int | Y | D | N |  |  |  |  |
| Menu Master ID | Foreign Key | int | Y | D | N |  |  |  |  |
| RightToAdd | True if user have Add rights otherwise false | bit | Y | D | N |  |  | True/ False |  |
| Right to Edit | True if user have Edit rights otherwise false | bit | Y | D | N |  |  | True/ False |  |
| Right to Delete | True if user have Delete rights otherwise false | bit | Y | D | N |  |  | True/ False |  |
| Right to Download | True if user have rights to download report otherwise false | bit | Y | D | N |  |  | True/ False |  |

## Search Process

### Search

Customer will be asked a set of question to client managed in [question master section](#_Question_Master). In this section there will be an option to skip any non-mandatory question. Question will appear in order defined in question master section.

* **Inputs** : Category : \*, Check box list (can check multiple category)

Sub Category: Optional, Check box list, segregates with checked category name then all sub categories under that category.

List of Question: List of question will appear in a defined display order with different option defined in [Question master](#_Question_Master) with radio button (to check single option) or check box (to select multiple option) or a text box to fill particular text (as selected in Question Option Type)

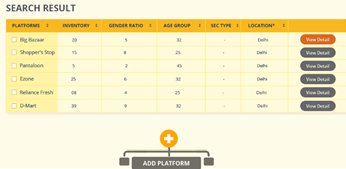
Go: Submit button to save question’s answer.

* **Outputs** Post search, system should show following fields and on each field should have a sorting functionality:
* Category,
* Sub Category
* Platform name
* Count of Locations
* Count of Outlets
* Age Groups
* SEC Type
* Gender Ratio

(as a hyper link i.e. when clicked, system should open store location screen showing all the stores mapped to that platform on google map. Should show, store name, full address, store contact details, email id and mobile no)

* Inventory Details

(When clicked, system should open inventory details of selected platform)



**Some more features:**

Should have options to sort, have filters for the following on left panel or where ait can be shown on the screen:

* Age group:
* Sec type:
* Region wise:
* City Classification wise (metro, tier 1, tier 2)

Also, system should allow user to even COMPARE two or maximum 4 platforms Here,, user will click on a platform appearing against each platform, and when clicked on COMPARE button (to be provided at the bottom) it should work like compare functionality as mentioned in above section. (Post comparison, it should take to compare screen and using back button, it should come back to same search screen).

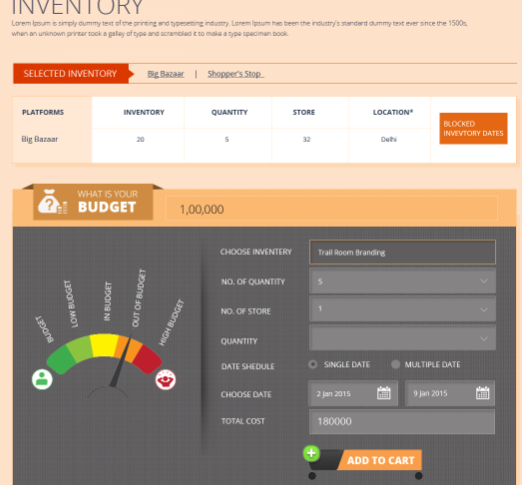
**RESET OPTION:**

(When clicked, it should remove all the output and page should get refreshed)

**MAPPING PLATFORM WITH INVENTORY USING BUDGET CALCULATION**

Once the platforms has been identified and selected by a user on a search screen and after clicking on “Add to Inventory”, system should open another screen showing inventory of first selected platform as by default and to view other selected platform inventory, it can be either in a link or as a tab whichever is the easiest method.

In the inventory list, user can add the inventory items which will appear in budget calculation frame something like pasted below:



**RULES TO BE INCORPORATED:**

Following fields to appear in budget window:

* **Brand Budget:** this is an optional field but if the value is entered, then system to calculate and show the details in a graph for example as a speedometer showing over budget, within budget etc.
* **For Analysis or Business Proposal: (as radio buttons)**

If analysis is selected, then ‘Add to cart’ button should get disabled i.e. once the details are entered for the entire selected inventory, then user should click on “Create Report or final Submit” and all the details which was analysed, can be saved in Doc or as an excel asking user the path to Save. Once saved, system should not save the details as it is needed only for analysis purpose.

Else, if Business Proposal is selected, then system should enable ADD to cart button and user can include the records in cart.

* **Select Inventory**: It should show all added inventory details here and it should have next and previous button (**instead of drop down**). Next and Previous button can be used to save the record details.

It should provide user ab option to remove the selected inventory in case not needed during analysis or for business proposal.

* **Quantity**: Basis selected inventory, system to show quantity i.e. if fixed, should not be allowed to edit else if non-fixed, then user to add a numeric value.
* **Cost**:: Basis selected inventory, system to show cost details i.e.

Per month, per week, per day and per item

User will select only option from here and basis selection, system will calculate the cost.

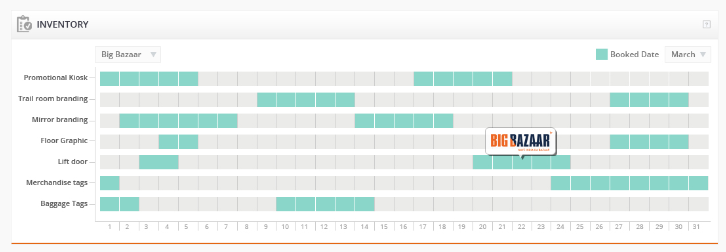
* **Inventory Dates:** It should have 2 options i.e. Single Date and Multiple Date. If the user has selected per month, per week per day in cost field, then system should also check the dates entered by a user.

For example:

* If start date is 1-Jan-2015 and end date is 25-Jan-2015 then it should not be allowed if the cost selected is per month. It should be from 1-Jan-2015 to 31-Jan-2015.
* Also, if per month option is selected and user is selecting two months then system should multiply with two and calculate the cost accordingly.
* **No of Stores:** System to show total no of stores for selected platform in a drop down and cost will be multiplied
* **Block Inventory:** (check box) if this option is on then this inventory should be blocked for a selected period basis Inventory date field as mentioned above. Also, user will have to select the store location i.e. for which store system should block the inventory. If the inventory is already blocked for a selected store by some other brand, then system should not allow user to block.

Block inventory rule will only work if ‘Business Proposal is selected’ else not.

* **Status of blocked inventory should appear in inventory details. Something like pasted below:**



When a mouse is moved over blocked dates, as a tool tip, it should show the logo of a brand along with store details for which the item is blocked. By default, it should current month inventory else user can change the “month” from drop down as well.

**Add To Cart Option:**

By Selecting Inventory and clicking on Add to Cart button, selected inventory will be added in cart. After clicking View cart all inventory item added in cart will be displayed. There will be option to delete item from cart.

**MAPPING CAMPAIGN WITH CART:**

When user clicks on cart, it should a screen displaying all the items date wise added under the cart along with check boxes.

To Map the items, user will select the items and select campaign name.

From cart page, if campaign is not already created then user will be re-directed to campaign creation page.

**Rules while mapping with campaign:**

During mapping, system will validate that all the items should fall under campaign start date and end date otherwise it should display a message showing inventory item and its details respectively.

### Compare

In this module user can compare minimum 2 and maximum 4 platforms at one go.

It will have following input fields i.e.

Category

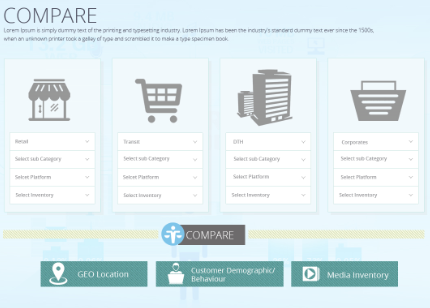
Sub category

Platform

Once the platforms are selected, system should compare basis 3 levels i.e.

* Demographic level: Fields to be shown are:
* Age
* SEC Type
* Gender
* Average Footfalls
* Media inventory level. Fields to be shown are:
* Cost Details
* Specifications
* Quantity (fixed/non fixed)
* Geo-graphic level - Fields to be shown are:
* Region
* State
* City Classification
* Total Count

Screen should look something like pasted below:



### Create Campaign

This module should allow the user to create a new client type or if the client already exist than a new project under selected client. It will help in creating client and project details along with history.

NXp user will login to program and add the required project related information. If the client is new than as a first step a new client will be created..

Once a client is created, a new campaign will be created with some status i.e. at what stage is the campaign i.e. proposed, in progress and final after searching criteria and on view page.

There will be option to release the inventory if created campaign is “On progress” after 15 days. A mail will be sent 2 days before release (i.e. 13th days) to admin with information about the inventory is on progress and it will be auto release if campaign is not confirmed, if no action taken.

* **Form Name** : Create Campaign
* **Following fields should be displayed while creating campaign:**
  + - * + Select Brand Name: \* as a drop down
        + Select Sub-brand Name: \* as a drop down

(Should also show contact details of selected brand/sub-brand)

* + - * + Enter Campaign Name: \*
        + Campaign start date: \*
        + Campaign End Date: \*
        + Relationship Custodian User Id/Name: \*
        + Agency: Internal/External (if external, should show vendor names basis vendor master)
        + Campaign Status: \* (as dropdown – Proposed, Pitched, Closed, On-Going)

**Once the campaign is mapped with cart, then following field are required:**

**Proposal Stage 1 (if no negotiation required):**

* + - * + **Standard Cost** : (post mapping, this cost will be system generated) *[known as PAYOUT]*
        + **Agency Fee:** (as textbox in percentage)
        + **Proposed cost**: (auto-calculation) --[ **formulae =** standard cost \* agency fees in percentage] [*known as TOPLINE]*
        + **Revenue earned**: (Proposed cost – standard cost ---- auto-calculation) *[known as REVNUE]*

**Proposal Stage 2 (for discount/negotiation):**

* + - * + **Discount to Brand**: (as a text box in %)
        + **Show Discounted Value**: (auto-calculation using proposed cost)
        + **Approved Cost**: (*formulae* = Proposed cost – Discounted value) *[known as TOPLINE]*
        + **Negotiation with Platform**: (as a text box in rupees))
        + **Payout to Platform**: (*formulae* = Standard cost – Negotiation with Platform) [known as PAYOUT]
        + **Revenue earned**: (Approved Cost - Payout to Platform *[known as REVENUE]*
* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared like “Please fill campaign name”, “Please fill campaign start date”, “Please fill campaign End date” .. in a pop up without post back. Campaign start and end date will be checked to ensure a valid date and start date should be less than end date. Before inserting records in database, server side validation like duplicate record (campaign name for same brand) will be checked and a proper message “Record is already exist” will appear. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Manage Campaign, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

There will be an option to add new record above the tabular list. After clicking on “Add New Record” a form will appear with different input boxes as mentioned in Inputs section.

After updating deleting record a log will created in Log\_CampaignMaster table.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| Campaign ID | auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| Campaign Name | Name of the Campaign | Text | Y | D | N |  |  |  |  |
| Campaign start date | Start date of **C**ampaign | Date | Y | D | N |  |  |  |  |
| Campaign End Date | End date of campaign | date | Y | D | N |  |  |  |  |
| Brand Id | Foreign key  Mapped the Campaign to Brand | Text | Y | H | N |  |  |  |  |
| Sub Brand Id | Foreign Key  Mapped the Campaign to Sub Brand | Text | Y | D | N |  |  |  |  |
| Relationship Custodian User Id | To Manage the campaign to a Relationship custodian from NXP or from Media Vendor. | Text | Y | D | N |  |  |  |  |
| Campaign Status | Status of campaign | Text | Y | D | N |  |  |  | Proposed, Final, In Progress |
| Proposal Value | Proposal Value | Money | N | D | N |  |  |  |  |
| Approved Value | Approved Value | Money | N | D | N |  |  |  |  |
| Search Id | Id of search criteria | Int |  |  |  |  |  |  |  |

### Campaign and Platform mapping structure

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | **List o Values** | **Example** |
| PlatformCampaignMapID | auto\_increment Primary key | Int | Y | H | Y |  |  |  |  |
| PlatformID | Foreign key | Int | Y | H | Y |  |  |  |  |
| Campaign ID | Foreign Key | Int | Y | H | Y |  |  |  |  |
| Media Inventory ID | Foreign Key | Int | Y | H | Y |  |  |  |  |
| Inventory Name | Name of the inventory | Text | Y | D | Y |  |  |  |  |
| Specification | Specification of inventory | Text | Y | D | N |  |  |  |  |
| Display -Quantity | Quantity of inventory | Int | Y | D | N |  |  |  |  |
| Cost Per Month | Rate Card cost | Money | Y | D | N |  |  |  |  |
| Negotiated Cost | Negotiated Cost | Money | N | D | N |  |  |  |  |

### View / Update Booking Status

In this form user can search campaign, view inventory and update its status.

* **Inputs** : Brand Name (Drop down list)

Campaign name: \*, drop down list

Text box to search on free text like brand name/ campaign name

* **Outputs** : List of campaign name, Brand Name, Campaign Status, start date, end date, Proposal Value, Approved Value, View Inventory Details. Update status.

### View Past Search

In this section user can check past search with questionnaire and their answer. User can search past list on basis of search name, Search performs start date, and Search performs end date.

* **Inputs** : Search name (text box)

Search performs start date: text box

Search performs End date

* **Outputs** : List of search name, Category, start date, end date, View details

### Campaign Vendor involve

* **Form Name** : Campaign Vendor involve
* **Inputs** : Vendor name: \*, drop down list

Campaign name: \*, drop down list

Vendor Fee: \*

Vendor Work Type: \*, Work type involved (Creative, Production, Fabrication...)

Submit Button

* **Validation** : Client side validation (like required field validation) will be checked for all mandatory fields. If mandatory field will blank then a proper message will appeared in a pop up without post back. After successful updation and insertion a proper message like “Record is successfully inserted” / “Record is successfully updated” will appear.

* **Action** : User should be able to Add, Edit, Delete and View operations as his RightsAssigned in user role mapping section.

After clicking on menu navigation > Campaign agency involve, a page will be displayed with all data stored in database in a tabular format. In last column there will be option to update / Delete the record. After clicking on update, a message will be appear for confirmation “Are You sure to want the delete the record” With Yes and No option. If user will click on Yes, Record will be deleted and data in tabular format will be rebind and deleted record will be not displayed. After clicking on No option, no action will be fired.

|  |
| --- |
| **Field Name** | **Description** | **Type** | **Mandatory (Y/N)** | **Displayed/ Hidden (D/H)** | **Read Only (Y/N)** | **Default Value** | **Calculation/ Validation** | | **List o Values** | **Example** |
| Campaign agency Id | auto\_increment Primary key | int | Y | H | Y |  |  | |  |  |
| Campaign ID | Foreign key, id of campaign | Int | Y | H | Y |  |  | |  |  |
| Vendor Master Id | Foreign key, id of Vendor / agencies involved | Text | Y | D | N |  |  | |  |  |
| Vendor Fee | Fee of the Vendor (not to be visible to users other than NXP team) | Money | N | D | N |  |  | |  |  |
| Vendor Work Type | Work type involved (Creative, Production, Fabrication, ..) | Text | Y | Y | N |  |  | Creative, Production, Fabrication, Man Power, Logistics | | Creative |

## Other Master Table

### Country Master

* **Form Name** : Manage Country
* **Inputs** : Country name: \*, Input

### Zone Master

* **Form Name** : Manage Zone
* **Inputs** : Zone name: \*, Input

Country name: \*, drop down list

### State Master

* **Form Name** : Manage State
* **Inputs** : Zone name: Drop down list , Input

State name: \*, Input

### City Master

* **Form Name** : Manage City
* **Inputs** : Country name: Drop down list

State name: Drop down list

Zone name: Label

City Name: \*, Input

### List of Value Master

* **Form Name** : Manage List of Value
* **Inputs** : Value Type: Drop down list, Type, Format

Category name: Drop down list

Sub Category name: Drop down list

Value: \*, Input

### Mail scheduler

Auto mail scheduler 1 day before the release date.

## Common fields in all table

Some fields will be common in all tables like entry date, update date, Inserted by User ID, Updated by UserId

## Reports

System should have the following reports:

Report for Inventory where it is blocked (store wise)

Report for release date of campaign from the start and end date.

Reports for media owners/platforms

Reports for campaign

Reports for Agency fees

NXp Media clients

User audit Log report

## DASHBOARD: key features

1.      Campaigns created

* With drop downs ;  month, status (pitched/In progress/closed/cancelled)
* Bar graph format
* Y axis – brands, x axis – campaigns created
* View rights – Super Admin/Admin (view campaigns created by all members), User (view only campaigns created by self)

       2. Platforms pitched

* With drop down category, sub category, month
* x axis – platforms, y axis campaigns created
* bar graph format
* View rights – Super Admin/Admin (view campaigns created by all members), User (view only platforms pitched by self)

3.     Live campaigns

* With drop down – month
* Two column – brand name, campaign name
* View rights – to be viewed by all

4.      Masters

* With drop down – month
* Show the latest updated platform on top of the grid (of the particular month)
* Format – tabular format
* View rights – to be viewed by all

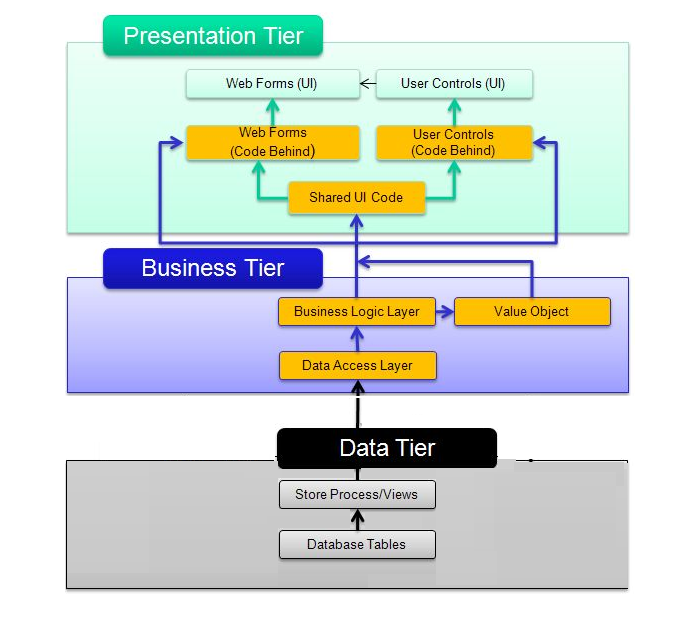
5.      Inventories blocked

* With drop down for category, drop down – sub category, month
* Inventories blocked to be tagged with brand logos
* Format – spread sheet (with dates and inventories)
* View rights – to be viewed by all

6.      Sales report

* To view quarterly sales report
* Each quarter to be represented in Speedometer format. Three speedometer for each quarter i.e. topline, payout & revenue
* FY report in bar graph format
* View rights – Super admin/admin

## Technical Architecture

****

Each component is independent of each other, they are easily maintainable without changing the whole code.

## Environment

|  |  |
| --- | --- |
| Report Generation | ASP.NET 4.0 |
| Language/Scripting | ASP.NET 4.0, MVC 4.0, C#, J-Query, Java Script |
| Business Logic | Stored Procedures in SQL Server |
| Database | SQL Server 2012 |
| Presentation Layer | MVC 4.0 , ASP.NET 4.0 |
| Web Server | Microsoft 2000 Server (IIS 7.0) |
| Configuration Management | Team Foundation Server |

# *Non Functional Requirements*

This section discusses requirements that are important but are ‘non-functional’ in nature, e.g. record keeping/Security or System performance among others.

## Record Keeping/Audit Requirements

In order to be full and accurate, records must be authentic, reliable, complete, unaltered and useable and the systems that support them must be able to protect their integrity over time. These terms have particular meanings for system design purposes as follows:

1. **Reliable** – it must be possible to trust the content of a record as an accurate representation of the transaction to which it attests. It should be created and captured in a timely manner by an individual who has direct knowledge of the event or generated automatically by processes routinely used by the organisation to conduct the transaction.
2. **Authentic** – it must be possible to prove that a record is what it purports to be and that it has been created or sent by the alleged person and at the time purported. Records need to be protected against unauthorised addition, deletion, alteration, use or concealment and the creation, receipt, transmission of records needs to be controlled to ensure that records creators are authorised and identified.
3. **Complete and unaltered** – it must be possible to protect a record against unauthorised alteration and to monitor and track any authorised annotation, addition or deletion.
4. **Useable** – it must be possible to locate, retrieve, render and interpret a record and understand the sequence of activities in which it was created and used for as long as such evidence is required.
5. **System integrity** – it must be possible to implement control measures, such as access monitoring, user verification, authorised destruction, security and disaster mitigation to prevent unauthorised access, destruction, alteration or removal of records and to protect them from accidental damage or loss.

## Testing

What types of testing will be performed on this document?

|  |  |
| --- | --- |
| X | System Test |
| X | Integration Test |
| X | Performance Test |