Project Design Phase-II Data Flow Diagram & User Stories

Date	03 November 2023
Team ID	NM2023TMID04566
Project Name	How to Create google ads compagaian for your
	Brand
Maximum Marks	4 Marks

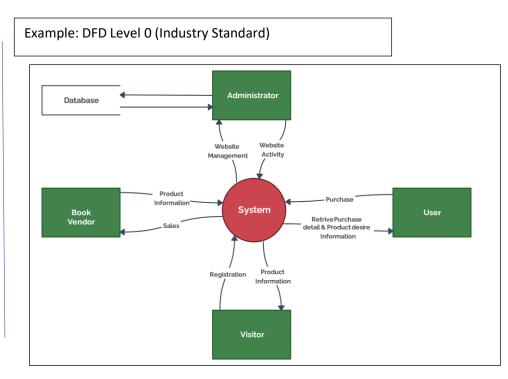
Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

Example: (Simplified)



User Stories



Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Search Campaigns	Budget Management	USN-1	These are text-based ads that appear on Google's search engine results page when users search for specific keywords	I can access my account / dashboard	High	Sprint-1
Display Campaigns		USN-2	They are excellent for driving targeted traffic to your website when users are actively searching for products	I can receive confirmation email & click confirm	High	Sprint-1
Local Campaigns	Bid Strategy	USN-3	If you have engaging video content, you can run video ads on YouTube and across the Google Display Network.	I can register & access the dashboard with Facebook Login	Low	Sprint-2
Remarketing Campaigns		USN-4	Remarketing allows you to show ads to users who have previously visited your website or interacted with your brand		Medium	Sprint-1
Shopping Campaigns	Keywords and Targeting	USN-5	Google offers smart campaigns designed for small businesses. These campaigns use automated features to simplify the advertising process,		High	Sprint-1