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*For everyone who has ever been a part of my life.*

*I dedicate this work.*

# Acknowledgment

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# Abstract

This report outlines the design and implementation of a notification center as a part of the "Convergence" project, which aims to drive digital transformation within the insurance and finance sectors while improving client engagement and optimizing internal processes. The notification center provides a scalable solution for managing and delivering tailored notifications through various channels, facilitating timely and personalized interactions. This project was made during an end-of-studies internship in order to obtain the Master's degree in Software Engineering at the Higher Institute of Informatics and Mathematics of Monastir (ISIMM).

**Keywords:** Client Engagement, Notification Channels, User Segmentation, Spring Boot, Angular, PostgreSQL, Docker.



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# Acronyms

**CTR** Click-through Rates.



# Introduction

Hello, here is some text without a meaning. This text should show what a printed text will look like at this place. If you read this text, you will get no information. Really? Is there no information? Is there a difference between this text and some nonsense like “Huardest gefburn”? Kjift – not at all! A blind text like this gives you information about the selected font, how the letters are written and an impression of the look. This text should contain all letters of the alphabet and it should be written in of the original language. There is no need for special content, but the length of words should match the language.





# Chapter I

## Project Context

### Introduction

This chapter presents the project context, including an overview of the host organization, the project objectives and the problem assessment. Afterwards, we will benchmark some existing solutions, and select a suitable work methodology for a successful project execution. By exploring the context surrounding the project, we aim to provide a deeper understanding of its relevance within the organization and the industry as a whole.

### I.1 Host organization profile

Satoripop is a custom software development house that delivers a wide range of end-to-end, reliable software services and solutions for businesses across various industry verticals. Satoripop offers its services in many countries in Europe, Middle East and Africa.



Figure I.1: Satoripop Logo

Satoripop has structured its offering around four key service areas. As a solutions provider, and given that all interactions nowadays pass through IT systems, Satoripop is more than ever at the heart of customers' business.

Services	<ul style="list-style-type: none"><li>• <b>Custom development:</b> Web applications, Mobile applications, Application modernization</li><li>• <b>Design UX/UI:</b> SEO, Netlinking, Optimization and assistance with content creation, Reporting</li><li>• <b>Consulting &amp; Framing:</b> Design thinking, Customer journey map, Wireframing, Prototypage</li><li>• <b>Digital Marketing:</b> SEO, Netlinking, Optimization and assistance with content creation, Reporting</li></ul>
Phone number	Tunisia: +216 73 210 332
Address	Satoripop MEA, Blvd Hassouna Ayachi, Sousse 4000, Tunisia
Website	<a href="https://www.satoripop.com">https://www.satoripop.com</a>

Table I.1: Host Organization Details

## I.2 Project overview

A notification center is a system that allows businesses to send and manage notifications to their customers or employees. The value proposition of a notification center is that it can help businesses communicate with their stakeholders more efficiently and effectively, leading to increased engagement and productivity.

In the retail sector as an example, a notification center can be used to send alerts about product recalls, special promotions, or other important information to customers. A company could use a notification center to send SMS or email alerts to customers about a recall on a particular product, or to notify them about a special sale or promotion. By using a notification center, businesses can improve communication with their customers and ensure that important information is quickly and effectively distributed.

## I.3 Problem assessment and challenges

Implementing a notification center system in the retail sector poses certain challenges and requires a comprehensive assessment of the existing scenario. The following issues were identified during the evaluation:

- **Limited Communication Channels:** Many businesses in the retail sector rely heavily on traditional communication methods such as flyers, physical notices, or in-store announcements. These methods often lack efficiency, reach, and real-time delivery, resulting in delayed or ineffective communication.
- **Information Overload:** Businesses need to disseminate various types of notifications, like product recalls or special promotions. However, the challenge is to

manage and prioritize notifications to prevent overwhelming customers with excessive information.

- **Personalization and Targeting:** Effective communication requires tailoring notifications to specific customer segments or individuals. The challenge lies in ensuring that customers receive relevant and personalized notifications based on their preferences, previous interactions, or location.
- **Multichannel Delivery:** Customers today expect to receive notifications through various channels such as SMS, email, push notifications, or social media. Managing multiple communication channels and ensuring consistent and synchronized delivery presents a significant challenge.
- **Privacy and Data Security:** With the increasing concerns about privacy and data protection, businesses must handle customer data securely while complying with privacy regulations. Safeguarding customer information and maintaining trust is crucial in implementing a notification center system.

## I.4 Competitor benchmarking

In this section, we will evaluate and compare existing notification delivery solutions. By examining the features, functionalities, and performance of these solutions, we aim to identify the strengths and weaknesses of each competitor in order to inform our own development process.

### I.4.1 Competitors

During our search for similar existing functionalities, we have carefully evaluated numerous solutions and identified the three most closely aligned with our specific needs. We will present an overview of these chosen solutions, highlighting their key characteristics and capabilities.

#### I.4.1.1 OneSignal

OneSignal is a popular notification service that supports multiple platforms including iOS, Android, and web. OneSignal offers a wide range of features, including segmenting users based on custom attributes, A/B testing, automation, and personalization. OneSignal also provides real-time analytics and delivery reports, allowing tracking and optimization of notification campaigns.

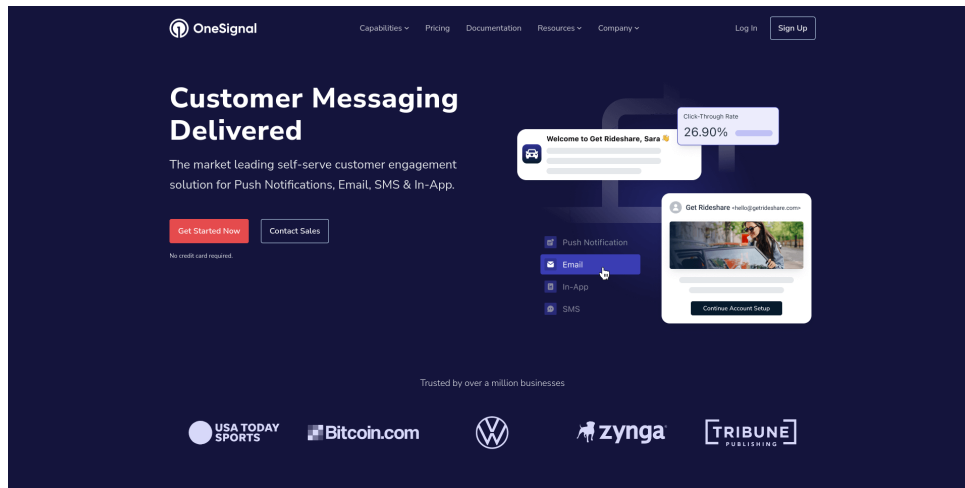


Figure I.2: OneSignal Homepage

### I.4.1.2 Pusher

Pusher is a cloud-based notification service that provides real-time messaging for mobile and web applications. It supports push notifications, in-app notifications, and allows integration with other services and platforms.

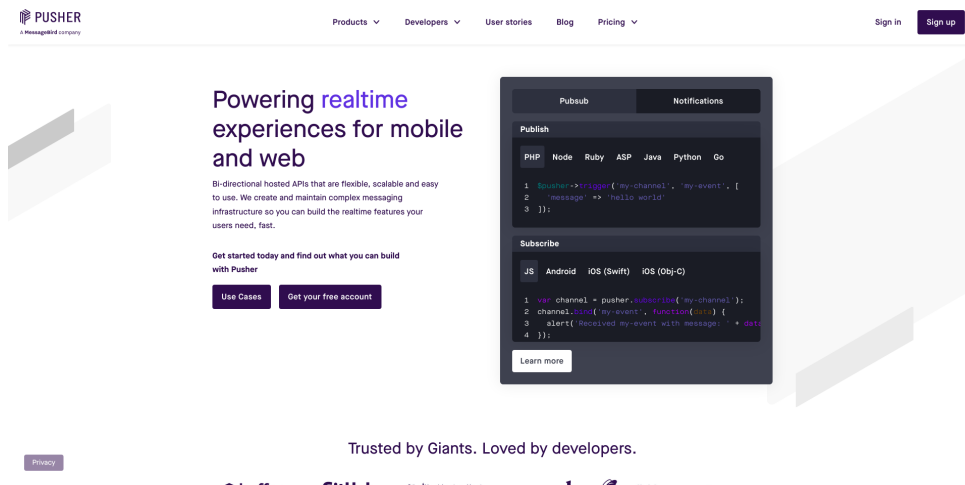


Figure I.3: Pusher Homepage

### I.4.1.3 Amazon SNS

Amazon SNS (Simple Notification Service) is a fully managed messaging service provided by Amazon Web Services (AWS) that enables you to send messages or notifications to a variety of distributed endpoints or clients.

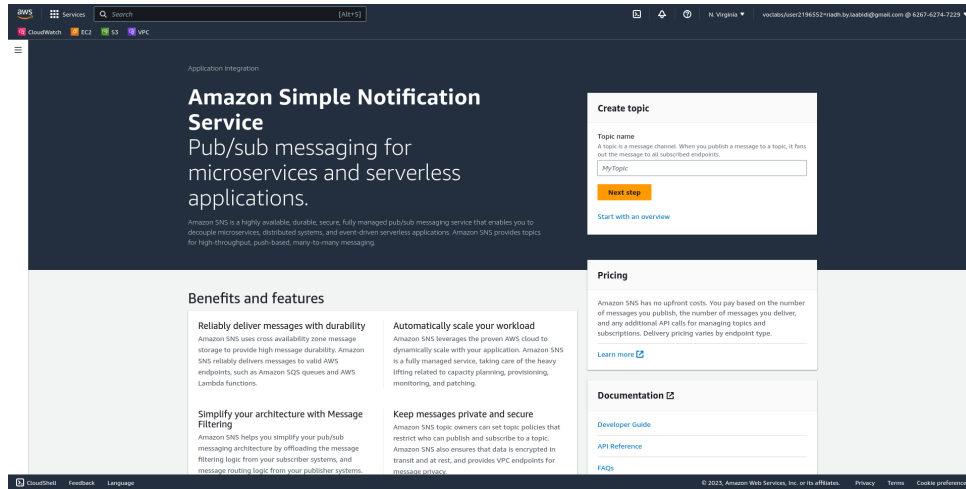


Figure I.4: Amazon SNS Service Homepage

## I.4.2 Comparison

We will conduct a comprehensive analysis of the selected existing solutions. By thoroughly examining their functionalities, strengths, and weaknesses, we aim to gain valuable insights into areas where improvements can be made to enhance user experience, streamline processes, and deliver a superior solution tailored to our specific requirements.

Our evaluation will be based on 6 criterias (Cx) that have been carefully selected as being the most relevant and aligned with the Convergence project requirements:

- **C1: Multi-channel delivery:** The ability to configure multiple channels (Email, SMS, Push, Chat) for notification delivery.
- **C2: Deliverability:** Ensuring that notifications and alerts are successfully delivered to users' devices.
- **C3: User Segmentation:** The ability to select and target specific groups of users based on criterias defined by the business requirements.
- **C4: Customization:** The ability to customize notifications content for targeted users accordingly.
- **C5: Analytics:** The ability to track different metrics during the delivery process in order to inform businesses about the effectiveness of notification campaigns and improve user engagement.
- **C6: Cost:** Charge per sent notifications for a larger user base and high notification volume.

- **C7: Ease of use:** The ability to easily setup and configure the different steps of the notification delivery process for non technical users.

	<b>OneSignal</b>	<b>Pusher</b>	<b>Amazon SNS</b>
<b>C1</b> Multi-channel delivery	Provides most of channels (Push, Email, SMS), except for the Chat channel	Provides Push (Android, iOS, Web) notifications only	Does not provide native support for multi-channel notifications
<b>C2</b> Deliverability	Low CTR and drops over time due to inactive receivers leading to misinformation for senders about the deliverability of their notifications.		
<b>C3</b> User Segmentation			Does not support targeting specific segments of users based on their behavior or preferences.
<b>C4</b> Customization	<b>Limited:</b> Users can't fully customize the layout of the notification.	<b>Limited:</b> Only a subject and a body, no dynamic content.	<b>Limited:</b> Only text message, subject and body, no dynamic content.
<b>C5</b> Analytics			No detailed insights on sent notifications
<b>C6</b> Cost	<b>249\$/month</b> (for 50,000 subscribers from push notifications only)	<b>99\$/month</b> for 50,000 subscribers	Charge per usage (Pay as you go)
<b>C7</b> Ease of use		Mostly Programmatic, does not provide a fully featured web interface.	Complex and time-consuming particularly for non technical users.

Table I.2: Comparison table

## I.5 Work methodology

With today's customers and businesses requiring rapid responses and changes, teams at Satoripop are embracing the Agile methodology, a project management approach that involves breaking the project into phases and emphasizes continuous collaboration and improvement, following a cycle of planning, executing, and evaluating.

One of the frameworks that helps practice building the mentioned agile principles into work and that we will be focusing on is Scrum. We will provide an overview of this framework, highlighting its approach and key principles.

### I.5.1 The scrum framework

Scrum is a lightweight framework that helps people, teams and organizations generate value through adaptive solutions for complex problems. It employs an iterative, incremental approach to optimize predictability and to control risk, while engages groups of people who collectively have all the skills and expertise to do the work and share or acquire such skills as needed.

### I.5.2 Members of a scrum team

The fundamental unit of Scrum is a small team of people. The Scrum Team consists of one Scrum Master, one Product Owner, and Developers. Within a Scrum Team, there are no sub-teams or hierarchies. It is a cohesive unit of professionals focused on one objective at a time, the Product Goal. [1]

- **Developers:** People in the Scrum Team that are committed to creating any aspect of a usable Increment each Sprint.
- **Product Owner:** One person that may represent the needs of many stakeholders in the Product Backlog. The Product Owner is accountable for effective Product Backlog management and maximizing the value of the product resulting from the work of the Scrum Team.
- **Scrum Master:** Deeply understands the work being done by the team and can help the team optimize their transparency and delivery flow. As the facilitator-in-chief, he/she schedules the needed resources (both human and logistical) for sprint planning, stand-up, sprint review, and the sprint retrospective.

### I.5.3 Scrum events

The Sprint is a container for all other events. Each event in Scrum is a formal opportunity to inspect and adapt Scrum artifacts. These events are specifically designed to enable the

transparency required.

- **The Sprint:** Sprints are the heartbeat of Scrum, where ideas are turned into value. They are fixed length events of one month or less to create consistency. A new Sprint starts immediately after the conclusion of the previous Sprint.
- **Sprint Planning** The work to be performed during the current sprint is planned during this meeting by the entire development team. Specific user stories are then added to the sprint from the product backlog. These stories always align with the goal and are also agreed upon by the scrum team to be feasible to implement.
- **Daily Scrum:** A 15-minute event for the Developers of the Scrum Team held every working day of the Sprint to inspect progress toward the Sprint Goal and adapt the Sprint Backlog as necessary.
- **Sprint Review:** The purpose of the Sprint Review is to inspect the outcome of the Sprint and determine future adaptations. The Scrum Team presents the results of their work to key stakeholders and progress toward the Product Goal is discussed.
- **Sprint Retrospective:** The purpose of the Sprint Retrospective is to plan ways to increase quality and effectiveness. The Scrum Team identifies the most helpful changes to improve its effectiveness and these changes are addressed as soon as possible.

### I.5.4 Scrum artifacts

Scrum's artifacts represent work or value. They are designed to maximize transparency of key information. Thus, everyone inspecting them has the same basis for adaptation.

- **Product Backlog:** The primary list of work that needs to get done. It's a dynamic list of features, enhancements, and fixes that acts as the input for the sprint backlog. This list is constantly revisited, re-prioritized and maintained by the Product Owner in case items may no longer be relevant or problems may get solved in other ways.
- **Sprint Backlog:** The list of items, user stories, or bug fixes, selected by the development team for implementation in the current sprint cycle. A sprint backlog may be flexible and can evolve during a sprint without compromising the fundamental sprint goal.
- **Increment:** A concrete stepping stone toward the Product Goal. Each Increment is additive to all prior Increments and thoroughly verified, ensuring that all Increments work together. In order to provide value, the Increment must be usable.



## Summary

To summarize our findings in this chapter, we introduced the host organization, then outlined the problem assessment and identified its related challenges. Next we analyzed competitors to get a grasp of the major pain points that we are going to tackle, and finally we presented the adopted agile approach in our team to foster flexibility and collaboration.

The next chapter will introduce the Sprint 0, where we kickstart the project, establish goals, and set the roadmap for upcoming sprints.



# Chapter II

## Requirements gathering and specification

### Introduction

In this chapter, we place significant focus on gathering requirements and transforming them into well-defined and documented specifications. This includes creating use cases and user stories, which provide valuable insights into system interactions and user workflows. Furthermore, we establish a prioritized product backlog, ensuring efficient resource allocation and timely delivery of the most critical and valuable features.

### II.1 Requirements analysis

By conducting a comprehensive analysis of the requirements, we aim to bridge the gap between the stakeholders' vision and the actual implementation of the product or system. This analysis helps us define clear and concise specifications that serve as the foundation for the design, development, and testing phases of the project.

#### II.1.1 Identifying end-users

Identifying end-users is a crucial step in requirements analysis as it helps determine the needs, expectations, and constraints of the target audience.

In our application, we were able to identify three types of actors:

- **Admin:** Is responsible for overseeing user accounts, configuring and maintaining the resources needed by agents or employees to ensure the smooth operation of the system inside the organization.

- **Agent:** Is an employee inside the organization in charge of executing actions on the notification center: creating and scheduling notification campaigns including the creation of notification content, client base segmentation.
- **Client:** Is a customer who is going to be targeted by notifications from the business or organization they belong to. A customer should be able to receive notifications and set their preferences for receiving notifications from that business.

## Summary

In this chapter, we translated requirements into specifications, encompassing the creation of use cases, user stories, and a prioritized product backlog, ultimately setting the stage for subsequent phases of development.

# Bibliography

- [1] Ken Schwaber & Jeff Sutherland. *The Scrum Guide*. Nov. 2020. URL: <https://scrumguides.org/scrum-guide.html>.