

Introduction

Purpose:

My application is designed for marketing people who need to maintain a customer database with customer-specific marketing consents and take lists of customers from the database.

Description:

The database will be created by using PostgreSQL and the application is coded with PHP. The application will be running on users.cs.helsinki -server.

The users need to sign in before accessing the data. Thus, passwords are needed for the marketing people and admin can manage the users.

There will be three functions that are allowed for (marketing) users:

Firstly, they can browse, add, change or delete individual customers in the database.
Secondly, they can browse, add, change or delete customers' given marketing consents. (*
Thirdly, marketing people can collect lists of customers according to the type of consent.

(* A marketing consent is usually a two-year agreement which gives a right to approach a customer by phone, email or mail. Some customers give all three rights for marketing purposes, the others might not give a single right whatsoever or the rights are already too old, that is, they are expired.

Use case diagram

