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 make queries (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.

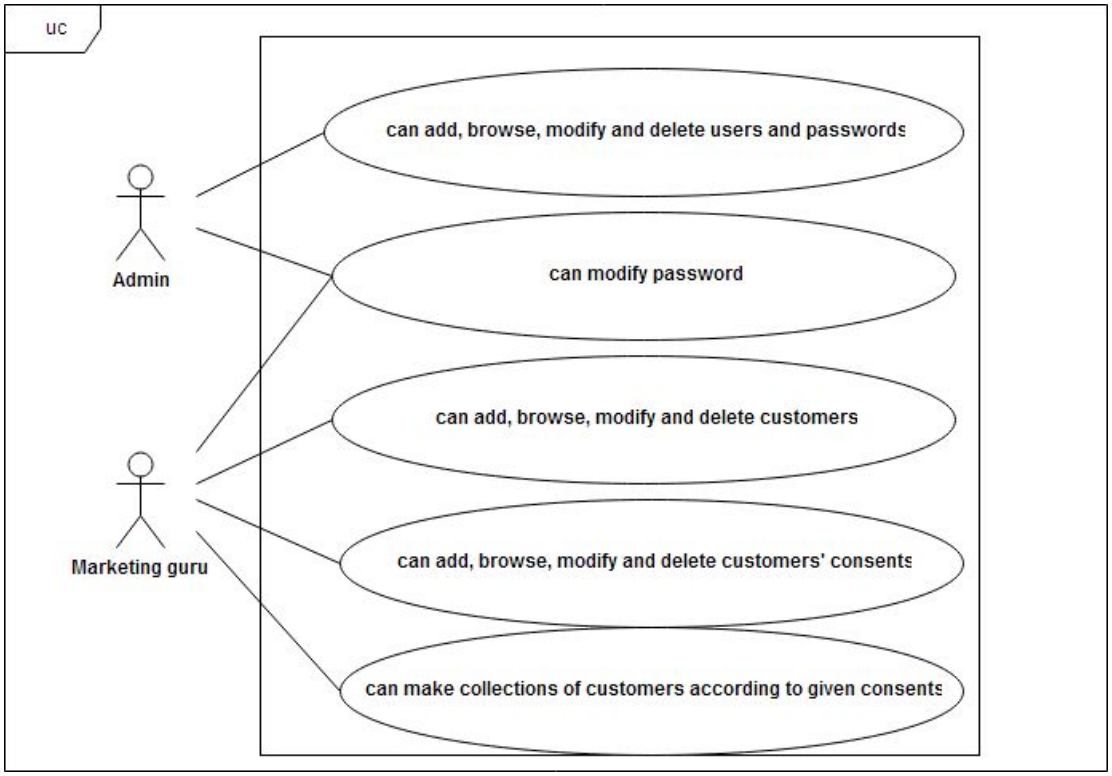
User Groups:

Admin: Administrator is responsible of giving the access to the right people.
Marketing guru: Any marketing people who have given a user account to the system

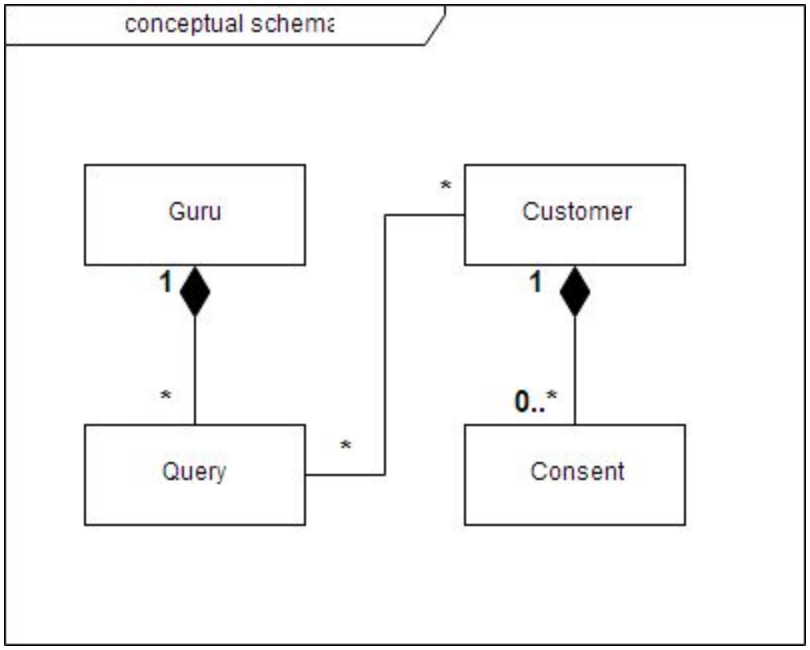
Use cases in detail:

Signing in: All users need to sign in before accessing the data
Browsing users: Only the users who have administrator rights can browse users and add new ones or delete old ones.
Modify password: All users can modify their own password. Admin only create a password when creating a new customer.
Browsing customers: Gurus can browse and modify customers, add new ones and delete old ones.
Browsing customer's consents: Gurus can browse and modify consents, add new ones and delete old ones.
Collecting a list: Gurus can collect/query list(s) by choosing which consents are opted in

Use case diagram



Data Content of the System



Data item: Guru

Attribute	Value	Description
Name	VARCHAR(60)	The name of Guru
Email	VARCHAR(40)	The email address which is used for accessing the system
Admin_rights	BOOLEAN	If Admin rights, then TRUE, otherwise FALSE.
Password	VARCHAR(50)	

There can be finite numbers of gurus who have made zero to many queries from the data. Email is used as a username.

Data item: Query

Attribute	Value	Description
tstz	Timestamp	Timestamp of the query which is made by the Guru

There can be finite numbers of queries made by single guru. Each query collects data from customers. In order to perform a query of a certain consent type the result gives only those customer rows which have the given consent type existing.

Data item: Customer

Attribute	Value	Description
Name	VARCHAR(60)	
Email	VARCHAR(40)	
Address	VARCHAR(120)	
Number	VARCHAR(20)	
tstz	Timestamp	

Only the name of the customer is required, all other fields can be optional. TImestamp is generated as the customer is created. Each customer has no or many consents.

Data item: Consent

Attribute	Value	Description
Label	VARCHAR(50)	Label name is the label of consent, that is phone, email, address etc
tstz	Timestamp	

Consent has a label name which specifies the type of consent. There are customer-specific number of consents which each consent has the customer-specific timestamp. Timestamp is given when the individual consent for a specified customer is added to the system.

Database Diagram