SRS Document - Very helpful

Internet working essentials (Lovely Professional University)

SOFTWARE REQUIREMENTS SPECIFICATION (SRS DOCUMENT)

GoDaddy.com

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SECTION-K21RS

GROUP-1

Course-CSE320

Table of Contents

1. Introduction

GoDaddy is the largest web host on the Internet for a reason: competent, comprehensive service. **GoDaddy** is the giant of the web hosting service industry, many times larger than any other domain registrar. They service upwards of 20+ million domain names and the number is on rise.

1.1 Purpose

The purpose of this document is to provide correct and complete description of the requirements of godaddy.com. The requirements will be shown in the written description to explain various concepts and different types of functionalities with relevant information.

1.2 Scope

By the use of goDaddy.com, a person can start his own business or his own website by getting different types of domain name for website or business. **GoDaddy** is the giant of web hosting service industry, many times larger than any other domain registrar. . They service upwards of 20+ million domain names and the number is on rise.

1.3 References

www.google.co.in
https://en.wikipedia.org/wiki/GoDaddy
https://in.godaddy.com

1.4 <u>Overview</u>

 GoDaddy is a publicly traded Internet domain registrar and web hosting company. As of January 2016, GoDaddy was said to have had more than 61 million domain names under management, making it the world's largest ICANNaccredited registrar. It serves more than 13 million customers and employs more than 4,000 people. The company is known for its celebrity spokespeople, Super Bowl ads and as being an online provider for small businesses. In addition to a postseason college football bowl game, it previously sponsored NASCAR. It has been involved in several controversies related to security and privacy. In addition to domain registration and hosting, GoDaddy also sells e-business related software and services.

- In July 2012, GoDaddy announced it would acquire Outright for an undisclosed amount.

- In August 2013, GoDaddy announced it would acquire Locu for $70 million.

- In September 2013, GoDaddy acquired domain marketplace Afternic from Name Media. GoDaddy will also acquire domain parking service Smart Name and business name generator NameFind.

- In April 2015 and November 2015, GoDaddy acquired the domain portfolios of Marchex and Worldwide Media respectively.

2. General Description

2.1 Investor Relation

Latest Earnings Second Quarter 2016 Earnings Conference Call. We live by the same principles as any successful startup : Hustle, Adapt, Listen. Repeat.

Investor Relation Contact

Investor Relations

Phone: (669) 600-5812

Questions for the Investor Relations department can be emailed to investors@godaddy.com

If you require customer service, please visit support.godaddy.com for live chat and help articles, or call (480) 505-8877 from the U.S.

International phone numbers for technical sales and support may be found at ---
https://www.godaddy.com/contact-us.aspx

2.2 News Releases

- **[GoDaddy Launches Domain Connect Initiative To Make It Easier For Customers To Get The Most Out Of Their Domain Names](#)** September13, 2016

- **[GoDaddy Acquires Manage WP To Offer A Single Destination For Best-In-Class WordPress Management And Hosting](#)** September 06, 2016

- **[Equal Pay Consortium Collaborating To Help Close Gender Pay Gap](#)** August 26, 2016

- **[GoDaddy Joins Path Forward Return-to-Work Program; Offers Internships for Mid-Career Professionals](#)** **August 23, 2016**

- **[GoDaddy Deepens Executive Team With CFO Hire Ray Winborne; Appoints Scott Wagner To President, Chief Operating Officer](#)** **August 03, 2016**

- **[GoDaddy Reports Continued Growth In Second Quarter 2016](#)** August 03, 2016

- **[GoDaddy Releases Summer 2016 Updates Across All Product Lines](#)** July 26, 2016

- **[GoDaddy Inc. Announces Second Quarter 2016 Earnings Conference Call](#)** July 11, 2016

- **[Consumer Trust In Online Small Businesses Strengthened By Professional Email](#)** June 21, 2016

- **[GoDaddy Joins Fair Pay Pledge To Help Close The Gender Pay Gap](#)** June 14, 2016

- **[GoDaddy Launches Flare: New App Brings Business Ideas To Life](#)** May 26, 2016

- **[GoDaddy Acquires Freedom Voice To Accelerate The Delivery Of Communications Services To Small Businesses](#)** May 17, 2016

2.3 Fact Sheet

DOMAINS: A domain name is '21st Century real estate'— the first step to building an online presence and the online address given to customers, friends and family. GoDaddy, the world's largest domain name registrar, offers the largest inventory of domain name extensions, like .COM, .CLUB, and .LONDON, so anyone, especially small businesses, can establish a credible and memorable

digital identity. GoDaddy also operates marketplace for buying and selling previously owned domains.

DIGITAL IDENTITY: GoDaddy's Digital Identity products help business get online, get found and get up and running quickly. Website Builder helps businesses get online fast with a beautifully elegant website. Online Store provides everything a small business owner needs to open and run an ecommerce store. Get Found helps small businesses attract new customers on popular destinations including Google and Yelp.

WEB HOSTING: GoDaddy hosts more than 10 million websites around the world and is hyper-focused on delivering fast, reliable and easy to use Web hosting. GoDaddy offers Shared, Dedicated and Virtual Private Servers in addition to a very popular, managed WordPress service, which lets customers focus on content creation, while GoDaddy handles the technical Web hosting details.

PRODUCTIVITY: GoDaddy's suite of productivity tools makes business easier for customers helping them run a smooth ship to build and grow their venture. GoDaddy's strategic partnership with Microsoft to offer Office 365 as GoDaddy's core email and productivity service provides customers seamless access to email connected to domain names, cloud storage and productivity solutions. GoDaddy Online Bookkeeping helps small businesses organize their finances and GoDaddy Email Marketing helps small businesses connect with customers through simple, beautiful and effective email marketing.

2.4 Milestone and Timeline
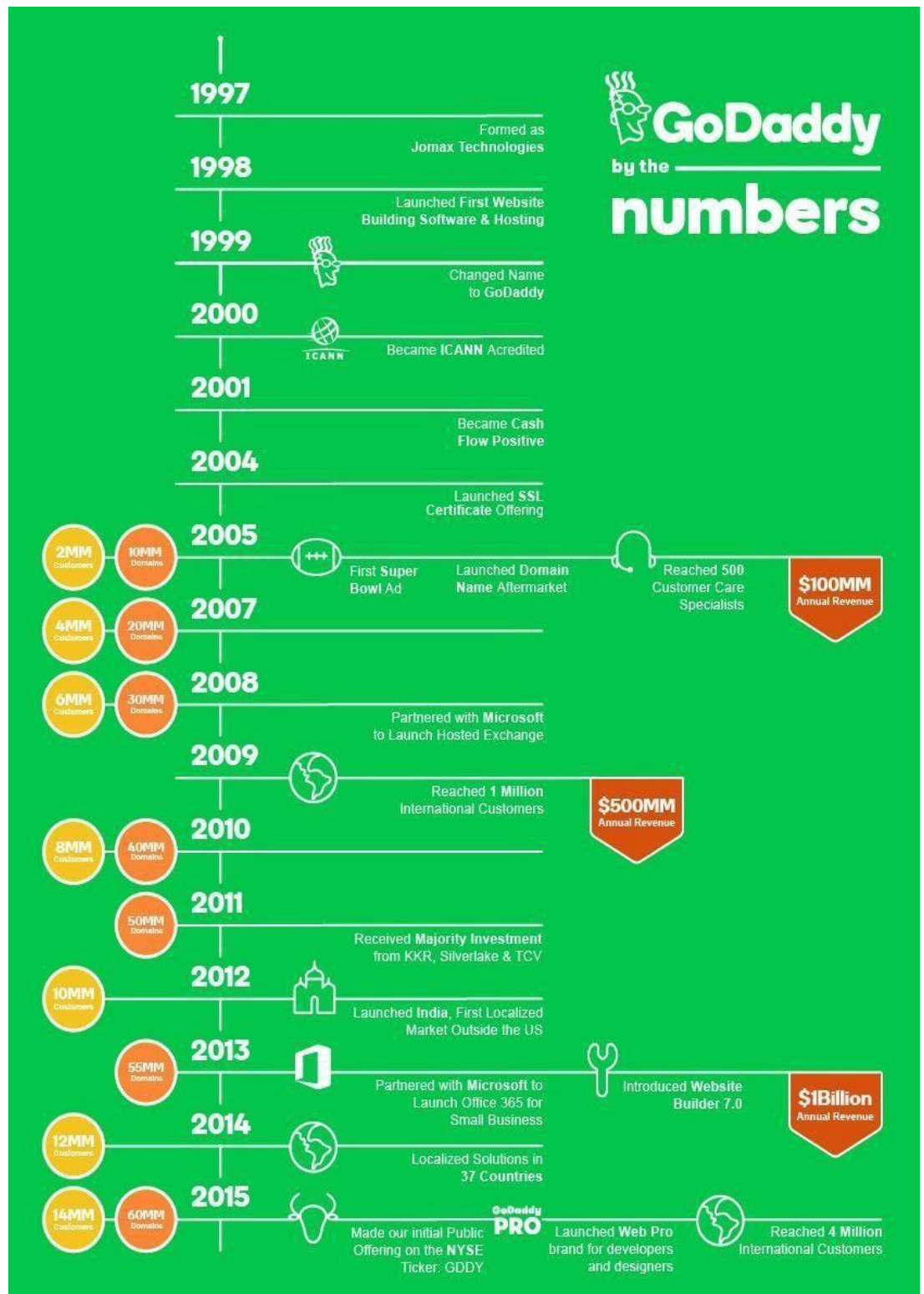
2.5 Media Kit and Assets

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3. Marketing

3.1 GoDaddy Spokespeople

Most of GoDaddy's early television ads starred former WWE(World Wrestling Entertainment) wrestler Candice Michelle, usually appearing in a sexually suggestive manner. She has been referred to as "Miss GoDaddy.com" or "The GoDaddy Girl" by fans and on WWE television shows, where she also does the "GoDaddy Dance" (twirling her arms around her body while slowly turning) as part of her wrestling gimmick.

In 2006, GoDaddy began sponsoring IndyCar driver Danica Patrick, who subsequently joined the lineup and began playing a prominent role in the company's commercials.

In 2013, Jean-Claude Van Damme starred in a series of GoDaddy commercials as a means for the company to stray away from its raunchy image. In the commercials, Van Damme is seen doing the splits while playing musical instruments before he appears upside down in front of the business owner and whispers, "It's Go Time."

3.2 Past GoDaddy Spokespeople

In March 2009, GoDaddy announced professional poker player Vanessa Rousso as the newest GoDaddy Girl. Vanessa competed in the GoDaddy sponsored NBC National Heads-Up Poker Championship the same month, finishing second and making history by being the first woman to make it to the finals.

Also in March 2009, GoDaddy added pro-golfer Anna Rawson, bringing the GoDaddy Girl spokeswomen count to four. "She is edgy, she is fun, she is hotter than firecrackers, she is very clever and everything we look for in a GoDaddy Girl", Parsons said of Rawson at a news conference in Phoenix.

3.3   Orange County Choppers

An order was placed with Orange County Choppers for a Custom motorcycle to raise contributions for charity and was revealed in Miami, Florida, and featured the models Candice and Danica. The episode was documented by the reality show *American Chopper* episode number 82.

3.4   Sports Sponsorships

GoDaddy started advertising in the Super Bowl in 2005. Since then, the company expanded its marketing to include sports sponsorships.

3.4.1 *Super Bowl XLII advertisement*

On August 13, 2007, Parsons announced that GoDaddy may be sitting out Super Bowl XLII. "There's always the possibility that we might not be able to get an appropriately edgy advertisement approved", he said. "All things considered, there's a strong argument for staying on the sidelines this year and taking that Super Bowl advertising money and using it for other opportunities", he added. However, on January 28, 2008, during *WWE Raw* in a reverse of field, it was disclosed by GoDaddy spokesperson (and WWE wrestler) Candice Michelle that there will be an advertisement during the game, which featured a "behind the scenes" look into that ad. Once again, GoDaddy went through more than a dozen submissions before it was able to get a commercial approved by Fox, the same network that had pulled its Super Bowl XXXIX advertisement before its second scheduled airing.

3.4.2 *IndyCar*

In 2010, GoDaddy was again the presenting sponsor for the live race broadcast and the primary sponsor for IndyCar driver Danica Patrick. And, for the first time ever, GoDaddy broadcast usergenerated commercials as part of its advertising strategy.
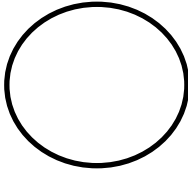
The top three winners of GoDaddy's "Create Your Own Commercial" contest had their ads air during the race broadcast. Creators of the first place advertisement "Go Momma" received $100,000 in cash. The commercial features a mother who creates a Web site with GoDaddy in order to save time and still keep in touch with her family. In the thirtysecond story, she posts her cherished family recipes on her Web site, even though she's not tech-savvy. The grand prize winner of the user generated content contest is not only cleavage-free and smarm-free, it also celebrates an empowered woman of a certain age who uses GoDaddy to help her solve a family problem. In 2009, for a third consecutive year, GoDaddy was the presenting sponsor of the Indianapolis 500 race broadcast on ABC. GoDaddy also debuted a new commercial called "Speeding" during the Indy 500. The commercial features Danica Patrick getting pulled over for speeding by a female Cop wanting to be a "GoDaddy Girl". The advertisement teases to an edgier Web version that drove a 570% traffic increase to GoDaddy.com.

DESIGN
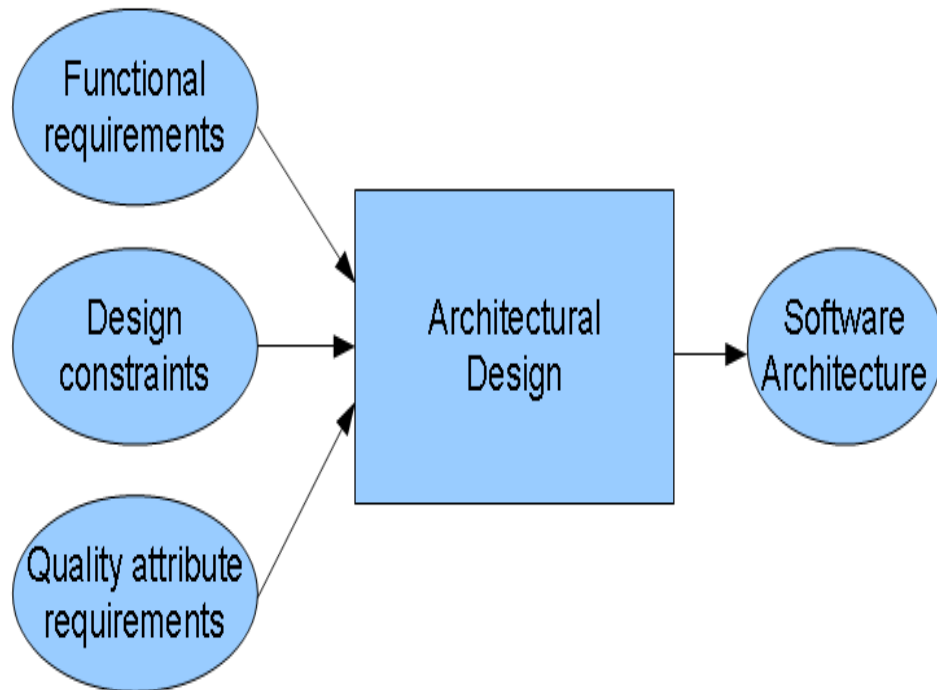
Design phase deals with transforming the requirements, as described in the SRS document, into a form that is implemented using a programming language. The various designs of this system are shown as following:

Data Flow Diagram: Data Flow diagram is a graphical representation of flow of data throughout the information system. Data flow diagrams illustrate how data is processed by a system in terms of inputs and outputs.

Name	*Representation*
External Entity	
Process/Function	
Data Store	
Data Flow	
Output	

Title: Godaddy.com Project DFD Data Flow Diagram

Description: The main aim of providing Godaddy.com DFD Data Flow Diagrams is to explain how design phases important in SDLC process while developing any web application software project. The below Context Level (0th Level) Diagram for shopping cart system explains about Administrator and user's data input stages , data output stages, data storage, UI Screen, reports:

ADMINISTRATOR	Data Input Stage	GoDaddy. com	Data Output Stage	USER
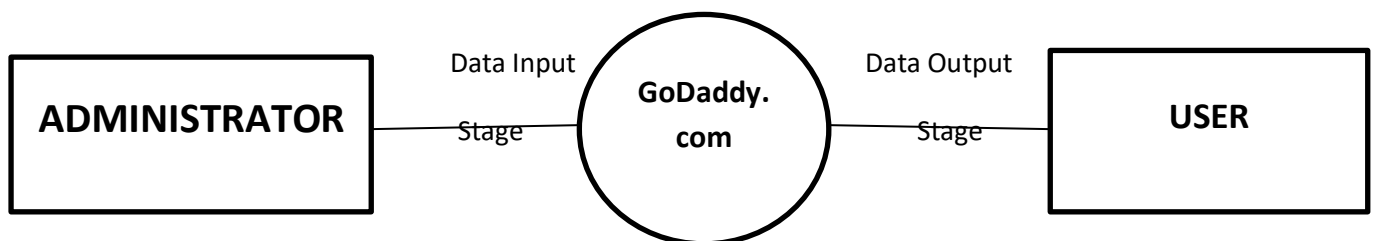
GoDaddy's admin features and data flow diagrams with first Level of DFD Diagram below:
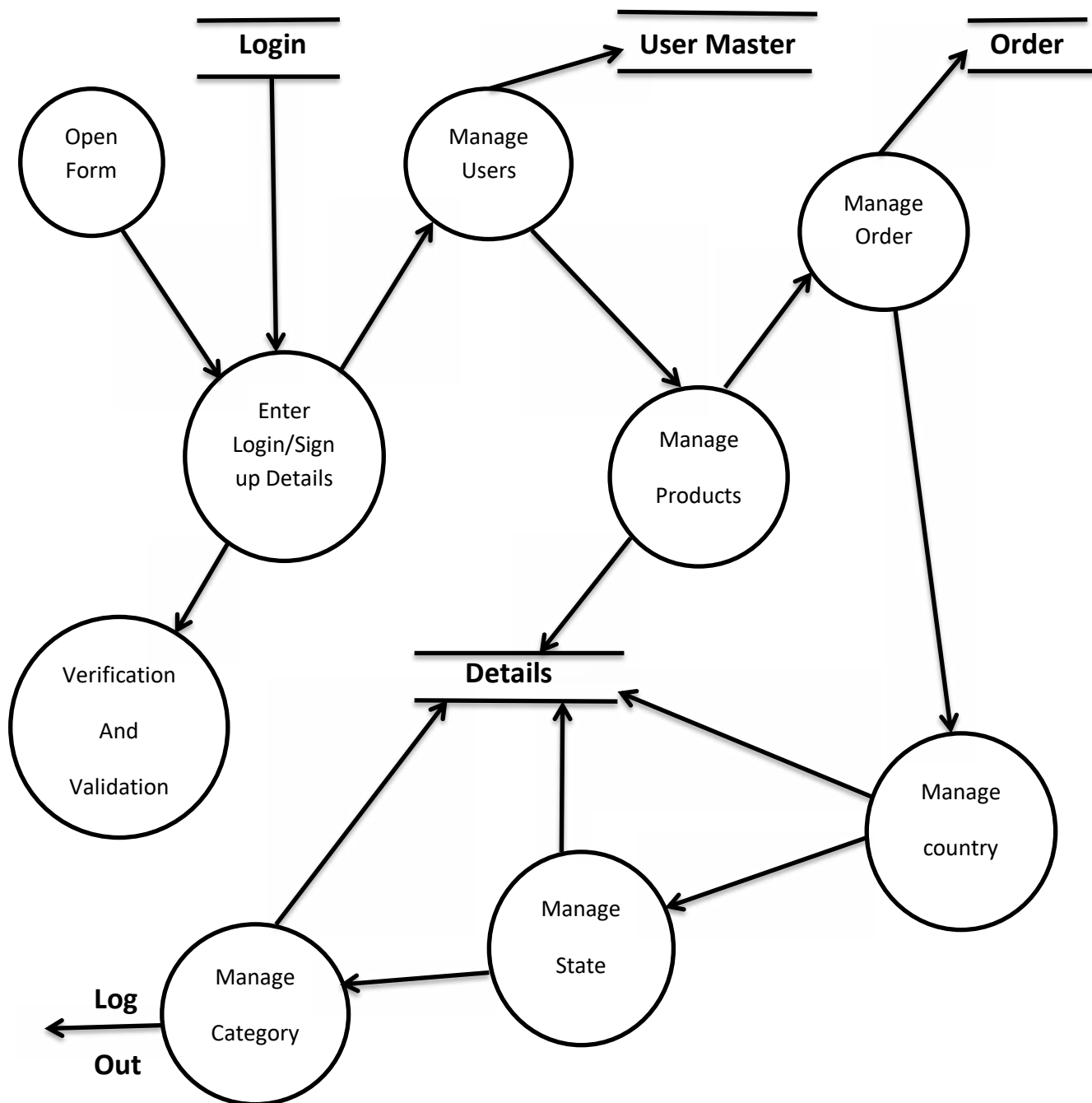
The below login dataflow diagram provides login form names, user and admin login details, verification details, check user and login master information and finally User home page redirection details.

Login Details

Open Login form

Enter Username and Password

Check User

Username Page
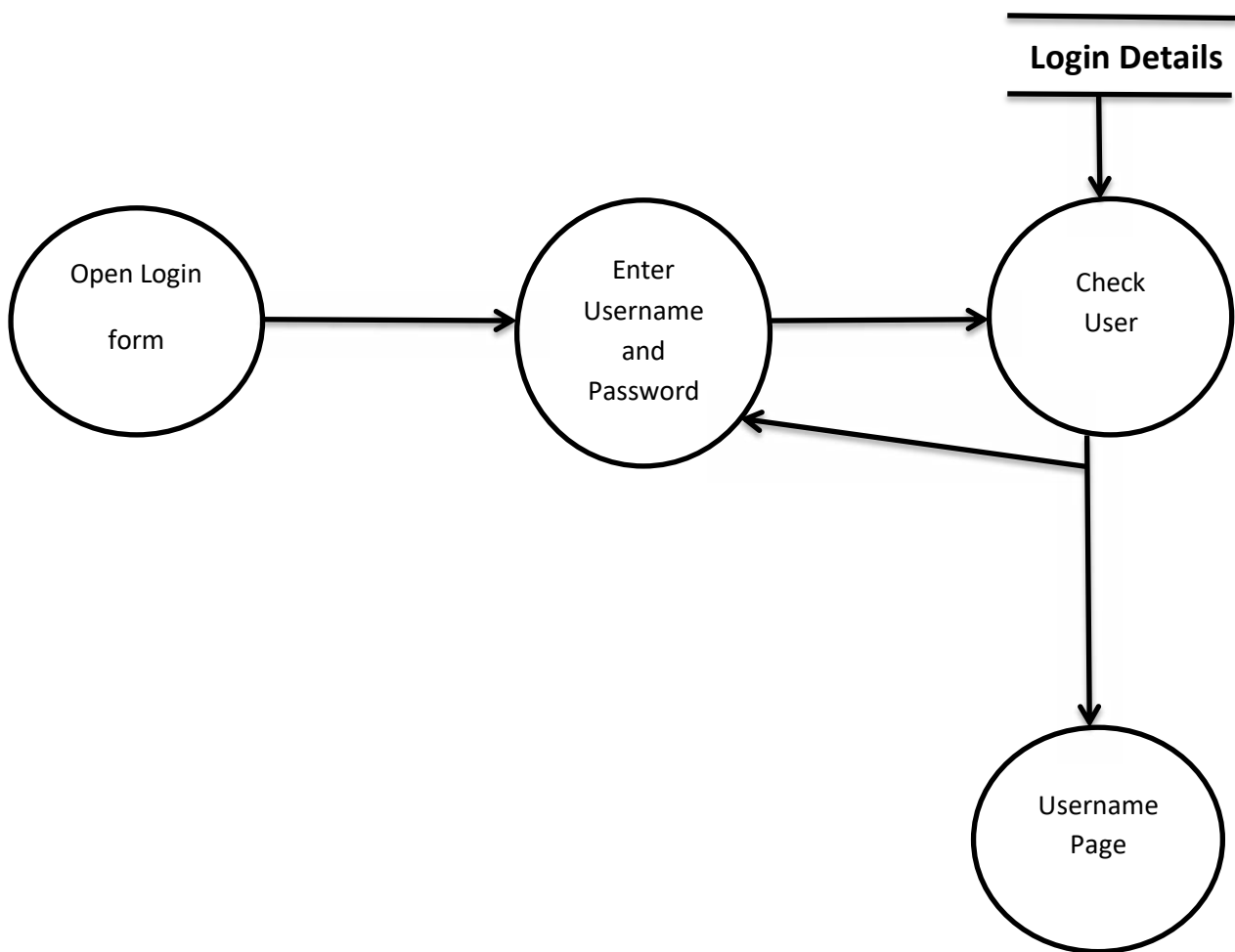
Administrator Data flow diagrams for the second level of managing orders from users selected products below:
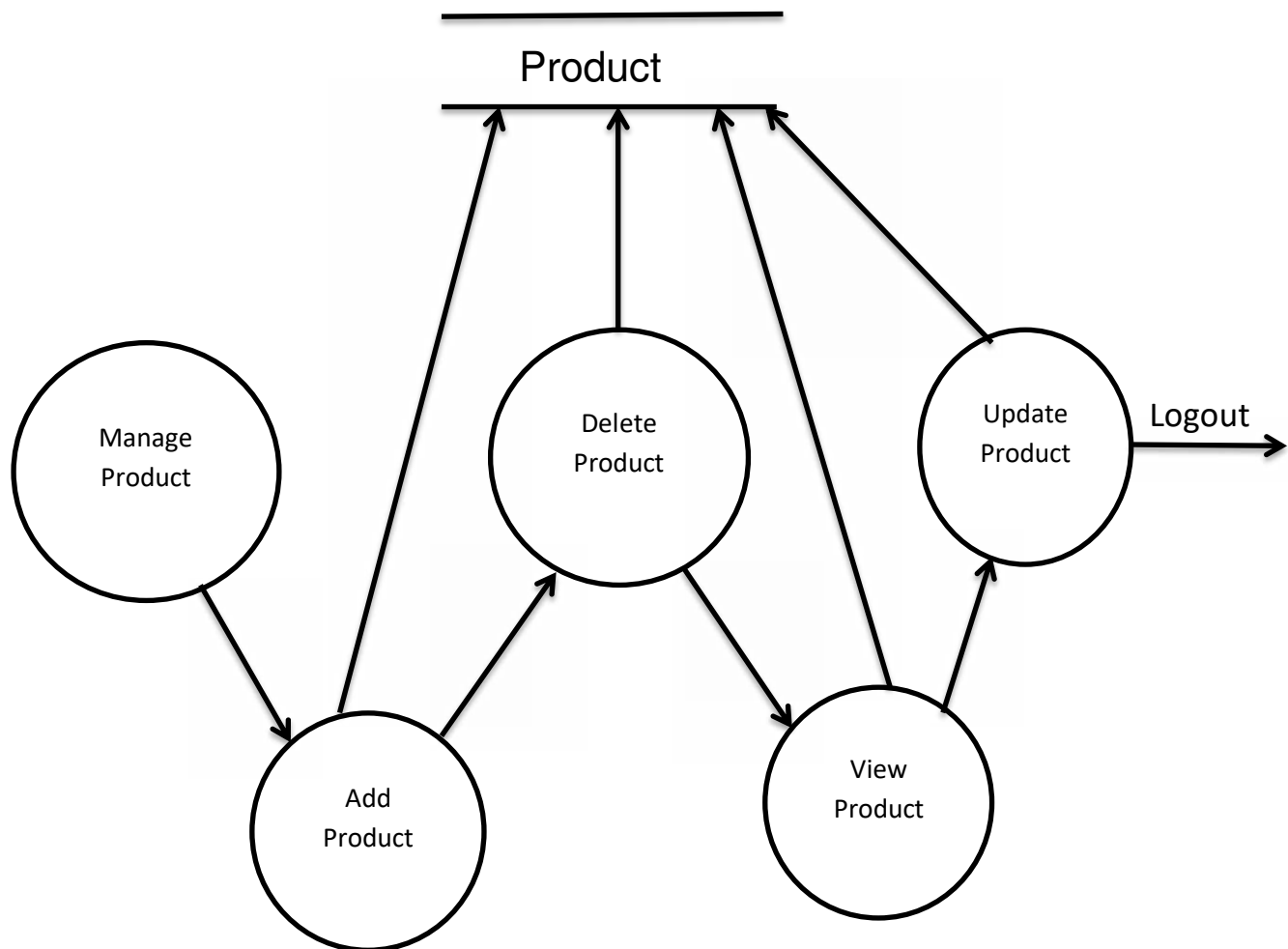
The below attached DFD diagram for the second level of processing for managing orders over admin functionality:
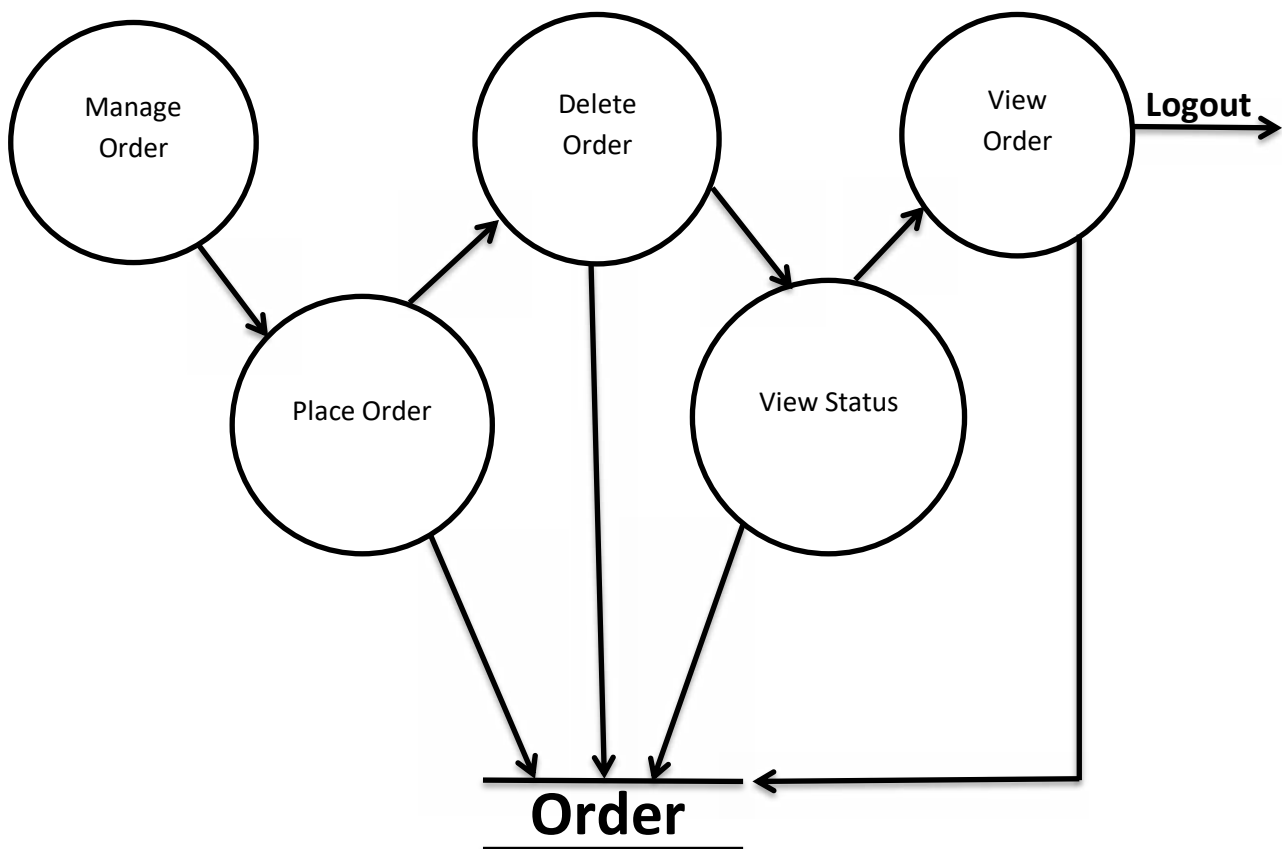
The below added DFD for user features while selecting items, making payments and ordering new products:
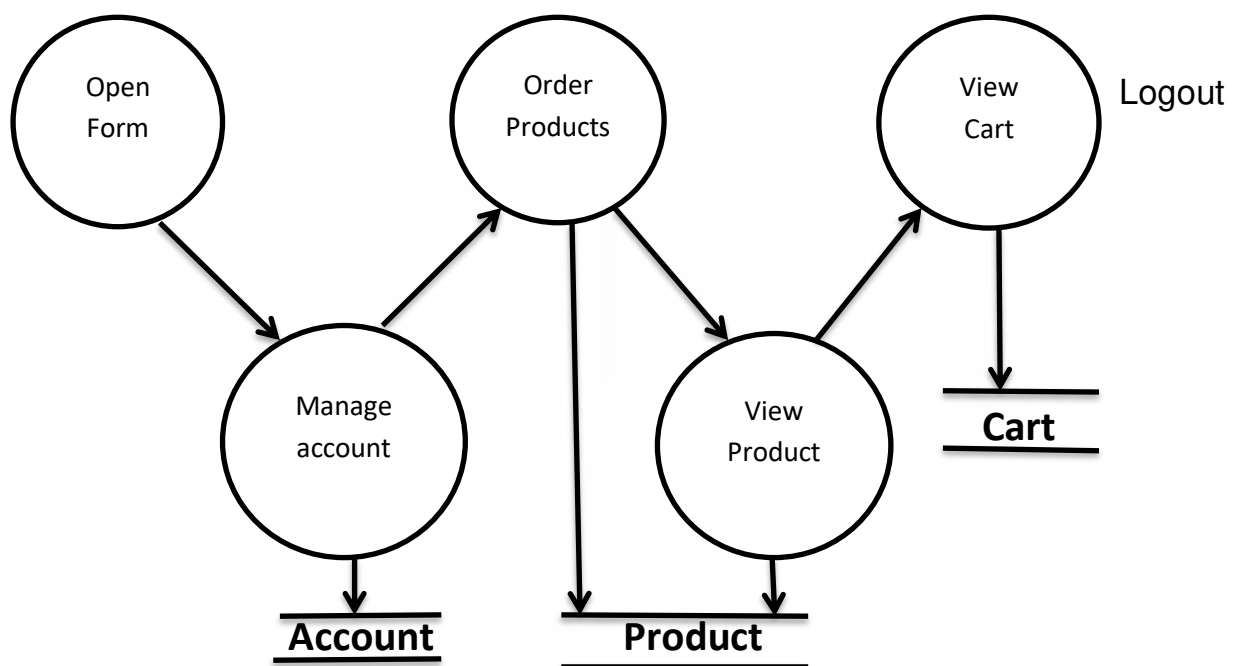
The below diagram for new user registration in the web application, this explains how user data verification and validation:
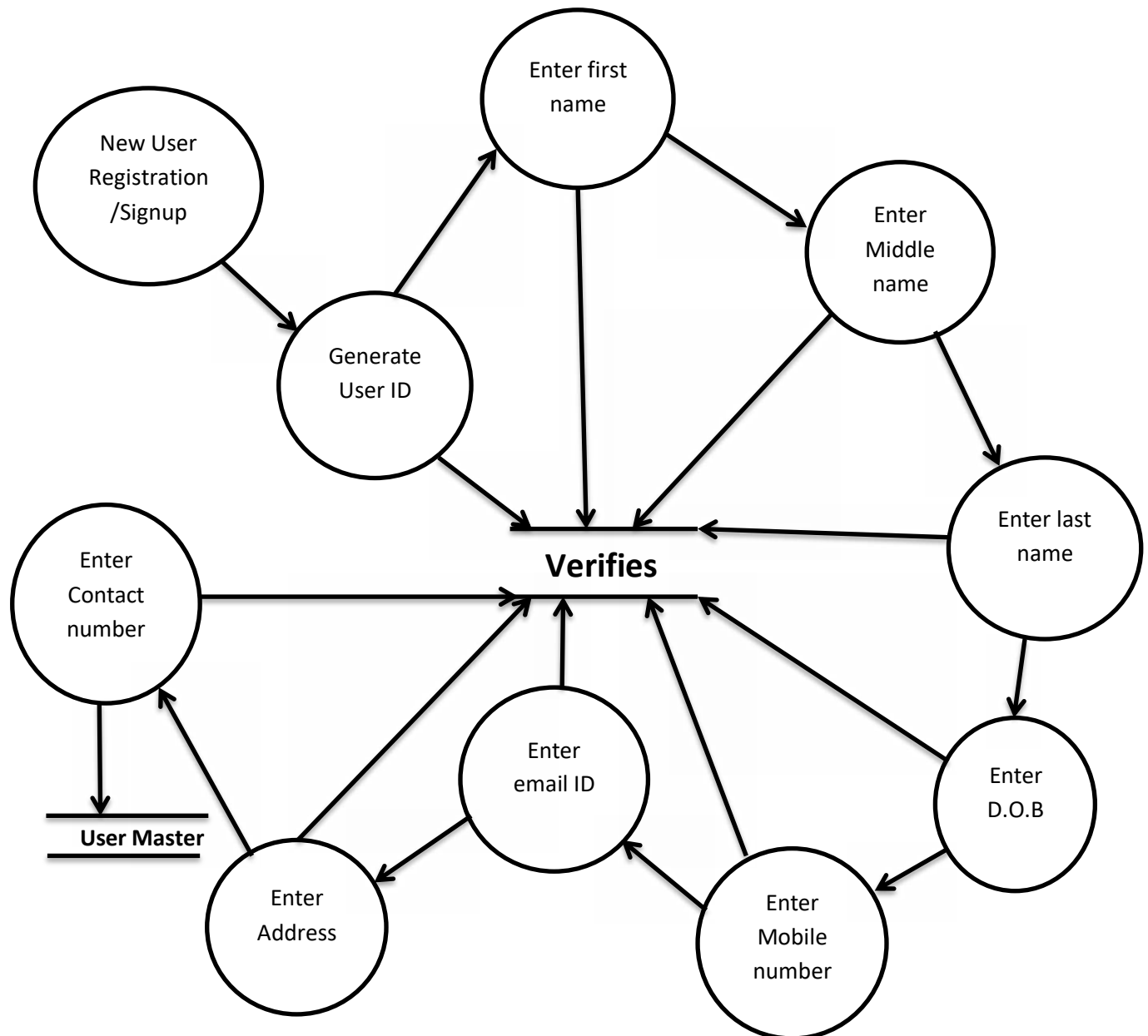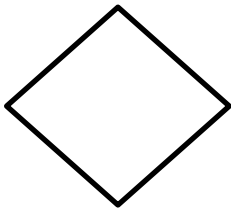
Entity Relationship Diagram:

An entity relationship diagram (ERD) shows the relationships of entity sets stored in a database. An entity in this context is a component of data. In other words, ER diagrams illustrate the logical structure of databases.
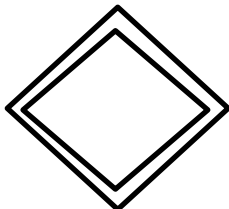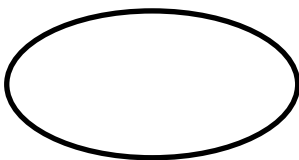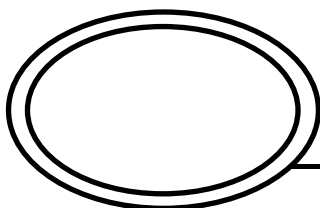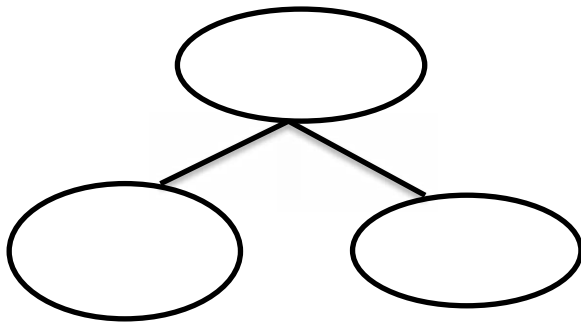
Entity class

Weak Entity class

Relationship type

Identifying relationship type
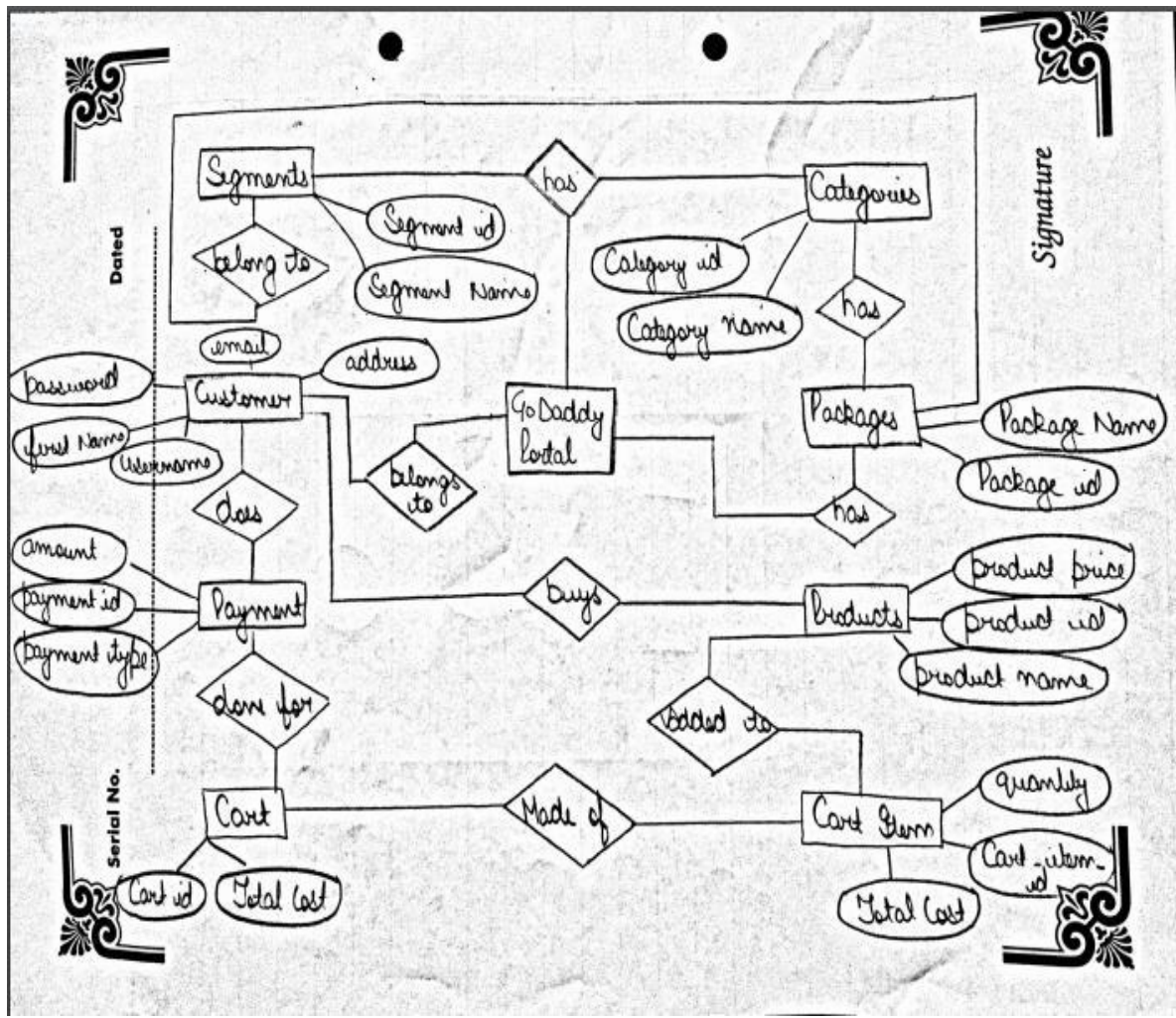
Attribute
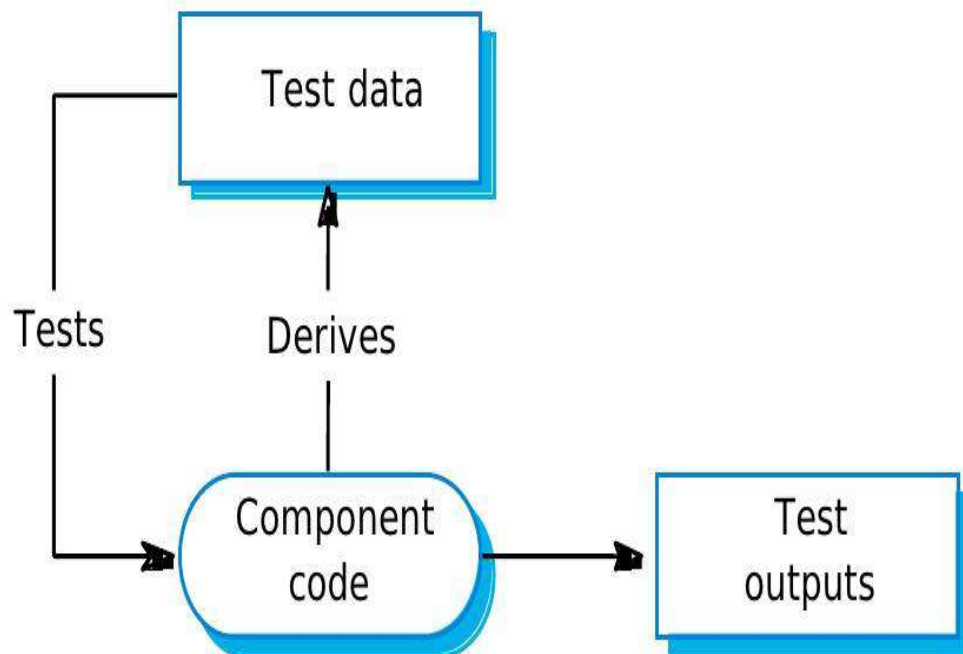
Multivalued attribute

Composite attribute

Title: ER diagram for GoDaddy.com

__Testing__

White-box testing

Test Case

A test case, in software engineering, is a set of conditions under which a tester will determine whether an application, software system or one of its features is working as it was originally established for it to do. The mechanism for determining whether a software program or system has passed or failed such a test is known as a test oracle. In some settings, an oracle could be a requirement or use case, while in others it could be a heuristic. It may take many test cases to determine that a software program or system is considered sufficiently scrutinized to be released. Test cases are often referred to as test scripts, particularly when written - when they are usually collected into test suites.

1 Log in

Test to Pass

User need to enter a valid email address. Password must be alphanumeric 8 to 20 characters long with an upper case and symbol.

Test to Fail
If any of the above requirement is missing, test case will fail .If no input is provided.

2 Sign up

Test to Pass
User can sign up with Facebook, Google or their email address. Email address should be valid and password must be alphanumeric 8-20 characters long with an uppercase and symbol.

Test to Fail
If any of the above requirement fails, then the test case fails .If no input is provided.

3 Cart

Test to Pass
The cart should be updated with the item with correct name, image and price. The price should be updated to reflect he correct figure. cart balance should be zero, no items should be displayed in the cart.

Test to Fail
If any of the above requirement fails, then the test case fails.

4 Payment

Test to Pass
Different payment types should all be tested, e.g. Credit Card, Paypal, Bank Transfers, Instalments, etc.

Test to Fail
If any of the above requirement fails, then the test case fails.

5 Search form

Test to Pass
Check that the products displayed are related to what was searched for.

Test to fail
If any of the above requirement fails, then the test case fails.

6 Sorting

Test to Pass
There could be four to five options to select from a drop-down menu. Sorting is usually singleselect, i.e. you can sort by one parameter only.

Test to Fail
If any of the above requirement fails, then the test case fails.

7 Filtering

Test to Pass
Unlike sort option, filter options are multi-select, that is you can filter by multiple parameters. It is a good idea to explore single filters and multi-filter options.

Test to Fail
If any of the above requirement fails, then the test case fails.

8 Post Purchase

Test to Pass
Changes to the account, such as billing address, shipping address, change password, change profile information such as name, email address and even deleting an account.

Cancel the order or change the quantity of the order.

Review your recent order and history of purchased items.

Test to Fail
If any of the above requirement fails, then the test case fails.
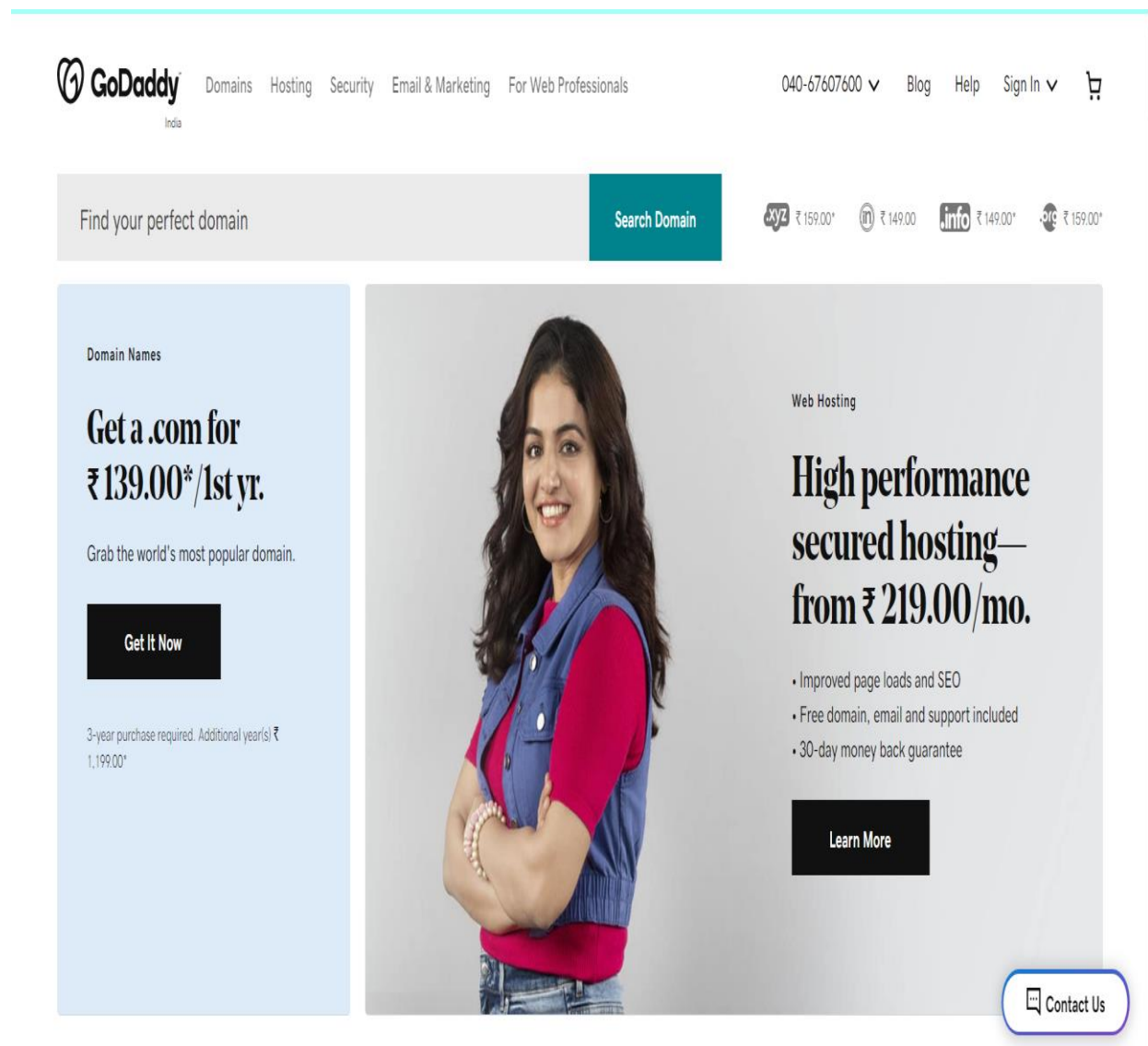
9 Helpline

Test to Pass
Contact details should valid .24*7 availability.

Test to Fail
If any of the above requirement fails, then the test case fails.

User Interface

1. Home Page

2. Sign up page

GoDaddy

Create an Account

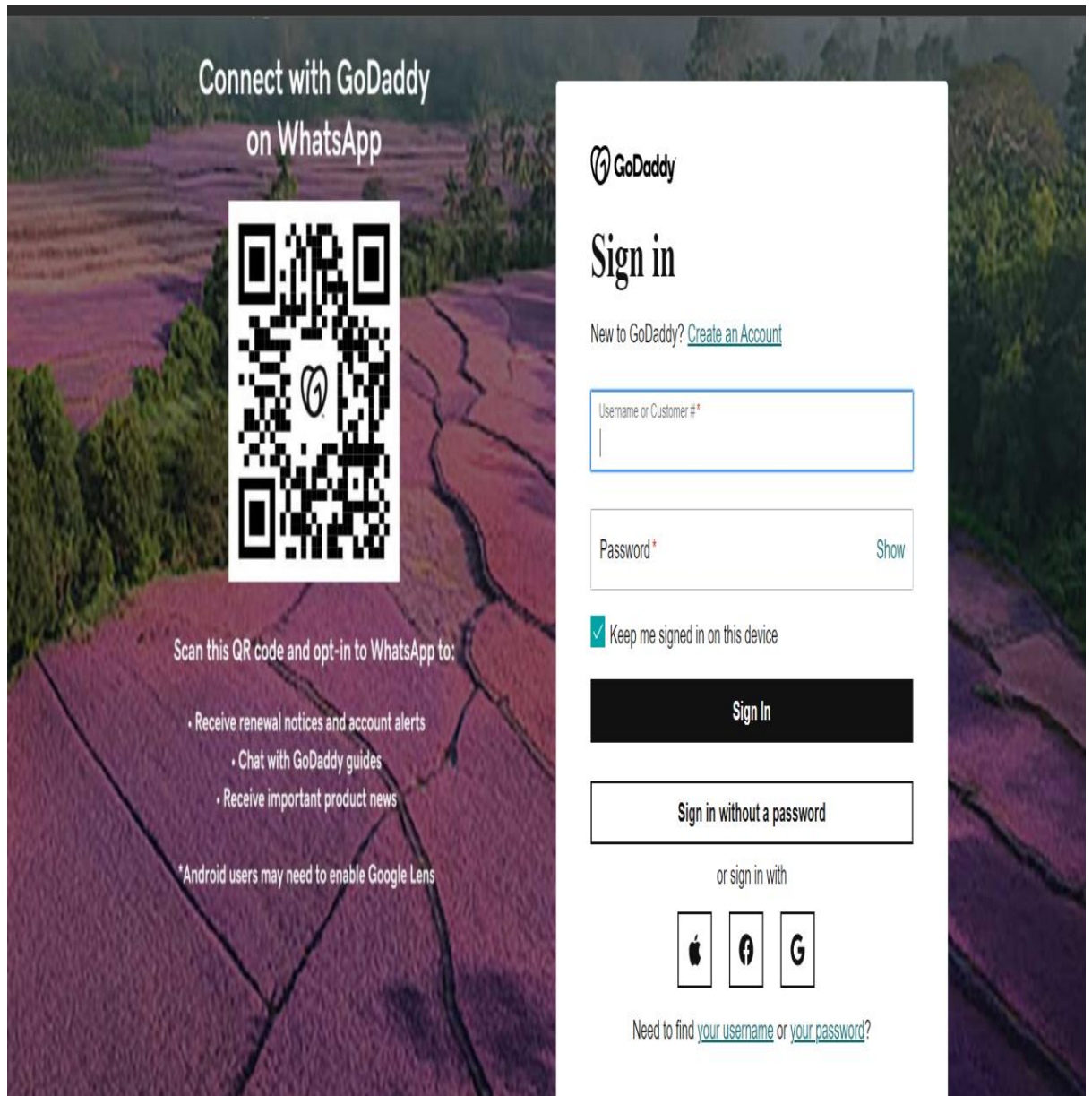Already have an account? Sign In

[f Continue with Facebook]

[G Continue with Google]

[✉ Continue with Email]

By creating an account, you agree to GoDaddy's Terms & Conditions and Privacy Policy

3. Sign in page

Conclusion

This report showed SDLC (software development life cycle) from requirement analysis to design and testing . In this report we showed the life cycle of godaddy.com which is a domain issuing and maintenance company.