Software Requirements Specification (SRS)
Web-Based Marketing & Sales Funnel Platform

1. Purpose

This document defines requirements for a web-based platform that enables businesses to create marketing funnels, capture leads, automate follow-ups, and run outreach campaigns via Email and SMS.

2. Scope

The system provides funnel building, lead capture, automated email and SMS campaigns, analytics, integrations, and optional multi-tenant support.

3. Target Users

Admins, Account Owners, Marketing Users, Sales Users, and View-only Analysts.

4. Product Overview

The platform consists of authentication, funnel builder, CRM-lite lead management, campaign automation, analytics, integrations, and optional billing.

5. Functional Requirements

Authentication & user roles, workspace management, funnel/page builder, form capture, CRM-style lead management, email campaigns, SMS campaigns, automation workflows, analytics, reporting, APIs, and integrations.

6. Non-Functional Requirements

Performance, security, reliability, compliance, and maintainability requirements including HTTPS, RBAC, queue-based processing, consent handling, and audit logs.

7. Technology Stack

Laravel (latest), PHP 8.3+, MySQL/PostgreSQL, Redis queues, Blade/Vue frontend, Twilio SMS, SES/SendGrid email, AWS/DigitalOcean hosting.

8. Data Model (High Level)

Workspace, Users, Funnels, Pages, Forms, Leads, Tags, Campaigns, Messages, Automations, Webhooks, Suppression Lists.

9. Key User Flows

Lead capture to automated follow-up and broadcast email/SMS campaign execution with analytics.

10. Acceptance Criteria

Leads must trigger automations, opt-outs must be enforced instantly, analytics updated via provider webhooks.

11. Out of Scope (MVP)

Calling dialer, AI content generation, deep CRM forecasting, advanced attribution modeling.