



BRANDLICIOUS

Brand , Marketing , Sales

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Problem statement

In the dynamic landscape of the business world, brands and companies face the constant challenge of establishing a strong presence, creating a positive image, and effectively reaching their target audience due to the diverse skill sets and resources required. To overcome these hurdles, they often require a dedicated team of professionals adept at marketing and image creation.

Solution

Brandalicious transforms into a 360° creative digital media organization:

A one-stop shop for all marketing and image creation needs.

Offering integrated services including:

- **Talent Management**
- **Video Production**
- **Social Media Management**
- **Influencer Marketing**

USP

unique Selling Price

Brandlicious

Comprehensive Solutions:

- All-in-one branding platform offering logo design, social media branding, content creation, and more.

Personalized Service:

- Tailored branding solutions to meet unique business needs and preferences.

Collaborative Approach:

- Seamless collaboration between brands and experts for effective brand development.

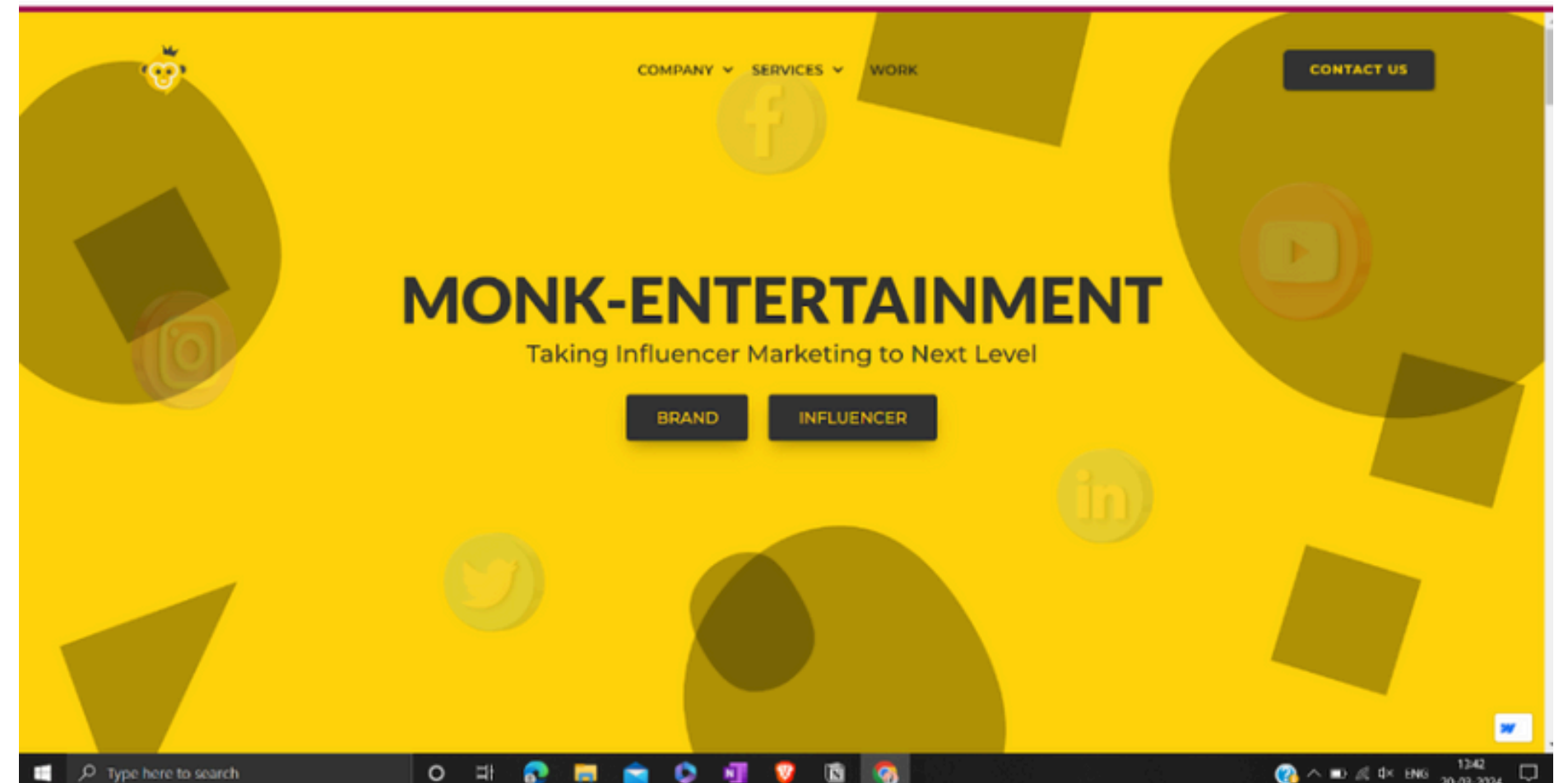
User-Friendly Design:

- Intuitive interface for easy navigation and enjoyable user experience.

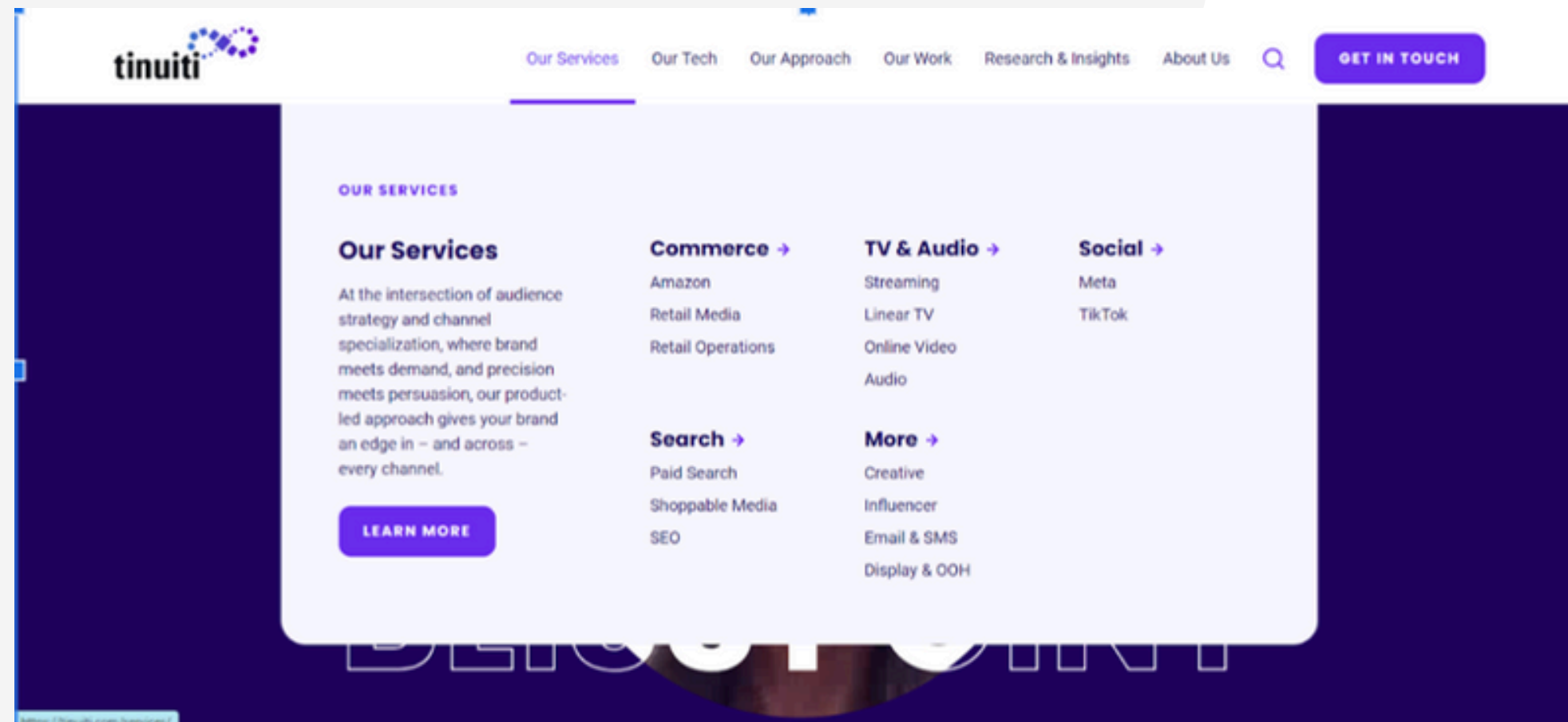
Results-Driven:

- Innovative strategies to enhance brand visibility, engagement, and growth.

RESEARCH



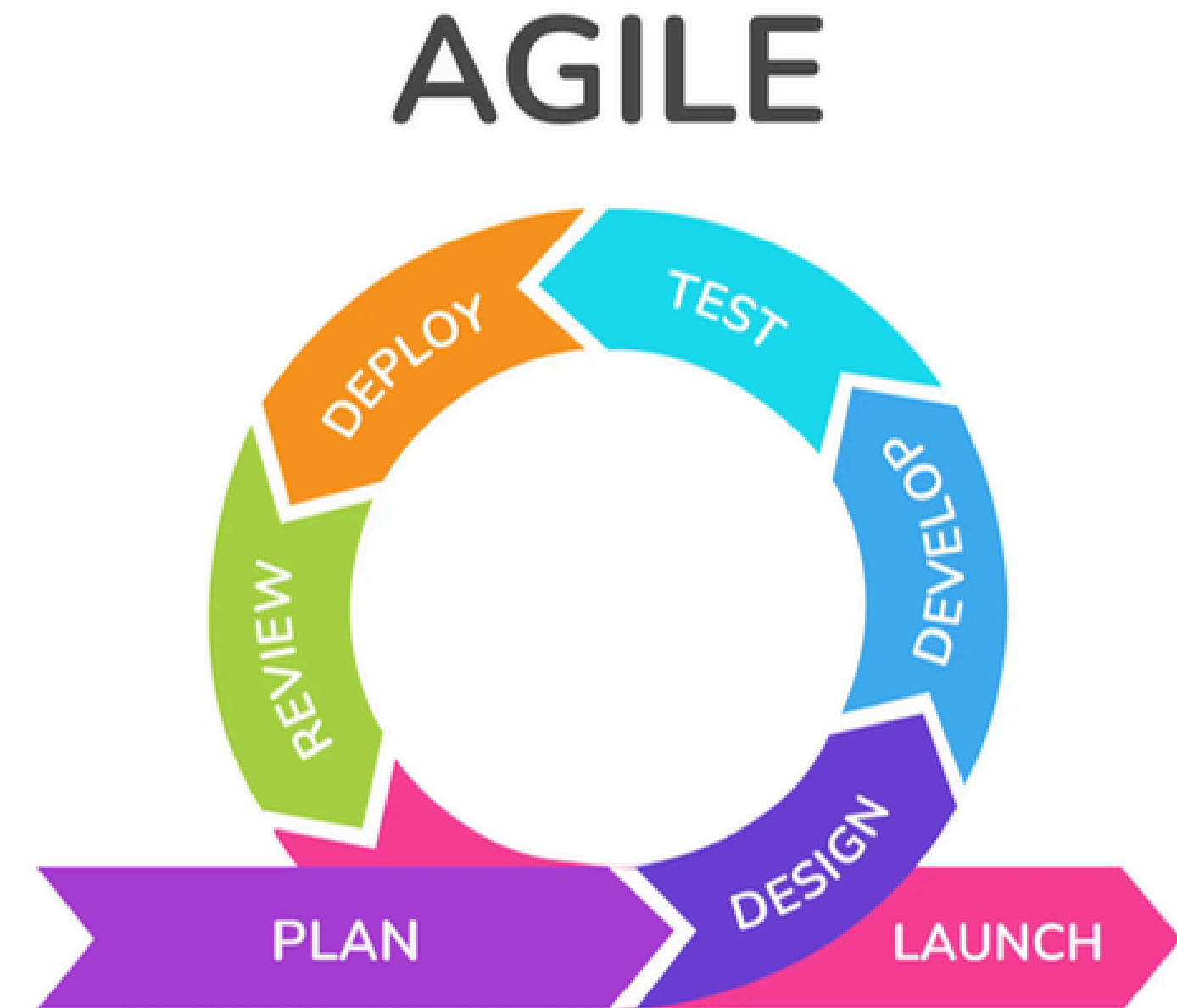
Existing Solutions



Model used

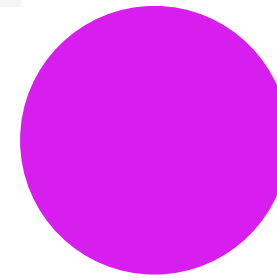
AGILE MODEL

- Agile enables rapid adaptation to change and market demands.
- Collaboration and feedback drive customer satisfaction and alignment.
- Short cycles ensure early and frequent delivery of value.
- Agile fosters transparency, accountability, and continuous improvement.
- Enhances flexibility, productivity, and delivery speed for business success.



SDLC PHASES

REQUIREMENT



**STAKEHOLDERS
TARGET AUDEINCE**

Stakeholders & target Audience

External Stakeholders

Small and Medium-sized Businesses (SMBs)
Freelancers and Independent Professionals
Marketing Agencies and Professionals
Nonprofit Organizations and Causes

Internal Stakeholders

Development Team
Marketing Team
Design Team
Customer Support Team
Management

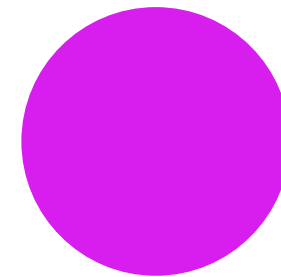
Primary Target Audience:

Small and Medium-sized Businesses (SMBs)
Freelancers and Independent Professionals

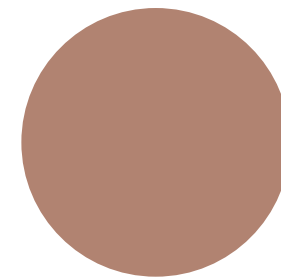
Secondary Target Audience:

Marketing Agencies and Professionals
Students and Educators
Nonprofit Organizations

Feasibility Analysis



User story

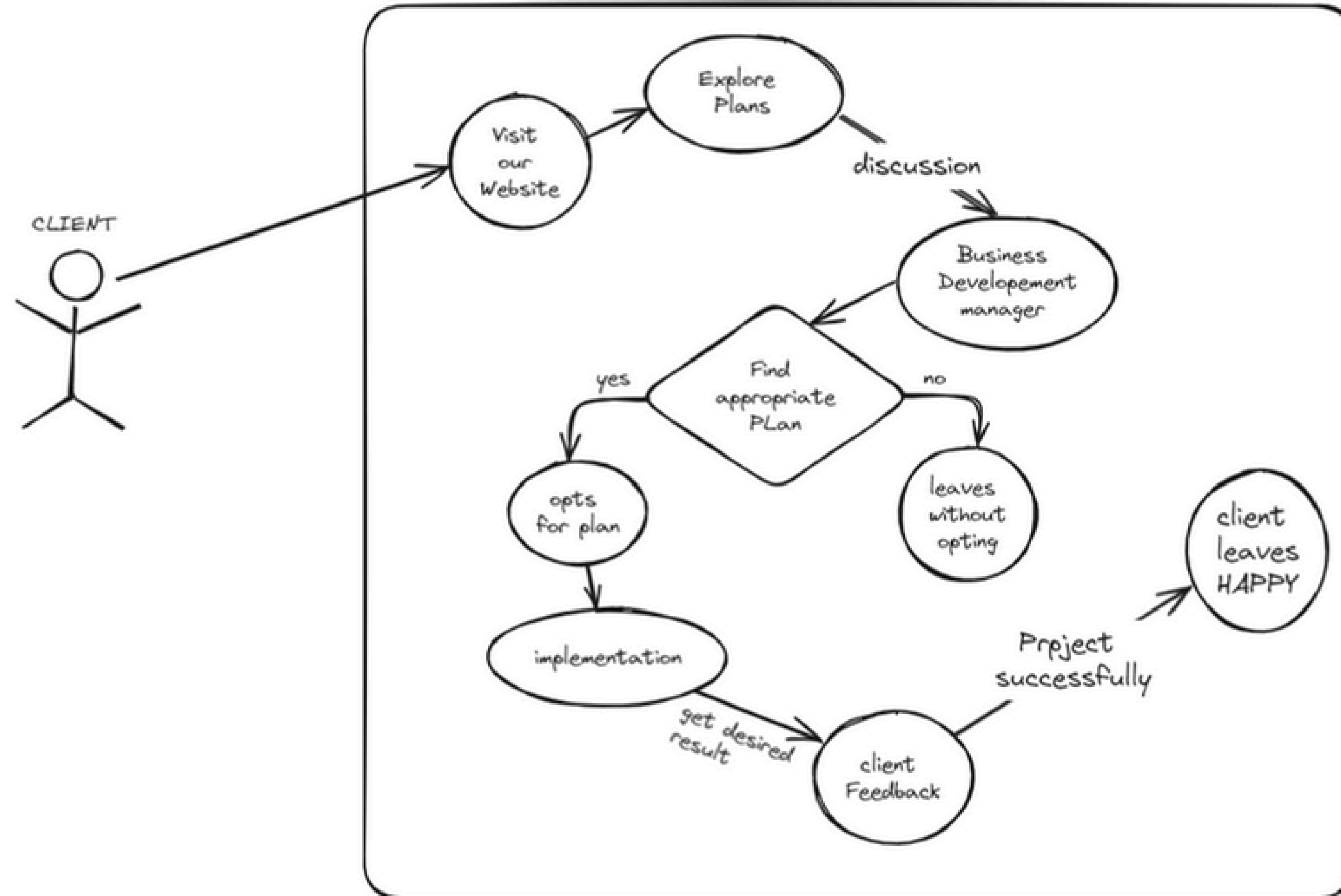


use Case Diagram

Chief Finance Officer

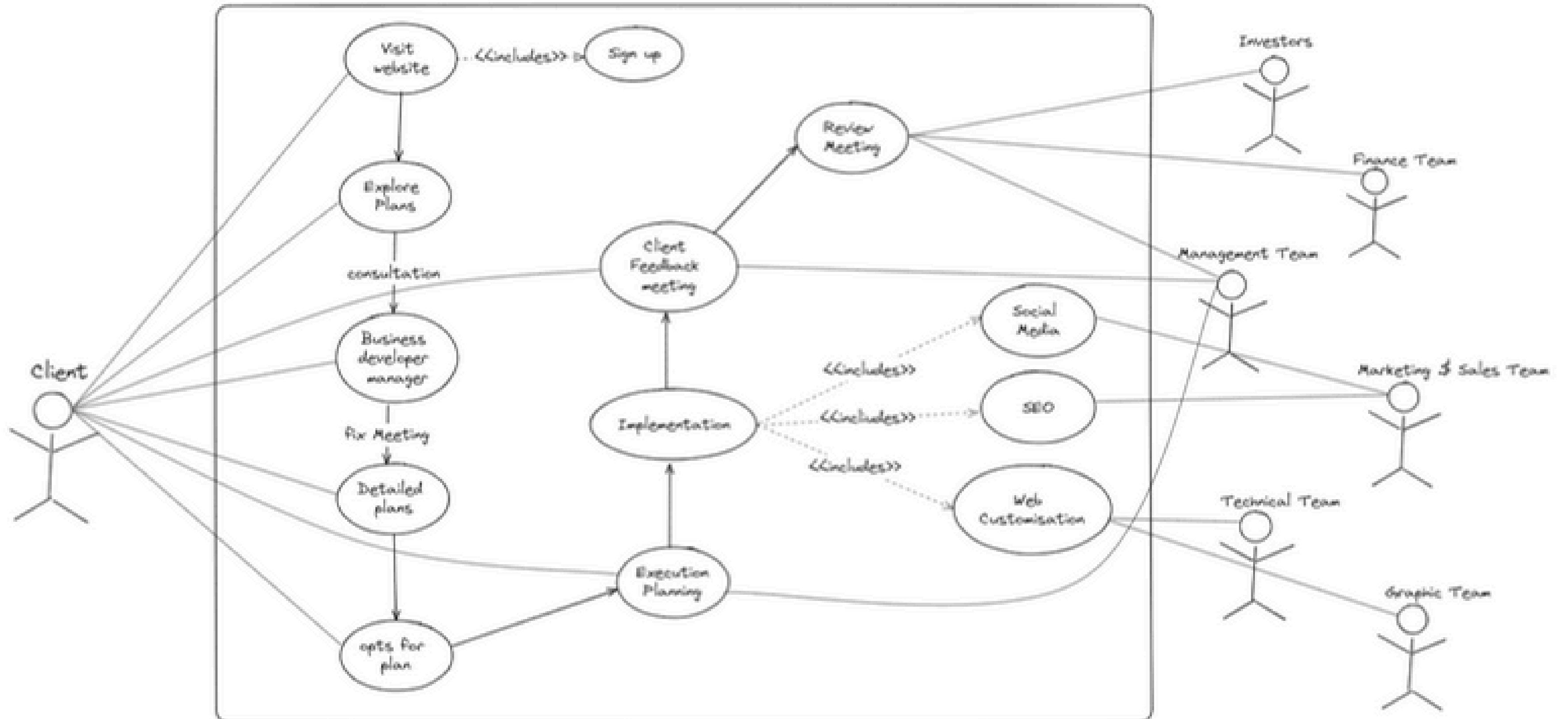
User Story

<https://docs.google.com/document/d/1oCJWhC8PvJI0dhtS5z3VlrYEp9MRyV5FGASW0msW5LU/edit>

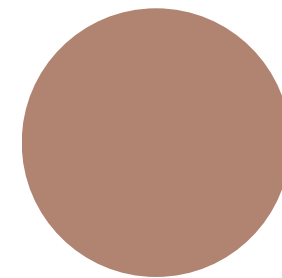


Use case

<https://docs.google.com/document/d/1oCJWhC8PvJI0dhtS5z3VlrYEp9MRyV5FGASW0msW5LU/edit>



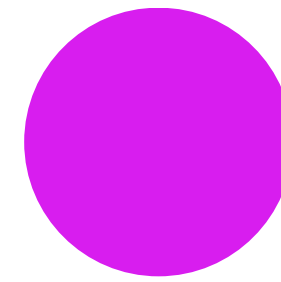
Design



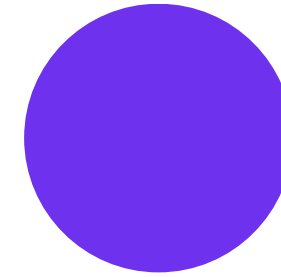
FIGMA

<https://www.figma.com/proto/RAVYcJQFzOMALWwjBLzpQP/BRANDLICIOUS?type=design&node-id=2051-532&t=WXzjdFd1CgEyhb5u-0&scaling=scale-down-width&page-id=0%3A1&starting-point-node-id=2051%3A532>

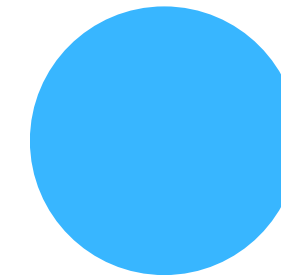
Implementation



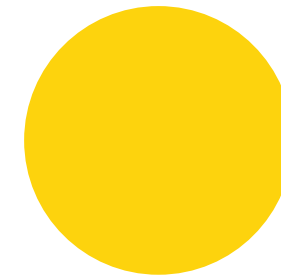
Activities



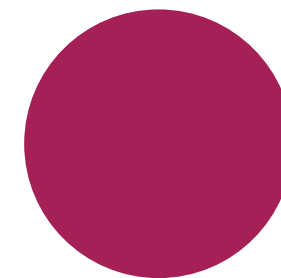
Gantt Chart



ROI



**Activity on- node
Diagram**



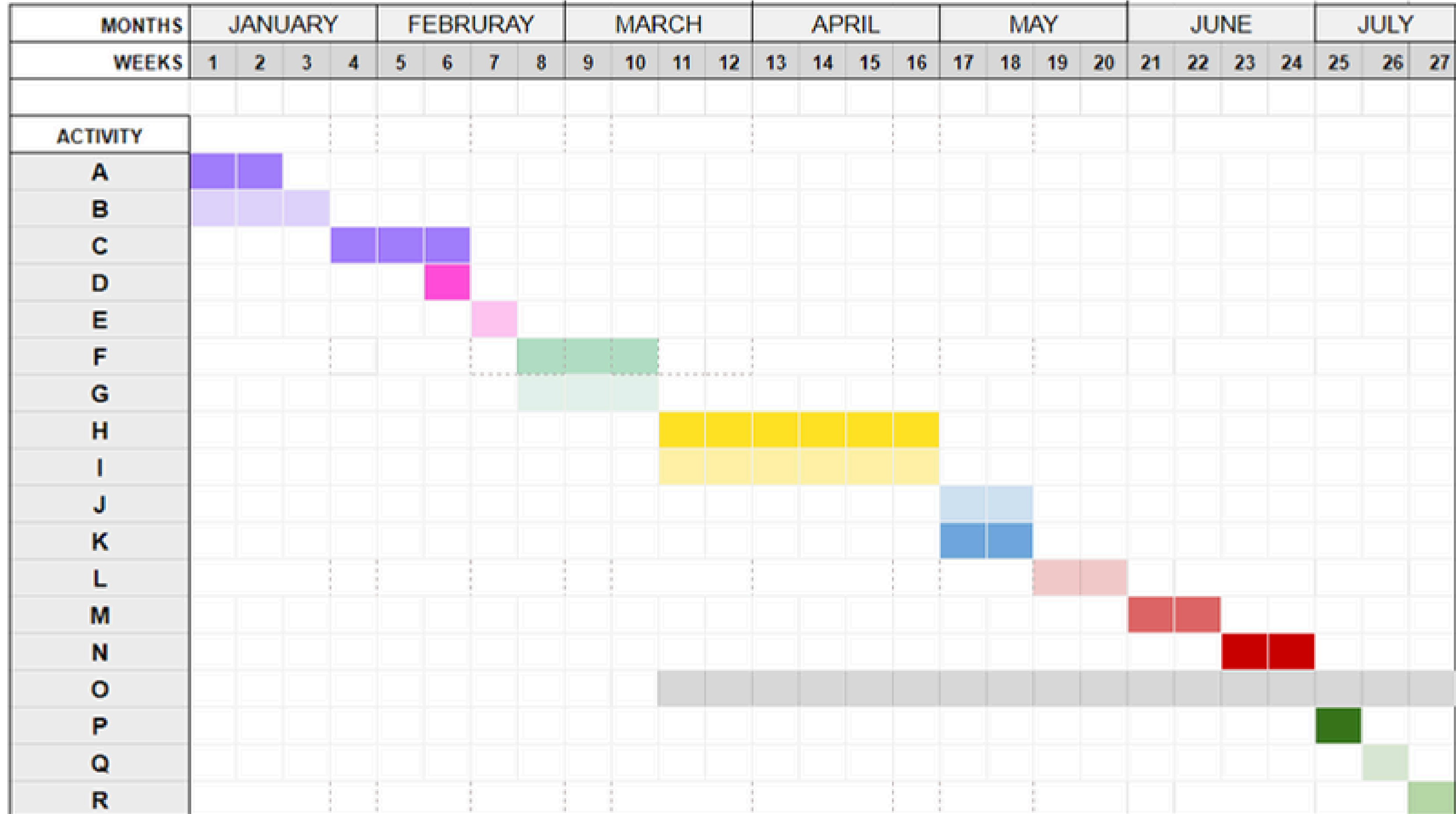
Key Process Area

Activities

A	B	C	D	E	F
S.NO.	Activity	Predecessor	Duration (Estimated)	Group Size	
1	Define Project Scope and Objectives	-	2 weeks	2	A
2	Market Research and Competitor Analysis	-	3 weeks		B
3	Define target audience & stakeholders	Market Research and Competitor Analysis	3 weeks		C
4	User Persona Development, User Journey Mapping	Define Scope, Target Audience & Stakeholders	1 week	2	D
5	Information Architecture & User Flow	User Journey Mapping	1 week		E
6	Wireframing & Prototyping	Information Architecture & User Flow	3 weeks	0(same as User Flow person)	F
7	UI Design & Style Guide	Information Architecture & User Flow	3 weeks		G
8	Frontend Development	UI Design & Style Guide	6 weeks	4	H
9	Backend Development	UI Design & Style Guide	6 weeks		I
10	API Integration	Backend Development	2 weeks		J
11	Integration of modules	API Integration	2 weeks		K
12	Unit testing	Prototyping	2 weeks	2	L
13	Integration Testing	Unit testing	2 weeks		M
14	Quality Assurance (QA) Testing	Integration Testing	2 weeks		N
15	Feedback & Iteration	Wireframing & Prototyping	Throughout the project	1	O
16	Deployment (iOS/web app, Android)	Quality Assurance (QA) Testing	1 week	2	P
17	Launch	Deployment (iOS/web app, Android)	1 week		Q
18	Monitoring	Launch	Ongoing	0(same as feedback person)	R
			TOTAL - 27 weeks	14	

Gantt Chart

Excel Sheet Link



Return on Investment

Cost of Person/day:	₹800
Team Size:	14
Cost of whole Team/day:	₹11,200
Cost of Entire Project:	₹1,512,000

Average Profit:	₹383,808
ROI(Return On Investment):	25.4%

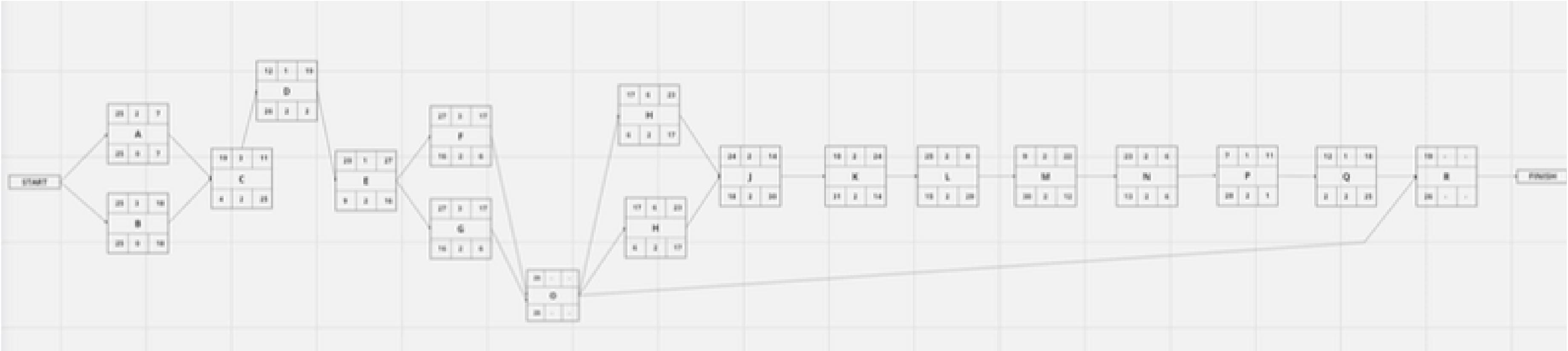
$$\text{ROI} = (\text{Net Profit} / \text{Investment Cost}) * 100\% = (\text{₹}383,808 / \text{₹}1,512,000) * 100\% \approx 25.4\%$$

Activity on-node

A	B	C	D	E	F	G	H
S.NO.	Activity	Duration (Estimated)	Earliest Start	Earliest Finish	Latest Start	Latest Finsh	Float
1	Define Project Scope and Objectives	2 weeks	25	7	25	7	0
2	Market Research and Competitor Analysis	3 weeks	25	18	8	18	0
3	Define target audience & stakeholders	3 weeks	19	11	4	25	2
4	User Persona Development, User Journey Mapping	1 week	12	19	26	2	2
5	Information Architecture & User Flow	1 week	20	27	9	16	2
6	Wireframing & Prototyping	3 weeks	27	17	16	6	2
7	UI Design & Style Guide	3 weeks	27	17	16	6	2
8	Frontend Development	6 weeks	17	23	6	17	2
9	Backend Development	6 weeks	17	23	6	17	2
10	API Integration	2 weeks	24	14	18	30	2
11	Integration of modules	2 weeks	10	24	31	14	2
12	Unit testing	2 weeks	25	8	15	29	2
13	Integration Testing	2 weeks	9	22	30	12	2
14	Quality Assurance (QA) Testing	2 weeks	23	6	13	6	2
15	Feedback & Iteration	Throughout the project	25	-	25	-	-
16	Deployment (iOS/web app, Android)	1 week	7	11	28	1	2
17	Launch	1 week	12	18	2	25	2
18	Monitoring	Ongoing	19	-	21	-	-

Activity On node Diagram

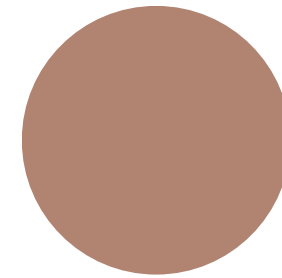
[Miro Diagram](#)



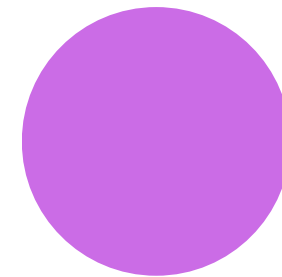
CMM Levels	Focus	Key Process Areas
Initial	Foundational	Understanding client needs and basic planning: <u>Exploring Plans and Consultation</u> Stakeholders: 1. Business Development Manager
Repeatable	Process Management.	interacting with clients ,Influencers Collaboration Process, Managing all <u>process</u> , <u>Identify</u> potential risks. Stakeholders: 1. Management Team 2. Finance Team
Defined	Process (UML Attached below)	Establishing branding processes: <u>brand development, design, messaging, and communication strategies.</u> Stakeholders: 1. Marketing Team 2. Finance Team 3. Graphic Designers 4. Technical Team
Managed	Quality	Ensuring quality brand deliverables and client satisfaction and Also Using Quality Metrics : <u>Review meeting , Client feedback meeting</u> Stakeholders: 3. Management Team
Optimizing	Innovation & Change	Embracing innovation, Technology change Management, and strategic alignment

Key Process Areas

TESTING



Test Cases



Risk Assessment Table

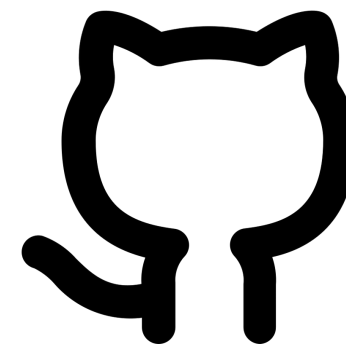
TEST CASES

Test Case ID	Test Scenario	Test Case Description	Expected Output	Remarks (Final Status)
TC-001	User Registration	User attempts to register with a valid email and password.	User account is successfully created and a confirmation email is sent.	Positive
TC-002	User Registration (Invalid Email)	User attempts to register with an invalid email format.	An error message is displayed indicating the email format is invalid.	Negative
TC-003	User Login	User attempts to log in with a valid email and password.	User is successfully logged in and redirected to the main dashboard.	Positive
TC-004	User Login (Incorrect Password)	User attempts to log in with an incorrect password.	An error message is displayed indicating the password is incorrect.	Negative
TC-005	User Booking Services	User selects a specific service and proceeds to book an appointment.	Appointment booking process is successfully completed.	Positive
TC-006	User Booking Services (Invalid Time Slot)	User attempts to book a service at an unavailable time slot.	An error message is displayed indicating the time slot is unavailable.	Negative
TC-007	Accessing Subscription Plans	User navigates to view available subscription plans.	List of subscription plans with details and pricing is displayed.	Positive
TC-008	Selecting Subscription Plan	User selects a subscription plan to purchase.	Subscription plan selection process is successfully completed.	Positive
TC-009	Selecting Subscription Plan (No Plan Selected)	User proceeds to purchase a subscription plan without selecting any plan.	An error message is displayed indicating no plan is selected.	Negative
TC-010	Payment for Subscription Plan	User proceeds to make payment for the selected subscription plan.	Payment process is successfully completed.	Positive
TC-011	Accessing User Dashboard	User accesses their dashboard after logging in.	User dashboard with personalized information and options is displayed.	Positive
TC-012	Viewing Appointment History (No Appointments)	User attempts to view their appointment history when no appointments are booked.	User has no appointments and the appointment history section is empty.	Negative
TC-013	Cancelling Appointment	User cancels a previously booked appointment.	Appointment cancellation process is successfully completed.	Positive
TC-014	Upgrading Subscription Plan	User upgrades their current subscription plan to a higher tier.	Subscription plan upgrade process is successfully completed.	Positive
TC-015	Downgrading Subscription Plan	User downgrades their current subscription plan to a lower tier.	Subscription plan downgrade process is successfully completed.	Positive
TC-016	Accessing Help & Support (Unauthorized)	User attempts to access help and support resources without proper permissions.	Access to help and support resources is denied.	Negative
TC-017	Submitting Support Ticket	User submits a support ticket for assistance.	Support ticket submission process is successfully completed.	Positive
TC-018	Viewing Ticket Status	User checks the status of a submitted support ticket.	Ticket status with updates and resolutions is displayed.	Positive
TC-019	Accessing User Profile	User navigates to view and edit their profile information.	User's profile information is displayed along with edit options.	Positive
TC-020	Payment for Subscription Plan (Declined)	User proceeds to make payment for the selected subscription plan, but the payment is declined.	Payment process is unsuccessful.	Negative
TC-021	Updating Payment Method	User updates their saved payment method for future transactions.	Payment method update process is successfully completed.	Positive
TC-022	Changing Account Password	User changes their account password for security reasons.	Password change process is successfully completed.	Positive

Risk assessment Table

Risk	Probability	Impact (1-5)	Risk Mitigation Monitoring & Management
Talent Acquisition and Retention	Medium	4 - Difficulty attracting and retaining skilled personnel can hinder project progress, reduce service quality, and increase costs.	Competitive compensation, Positive work environment, Talent pipeline
Client Onboarding and Satisfaction	Medium	4 - Failing to meet client expectations can lead to project delays, scope creep, budget overruns, and client churn.	Onboarding process, Communication, Realistic expectations
Integration Challenges	Medium	3 - Difficulties integrating various services can delay launch, hinder platform functionality, and frustrate users.	Testing & Integration, Documented workflows, Dedicated team
Market Acceptance	Medium	4 - Difficulty attracting clients can limit revenue growth, hinder brand awareness, and jeopardize the long-term viability of the business.	Brand identity, Marketing & Sales, Competitive pricing
Technological Disruption	Low	3 - Rapidly evolving technologies could make Brandalicious' services obsolete, leading to a loss of competitive edge and market share.	Emerging tech monitoring, R&D investment, Culture of innovation

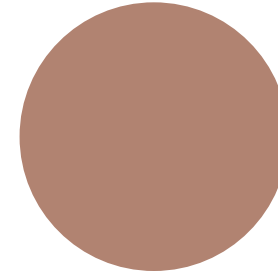
DEPLOY



GITHUB

github link

MAINTENANCE



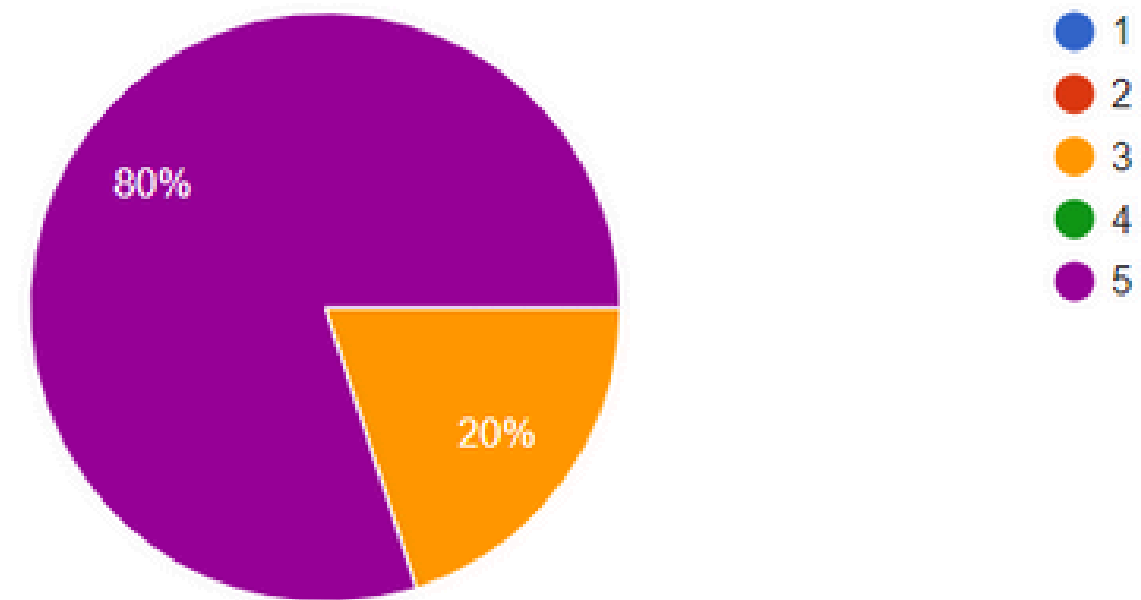
Feedback form

Feedback Form

How would you rate the communication process with our team?

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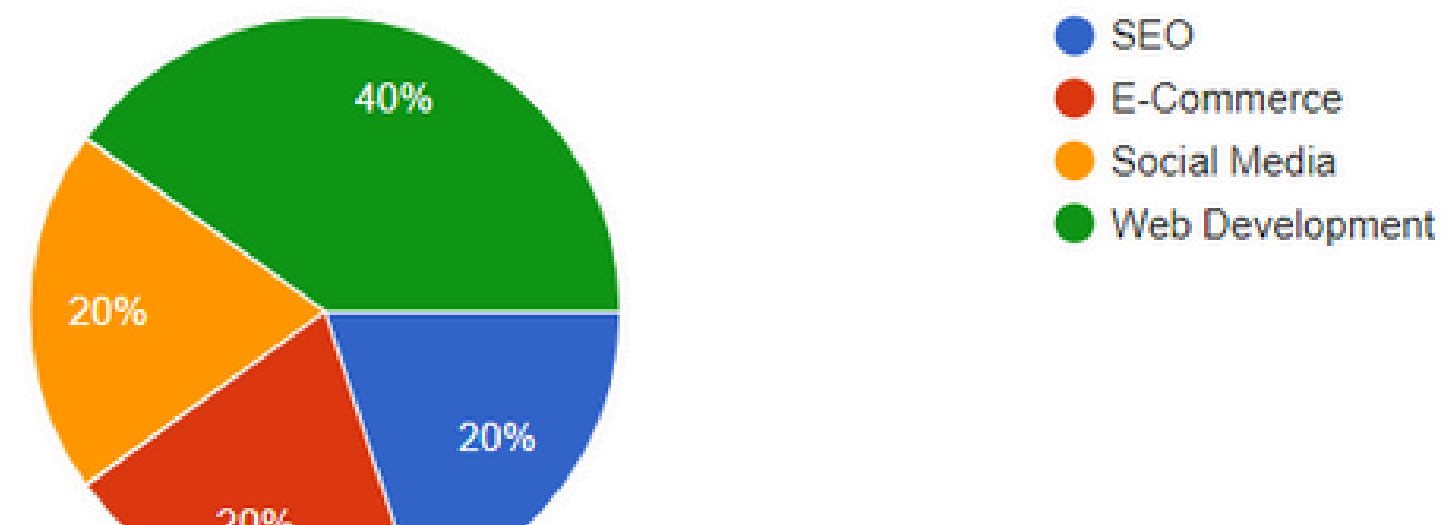
5 responses



Are there any areas where you feel our branding services could be improved?

 Copy

5 responses





THANK YOU!