

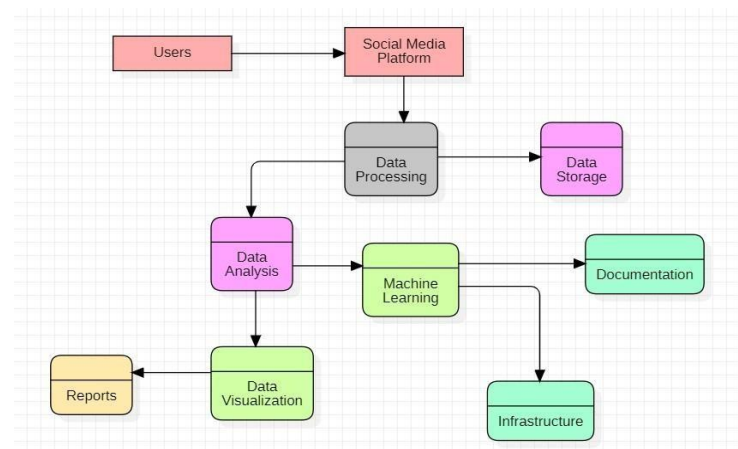
Project Design Phase-II

Data Flow Diagram & User Stories

Date	20 October 2022
Team ID	Team-591216
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	4 Marks

Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.



User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Social Media Marketer	Access to Reports and Insights	USN-1	As a social media marketer, I want to access detailed reports and insights on the latest trends and user behaviour across various social media platforms to improve my content strategy.	<ol style="list-style-type: none">1. The user can log in to the system.2. The user can select a specific social media platform.3. The user can access trend reports and user behaviour data for the selected platform.	High	Sprint-1
Small Business Owner	Platform Information and Tools	USN-2	As a small business owner, I want to understand how different social media platforms can help me reach and engage with my target audience effectively, and what tools are available to achieve this.	<ol style="list-style-type: none">1. The user can browse information about various social media platforms.2. The user can access a toolkit of social media marketing resources.	High	Sprint-1

Student	Case Studies and Real-World Examples	USN-3	As a student studying digital marketing, I want access to case studies and real-world examples from the "Dissecting the Digital Landscape" report to deepen my understanding of social media strategies.	<ol style="list-style-type: none"> The user can access a library of case studies and examples. The user can search and filter case studies by topic or platform 	Medium	Sprint-1
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Social Media Enthusiast	Stay Updated with Latest Data	USN-4	As a social media enthusiast, I want to stay updated with the latest statistics and data regarding user demographics, engagement metrics, and emerging platforms to enhance my personal branding efforts.	<ol style="list-style-type: none"> The user can receive regular email updates with the latest social media statistics. The user can access a dashboard displaying realtime metrics for personal accounts. 	Medium	Sprint-1
Content Creator	Best Practices and Trends	USN-5	As a content creator, I want to learn about best practices and trends in visual and written content creation specific to different social media platforms for maximum impact.	<ol style="list-style-type: none"> The user can access a library of content creation guides. The user can view webinars and tutorials on creating content for various platforms. 	High	Sprint-2

Business Analyst	Identify Opportunities and Threats	USN-6	As a business analyst, I want to explore data and statistics from the report to identify potential opportunities and threats in the social media landscape for my company.	<p>1. The user can select data sets and perform custom analysis.</p> <p>2. The user can generate reports with insights on market opportunities and threats.</p>	High	Sprint-2
Product Manager	Inform Product Development	USN-7	As a product manager, I want to discover insights from the report that can inform product development decisions related to social media integration and user engagement.	<p>1. The user can access reports and analysis specific to product development and social media integration.</p>	High	Sprint-3
				<p>2. The user can export data for use in product development planning.</p>		
Social Media Platform Developer	Improve Platform Features	USN-8	As a social media platform developer, I want to understand the competitive landscape and user preferences, as highlighted in the report, to improve my platform's features and user experience.	<p>1. The user can access competitive analysis reports.</p> <p>2. The user can access user preference surveys and data.</p>	High	Sprint-3

Digital Marketing Consultant	Provide Tailored Advice	USN-9	As a digital marketing consultant, I want to use the information from the report to provide tailored advice to my clients on their social media strategies and advertising campaigns.	<p>1. The user can create custom reports for clients.</p> <p>2. The user can schedule and share advice based on the report's findings.</p>	High	Sprint-4
Researcher	Academic Support	USN-10	As a researcher in the field of social media studies, I want to access the comprehensive data and analysis in the report to support my academic work and contribute to the field's knowledge.	<p>1. The user can access raw data for research purposes.</p> <p>2. The user can request permission for academic use of the data.</p>	Medium	Sprint-4