**System Description**

*Ice Cream System*

Created: 12/16/21 by Tom Lever

Updated: 02/20/21 by Tom Lever

**Context: DataBridge**

*Tom’s Understanding of Functionality*

DataBridge is a back-end that provides Merkle clients capability to design and submit advertisements to publishers for display on the publishers’ websites.

Deliver audiences: Population of people; we go to Facebook and say here’s the population

Email, device idea

Turn identifiers and turn them into Merkle

Find all identifiers matching, deliver to Facebook, Twitter, Google

50 publishers that we talk to, individual API’s

Not all publishers have sophisticated

Thousands to hundreds of millions of identifiers

Find the individuals associated with hundreds of millions of identifiers

Some give us data

**Opportunity Ice Cream System Will Address**

Developing Ice Cream System provides me with foundational skills that will be useful in developing DataBridge functionality to listen for client requests, receive requests, interpret requests, complete actions based on requests, and provide responses to clients and third parties based on requests.

**What Ice Cream System will Do**

Ice Cream System will be a client / server system that a Requester may use to submit by-ingredient search parameters and receive information or matching ice cream products.

**Iterations of Development**

At the end of Iteration…

1. Ice Cream System will have its minimum viable capability of listening for client requests, receiving requests, extracting ingredient search parameters from the request, handling alternate requests, querying an ice cream database for products based on the search parameters, and providing a response including information or matching products to the client.
2. Users will have the capability to submit search parameters based on other attributes of ice cream products (e.g., sourcing values like Fairtrade) other than ingredients.
3. Users will have the capability to not only Read info or matching products but also Create products, Update products, and Delete products.