SONAR

Use Case Specification: Track Marketing Efforts

Version <1.0>

Revision History

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Table of Contents

1. Use-Case Name 4

1.1 Brief Description 4

2. Flow of Events 4

2.1 Basic Flow 4

2.2 Alternative Flows 4

2.2.1 Access Backup 4

2.2.2 Show errors 4

3. Special Requirements 4

3.1 System Requirements 4

3.2 Legal Requirements 4

4. Pre-conditions 4

4.1 Access to system 4

4.2 Availability of valid data 5

5. Post-conditions 5

5.1 Marketing effort results 5

5.2 Errors 5

6. Extension Points 5

6.1 Corrupt data 5

6.2 Invalid data 5

Use Case Specification: Track Marketing Efforts

# Track Marketing efforts

## Brief Description

Track Marketing efforts will have advisors as the primary actor who will use the system to coordinate marketing efforts.

# Flow of Events

## Basic Flow

Advisors will use information from the database and run preset queries such as how many students that were contacted via email, web, phone applied for the school respectively. The queries will be managed as a team effort with the school of nursing to look at their needs. It can be modified in future but will track different measures such as student how many students were attracted from web, TV, and Billboard advertisements and how many of those students actually applied. The information and queries will be formatted to make it very easy to read and operate. Advisors will use the drop down boxes to get necessary data. Compare check boxes will allow advisors to compare the different on a single screen instead of printing out several reports.

## Alternative Flows

### Access backup

System will attempt to connect to backup if primary data is corrupt.

### Provide errors

System will provide error if the data in the primary and backup database is corrupt. Error will also appear if user tries to retrieve report before making selection, in effect requesting empty reports.

# Special Requirements

## System Requirements

* Access to windows server 2012
* Access SQL database
* Data must be available

## Legal Requirements

System must be compliant with FERPA and must keep student information safe from outside access.

# Pre-conditions

## Access to system

Advisors must have access to the system when they are connected to the network behind university firewall.

## Availability of valid data

System must contain valid data to be process and that data must be free from errors and redundancy.

# Post-conditions

## Marketing effort results

System will provide results for the selected options that can be used by advisors for decision making process.

## Errors

System will provide error if the data requested does not exist or was corrupted after attempting to load it from the back up.

# Extension Points

## Corrupt Data

Data could become corrupt in which case the system will try to retrieve good data for processing from backup.

## Valid data

Data used for processing must be redundancy and error free to provide accurate information to the user.