



Project Name:

Dialics Discovery Phase

Deliverable:

Vision & Scope



1. Business requirements

1.1 Background, Business Opportunity and Customer Needs

Business owners always want more customers to call them in order to buy their service or product. But getting more customers isn't an easily done thing – you need to show the advertisement to the right client in the right place. You need not to overpay for the advertisement – otherwise your profit will be very low or there'll even be some loss for the business. On the other side of this pool there are Publishers who have all the necessary tools to send calls to the business. You're probably going to ask why can't they just sign up the contracts and be useful to each other? In fact, there are several reasons for that:

First and main reason is that they speak different languages. I mean that Publishers are professional advertisers talking about bids, clicks, traffic, etc. which is common language in their job but is totally incomprehensible for others. Business owners (calls' Buyers) usually have no idea about all those subtleties of marketing – they just wish to have more clients.

Second reason is flowing out of the first one – Buyers don't want to spend lots of money on ad that won't work for them, but they're ready to pay for every potential client that was brought to them by the ad. They also want to keep their hands on the process and track how many clients they've got and how much money they've spent.

Here's why both parties need a mediator connecting them, doing all the communication, helping them track traffic, calls and money flows.

For Publishers – buy phone numbers and add them to campaigns, get guaranteed traffic consumers, get stable income, see statistics

For Buyers – get customer flow and (instead of paying for ads every month) only pay for actual customers that call to buy their product or service.

For Product Owner– get profit on selling phone numbers to the Publishers, get paid by Buyers for every call we redirect to them, see statistics on the call flow, set Buyers' targets priority and send more calls to the Buyers that pay more for the call so that PO (Product Owner) gets more profit.

2. Vision of the solution

2.1 Vision statement

For PO who is connecting Publishers and Buyers the Call Tracking platform is a software that automates Publishers call flow, automatically routes the inbound calls to the right Buyers' targets, load balances calls between targets by priority, tracks incomes and payouts, shows detailed statistics about all incoming calls, gives Publishers and Buyers access to their accounts so that they can see their statistics and manage account settings and many more.

2.2 Assumptions and Dependencies

AS-1: Cost-per-call for each Combination is calculated by the System using the given formula

AS-2: Combination name in System is equal to Campaign name in Network

DE-1: Call Tracking platform work depends on Publishers' performance and Buyers' targets availability.

DE-2: Relevance of automatically calculated Cost-per-call depends on CTP and Networks performance

3. Scope and Limitations

3.1 Major Features

FE-1: Create Manager's account

FE-2: Create new Target

FE-3: Manage Targets

FE-4: Create Target Group

FE-5: Manage Target Groups

FE-6: Create new Campaign

FE-7: Manage Campaigns

FE-8: Detailed Campaign settings

FE-9: Create new Buyer

FE-10: Manage Buyers

FE-11: Create new Publisher

FE-12: Manage Publishers

FE-13: Create new Number

FE-14: Manage Numbers

FE-15: Block a Number

FE-16: Manage Blocked Numbers

FE-17: Show Call Log Table

FE-18: Track Incoming Calls

FE-19: Incoming Calls Graph

FE-20: Show total live calls

FE-21: Show total converted calls