

User Stories

1. User Registration and Access Management

- **As a** new user,
- **I want to** create an account using my email and a secure password,
- **So that** I can access Prophet's media monitoring and sentiment analysis tools.
- **As an** admin,
- **I want to** manage user roles and permissions,
- **So that** I can control access to sensitive data and system functionalities.

2. Dashboard Overview

- **As a** business owner,
- **I want to** view a summary of key metrics (e.g., sentiment scores, media mentions, top trending topics) on my dashboard,
- **So that** I can quickly assess my brand's media performance at a glance.
- **As a** marketing analyst,
- **I want to** customize my dashboard widgets,
- **So that** I can prioritize the metrics and trends most relevant to my work.

3. Media Monitoring

- **As a** brand manager,
- **I want to** track mentions of my brand across online, print, radio, and TV media,
- **So that** I can monitor how my brand is being discussed in real-time.
- **As a** marketing strategist,
- **I want to** filter media mentions by date, source, or sentiment,
- **So that** I can focus on specific trends or events.

4. Sentiment Analysis

- **As a** business owner,
- **I want to** view a sentiment score for each media mention,
- **So that** I can understand public perception of my brand.
- **As an** analyst,
- **I want to** access detailed sentiment breakdowns (e.g., positive, neutral, negative mentions),

- **So that** I can identify areas for improvement in my brand strategy.

5. Trend Identification

- **As a** marketing analyst,
- **I want to** see emerging trends and issues related to my brand,
- **So that** I can address concerns and capitalize on opportunities proactively.
- **As a** PR manager,
- **I want to** receive alerts about sudden spikes in mentions or sentiment shifts,
- **So that** I can respond promptly to potential crises.

6. Reporting and Insights

- **As a** team lead,
- **I want to** generate automated reports on brand performance,
- **So that** I can share insights with stakeholders effectively.
- **As a** marketing strategist,
- **I want to** export reports in multiple formats (e.g., PDF, Excel),
- **So that** I can integrate Prophet's data into presentations and decision-making processes.

7. Custom Alerts

- **As a** user,
- **I want to** set up custom alerts for specific keywords or sentiment thresholds,
- **So that** I am notified immediately about critical updates.
- **As a** brand manager,
- **I want to** receive daily summaries of media performance via email,
- **So that** I stay informed even when I am not logged into the platform.

8. AI and Machine Learning Integration

- **As a** marketing analyst,
- **I want to** leverage AI-based sentiment analysis for media mentions,
- **So that** I can gain more accurate and actionable insights.
- **As a** strategist,
- **I want to** use predictive analytics to forecast future trends in brand perception,
- **So that** I can prepare proactive strategies.

9. Multi-Channel Integration

- **As a** media manager,
- **I want to** monitor all media channels (online, print, radio, and TV) from one interface,
- **So that** I can avoid switching between different tools.
- **As a** digital marketer,
- **I want to** integrate Prophet with my existing tools (e.g., Google Analytics, CRM platforms),
- **So that** I can consolidate data for more comprehensive insights.

10. User Support and Documentation

- **As a** new user,
- **I want to** access a knowledge base with guides and tutorials,
- **So that** I can quickly learn how to use the platform.
- **As a** user,
- **I want to** contact support via live chat or email,
- **So that** I can resolve issues promptly.

Acceptance Criteria

For User Registration and Access Management

- Users can register with valid credentials and receive email verification.
- Admins can assign roles (e.g., viewer, editor, admin) and control access to specific modules.

For Dashboard Overview

- Users can view and customize widgets showing sentiment scores, top mentions, and trends.
- Data refreshes in real-time or at specified intervals.

For Media Monitoring

- Users can track mentions filtered by media type, source, and date range.
- The system should display media snippets and links to original sources.

For Sentiment Analysis

- Each mention includes a sentiment score calculated using AI algorithms.
- Users can drill down into sentiment trends over time.

For Alerts

- Users can set thresholds for sentiment scores or mention volumes.
- Alerts are delivered via email, SMS, or in-app notifications.

For Reporting

- Users can generate customizable reports and schedule them for automated delivery.
- Reports include visualizations (charts, graphs) for better interpretation.

Technical Considerations

- **Frontend:** Built with React for an intuitive user interface.
- **Backend:** Developed with PHP Laravel for robust server-side operations.
- **Database:** MySQL for efficient data storage and retrieval.
- **Server:** Hosted on VPS (Virtual Private Server) via Namecheap for scalability.

This user story document captures the functional and technical requirements of the Prophet application. It ensures alignment with user needs while enabling the development team to prioritize and deliver features effectively. Let me know if you need additional details!