



# Magnify Rush



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Software Development Capstone II: CSCE 4902.003, Team Marmoset, Magnify Dental Marketing

## Overview

Magnify Rush is a full stack CRM platform designed and developed for Magnify Dental Marketing and adaptable to other businesses managing client relationships and service workflows.

It centralizes client data, communication, scheduling, and activity into a single system, enhanced with AI powered search and automated summaries using Gemini. This allows teams to quickly access information, understand client interactions, and make more informed decisions.

### Key Capabilities

- Unified platform for managing client information
- Tracks communication, activity, and workflows
- AI powered search and interaction summaries
- Reduces manual work and improves productivity

## Features

### Client Management

- Unified client profiles
- Contact and account data in one place
- Client status and lifecycle tracking
- Secure credential management

### Scheduling

- Centralized scheduling tools
- Timeline based activity tracking
- Task prioritization
- Reduced manual coordination

### AI & Insights

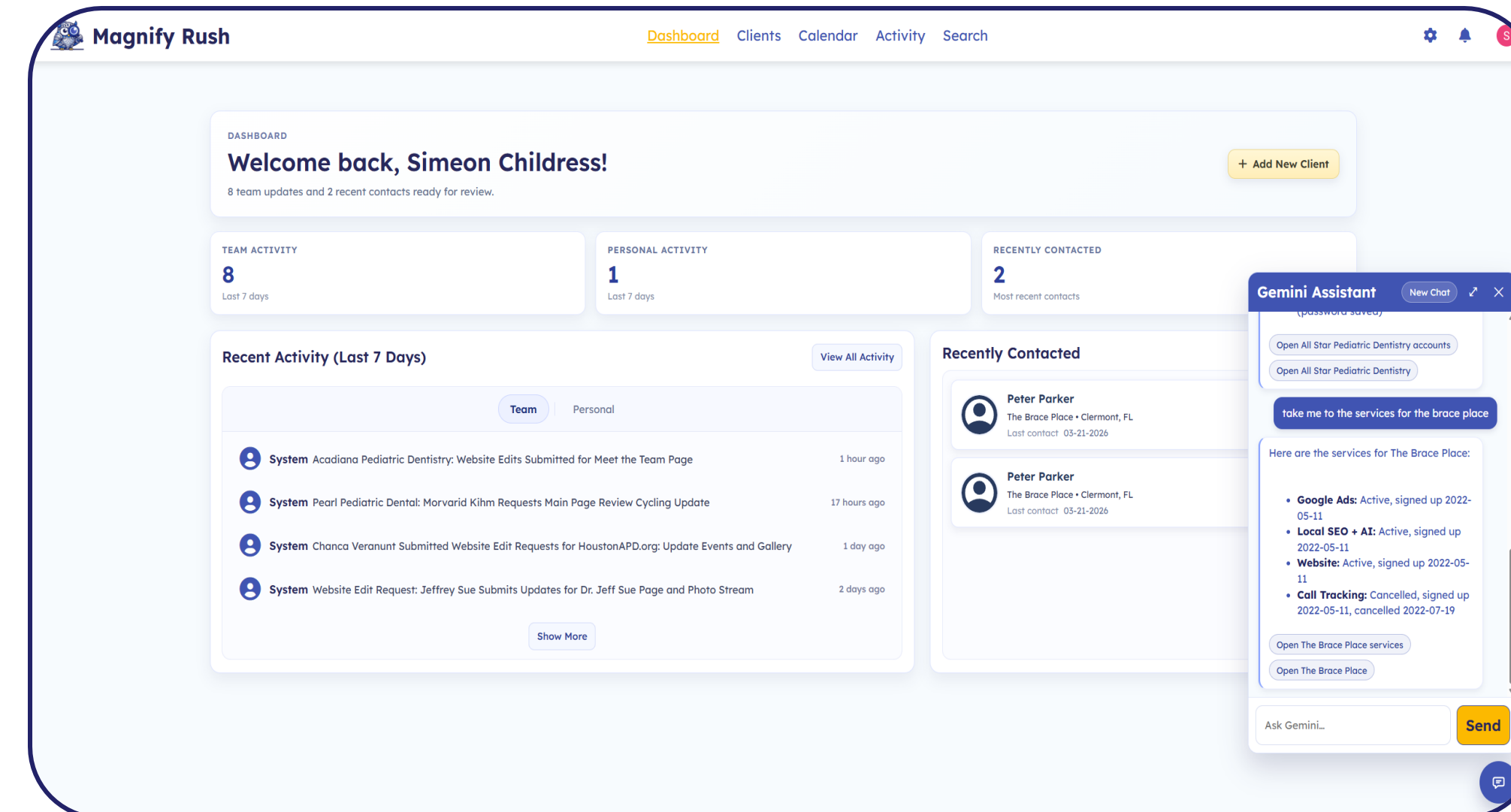
- AI powered search across client records
- Automated summaries using Gemini
- Insights from client activity
- Faster decision making

### Communication

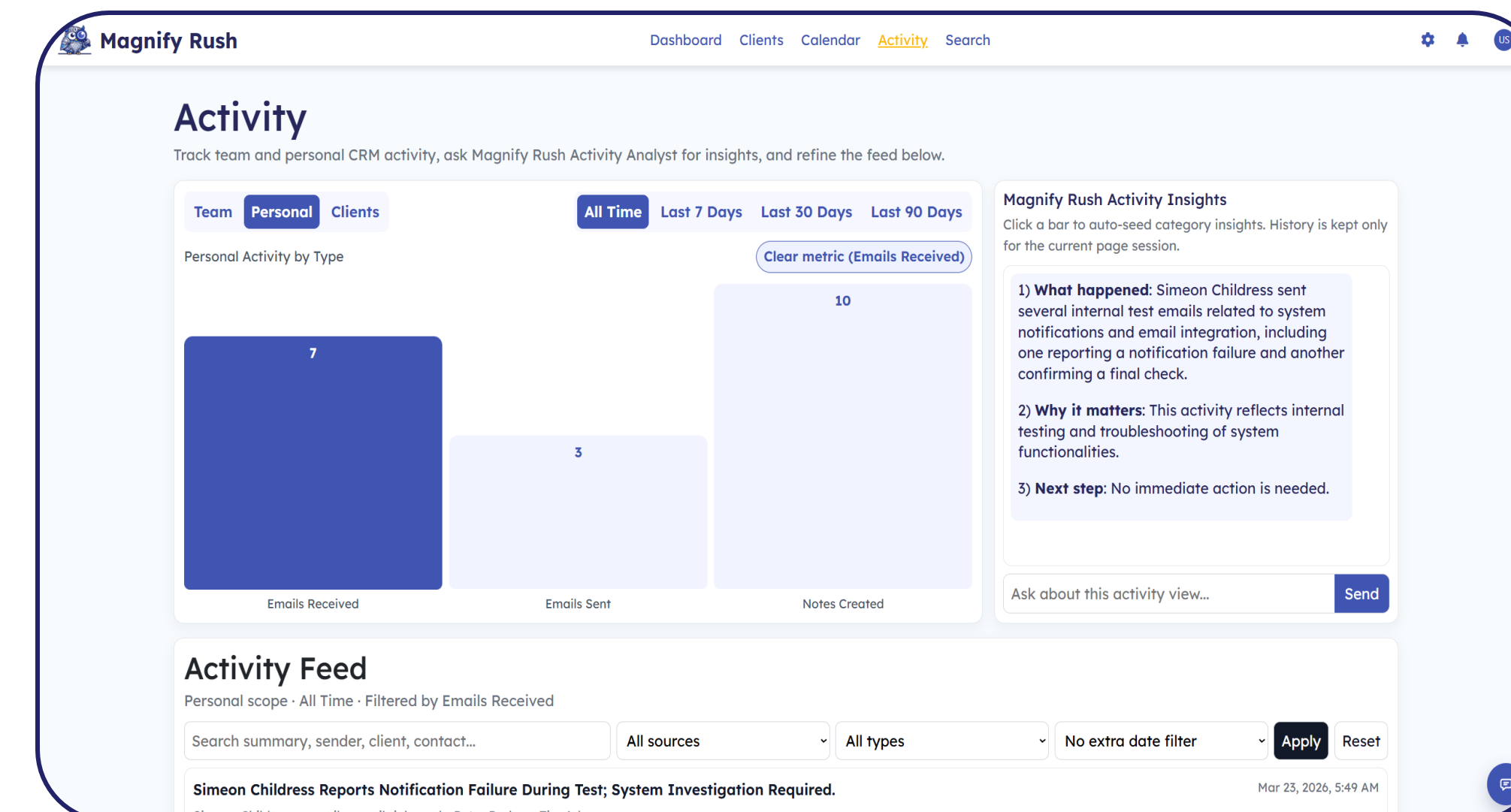
- Communication history tracking
- Activity logs and task workflows
- Follow up tracking and accountability
- Team wide visibility

## System Interface

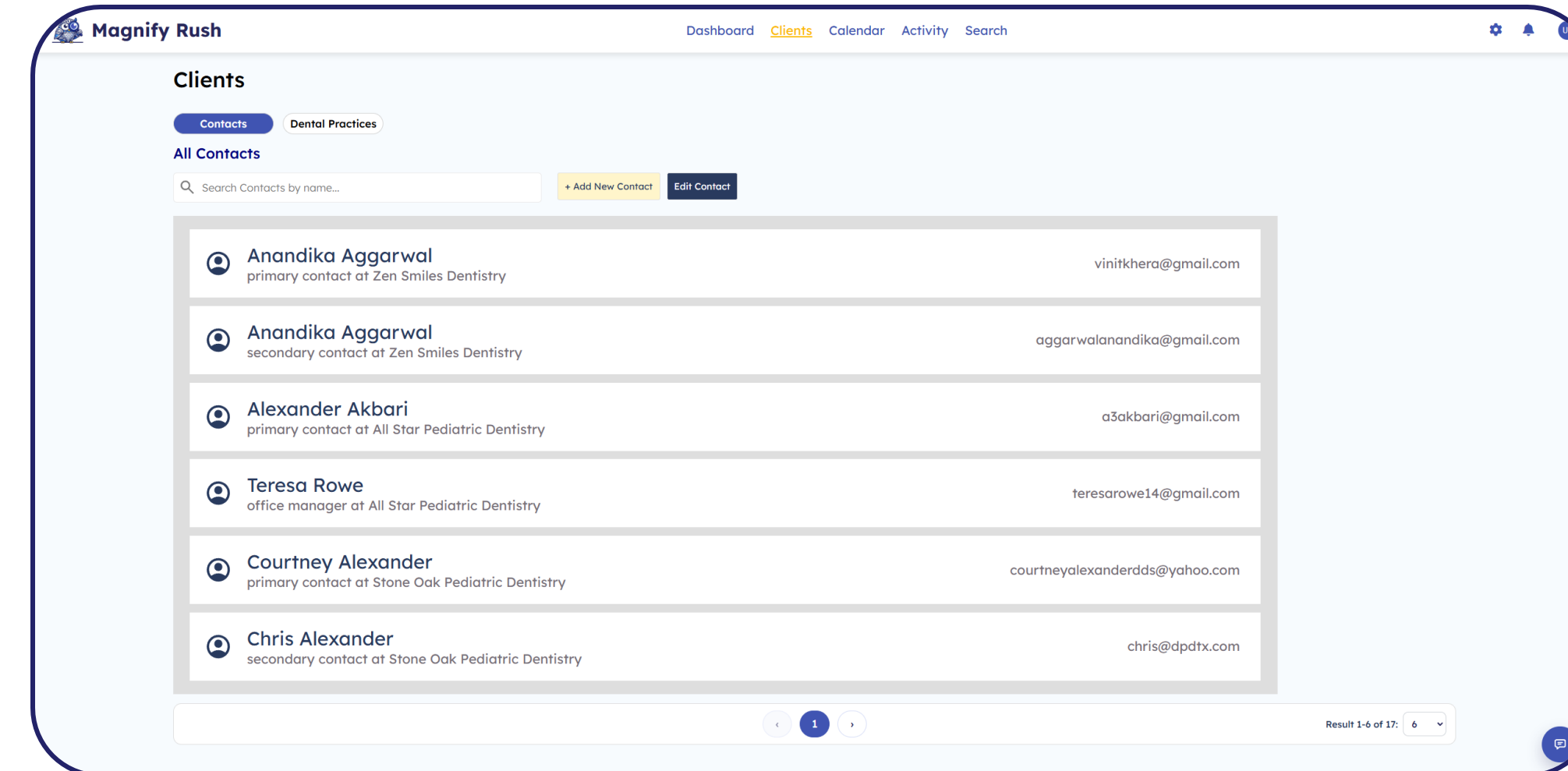
### Dashboard with Real Time Updates



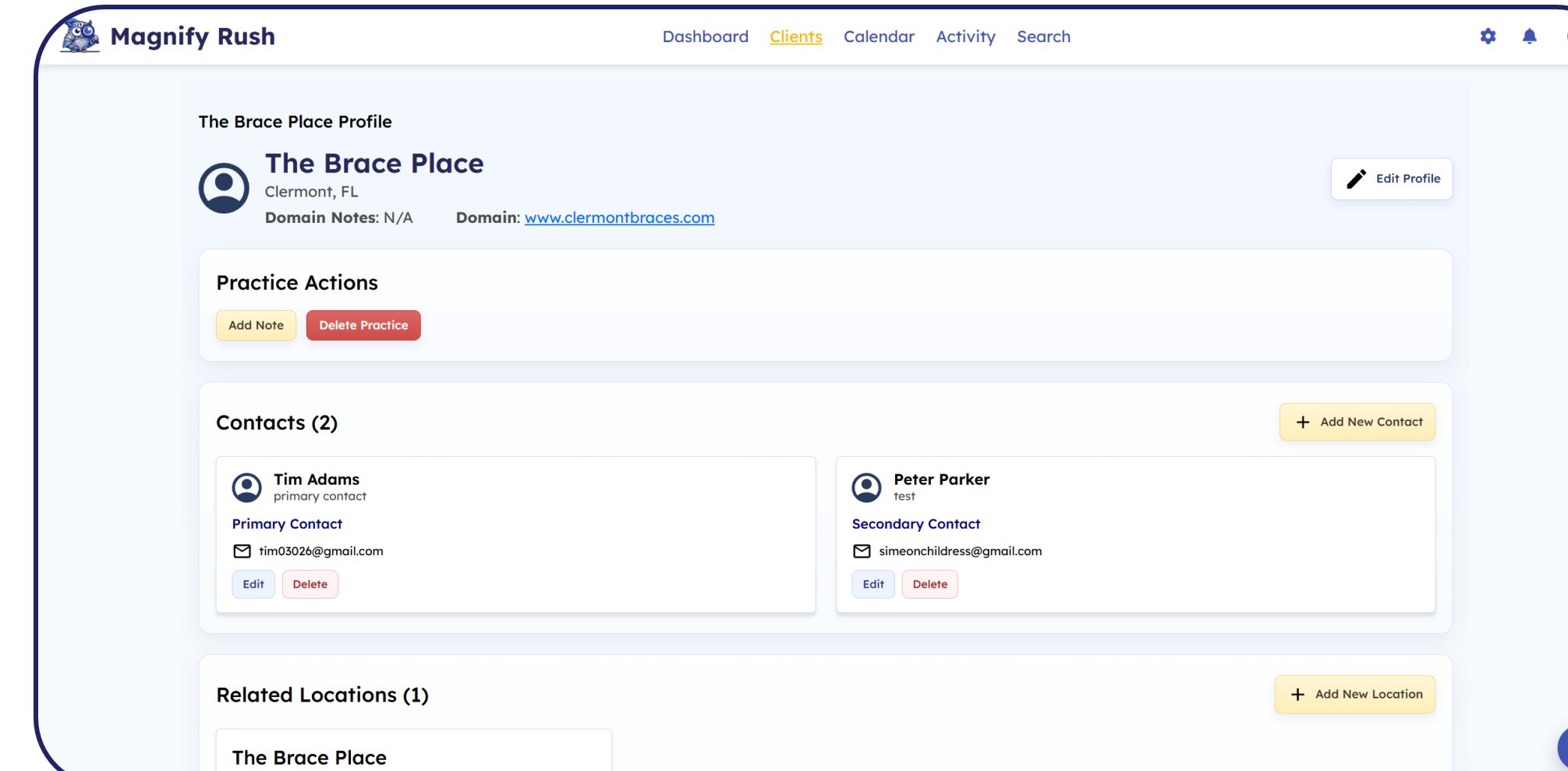
### Track Client & Team Interactions



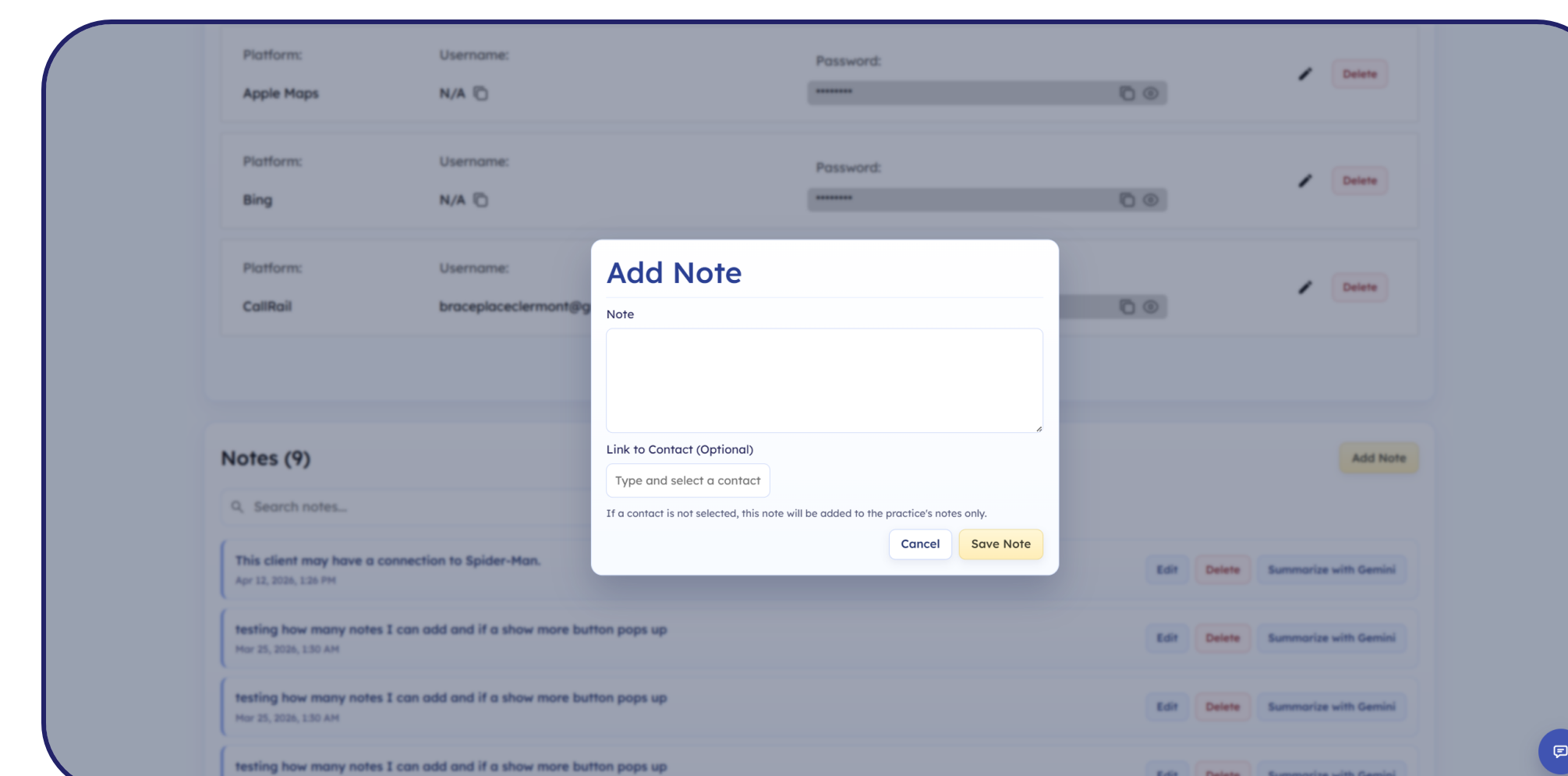
### View & Sort Contact Info



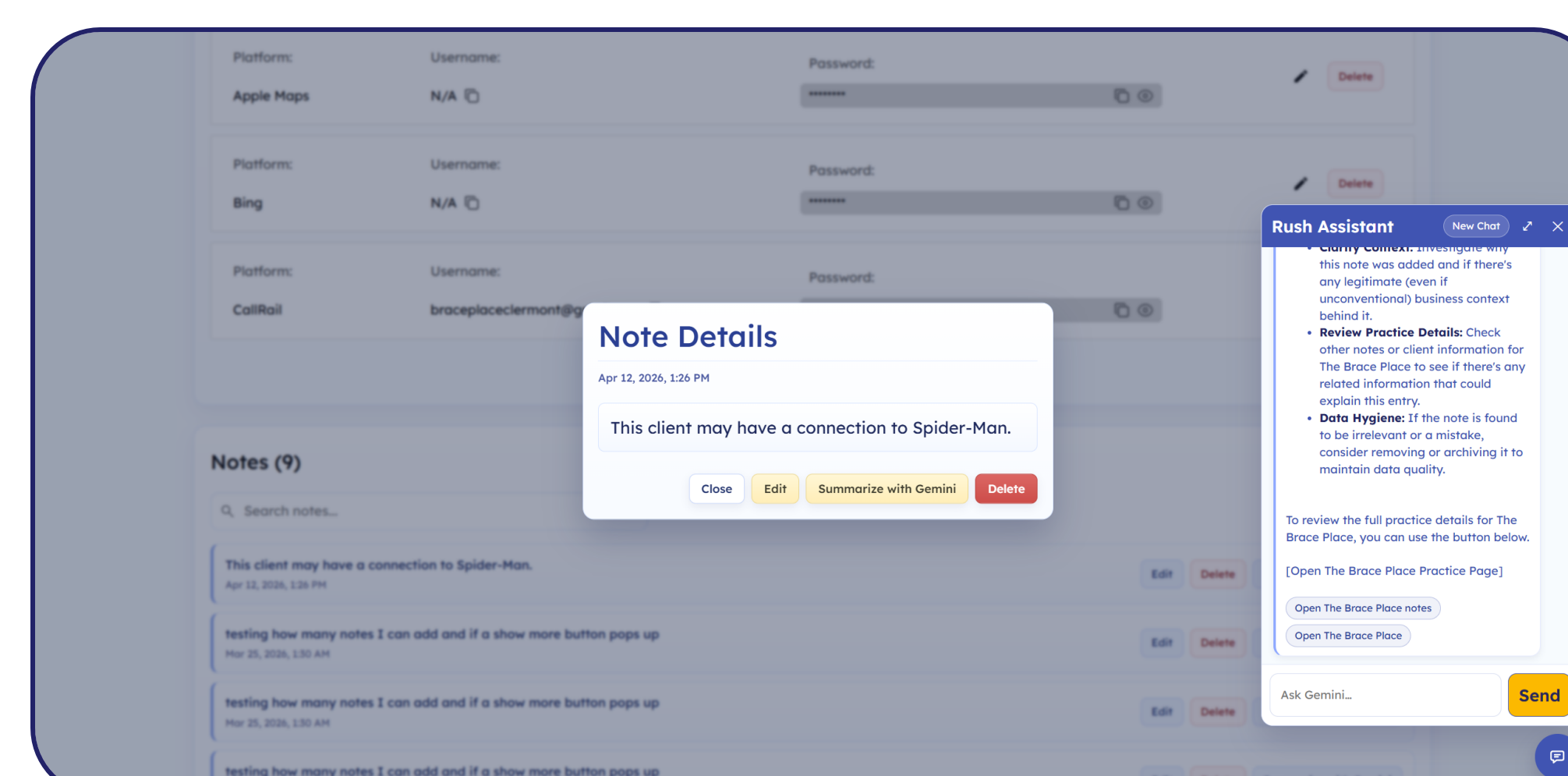
### Manage Client & Practice Info



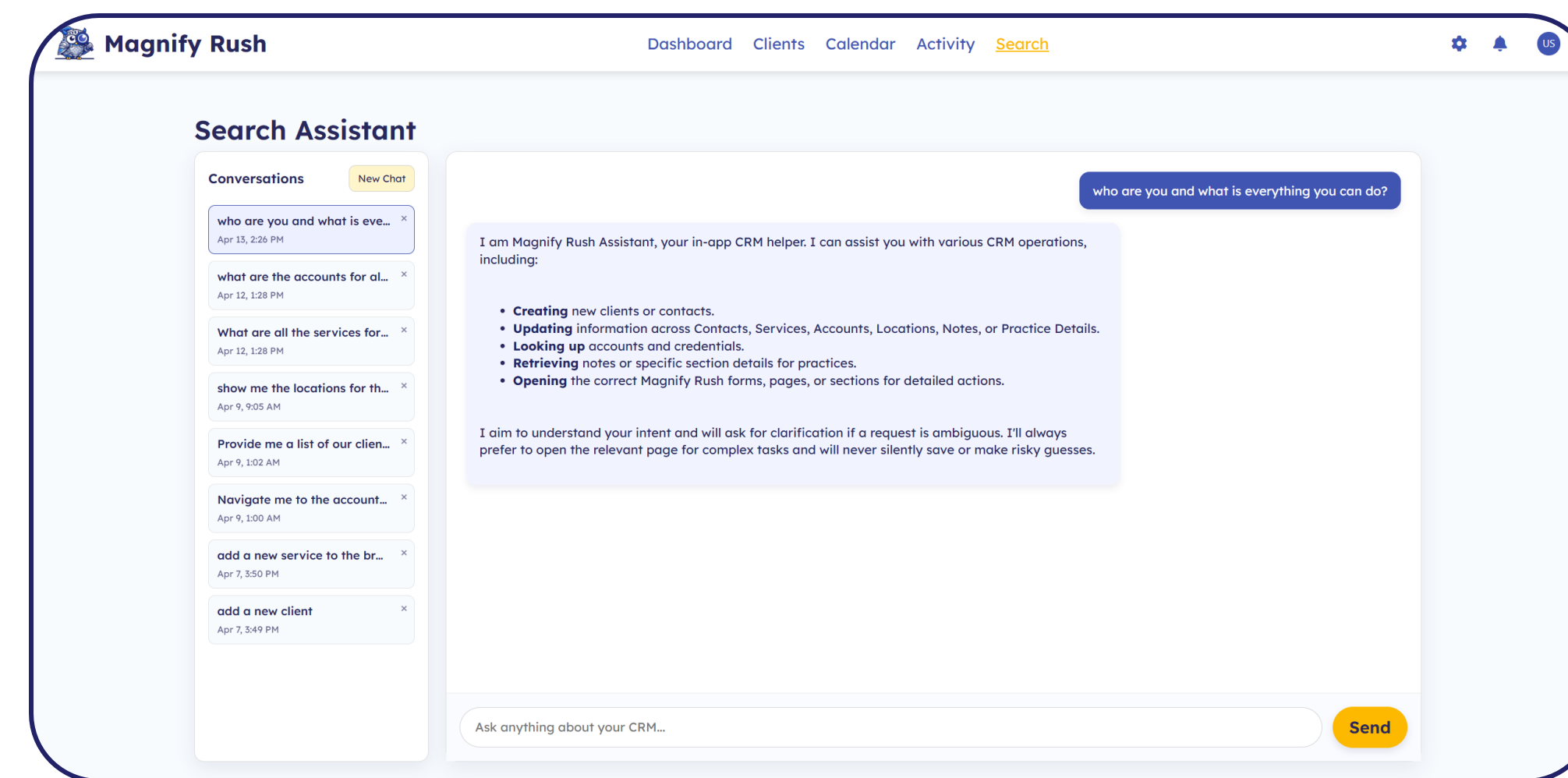
### Add & Link Notes



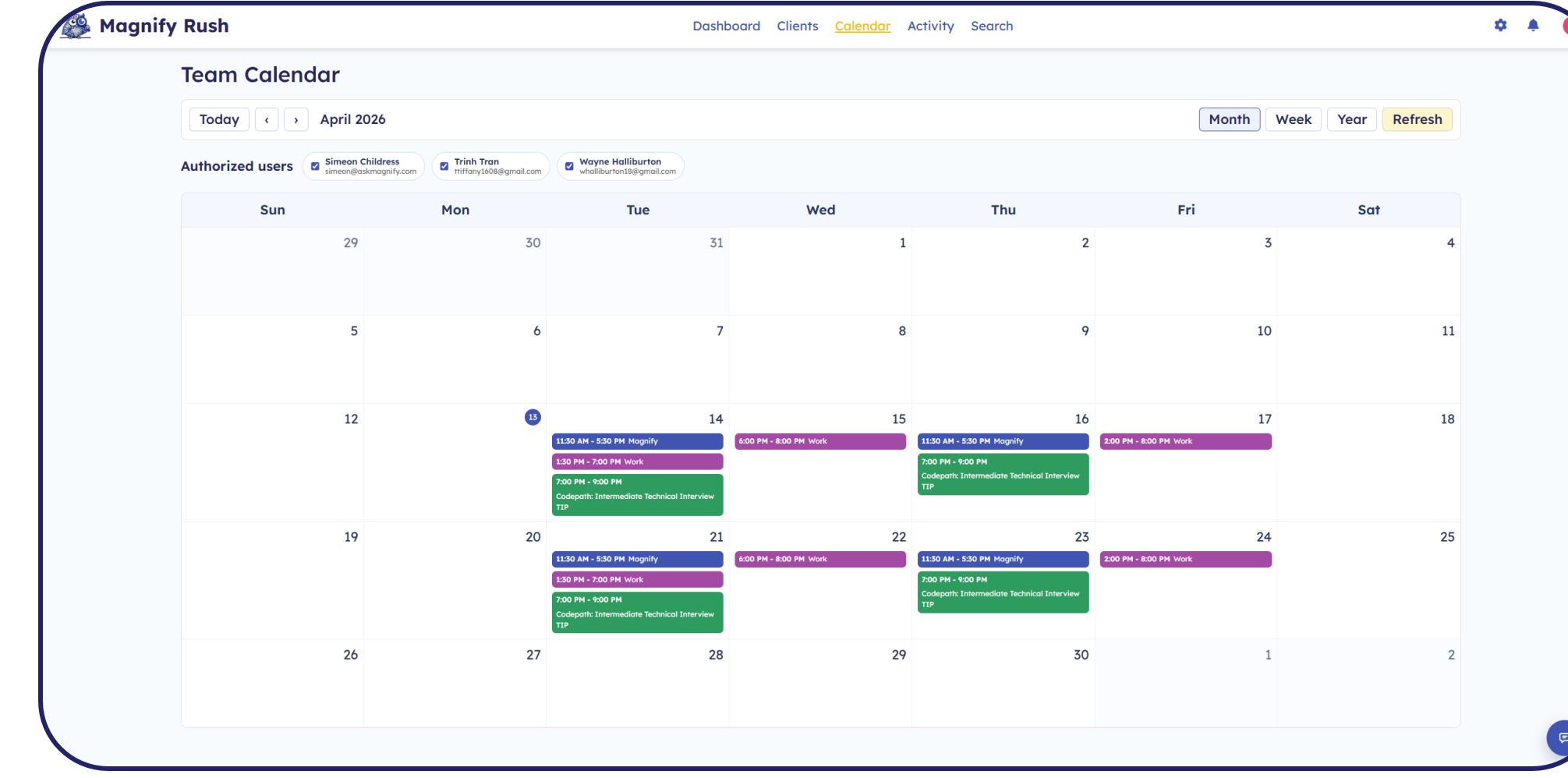
### Summarize Notes with Gemini



### Gemini Search Assistant



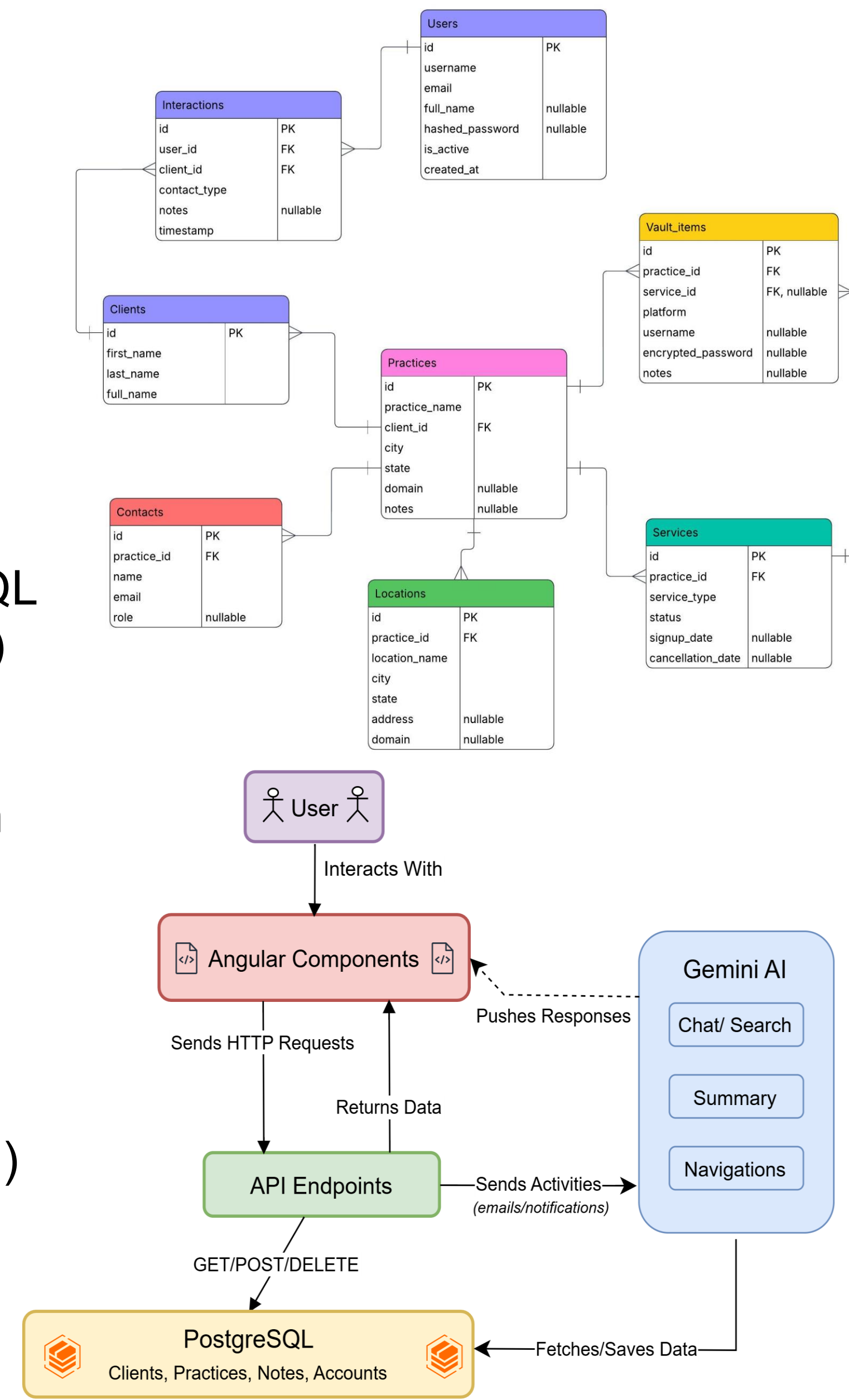
### View Team Calendar Meetings



## Design

### Built with:

- Angular (frontend)
- FastAPI (backend)
- PostgreSQL (database)
- Google Cloud Run (hosting)
- Figma (UI design)
- Gemini (AI)



## Testing

**Functional testing:** core CRM workflows, CRUD actions, role-based behavior

**Integration testing:** frontend-backend APIs, database consistency, end-to-end flows

**Usability testing:** navigation clarity, workflow efficiency, task completion speed

**Security testing:** authentication, authorization, credential handling, protected routes

**Performance testing:** response times, concurrent usage stability, UI responsiveness

**AI validation:** search relevance, summary quality, insight usefulness

**Backend reliability:** error handling, data integrity, logging, recovery behavior