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Fitment
Use-Case Specification

Version <1.0>

Revision History

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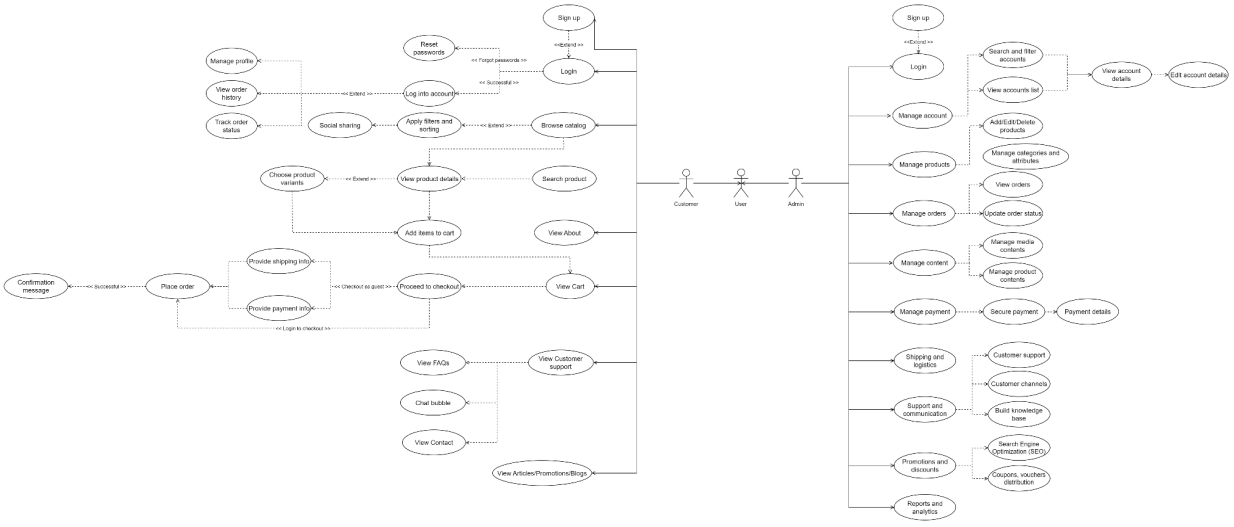
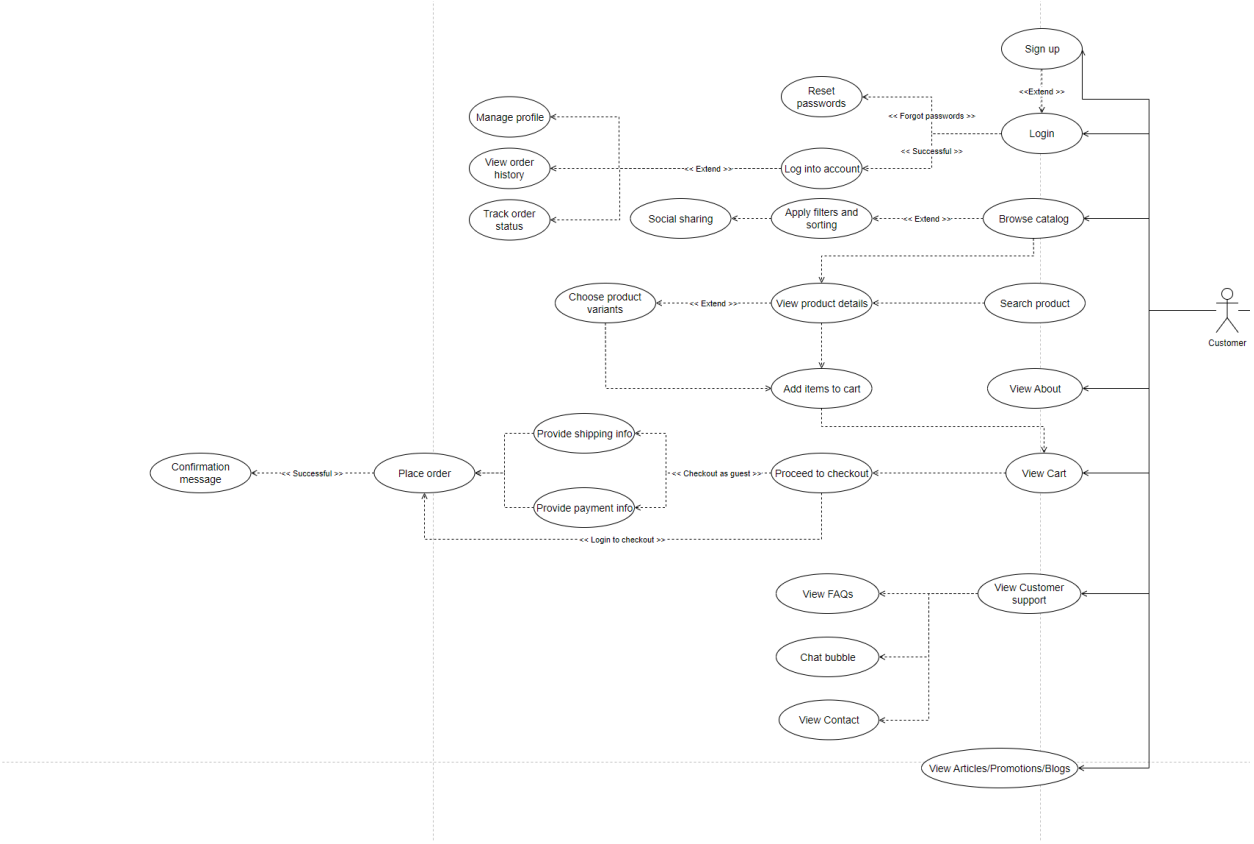
Use Case Specification

1. Use-Case Model



Actor 1: Customer



Actor 2: Admin

Sign up
<<Extend >>
Login
Search and filter accounts
View account details
Edit account details
View accounts list
Manage account
Add/Edit/Delete products
Manage categories and attributes
Manage products
Admin
View orders
Manage orders
Update order status
Manage media contents
Manage content
Manage product contents
Manage payment
Secure payment
Payment details
Shipping and logistics
Customer support
Customer channels
Support and communication
Build knowledge base
Search Engine Optimization (SEO)
Promotions and discounts
Coupons, vouchers distribution
Reports and analytics

2. Use-Case Specification

2.1 Account management

2.1.1 Use-case: Login

Use-case ID	UC0211
Use-case name	Login
Brief description	This use case outlines the steps taken by a user to log into the website using valid credentials.
Actors	Customer, Admin
Basic flow	1. User accesses the website and navigates to the login page. 2. Website System presents the login form requesting username/email and password. 3. User enters valid username/email and password. 4. Website System verifies the entered credentials against stored user data. 5. If the credentials are valid and match existing records: ● Website System logs the User in and grants access to the account/dashboard. ● User is redirected to the account page or designated dashboard.
Alternative flows	If the User forgets the password: ● Website System provides a "Forgot Password" link/button. ● User clicks on the link/button and follows the password recovery process. ● System sends a password reset link or instructions to the User's registered email.
Pre-conditions	The User must have registered and have valid login credentials (username/email and password).
Post-conditions	The User is successfully logged in and gains access to their account/dashboard.
Special requirements	● Password should be securely stored and encrypted in the system. ● Strong password policies should be enforced to enhance security. ● Captcha or other mechanisms may be used to prevent automated login attempts (if required).

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Extension points	Two-Factor Authentication (2FA)

2.1.2 Use-case: Sign Up

Use-case ID	UC0212
Use-case name	Sign Up
Brief description	The "Sign Up" use case enables both the admin and customers to create new accounts on the e-commerce platform, allowing them to access specific features and functionalities.
Actors	Customer, Admin
Basic flow	1. Both the Admin and Customer access the "Sign Up" or "Create Account" feature. 2. The system prompts for required details (e.g., Full Name, Email, Password). Enter Details: 3. The Admin or Customer fills in the necessary information as requested. 4. The system verifies the provided information's validity (e.g., email format, password strength). 5. The Admin or Customer submits the sign-up form. 6. The system verifies the details and, if valid, generates a new user account for either the Admin or Customer. 7. The system confirms successful account creation, redirecting the user to a confirmation page.
Alternative flows	● If any information provided is invalid, the system prompts the user to correct the errors. ● If the provided email already exists in the system, the user is prompted to use a different email or use a "Forgot Password" feature.
Pre-conditions	● Both the Admin and Customer have access to the e-commerce platform. ● The Sign-up option is accessible and available.
Post-conditions	● A new user account is created and ready for the Admin or Customer to log in.
Special requirements	● Secure storage of user data (especially passwords, using encryption). ● Implementation of measures to prevent automated sign-ups (e.g., CAPTCHA).
Extension points	● Email verification

	● Users might be given the option to provide more details for a personalized experience after the initial sign-up (e.g., address, preferences).

2.1.3 Use-case: Reset Passwords

Use-case ID	UC0213
Use-case name	Reset Passwords
Brief description	This use case outlines the steps taken by a User to reset their password in case of forgetting or needing to change it.
Actors	Customer, Admin
Basic flow	1. User navigates to the "Forgot Password" or "Reset Password" page on the website. 2. The Website System prompts the User to enter the email address associated with the account. 3. User enters the email address and submits the request. 4. Website System generates a unique password reset link/token and sends it to the User's email. 5. User receives the password reset link/token in their email inbox. 6. User clicks on the reset link/token, which redirects to a password reset page on the website. 7. Website System validates the reset link/token for authenticity and validity. 8. If the link/token is valid and not expired: ● Website System presents a form for the User to enter a new password. ● User enters and confirms the new password. ● Website System verifies the password criteria and updates the password for the User's account. ● User receives confirmation that the password has been successfully reset.
Alternative flows	If the entered email does not exist in the system: ● Website System displays an error message indicating that the email is not associated with any account. ● Users are advised to check the entered email or create a new account if necessary. If the reset link/token is expired or invalid: ● Website System displays an error message indicating the link/token has expired or is not valid. ● User is prompted to request a new password reset link/token.

Pre-conditions	The User must have an existing account on the website. The User must have access to the email associated with the account.
Post-conditions	User's password is successfully reset, granting access to the account.
Special requirements	• Integration with various 2FA methods. • Additional user interface elements for 2FA during password reset.
Extension points	• Security Questions for Password Reset. • Two-Factor Authentication (2FA) for Password Reset.

2.1.4 Use-case: View Order History

Use-case ID	UC0214
Use-case name	View Order History
Brief description	This use case outlines the steps taken by a Registered User to view their order history on the website.
Actors	Customer, Admin
Basic flow	1. Users log into their account on the website. 2. Website System presents the User with a navigation option to access order history or a dedicated "Order History" section. 3. User clicks on the "Order History" link/section. 4. Website System retrieves and displays a list of the User's previous orders in chronological order. 5. Users can select a specific order to view its details (items purchased, order date, status, etc.). 6. The Website System displays the selected order's detailed information to the User.
Alternative flows	If the User does not have any previous orders, the system displays a message indicating that there are no orders in the history.
Pre-conditions	The User must be logged into their account on the website. The User must have placed orders previously.
Post-conditions	Users successfully view their order history, including details of past purchases.
Special requirements	• Ensure that the order history information is securely stored and only accessible by the authorized User. • Implement encryption protocols to protect sensitive user data, such as

	payment information and addresses.
Extension points	Order Tracking and Status Updates

2.1.5 Use-case: Track Order Status

Use-case ID	UC0215
Use-case name	Track Order Status
Brief description	This use case outlines the steps taken by a Registered User to track the status and location of their order(s) on the website.
Actors	Customer
Basic flow	● Users log into their account on the website. ● Website System provides a visible option or link to access the "Track Order" or "Order Status" section. ● User clicks on the "Track Order" link. ● Website System prompts the User to input the order number or select the specific order from their order history. ● User enters the order number or selects the desired order for tracking. ● Website System retrieves real-time tracking details from the shipping carrier or internal system. ● System displays the current order status, including the location (if available) and estimated delivery date/time.
Alternative flows	If the entered order number is invalid or not recognized: ● Website System displays an error message indicating an invalid order number. ● User is prompted to re-enter the correct order number or check their order history. ● If the order does not have tracking information available: ● Website System displays a message indicating that tracking details are not available for this order.
Pre-conditions	● The User must be logged into their account on the website. ● The User must have placed an order with a tracking option available
Post-conditions	Users successfully access real-time tracking information for their order(s) and receive updated status details.
Special requirements	● Integration with Shipping Carriers. ● User-Friendly Interface.

Extension points	● Delivery Notifications. ● Order Location Map.

2.1.6 Use-case: Manage Account Profile

Use-case ID	UC0216
Use-case name	Manage Account Profile
Brief description	This use case outlines the steps taken by a Registered User to manage and update their account profile details on the website.
Actors	Customer
Basic flow	1. Users log into their account on the website. 2. Website System provides a visible option or link to access the "Account Profile" or "Profile Settings" section. 3. User clicks on the "Account Profile" link. 4. Website System displays the User's current profile information (e.g., name, email, contact details, address, etc.). 5. User selects the details they wish to update and edits the information accordingly. 6. After making changes, User submits the updated profile information. 7. Website System validates the changes and updates the User's account profile.
Alternative flows	If the User enters invalid or incomplete information: ● Website System displays error messages indicating the fields that need correction. ● User corrects the required fields and resubmits the updated profile.
Pre-conditions	The User must be logged into their account on the website.
Post-conditions	Users successfully update their account profile information.
Special requirements	● Data Security and Encryption ● User Authentication and Authorization
Extension points	Social Media Profile Integration

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2.2 Browsing and product discovery

2.2.1 Use-case: Browse Product Catalog

Use-case ID	UC0221
Use-case name	Browse Product Catalog
Brief description	This use case outlines the process of customers browsing and discovering products within the e-commerce website's product catalog.
Actors	Customer
Basic flow	1. The customer visits the e-commerce website. 2. The customer navigates to the "Browse Products" section or initiates a search. 3. The system displays a catalog of available products, organized by categories or other relevant filters. 4. The customer can filter products based on criteria such as price range, brand, or ratings. 5. The system dynamically updates the product listing based on the customer's selected filters. 6. The customer clicks on a product to view detailed information. 7. The system displays the selected product's details, including images, descriptions, and pricing. 8. The customer can add the product to the shopping cart or continue browsing.
Alternative flows	● If there are no products in a selected category or filter, the system notifies the customer. ● The customer may choose to view products in a grid or list format, based on personal preference
Pre-conditions	● The e-commerce website is accessible and operational. ● The customer has an internet-enabled device and is on the website.
Post-conditions	The customer has successfully browsed the product catalog and may proceed to view product details or make a purchase.
Special requirements	● The product catalog should be visually appealing and easy to navigate. ● The system should provide responsive design for seamless browsing on various devices.
Extension points	● Integration with a recommendation engine to suggest related or popular products. ● Incorporation of a "Featured Products" section for promotional

	purposes.

2.2.2 Use-case: Apply Filters and Sorting Options

Use-case ID	UC0222
Use-case name	Apply Filters and Sorting Options
Brief description	This use case outlines the process of customers applying filters and sorting options to refine their product search within the e-commerce website.
Actors	Customer
Basic flow	1. The customer is on the product catalog page. 2. The customer views available filters, such as category, price range, brand, and ratings. 3. The customer selects one or more filters to narrow down the product listing. 4. The system dynamically updates the product catalog based on the selected filters. 5. The customer reviews the refined product listing. 6. The customer applies sorting options, such as sorting by price (low to high, high to low) or popularity. 7. The system reorganizes the product listing according to the chosen sorting option. 8. The customer views the sorted and filtered products.
Alternative flows	● If there are no products that match the selected filters, the system notifies the customer and suggests adjusting the criteria. ● The customer may choose to reset filters and sorting options to view the entire product catalog.
Pre-conditions	● The customer is on the product catalog page. ● The e-commerce website is accessible and operational.
Post-conditions	● The customer has successfully applied filters and sorting options to refine their product search. ● The product catalog displays products based on the customer's selected criteria.
Special requirements	● The system should provide a wide range of filter options to accommodate various customer preferences. ● Sorting options should be intuitive and responsive, enhancing the overall user experience.

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Extension points	● Integration with additional advanced filters, such as size, color, or customer reviews. ● Incorporation of personalized sorting options based on customer preferences and behavior.

2.2.3 Use-case: Social Sharing

Use-case ID	UC0223
Use-case name	Social Sharing
Brief description	This use case outlines the process of customers sharing products or content on social media platforms directly from the e-commerce website.
Actors	Customer
Basic flow	The customer is on the product details page or a content page. The customer views a social sharing icon or button (e.g., Facebook, Twitter, Instagram) on the page. The customer clicks on the social sharing icon corresponding to the desired platform. The system prompts the customer to log in to their social media account if not already logged in. The customer customizes the shared content (e.g., adds a comment, selects privacy settings). The customer posts the content on their social media profile. The system records the social sharing activity for the specific product or content.
Alternative flows	● If the customer encounters an issue during the sharing process, the system may provide troubleshooting guidance. ● The customer may choose to cancel the sharing action at any point in the process.
Pre-conditions	● The customer is on a page with shareable content (product details page, blog post, etc.). ● The customer has a valid account on the e-commerce website.
Post-conditions	● The customer has successfully shared the product or content on their social media profile. ● The system records social sharing activity for analytics and reporting.
Special requirements	● Social sharing icons/buttons should be easily identifiable and conveniently placed.

	• The system should support integration with popular social media platforms.
Extension points	• Integration with additional social media platforms based on customer demand or trends. • Incorporation of social media analytics to track the impact and reach of shared content.

2.3 Product Exploration

2.3.1 Use-case: View product detail

Use-case ID	UC0231
Use-case name	View product details
Brief description	Customers are able to access product details
Actors	Customer
Basic flow	1. Customers can view product details by clicking its image or name. 2. Customers will be navigated to that specific product page which contains detailed information about the product and its other variants. 3. Customers review the display information.
Alternative flows	In any circumstances where that product has been hidden or removed, customers will be notified and will not be navigated anywhere.
Pre-conditions	None
Post-conditions	Customers are on the chosen product page.
Special requirements	None
Extension points	Add items to cart

2.3.2 Use-case: Choose product variants

Use-case ID	UC0232
Use-case name	Choose product variants
Brief description	Allow customers to pick any other variants of the current product.
Actors	Customer

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Basic flow	1. Customers can find a group of buttons that display each variant of that product next to the product image slide. 2. Customers click one of those variant buttons. 3. The image slide will switch to the corresponding product variant image. 4. Customers review the display image.
Alternative flows	1. If there is no variant of that product, there will not be any button displayed.
Pre-conditions	Customers are on any product detail page. All variants must have its matching image.
Post-conditions	The product image slide is on the corresponding variant image. The product is now on the chosen variant in the system to be added to cart.
Special requirements	Any product variant that is out of stock can not be added to cart.
Extension points	Add items to cart

2.4 Shopping and Cart Management

2.4.1 Use-case: View Shopping Cart

Use-case ID	UC0241
Use-case name	Viewing shopping cart
Brief description	Customers can view products in their cart.
Actors	Customers
Basic flow	To access the shopping cart, customers can click on “Cart” icon in navigation bar of every page.
Alternative flows	Whether there is nothing in shopping cart, customers will be informed “Empty cart”.
Pre-conditions	Customers have logged in.
Post-conditions	None
Special requirements	None
Extension points	Checkout View product details

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2.4.2 Use-case: Add Items to Cart

Use-case ID	UC0242.
Use-case name	Add Items to Cart
Brief description	Customers can add products to their cart.
Actors	Customers.
Basic flow	1. On shopping page, there is an “Add to cart” button in every items section. 2. Click “Add to cart” button for adding items to customers’s cart.
Alternative flows	None.
Pre-conditions	Customers have logged in.
Post-conditions	Recently added items must be displayed in customer’s cart.
Special requirements	None
Extension points	None

2.4.3 Use-case: Cart management

Use-case ID	UC0243
Use-case name	Cart Management
Brief description	Customers add new items to cart. Customers later can remove items from the cart with their own demands.
Actors	Customers
Basic flow	1. On the Shopping page, customers click “Add to cart” to add new items to their cart. 2. Customers can check carts by accessing cart by “Cart” icon on the navigation bar. 3. Next to every item is a “Check” button for picking up items for the checkout process. Also, there is a “Remove” button for deleting items from customer's cart. 4. If customers need to remove unwanted items, hit the “Remove” option. 5. There is “Choose all” option for choosing all items in cart for checkout.
Alternative flows	After step 2, if customer has not picked anything, cart will display empty and

	inform that there is nothing in cart.
Pre-conditions	Customers have logged in.
Post-conditions	The items recently added must be displayed in their cart. Also, removed items must be deleted from customer's cart.
Special requirements	None
Extension points	Checkout View product details

2.5 Checkout and payment

2.5.1 Use-case: Review Shopping Cart

Use-case ID	UC0251
Use-case name	Review Shopping Cart
Brief description	This use case involves the customer reviewing the items added to their shopping cart before proceeding to checkout in an e-commerce platform.
Actors	Customer
Basic flow	1. Customer selects the “Cart” icon in the navigation bar. 2. System displays the items currently in the shopping cart, including names, quantities, prices, and subtotal for each item. 3. Customer can modify the cart by updating quantities, removing items, or adding new items. 4. The system calculates and displays the total cost of all items in the cart. 5. Customer has the option to proceed to checkout or continue shopping.
Alternative flows	● If the cart is empty, the system displays a message indicating that the cart is empty and prompts the customer to continue shopping. ● When editing the cart, if a customer tries to update the quantity of an item to zero, the system removes that item from the cart.
Pre-conditions	● Customer has added items to the shopping cart. ● The customer is logged in or is a guest user with items in the cart.
Post-conditions	● Cart contents are updated according to any modifications made by the customer. ● Customer can proceed to checkout or continue shopping based on their

	choice.
Special requirements	● Real-time updates to the cart to reflect changes made by the customer. ● Option to save the cart for future sessions or wish list functionality.
Extension points	None

2.5.2 Use-case: Proceed to Checkout

Use-case ID	UC0251
Use-case name	Proceed to Checkout
Brief description	This use case describes the steps involved when a customer proceeds from the shopping cart to the checkout process to complete a purchase in an e-commerce platform.
Actors	Customer
Basic flow	1. Customer adds desired items to the shopping cart. 2. Customer reviews the items in the cart. 3. Customer clicks on the "Proceed to Checkout" button. 4. Customer either login/sign up or choose to checkout as a guest. 5. Customer enters shipping details, including address and contact information. 6. Customer inputs billing details and selects a payment method. 7. Customer chooses an affordable shipping method/delivery service. 8. The system presents a summary of the order for the customer to review. 9. The customer selects a payment method and inputs payment details. 10. The system confirms successful payment and provides an order confirmation.
Alternative flows	● If the customer is already logged in, the system skips the login/account creation step. ● In case of payment failure, the system prompts the customer to try an alternative payment method or contact customer support.
Pre-conditions	● Customer has items added to the shopping cart. ● The customer is connected to the internet and can access the e-commerce platform.
Post-conditions	● An order is created in the system. ● Payment transaction details are recorded. ● Confirmation of the order is displayed to the customer.

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Special requirements	• Secure payment processing to protect customer information. • Option for guest checkout for customers who prefer not to create an account.
Extension points	• Integration of loyalty points or discounts during checkout. • Providing additional shipping options like express or same-day delivery.

2.5.3 Use-case: Login or Guest Checkout

Use-case ID	UC0253
Use-case name	Login or Guest Checkout
Brief description	The customer reaches the point of checkout either by selecting the "Checkout" option or attempting to finalize a purchase.
Actors	Customer
Basic flow	1. Customer clicks the “Proceed to Checkout” button. 2. Login option is presented if the customer is not logged in. 3. Customer provides login credentials to access their account. 4. System verifies the entered information. 5. If the credentials are valid, customer is logged into their account, the checkout process continues. 6. System presents a "Continue as Guest" option if the customer prefers not to log in or doesn't have an account. 7. The customer inputs necessary information for the guest checkout, such as shipping details, billing information, and contact information. 8. Proceed to payment after providing the required information.
Alternative flows	• If the login credentials provided are incorrect, the system prompts the customer to re-enter the credentials or offers a password reset option. • For guest checkout, the system might offer the option to create an account after the purchase is completed.
Pre-conditions	• Customer has reached the checkout stage without being logged in. • Customer has items in the cart.
Post-conditions	• Customer is either logged in to their existing account or has completed the checkout process as a guest. • The system records the order information.
Special requirements	• Secure authentication processes for login.

	● Simplified form fields for guest checkout to encourage completion without registration. ● Option to create an account post-checkout for guest users.
Extension points	● Social Media login integration: requires integration with various social platforms' authentication APIs. ● Remember Me functionality: allows the system to remember the user's login session for a specified period, enhancing user convenience for future visits.

2.5.4 Use-case: Provide Shipping Information

Use-case ID	UC0254
Use-case name	Provide Shipping Information
Brief description	This use case involves the customer providing shipping details for the delivery of purchased items in an e-commerce platform.
Actors	Customer
Basic flow	1. During the checkout process, the system prompts the customer to enter shipping details. 2. Enter shipping address, including recipient name, street address, city, state/province, and country. 3. Choose available shipping method with corresponding delivery timeframes and costs. 4. Select shipping service. 5. Review a summary of shipping information.
Alternative flows	● If the shipping address is incomplete or invalid, the system prompts the customer to correct the information before proceeding. ● If certain shipping methods are unavailable for the provided address, the system may suggest alternate options or notify the customer about limitations.
Pre-conditions	● Customer has reached the shipping information section during the checkout process. ● Items have been added to the shopping cart.
Post-conditions	● Shipping details are recorded and associated with the order. ● The customer can proceed to the next stage of the checkout process.

Special requirements	● Real-time address validation to ensure accuracy and reduce delivery issues. ● Integration with shipping carriers or APIs for live shipping rates and service availability. ● Error handling for invalid addresses or unsupported shipping methods/services.
Extension points	● Save shipping info for later. ● Add shipping info for different purposes, set one to default.

2.5.5 Use-case: Provide Payment Information

Use-case ID	UC0255
Use-case name	Provide Payment Information
Brief description	This use case involves the customer entering payment details to finalize a purchase in an e-commerce platform.
Actors	Customer
Basic flow	1. During the checkout process, the system prompts the customer to enter payment details. 2. Select a payment method from available options (e.g. credit/debit card, PayPal, Apple Pay, etc.) 3. Customer inputs necessary payment information based on the chosen method (e.g., card number, expiration date, CVV, billing address, PayPal login). 4. Displays a summary of the provided payment details for the customer to review before finalizing the transaction. 5. Customer confirms the accuracy of the provided payment details and authorizes the payment.
Alternative flows	● If the payment information is incomplete or invalid, the system prompts the customer to correct the details before proceeding. ● In case of a declined payment, the system might offer alternative payment methods or notify the customer to contact their bank.
Pre-conditions	● Customer has reached the payment information section during the checkout process. ● Items have been added to the shopping cart.
Post-conditions	● Payment details are securely recorded and processed. ● The order is finalized, and the customer receives a confirmation of the

	purchase.
Special requirements	Secure encryption and handling of payment data to ensure confidentiality.
Extension points	None

2.5.6 Use-case: Order summary and confirmation

Use-case ID	UC0256
Use-case name	Order Summary and Confirmation
Brief description	This use case involves displaying the finalized order details to the customer for review and confirming the purchase in an e-commerce platform.
Actors	Customer
Basic flow	1. After providing shipping and payment information, the system presents an order summary to the customer. 2. The system shows a comprehensive summary of the order, including: ● Items purchased (names, quantities, prices) ● Shipping address ● Selected shipping method and estimated delivery date ● Payment method used ● Total order amount (including taxes and shipping costs) 3. Customer reviews all the displayed order information for accuracy. 4. The system provides a "Place Order" button for the customer to proceed. 5. Upon confirmation, the system processes the order and generates a confirmation message or receipt. 6. Optionally, the system may send an email to the customer's registered email address confirming the order and providing an order number or receipt.
Alternative flows	● If there are any changes required, the system might allow the customer to go back to specific sections (e.g., shipping or payment) for modifications before confirming the order. ● In case of system errors or connectivity issues during confirmation, the system can prompt the customer to try again or provide guidance on resolving the issue.
Pre-conditions	Customer has completed providing shipping and payment information. The customer has reviewed and confirmed the order details.
Post-conditions	Order is processed and recorded in the system.

	A confirmation message or receipt is displayed to the customer.
Special requirements	• Seamless display of the order summary on various devices (mobile, desktop, etc.) for easy review. • Integration with inventory systems to ensure product availability at the time of order confirmation.
Extension points	None

2.5.6 Use-case: Order Cancellation

Use-case ID	UC0256
Use-case name	Order Summary and Confirmation
Brief description	This use case involves the customer canceling an order placed on an e-commerce platform before it is shipped or processed.
Actors	Customer
Basic flow	1. Access order history section in the platform. 2. Customer selects the specific order they wish to cancel. 3. The system initiates the cancellation request. 4. The system prompts the customer to confirm the cancellation, possibly requesting a reason for cancellation. 5. Upon confirmation, the system processes the cancellation request. 6. If payment has been processed, the system initiates a refund based on the platform's refund policy. 7. The system displays a confirmation message to the customer indicating the successful cancellation and, if applicable, the refund details.
Alternative flows	• If the order is already shipped or processing has begun, the system may not allow cancellation and instead prompt the customer to contact customer support. • In case of technical issues during cancellation, the system might request the customer to retry the cancellation process or offer assistance through customer service.
Pre-conditions	• Customer has placed an order that hasn't been shipped or processed yet. • The order is within the cancellation period specified by the platform's cancellation policy.
Post-conditions	• The order is canceled in the system, and related inventory or order

	processing is halted.
Special requirements	• Integration with payment systems for seamless refund processing where applicable. • Error handling and notifications to ensure the customer is informed about the status of the cancellation request.
Extension points	None

2.6 Customer support

2.6.1 Use-case: Chat Bubble

Use-case ID	UC0261
Use-case name	Chat bubble
Brief description	Customers can contact the admin via chat bubble.
Actors	Customer
Basic flow	1. Customers click the chat bubble at the bottom right corner. 2. A popup chat box will replace the bubble and appear. 3. Customers use the chat box to chat with the admin for support.
Alternative flows	None
Pre-conditions	Customers are on any product detail pages or the home page.
Post-conditions	A chat box appears and replaces the chat bubble at the corner.
Special requirements	None
Extension points	None

2.6.2 Use-case: Customer Policy

Use-case ID	UC0261
Use-case name	Customer policy
Brief description	Customers can access the profits they benefit and the policy of our service.
Actors	Customer

Basic flow	1. Customers click the Customer policy section at the page footer. 2. Customers will be navigated to the Customer policy page. 3. Customers review the provided information.
Alternative flows	None
Pre-conditions	Customers are on any page that has a footer section.
Post-conditions	Customers are on the Customer policy page.
Special requirements	None
Extension points	None

2.6.3 Use-case: FAQs

Use-case ID	UC0261
Use-case name	FAQ section
Brief description	Customers can review all the frequently asked questions.
Actors	Customer
Basic flow	1. Customers click the FAQ section at the page footer. 2. Customers will be navigated to the FAQ page, containing a list of all questions that other customers also asked. 3. Customers click any displayed question for the answers to be drop downed.
Alternative flows	None
Pre-conditions	Customers are on any page that has a footer section.
Post-conditions	Customers are on the FAQ page.
Special requirements	There should be at least 5 FAQs.
Extension points	None

2.7 Ongoing Engagement and Inspiration

2.7.1 Use-case: Blog/Content Section

Use-case ID	UC0271

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Use-case name	Blog/Content Section
Brief description	This use case involves providing a dedicated section within the e-commerce platform that offers informative and engaging content to educate, inspire, and guide users in their purchasing journey.
Actors	Customer
Basic flow	1. The user navigates to the designated blog/content section within the e-commerce platform. 2. Users explore and engage with various types of content: ● Reading articles, blog posts, or guides on different topics. ● Watching videos, viewing infographics, or listening to podcasts. ● Interacting with interviews, reviews, or guest posts relevant to their interests. 3. Users interact with the content and navigation elements: ● Using search and filtering options to find specific topics or content types. ● Commenting, liking, or sharing content on social media platforms. ● Navigating between categories or tags for related content. 4. The system tracks user engagement metrics: ● Recording views, shares, likes, and comments for each piece of content. ● Analyzing user behavior to understand popular content types or topics. 5. Content Updates: The platform regularly updates and adds new content: ● Publishing fresh articles, videos, or other content on a scheduled basis. ● Refreshing outdated content or creating follow-up content based on user feedback or interest.
Alternative flows	● If certain content types receive higher engagement, the system may prioritize similar content in future updates. ● In case of low engagement, the platform could pivot content strategies or focus on different topics aligned with user preferences.
Pre-conditions	● E-commerce platform has a dedicated section or module for publishing and displaying content. ● Content is regularly updated and maintained by the platform administrators.
Post-conditions	● Users engage with informative and valuable content, potentially enhancing their shopping experience and knowledge about products or services. ● Content performance metrics are tracked and analyzed for future content

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	strategies and improvements.
Special requirements	● Robust content management tools for creating, organizing, and scheduling content publication. ● Integration with analytics tools to track user engagement and content performance. ● Regular collaboration between content creators, platform administrators, and marketing teams for aligning content with user interests and platform goals.
Extension points	None

2.7.2 Use-case: Product Recommendations

Use-case ID	UC0272
Use-case name	Product Recommendations
Brief description	This use case involves suggesting personalized product recommendations to users based on their behavior, preferences, and history within the e-commerce platform.
Actors	Customer
Basic flow	1. The user navigates through the e-commerce platform, viewing products, adding items to the cart, or making purchases. 2. The system collects and analyzes user data: ● Tracking user behavior, including browsing history, viewed products, items added to cart, and completed purchases. ● Gathering explicit preferences if the user has provided any (e.g., wishlist items, liked products). 3. Using collected data, the system generates personalized recommendations: ● Suggesting related or similar products based on viewed or purchased items. ● Utilizing collaborative filtering or machine learning algorithms to recommend products based on user behavior patterns. ● Providing recommendations through various sections (e.g., homepage, product pages, dedicated recommendation sections). 4. The system displays recommended products to the user: ● Showing recommended items alongside viewed or selected products. ● Featuring personalized recommendations in dedicated sections or as "Related Products." 5. Users engage with the recommended products:

	● Clicking on recommended items to view details. ● Adding recommended products to the cart or wishlist. 6. The system tracks user interactions with recommendations: ● Monitoring click-through rates, conversions, and purchases resulting from recommended products. ● Analyzing user feedback, such as ratings or reviews of recommended items.
Alternative flows	● If a user ignores or dismisses recommendations consistently, the system might re-evaluate and adjust future recommendations. ● In case of low engagement with certain types of recommendations, the system might offer alternate or supplementary recommendations based on different algorithms or criteria.
Pre-conditions	● E-commerce platform collects and maintains user data related to product interactions. ● Algorithms or mechanisms for generating personalized recommendations are operational and regularly updated.
Post-conditions	● Users are presented with personalized product recommendations tailored to their preferences and behavior. ● The system gathers data on recommendation effectiveness for future improvements.
Special requirements	● Advanced recommendation algorithms or machine learning models for accurate and relevant suggestions. ● Continuous data collection and analysis to refine recommendation strategies. ● User-friendly presentation of recommendations across various platform sections for seamless integration and visibility.
Extension points	None

2.8 Account management

2.8.1 Use-case: Client Onboarding

Use-case ID	UC0281
Use-case name	Client Onboarding
Brief description	Facilitates the process for Admin to oversee and manage the onboarding of new clients/users on the website.

Actors	Admin
Basic flow	1. Admin logs into their account and accesses the Admin Dashboard. 2. Navigates to the "Client Onboarding" section. 3. Monitors the progress of new client/user registrations and account creations. 4. Reviews and approves pending registrations if necessary. 5. Assists in resolving issues or providing support during the onboarding process. 6. System updates the status of the onboarding process accordingly.
Alternative flows	Invalid Order Number: ● If the entered order number is invalid or not recognized: ● The Website System displays an error message indicating an invalid order number. ● Users are prompted to re-enter the correct order number or check their order history. ● ● No Tracking Information Available: ● If the order does not have tracking information available: ● The Website System displays a message indicating that tracking details are not available for this order.
Pre-conditions	● Admin accesses the Admin Dashboard Panel.
Post-conditions	● Admin successfully oversees the onboarding process for new users.
Special requirements	● Admin Permissions: Implement controls for admin-level access to client onboarding details and actions. ● Dashboard Analytics: Provide insights and analytics regarding onboarding statuses and trends for Admin review.
Extension points	None

2.8.2 Use-case: Profile Management

Use-case ID	UC0282
Use-case name	Profile Management
Brief description	Allows an Admin to manage and update user profile settings and information on the website.

Actors	Admin
Basic flow	1. Admin logs into their account. 2. Accesses "Admin Panel" or "Profile Management" section. 3. Selects user profile to manage. 4. Views and edits user profile information. 5. Saves/applies changes. 6. System validates and updates the user's profile.
Alternative flows	● Invalid/incomplete information triggers error messages for correction. ● System unavailability prompts a message advising the admin to try later or contact support.
Pre-conditions	Admin must be logged into their account with admin privileges.
Post-conditions	Admin successfully manages and updates user profile settings.
Special requirements	● Data Security and Encryption: Ensure secure storage and transmission of user profile details. ● User Authentication and Authorization: Implement controls for authorized profile edits by admin only.
Extension points	None

2.8.3 Use-case: Transaction tracking and History

Use-case ID	UC0283
Use-case name	Transaction tracking and History
Brief description	Enables Admin to track and view transaction history and details of users on the website.
Actors	Admin
Basic flow	1. Admin logs into their account and accesses the Admin Dashboard. 2. Navigates to the "Transaction History" or "Accounting" section. 3. Views a list of transaction records with details (e.g., date, amount, user involved). 4. Filters or searches transactions based on criteria (e.g., user, date range, transaction type). 5. Reviews specific transaction details upon selection. 6. Takes necessary actions (e.g., refunds, adjustments) based on transaction

	details. 7. System updates transaction statuses or records accordingly.
Alternative flows	● Admin may need to verify or cross-reference transaction details with user complaints or support requests. ● Different types of transactions may require distinct actions or further investigation.
Pre-conditions	● Admin accesses the Admin Dashboard Panel.
Post-conditions	● Admin successfully oversees the onboarding process for new users.
Special requirements	● Admin Permissions: Implement controls for admin-level access to transaction details and actions. ● Audit Trail: Maintain an audit log of admin actions taken on transactions for accountability and review.
Extension points	None

2.8.4 Use-case: Security Protocols and Access Controls

Use-case ID	UC0284
Use-case name	Security Protocols and Access Controls for Admin
Brief description	Facilitates the implementation and management of security protocols and access controls for user data and system resources.
Actors	Admin
Basic flow	1. Admin logs into their account and accesses the Admin Dashboard. 2. Navigates to the "Security Settings" or "Access Controls" section. 3. Reviews and configures security protocols (e.g., encryption standards, password policies). 4. Sets access controls (e.g., user roles, permissions, two-factor authentication). 5. Monitors and audits user access logs or security events. 6. Takes necessary actions to address security threats or vulnerabilities. 7. System updates security settings and access controls accordingly.
Alternative flows	● Admin may need to collaborate with the IT/security team for advanced security configurations or incident responses. ● Security events or incidents might trigger specific actions or emergency

	protocols.
Pre-conditions	● Admin accesses the Admin Dashboard Panel.
Post-conditions	● Admin successfully configures and manages security protocols and access controls.
Special requirements	● User Authentication and Authorization: Implement strict controls for admin-level access to security settings. ● Real-time Monitoring: Provide live or near real-time monitoring of security events and access logs. ● Incident Response Plan: Establish protocols for addressing and resolving security incidents.
Extension points	None

2.9 Products management

2.9.1 Use-case: Add/Edit/Delete Product

Use-case ID	UC0291
Use-case name	Add/Edit/Delete Product
Brief description	This use case outlines the steps taken by an Admin or User with Product Management privileges to add, edit, or delete products on the website.
Actors	Admin
Basic flow	1. Admin logs into their account on the website with product management privileges. 2. Website System provides a visible option or link to access the "Product Management" or "Admin Panel" section. 3. Admin clicks on the "Product Management" link. 4. Website System displays the product management dashboard or tools. 5. Admin selects the desired action: Add, Edit, or Delete a product. 6. If Adding/Edit: ○ Admin fills in the product details or modifies existing details in the product management interface (e.g., name, description, price, images). ○ After making changes, Admin saves or applies the modifications. 7. If Deleting: ○ Admin selects the product(s) to be deleted from the product catalog. ○ Admin confirms the deletion action. 8. Website System validates the changes and updates the product catalog

	accordingly.
Alternative flows	Invalid Information: If Admin enters invalid or incomplete information: ● The Website System displays error messages indicating the fields that need correction. ● Admin corrects the required fields and resubmits the updated product details.
Pre-conditions	The Admin must be logged into their account with product management privileges on the website.
Post-conditions	Admin successfully adds, edits, or deletes a product, affecting the product catalog on the website.
Special requirements	● Data Security and Encryption. ● Version Control and Backups.
Extension points	None

2.9.2 Use-case: Manage product categories and attributes

Use-case ID	UC0272
Use-case name	Manage Product Categories and Attributes
Brief description	This use case outlines the steps taken by an Admin or User with Product Management privileges to manage product categories and attributes on the website.
Actors	Admin
Basic flow	1. Admin logs into their account on the website with product management privileges. 2. Website System provides a visible option or link to access the "Category & Attributes Management" or "Admin Panel" section. 3. Admin clicks on the "Category & Attributes Management" link. 4. Website System displays the category and attributes management dashboard or tools. 5. Admin selects the desired action: Manage Categories or Manage Attributes. 6. If Managing Categories: ○ Admin views the existing categories and subcategories.

	○ Admin can create, edit, or delete categories/subcategories, including hierarchy modifications. 7. If Managing Attributes: ○ Admin views the existing product attributes (e.g., size, color, material). ○ Admin can add, edit, or delete attributes used for product specification. 8. Website System validates the changes and updates the product categorization and attributes accordingly.
Alternative flows	Invalid Information: If Admin enters invalid or incomplete information: ● Website System displays error messages indicating the fields that need correction. ● Admin corrects the required fields and resubmits the updated details.
Pre-conditions	The Admin must be logged into their account with product management privileges on the website.
Post-conditions	Admin successfully manages and updates product categories and attributes, affecting the organization and classification of products on the website.
Special requirements	● Data Security and Encryption. ● Scalability and Performance.
Extension points	None

2.9.3 Use-case: Upload product images and videos

Use-case ID	UC0272
Use-case name	Manage Product Categories and Attributes
Brief description	This use case outlines the steps taken by an Admin or User with Product Management privileges to manage product categories and attributes on the website.
Actors	Admin
Basic flow	1. Admin logs into their account on the website with product management privileges. 2. Website System provides a visible option or link to access the "Category & Attributes Management" or "Admin Panel" section. 3. Admin clicks on the "Category & Attributes Management" link. 4. Website System displays the category and attributes management

	dashboard or tools. 5. Admin selects the desired action: Manage Categories or Manage Attributes. If Managing Categories: ● Admin views the existing categories and subcategories. ● Admin can create, edit, or delete categories/subcategories, including hierarchy modifications. If Managing Attributes: ● Admin views the existing product attributes (e.g., size, color, material). ● Admin can add, edit, or delete attributes used for product specification. 6. Website System validates the changes and updates the product categorization and attributes accordingly.
Alternative flows	Invalid Information: If Admin enters invalid or incomplete information: ● The Website System displays error messages indicating the fields that need correction. ● Admin corrects the required fields and resubmits the updated details.
Pre-conditions	The Admin must be logged into their account with product management privileges on the website.
Post-conditions	Admin successfully manages and updates product categories and attributes, affecting the organization and classification of products on the website.
Special requirements	● Data Security and Encryption. ● Scalability and Performance.
Extension points	None

2.10 Order management

2.10.1 Use-case: View and Manage Orders

Use-case ID	UC2101
Use-case name	View and Manage Orders
Brief description	This use case involves administrators accessing and managing orders placed on the e-commerce platform, allowing them to view, process, update, and track orders.
Actors	Admin

Basic flow	1. Access Order Management Section: The admin logs into the admin panel of the e-commerce platform. 2. View Order List: The system presents a list of orders placed on the platform. 3. Search and Filter Orders: The admin can search for specific orders or filter orders based on criteria like order number, date, customer name, status, or payment status. 4. View Order Details: The admin selects a specific order to view detailed information. Details: ● Order number, date, and time of order placement. ● Customer details (name, email, contact information). ● Order items, quantities, prices, and total amount. ● Shipping address and method, payment details, and status of payment. ● Current status of order processing (pending, processing, shipped, delivered, canceled, etc.). 5. Update Order Status: The admin can update the status of the order based on actions taken: ● Change order status (e.g., mark as processed, shipped, or delivered). ● Cancel orders based on specific criteria or customer requests. ● Add notes or comments regarding order processing. 6. Process Order Actions: ● Generate invoices, packing slips, or shipping labels for fulfilled orders. ● Initiate refunds or returns if required. 7. Communicate with Customers: The system allows the admin to communicate with customers if necessary: ● Send order confirmation or shipping updates. ● Address customer queries or issues related to orders.
Alternative flows	● If an order has issues (e.g., out-of-stock items), the admin may contact the customer for resolution before processing. ● In case of an incorrect or fraudulent order, the admin may initiate cancellation or contact the customer for verification.
Pre-conditions	● Admin has access rights to the order management section within the admin panel. ● Orders are recorded and available for management in the system.
Post-conditions	● Order details are updated based on admin actions (status change, notes, etc.). ● Customers may receive updated notifications or information related to their orders.

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Special requirements	● Clear and intuitive user interface for easy navigation and order management. ● Integration with shipping and payment systems for real-time updates and actions. ● Logging and auditing functionalities to track order status changes and admin actions for future reference or analysis.
Extension points	None

2.10.2 Use-case: Update Order Status

Use-case ID	UC2102
Use-case name	Update Order Status
Brief description	This use case involves an admin updating the status of an order in an e-commerce platform based on the order's processing, shipping, or delivery status.
Actors	Admin
Basic flow	1. Access Order Management Section: The admin logs into the admin panel of the e-commerce platform. 2. Select Order for Status Update: The admin navigates to the order management section and selects a specific order to update. 3. View Order Details: The system presents detailed information about the selected order: ● Order number, date, and time of order placement. ● Customer details (name, email, contact information). ● Order items, quantities, prices, and total amount. ● Shipping address and method, payment details, and current order status. 4. Update Order Status: The admin modifies the order status based on the order's progress. Options might include: ● Changing status to "Processing," indicating the order is being prepared for shipment. ● Marking as "Shipped," indicating the order has been dispatched. ● Updating to "Delivered," confirming successful delivery to the customer. ● Setting status to "Canceled," if the order cannot be fulfilled or at the customer's request. 5. Add Comments or Notes (Optional): ● The admin can include additional comments or notes related to the status update.

	• Notes might include reasons for status changes, actions taken, or any other relevant information. 6. Save Changes: The system saves the updated order status and any accompanying notes.
Alternative flows	• If the order status change requires customer notification, the system might trigger automated emails or notifications. • In the case of an incorrect status update, the admin can revert the change or contact the customer to rectify the error.
Pre-conditions	• Admin has access rights to the order management section within the admin panel. • Orders are recorded and available for management in the system.
Post-conditions	• Order status is updated and reflected in the system. • Customers may receive notifications or updates regarding the order status change.
Special requirements	• Validation checks to ensure only authorized personnel can update order statuses. • Notification system to inform customers about significant status changes. • Logging and auditing features to track status changes for accountability and reference.
Extension points	None

2.10.3 Use-case: Process Refunds and Cancellations

Use-case ID	UC2103
Use-case name	Process Refunds and Cancellations
Brief description	This use case involves an admin processing refunds or cancellations for orders on the e-commerce platform, responding to customer requests or handling situations where orders need to be canceled or refunded.
Actors	Admin
Basic flow	1. Access Order Management Section: The admin logs into the admin panel of the e-commerce platform. 2. Search for Order Requiring Refund/Cancellation: The admin identifies the order(s) that need to be refunded or canceled.

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	3. Review Order Details: ● The system presents detailed information about the selected order: ● Order number, date, and customer details. ● Items in the order, quantities, prices, and total amount. ● Current order status and payment information. 4. Initiate Refund or Cancellation: For Refunds: ● The admin selects the order/items eligible for a refund. ● Initiates the refund process through the payment system or financial backend. ● Enters the refund amount and reason for the refund (if required). ● For Cancellations: ● The admin marks the order as "Canceled." ● Provides reasons for cancellation (if available) and any necessary comments. 5. Update Order Status and Notify Customer: ● The system updates the order status to "Refunded" or "Canceled." ● If required, automated notifications are sent to inform the customer about the refund or cancellation. ● Record Refund/Cancellation Details: ● The system records refund transaction details, including date, amount, and method. ● Logs reasons for cancellations or refunds for future reference.
Alternative flows	In cases where a partial refund is required, the admin specifies the items or amounts to be refunded while keeping the rest of the order intact.
Pre-conditions	Admin has access rights to the order management section within the admin panel. Customer requests for refunds or cancellations have been verified and approved.
Post-conditions	Orders marked for refund or cancellation are updated in the system, customers receive notifications regarding the refund or cancellation process.
Special requirements	● Integration with payment gateways or financial systems to process refunds securely. ● Automated notifications to inform customers about refund or cancellation status changes. ● Logging and auditing functionalities to track refund/cancellation actions for record-keeping and auditing purposes.
Extension points	None

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2.11 Inventory management

2.11.1 Use-case: Product Listing

Use-case ID	UC2111
Use-case name	Product Listing
Brief description	This use case outlines the process of displaying a comprehensive list of products in the admin interface for efficient management.
Actors	Admin
Basic flow	1. The admin logs into the e-commerce website's admin interface. 2. The admin navigates to the "Product Listing" section. 3. The system retrieves and displays a list of all products available in the inventory. 4. The admin can view key details for each product, such as name, description, stock levels, and pricing.
Alternative flows	● If there are no products in the inventory, the system notifies the admin with an appropriate message. ● The admin may choose to apply filters or search for specific products within the listing.
Pre-conditions	● The admin has a valid account and is logged into the admin interface. ● There are products available in the inventory.
Post-conditions	● The admin has successfully viewed the list of products and their details. ● Any applied filters or search results are accurately displayed.
Special requirements	● The product listing should be presented in a user-friendly and easily navigable format. ● The system should provide real-time data on product details and stock levels.
Extension points	None

2.11.2 Use-case: Inventory search and filters

Use-case ID	UC2112
Use-case name	Inventory Search and Filters
Brief description	This use case describes the process of allowing the admin to search for specific

	products and apply filters to streamline inventory management.
Actors	Admin
Basic flow	1. The admin logs into the e-commerce website's admin interface. 2. The admin navigates to the "Inventory Search and Filters" section. 3. The system presents a search bar where the admin can enter keywords or product identifiers. 4. The admin enters search criteria and initiates the search. 5. The system displays a list of products matching the search criteria. 6. The admin can apply filters such as category, stock status, or price range to refine the product list. 7. The system updates the product listing based on the applied filters.
Alternative flows	● If no products match the search criteria, the system notifies the admin with an appropriate message. ● The admin may choose to clear filters or modify search criteria during the process.
Pre-conditions	● The admin has a valid account and is logged into the admin interface. ● There are products available in the inventory.
Post-conditions	● The admin has successfully conducted a search and applied filters to narrow down the inventory list. ● The system displays an updated product list based on the search and applied filters.
Special requirements	● The search functionality should support partial matches and be case-insensitive. ● Filters should cover relevant product attributes, providing flexibility for different search scenarios.
Extension points	None

2.11.3 Use-case: Order integration

Use-case ID	UC2113
Use-case name	Order Integration
Brief description	This use case outlines the process of integrating and syncing inventory levels with orders to maintain accurate stock information and prevent overselling.

Actors	Admin
Basic flow	1. The admin logs into the e-commerce website's admin interface. 2. The admin navigates to the "Order Integration" section. 3. The system presents a dashboard or interface showing recent customer orders. 4. The admin reviews the list of orders, including products and quantities purchased. 5. The system automatically updates the inventory levels based on the products sold in the orders. 6. If the stock of a particular product is insufficient, the system triggers a notification to the admin. 7. The admin can manually adjust stock levels if necessary, considering factors like returns or damaged items.
Alternative flows	● If there are errors or discrepancies in the order data, the system alerts the admin, providing options for resolution. ● The admin may choose to override automatic updates for specific products in certain scenarios.
Pre-conditions	● The admin has a valid account and is logged into the admin interface. ● There are recent customer orders with products in the inventory.
Post-conditions	● Inventory levels are updated to reflect the products sold in recent orders. ● The admin has reviewed and addressed any discrepancies or notifications.
Special requirements	● The order integration should occur in near real-time to ensure accurate and up-to-date inventory information. ● The system should provide clear notifications and alerts to the admin for any issues in the order integration process.
Extension points	None

2.12 Content management

2.12.1 Use-case: Product Content management

Use-case ID	UC2121
Use-case name	Product Content management
Brief description	This use case outlines the process of managing and updating content related to individual products, such as descriptions, images, and specifications.

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Actors	Admin
Basic flow	1. The admin logs into the e-commerce website's admin interface. 2. The admin navigates to the "Product Content Management" section. 3. The system presents a list of products available for content management. 4. The admin selects a specific product to update. 5. The system displays the existing content for the selected product, including images, descriptions, and specifications. 6. The admin can edit and update the product content as needed. 7. The system saves the changes and updates the product information in the database.
Alternative flows	● If there are multiple admins managing the same product, the system may display versioning or conflict resolution options. ● The admin may choose to revert to a previous version of the product content.
Pre-conditions	The admin has a valid account and is logged into the admin interface. There are products available for content management.
Post-conditions	The product content has been successfully updated in the system. Any changes made by the admin are reflected on the product pages of the e-commerce website.
Special requirements	● The content management interface should be user-friendly and support multimedia elements. ● Changes to product content should be reflected on the customer-facing website in a timely manner.
Extension points	None

2.12.2 Use-case:Banner and promo management

Use-case ID	UC2122
Use-case name	Banner and promo management
Brief description	This use case outlines the process of managing and controlling banners and promotional content on the e-commerce website.
Actors	Admin

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Basic flow	1. The admin logs into the e-commerce website's admin interface. 2. The admin navigates to the "Banner and Promo Management" section. 3. The system presents a dashboard or interface displaying existing banners and promotional content. 4. The admin can create new banners or promotions by specifying details such as images, text, and links. 5. The admin sets the display parameters, such as the duration and placement of banners on the website. 6. The system saves the new banners or promotional content and updates the display settings. 7. Customers visiting the website see the updated banners and promotions based on the admin's changes.
Alternative flows	● The admin may choose to deactivate or remove existing banners or promotions. ● If there are conflicts in scheduling, the system may provide alerts or suggestions for resolution.
Pre-conditions	The admin has a valid account and is logged into the admin interface. There are existing banners or promotions to manage.
Post-conditions	New banners or promotions are successfully added and displayed on the website. Any changes made by the admin are reflected in the website's frontend.
Special requirements	The system should support different types of banners, such as image banners, text banners, or promotional pop-ups. Banners and promotions should be responsive and display correctly on various devices.
Extension points	None

2.12.3 Use-case: Content Feedback and Reporting

Use-case ID	UC2123
Use-case name	Content feedback and reporting
Brief description	This use case outlines the process of collecting user feedback on website content and generating reports for admin review.
Actors	Customers Admin

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Basic flow	1. Customers view content on the e-commerce website. 2. Customers have the option to provide feedback on the content (e.g., product descriptions, images) through a feedback form or rating system. 3. The system records the feedback along with relevant details such as the specific content and user comments. 4. The admin logs into the e-commerce website's admin interface. 5. The admin navigates to the "Content Feedback and Reporting" section. 6. The system presents a dashboard or interface displaying aggregated feedback and ratings for different content pieces. 7. The admin can drill down into specific content to view detailed feedback and comments. 8. The system generates reports summarizing overall content performance and highlights areas for improvement.
Alternative flows	● If a customer provides negative feedback, the system may trigger an alert for the admin, prompting a quicker review. ● The admin can choose to respond to customer feedback or take corrective actions based on the comments.
Pre-conditions	● The e-commerce website has content that customers can view and provide feedback on. ● The admin has a valid account and is logged into the admin interface.
Post-conditions	Feedback from customers is recorded and available for review by the admin. Reports provide insights into the performance of website content.
Special requirements	● The feedback mechanism should be user-friendly and encourage customers to provide constructive comments. ● Reports should be visually informative, presenting data in a clear and understandable format.
Extension points	None

2.12.4 Use-case: Integrate Social Media

Use-case ID	
Use-case name	Integrate Social Media
Brief description	This use case outlines the process of integrating social media features into the e-commerce website, allowing users to share products or content on various social media platforms.

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Actors	Customers Admin
Basic flow	1. Customers browse products or content on the e-commerce website. 2. Customers have the option to share a product or content on social media platforms by clicking on a social media integration icon. 3. The system prompts customers to log in to their social media accounts if not already logged in. 4. Customers customize the content they want to share (e.g., product link, description). 5. Customers post the content on their social media profiles. 6. The system records social media sharing activity for each product or content. 7. The admin logs into the e-commerce website's admin interface. 8. The admin navigates to the "Social Media Integration" section. 9. The system presents a dashboard or interface displaying aggregated data on social media sharing for different products.
Alternative flows	● If a customer encounters an issue while trying to share on social media, the system may provide troubleshooting guidance. ● The admin can analyze the social media sharing data to identify popular products and content.
Pre-conditions	The e-commerce website has products or content that customers can share. The admin has a valid account and is logged into the admin interface.
Post-conditions	Social media sharing activity is recorded and available for analysis by the admin. The e-commerce website benefits from increased visibility and traffic through social media channels.
Special requirements	● Social media integration icons/buttons should be strategically placed for ease of use. ● The system should support integration with popular social media platforms like Facebook, Twitter, and Instagram.
Extension points	None

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2.13 Payment management

2.13.1 Use-case: View Payment List

Use-case ID	UC2131
Use-case name	View Payment List
Brief description	Display a list of payments that have been made in a period of time.
Actors	Admin
Basic flow	1. Admin clicks the Payment list section. 2. Admin will be navigated to the Payment list page, which contains a list of all payments in previous time. 3. Admin reviews the displayed list.
Alternative flows	None
Pre-conditions	Admin must be logged in.
Post-conditions	Admin is on the Payment list page.
Special requirements	The list should contain all payments within at least 30 days.
Extension points	View payment details

2.13.2 Use-case: View payment details

Use-case ID	UC2132
Use-case name	View payment details
Brief description	Admin can access detailed information of a payment.
Actors	Admin
Basic flow	1. On the Payment list page, the admin clicks any displayed payment. 2. Admin will be navigated to the corresponding payment page which includes the payment transaction detail and the order detail of that payment.
Alternative flows	None
Pre-conditions	Admin is on the Payment list page.
Post-conditions	Admin is on the chosen payment page.

Special requirements	None
Extension points	None

2.14 Shipping and logistics

2.14.1 Use-case: View shipping product list

Use-case ID	UC2141
Use-case name	View shipping product list
Brief description	Allow admin to access shipping details and status.
Actors	Admin
Basic flow	1. Admin clicks the shipping icon. 2. Show the list that displays all the deliveries with a section containing their shipping status and their driver information and contact. Under that section will be a list including the orders that are being shipped by that delivery.
Alternative flows	None
Pre-conditions	None
Post-conditions	Admin is on the shipping list page.
Special requirements	None
Extension points	None

2.15 Support and communication

2.15.1 Use-case: Customer Support

Use-case ID	UC2151
Use-case name	Customer Support
Brief description	Admins can ask support team about the profit percentage. Also, the support team can provide insight into how systems work, the store management,... Moreover, admins can chat with customers for product presentations, estimating sizing, warranty policy and negotiation.
Actors	Support team, admins

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Basic flow	1. There is a “Chat” option in every customer profile when they ask for more items information. 2. For being in need of support, admins after navigating to chatbox with the support team, customers can ask for more information about products. 3. As a handy way contacting to support teams, there is always “Need help from support team?” chat option in chat list of every admin account. 4. Furthermore, there is also a “Chat” option on the navigation bar when logged in as admin.
Alternative flows	None
Pre-conditions	Admins have logged in.
Post-conditions	None
Special requirements	None
Extension points	None

2.16 Promotion and discounts

2.16.1 Use-case: Product Promotions

Use-case ID	UC2161
Use-case name	Product Promotions
Brief description	For product promotion, there is “Top products” section on the homepage of every customer.
Actors	Customers, admins
Basic flow	1. On homepage of customers’s account, there is a big section “Top product”, which displays the most sold product of the month. 2. Customers can also see products details by clicking on product section.
Alternative flows	● The “Top product” categories are based on personalized research done by AI. ● Admins can contact to business by support team for a homepage promotion boost for products, after checking the quality and feedback stage processed.
Pre-conditions	Customers/admins have logged in.

Post-conditions	None
Special requirements	None
Extension points	View product details

2.16.2 Use-case: Vouchers and discounts management

Use-case ID	UC2162
Use-case name	Vouchers and discounts management
Brief description	Customers can get discounts from vouchers, coupons on specified dates and times.
Actors	Customers, admins..
Basic flow	1. On specified dates and times, there is small section “Vouchers and coupons” on homepage. Customers can acquire vouchers here when click “Get” button next to every voucher displayed. 2. Vouchers and coupons can be used with provided code or directly in “Voucher wallet” option, shown in “Checkout” process of customer.
Alternative flows	● On step 2, if there is nothing in customer’s “Voucher wallet”, this page will display empty and inform customer to find more vouchers. ● To some extent, vouchers and coupons can be generated for a defined number or can be private due to admins’s private discounts or negotiations. Vouchers and coupons can be expired.
Pre-conditions	Customers/admins have already logged in.
Post-conditions	No voucher and coupon conflicts between many customers.
Special requirements	Vouchers and coupons can only be generated by admins.. Vouchers and coupons codes must be unique.
Extension points	Voucher wallet Checkout

2.17 Reports and analytics

2.17.1 Use-case: Generate Sales Reports

Use-case ID	UC2171

Use-case name	Generate Sales Reports
Brief description	This use case involves the generation of sales reports within the e-commerce platform to provide insights and analytics related to sales performance.
Actors	Admin
Basic flow	1. The admin/user navigates to the reporting section within the admin panel or dashboard. 2. The system presents options to select report parameters: ● Date range (daily, weekly, monthly, custom). ● Product categories, sales channels, or specific products for the report. ● Metrics to include (revenue, quantity sold, top-performing items, etc.). 3. The admin/user triggers the generation of the selected sales report. 4. The system generates the sales report based on the specified parameters: ● Graphical representations (charts, graphs) and tabular data displaying sales metrics. ● Comparative analysis of sales trends over the selected period. ● Download/Share Report: The admin/user has options to download the report in various formats (PDF, CSV, Excel) or share it with other stakeholders.
Alternative flows	● If the default report parameters don’t meet requirements, the admin/user can customize or refine them before generating the report. ● In case of large datasets, the system might provide options for data pagination or filtering to manage the report's size.
Pre-conditions	The admin has access permissions to the reporting section.
Post-conditions	The generated sales report is available for analysis, download, or sharing.
Special requirements	● Advanced reporting tools to handle complex data queries and generate comprehensive reports. ● Integration with the database and analytics systems to fetch real-time or up-to-date sales data. ● Security measures to ensure confidentiality and access control for sensitive sales information.
Extension points	Customization of report visualizations

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