

# IDENTIFYING USERS

## 1. Primary Users

### 1.1. Retail Shop Managers / Owners

These are the main operational users who manage day-to-day business operations such as sales, inventory, and supplier coordination. They depend on AI-powered insights for better decision-making, forecasting, and marketing automation.

#### *Their Key Goals*

- Efficient stock and sales management.
- Gain actionable insights from AI (sales forecasting, trend analysis).
- Save time in supplier communication (AI-generated emails).
- Post social media updates effortlessly with AI-generated images and captions.

#### *Sub-segmentation*

- **Shop Owners:** Focused on profit optimization, supply chain efficiency, and overall business growth.
- **Shop Managers:** Focused on day-to-day operations—stock monitoring, supplier coordination, and social media content posting.

### 1.2. End Users / Customers

Customers interact directly with the application through a public interface to search, discover, and review textile products available at nearby shops.

#### *Their Key Goals*

- Search for matching fabrics by uploading photos.
- Browse trending designs or posts shared by shops.
- Provide reviews and ratings for shops or specific products.
- Identify best rated or trending textile stores nearby.

## 2. Secondary Users

### 2.1. Distributors / Suppliers

Distributors connect with multiple retailers through the system. They receive structured stock inquiries (with image attachments) and respond via integrated messaging or email.

#### *Their Key Goals*

- Receive organized requests for stock availability.

- View product images and respond efficiently.
- Track retailer-specific demand to optimize distribution.

## 2.2. Marketing Analysts / Agencies

These users leverage aggregated AI-generated insights to plan targeted textile promotions and campaigns.

### *Their Key Goals*

- Understand trending fabrics, colors, and regional demand.
- Identify potential retail partners for collaborative marketing.

## 3. Tertiary Users

### 3.1. Manufacturers / Brand Representatives

They use aggregated market insights to forecast production and identify emerging textile trends.

### *Their Key Goals*

- Identify top-selling materials and designs regionally.
- Plan seasonal production using AI-generated trend reports.

## USER STORIES

### 1. Primary Users

#### 1.1. Retail Shop Managers / Owners

- 1) As a shop manager, I want to upload my weekly sales data and receive an AI summary within 2 minutes so I can plan restocking efficiently.
- 2) As a shop owner, I want reorder suggestions grouped by distributor so I can save at least 10% on logistics costs per reorder cycle.
- 3) As a shop manager, I want AI to generate next-quarter demand forecasts based on seasonal and historical data so that I can plan fabric purchases for a month before the demand period begins.
- 4) As a shop manager, I want to upload a photo of a trending fabric and automatically send it to select distributors with an inquiry message, so that I can quickly check the availability of similar stock without composing emails manually.

- 5) As a shop manager, I want ready-to-post marketing images and captions for each new product batch within 1 minute of upload, so that I can instantly share updates on social media without hiring designers.

## 1.2. End Users / Customers

- 6) As a customer, I want to search nearby textile shops using a photo and get visually similar results within 5 seconds, so that I can easily find matching fabrics locally.
- 7) As a customer, I want to use an AI-enabled map to find nearby textile shops that have my desired fabric or clothing stock, so that I can easily locate and visit the most relevant store through a chat or voice-based interface.
- 8) As a customer, I want to review shops and see trending patterns so I can make informed purchase decisions.

## 2. Secondary Users

### 2.1. Distributors / Suppliers

- 9) As a distributor, I want to visualize which regions around me have rising or falling fabric demand on an AI-generated interactive heatmap, so that I can plan personalized promotions, stock replenishment, and targeted marketing campaigns in high-potential areas with minimal manual analysis.

## 3. Tertiary Users

### 3.1. Manufacturers / Brand Representatives

- 10) As a manufacturer, I want AI to generate top-selling product reports by region and month, so that I can plan next month's production priorities efficiently.

## Evidence of Interviews

Interviewer	User	Type of User	Proof
Afsal Sha	Store Owner/Manager	Primary	<a href="#">Click here</a>
Rahul Varma	End-User	Primary	<a href="#">Click here</a>
Matlin Jeleshiya D	End-User	Primary	<a href="#">Click here</a>
Joseph Manoj Louis	Distributor	Secondary	<a href="#">Click here</a>