Super View

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1. Description

The project will attempt to combine population statistics with data about businesses to derive meaningful relations such as why a business succeeds, who are its competitors and where can it expand. The main actors will be the business owners.

2. Stockholder / Interests

Business owner

The business owners will use our application in order to improve their activities that will lead to a better services for customers.

Customer

His feedback will have an impact upon evolution of quality of services that he uses.

Local Business Associations

Small businesses will grow faster if they will start to collaborate among them, in order to make the customer experience more attractive. The potential collaborators will be suggested by our application after the customers feedback.

3. Actors / Objectives

Business owner

- Can request information about his business. Information such as: strengths, weaknesses, opportunities and threats.
- Also this actor will be able to retrieve information about his competitors.
- Actor will get improvements for their activities based on current feedback from customers.

4. Use Cases

The business owner will retrieve information and suggestions about his business.

4.1 User Log in / Sign Up

4.1.1 **Objective**

The User that wants to use our application will have to login/sign up first.

4.1.2. **Scenario**

    1. User accesses the web page

    2. User wait until the web application responds with a login/register form

    3. User completes all required fields in order to sign up: username, password, etc.

    3.1.a. If user doesn't have an account and wants to create one he will have to press **Sign Up** button

    3.1.b. User fill all the required field in order to create a new account: name, password, etc.

    3.1.c. Click *Create User* button and he will be redirected to the login page.

    4. Complete login form with credentials and clicks on login button.

    5. User waits until the profile page comes up.

4.1.3. **Extensions**

    3. If user writes down a wrong credentials the proper message will be displayed.

    3.1.b. If user with that name already exists in our database or the password is too weak will be displayed a proper message.

4.2 User requests information about his business.

4.2.1 **Objective**

    User wants to obtain information about current state of his business.

4.2.2 **Scenario**

    1. User navigates to the business profile page.

    2. User can:

        2.1 View statistics about the accessed business.

        2.2. Retrieve SWOT analysis about accessed business.

        2.2.a User can see only their businesses.

        2.3. Add new businesses.

        2.4. Delete business.

4.3. User requests information about competitors

4.3.1. **Objective**

User wants to get information about others

4.3.2. **Scenario**

      1. User navigates to the business profile page.

      2. User can view public information about business

      3. User can see what customers appreciate on this specific business.

      4. User can see what customers not like about this specific business.