Use Case / User Journey Document: Online Apparels Shopping Website

1. Actor: Guest User / Visitor

The Guest User can browse the site but cannot make purchases or use personalized features like Wishlist or My Account.

1.1 Use Case: Product Discovery and Search (FR-003, FR-004, FR-005)

Element	Description
Goal	Find an apparel item and view its details.
Actor	Guest User (Visitor)[2].
Pre-conditions	None.
Trigger	User navigates to the website[3].
Basic Flow (User Journey)	1. The user lands on the website[4]. 2. The user searches for a product by **keyword** or browses via **category/sub-category**. 3. The system displays the **Product Listing** page (FR-004). 4. The user clicks on a product title or image. 5. The system displays the **Product Details** page (FR-005). 6. The user views details like price, descriptions, sizes/colors, and ratings/reviews. 7. The user checks shipping availability by entering a PIN code. 8. The user may share the product on social media (FR-009).
Post-conditions	The user has viewed product details and is ready to buy or leave the site.

2. Actor: Buyer (Registered Customer)

The Buyer can perform all Guest functions plus personalized actions, including purchasing items.

2.1 Use Case: New Buyer Registration and Login (FR-001, FR-002)

Element	Description
Goal	Create an account and log in to the website[12].
Actor	Buyer[13].
Pre-conditions	None.
Trigger	The user clicks "Register" or attempts a function requiring login (e.g., checkout)[14].
Basic Flow (User Journey)	1. The user navigates to the **Registration** form[15]. 2. The user fills in required details (Name, Email ID, Contact number, Password) and accepts terms/conditions (FR-002)[16]. 3. The system sends an email verification link to the registered email ID[17]. 4. The user clicks the verification link, and the account is activated (FR-002)[18]. 5. The user logs in using email/password or Facebook/Google (FR-001)[19].
Alternative Flow	A. **Forgot Password:** User clicks "Reset password" (FR-001) and follows the email link to set a new password[20].
Post-conditions	Buyer's account is created and the user is logged in (FR-002)[21].

2.2 Use Case: Purchasing an Order (FR-007, FR-008)

Element	Description
Goal	Select apparel, make online payment, and place an order.
Actor	Buyer[23].

Element	Description
Pre-conditions	The buyer is registered and logged in (or will be prompted to log in/register). Products are available in stock[24].
Trigger	The user finds a desired product.
Basic Flow (User Journey)	1. The buyer views the Product Details page (as in Use Case 1.1)[25]. 2. The buyer selects variations (size/color) and clicks "Add to cart" (FR-007). 3. The buyer reviews the **Shopping Cart** (FR-007), where they can update item quantity or remove items. 4. The buyer proceeds to **Checkout & Payment** (FR-008). 5. The system checks the login status[29]. If not logged in, the system navigates to the Login/Registration form[30]. 6. The buyer enters/selects **billing and shipping addresses**. 7. The buyer reviews the **Order Summary** (Item total, Shipping cost, Tax, Order total)[32]. 8. The buyer selects a payment method (**Credit card/debit card** or **Net banking**) and completes the transaction (FR-008). 9. The system confirms the order and notifies the buyer via email (FR-008).
Alternative Flow	A. **Add to Wishlist (FR-006):** Buyer adds product to Wishlist instead of Cart. Later, the buyer moves the item from Wishlist to the Cart to purchase.
Post-conditions	Order is successfully placed with online payment[36]. The buyer can track the order (FR-012).

2.3 Use Case: Post-Purchase Actions (FR-011, FR-012)

Element	Description
Goal	Manage account, track orders, and provide feedback.
Actor	Buyer[38].

Element	Description
Pre-conditions	Buyer is logged in.
Trigger	The buyer accesses the "My Account" section (FR-010).
Basic Flow (User Journey)	1. The buyer accesses **My Orders** section (FR-012). 2. The buyer views all past orders and can **track current order status**. 3. The buyer can **reorder** items from the order details page. 4. The buyer accesses the **Ratings & Reviews** section. 5. The buyer selects a product they have *already ordered* (FR-011). 6. The buyer submits a rating and review for that product. 7. The buyer can use the **Contact Support** form to send a query/complaint (FR-013)[46].
Post-conditions	Order status is tracked, and feedback is submitted to the Admin for approval (FR-020)[47].

3. Actor: Admin / Business Owner

The Admin manages the entire platform via the web-based backend[48].

3.1 Use Case: Catalog Management (FR-018, FR-019)

Element	Description
Goal	Maintain the product catalog and pricing.
Actor	Admin user/Sub-users[49].
Pre-conditions	Admin is logged into the admin panel (FR-014).

Element	Description
Trigger	Need to add, update, or remove products or categories.
Basic Flow (Admin Journey)	1. Admin navigates to **Product Categories management** (FR-018)[50]. 2. Admin adds/edits/activates/inactivates main categories and sub-categories[51]. 3. Admin navigates to **Products management** (FR-019)[52]. 4. Admin adds/edits product details: Name, Images, Description, Keywords, Price, and **Variations (color, size)**[535353]. 5. Admin assigns the product to the relevant category/sub-category[54].
Post-conditions	The product catalog is up-to-date and reflected on the frontend website.

3.2 Use Case: Order Fulfillment and Shipment (FR-017)

Element	Description
Goal	Process a buyer's order from payment to delivery.
Actor	Admin user/Sub-users[55].
Pre-conditions	An order has been placed and payment confirmed[56].
Trigger	A new order appears in the system.
Basic Flow (Admin Journey)	1. Admin navigates to **Orders Management** (FR-017)[57]. 2. Admin views the order list, identifying new orders with status **Open**[58]. 3. Admin views order details (items, quantity, shipping address) and updates status to **Confirmed**[59]. 4. Admin prepares the order and updates status to **In process**[60]. 5. Admin ships the order and records shipment details (FR-017): **Shipping carrier, Tracking ID, Shipping cost**[61]. 6. Admin updates order status to **Shipped** and

Element	Description
	buyer receives an email notification[62]. 7. Once confirmed received, Admin updates status to **Delivered**[63].
Post-conditions	The order is fulfilled, and all shipping and status updates are recorded for buyer tracking.

3.3 Use Case: Reporting and System Maintenance (FR-021, FR-024)

Element	Description
Goal	Monitor system performance and maintain content.
Actor	Admin user/Sub-users[64].
Pre-conditions	Admin is logged in.
Trigger	Scheduled review or need for specific data/content change.
Basic Flow (Admin Journey)	1. Admin navigates to **Statistics & Reports** (FR-021)[65]. 2. Admin generates reports for **Revenue/total sale** or **Products uploaded** within a specific date range (e.g., current week). 3. Admin exports the report into **PDF** or **Excel** format[6]. 4. Admin navigates to **CMS Management** (FR-024)[68]. 5. Admin updates content for pages like **About us** or **Terms and conditions**[69]. 6. Admin navigates to **System users Management** (FR-022) to create or edit sub-users and define their roles (FR-023).
Post-conditions	System performance is monitored, content is current, and user roles are maintained.