MARKETPLACE EPICS

I. Buyer-Focused Epics

Epic 1: Secure and Comprehensive Account Management

This Epic focuses on giving buyers a seamless and secure experience when creating and managing their accounts. It ensures that registration, login, profile updates, addresses, payment methods, and order history are intuitive, reliable, and secure. By providing these features, buyers can confidently manage their accounts without friction, while the platform enforces data integrity and safeguards sensitive information.

User Stories that belong here:

- Account Registration & Login (B1.1)

- Profile & Order History (B1.2)

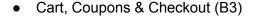### Epic 2: Efficient Product Discovery and Informed Purchase Decisions

This Epic enables buyers to quickly find, filter, and compare products, and access reviews and ratings to make informed decisions. By providing search suggestions, robust filtering, sorting, and review comparisons, the platform minimizes decision fatigue and ensures buyers can find the right product efficiently.

User Stories that belong here:

- Search & Filter Products (B2.1)

- Compare & View Reviews (B2.2)

Epic 3: Smooth and Secure Purchasing & Checkout Experience

This Epic ensures the entire purchasing journey is straightforward, secure, and error-free. It focuses on managing carts, applying coupons, and making payments safely, reducing checkout friction and increasing successful transaction rates.

User Stories that belong here:

- Cart, Coupons & Checkout (B3)

Epic 4: Transparent Post-Purchase Support and Order Tracking

This Epic aims to provide buyers with visibility and control after placing an order. Features such as live order tracking, return/refund options, and integrated chat support ensure buyers can stay updated, resolve issues quickly, and trust the platform for future purchases.

User Stories that belong here:

- Order Tracking & Support (B4)

Epic 5: Intuitive and High-Performance User Experience

This Epic emphasizes ease of use, clarity, and responsiveness across devices. The goal is to allow buyers to navigate the platform with minimal effort, perform actions quickly, and enjoy smooth page loads, enhancing overall satisfaction.

User Stories that belong here:

- Usability & UX (B5)

- Performance (B6)

Epic 6: Trustworthy, Reliable, and Secure System

This Epic focuses on providing buyers with a reliable platform that secures their data and payments while maintaining high availability. By ensuring encrypted transactions, data safety, and minimal downtime, buyers can transact confidently at any time.

User Stories that belong here:

- Security (B7)

- Reliability (B8)

II. Seller-Focused Epics

Epic 7: Seller Onboarding & Profile Management

Goal: Ensure sellers can quickly register and maintain accurate business profiles for a smooth start and professional presence.

User Stories included:

- Account Creation (S1)

- Profile Management (S2)

Epic 8: Product Catalog & Inventory Control

Goal: Allow sellers to efficiently manage products, categorize them correctly, update prices/discounts, and monitor stock levels, ensuring discoverable and optimized listings.

User Stories included:

- Product Management (S3)

- Product Categorization (S4)

- Inventory & Price Management (S5)

Epic 9: Order Fulfillment & Customer Engagement

Goal: Streamline order processing, returns, refunds, and responses to customer feedback to maintain smooth operations and a strong reputation.

User Stories included:

- Order & Returns Management (S6)

- Engagement (S8)

Epic 10: Performance & Analytics

Goal: Provide a responsive platform under high load and offer sellers real-time insights through analytics dashboards to make informed decisions.

User Stories included:

- Performance & Scalability (S7)

- Analytics (S9)

Epic 11: Security & Data Protection

Goal: Ensure seller accounts, financial transactions, and sensitive data are secure, preventing fraud and unauthorized access.

User Stories included:

- Security (S10)

III. Delivery-Focused Epics

Epic 12: Efficient and Informed Delivery Operations

This Epic equips riders with all necessary package and customer information to ensure timely and accurate deliveries. By displaying weight, size, special handling instructions, and customer contact details, the platform minimizes errors and delivery delays.

User Stories that belong here:

- Package Weight & Size (D1)

- Fragile, COD, Perishable Flags (D2)

- Customer Phone Number (D3)

Epic 13: Reliable Customer Communication and Feedback Tracking

This Epic ensures riders can communicate effectively with customers and that delivery failures are logged for analysis. It focuses on improving service quality, resolving unclear address issues, and maintaining operational transparency.

User Stories that belong here:

- Customer Guidance Calls (D4)

- Logging Failed Delivery Reasons (D5)

IV. Customer Service-Focused Epics

Epic 14: Accessible and Self-Service Help Center

This Epic enables buyers to independently resolve common issues via a searchable public help center. It reduces dependency on support agents and provides instant access to FAQs, improving user experience and efficiency.

User Stories that belong here:

- Access Public Help Center (CS1)

Epic 15: Efficient Complaint Handling and Resolution

This Epic equips customer service agents with tools to manage complaints quickly and accurately. It provides full order context, real-time status updates, and the ability to perform refunds or cancellations, ensuring high-quality support and fast resolution.

User Stories that belong here:

- Submit a Detailed Complaint (CS2)

- Update Complaint Status (CS3)

- View User Profile & Order History (CS4)

- Perform Actions like Refunds or Cancellations (CS5)

- Fast Dashboard Load (CS6)

V. Payment Gateway-Focused Epics

Epic 16: Seamless Payment Initiation and Order Integration

This Epic ensures buyers can start the payment process and that each order is uniquely tracked in the payment gateway. It guarantees accurate calculation of final amounts and prevents order duplication or mismanagement.

User Stories that belong here:

- Initiation of Payment (PG1)

- Creation of Order in Payment Gateway (PG2)

Epic 17: Secure and Versatile Payment Processing

This Epic provides a secure, PCI-compliant checkout interface supporting multiple payment methods. It ensures that successful or failed payments are correctly handled, updating order statuses and notifying users promptly.

User Stories that belong here:

- Payment Checkout UI (PG3)

- Payment Confirmation Handling (PG4)

- Order Status Update (PG5)

Epic 18: Robust Error Handling and Admin Oversight

This Epic focuses on resilience and administrative control within the payment system. It enables retries on failed payments, logs all transactions for auditing, and equips admins to manage refunds, disputes, and settlements efficiently.

User Stories that belong here:

- Error and Retry Handling (PG6)

- Admin Features (PG7)

- Logging and Auditing (PG8)

- Post-Payment Functionality (PG9)

VI. Admin-Focused Epics

Epic 19: Robust Bidding Oversight

This Epic focuses on enabling Admins to create, monitor, and manage bidding events in a fair and transparent way. It ensures that events can be set up seamlessly, tracked in real time, and closed or canceled responsibly, with all actions logged for accountability. By providing these controls, the platform maintains structured, trustworthy, and well-governed auctions.

User Stories that belong here:

- Bidding Management (A1)

- Fake Bid Detection (A2)

Epic 20: Secure User Governance

This Epic emphasizes providing Admins with complete authority over user accounts to safeguard platform integrity. It allows Admins to approve, suspend, or block accounts, ensuring only legitimate users can participate in auctions. By enforcing these governance controls, the platform protects against fraud, misconduct, and unauthorized access.

User Stories that belong here:

- User Account Management (A3)
- Conflict Resolution (A4)

Epic 21: Data-Driven Insights & Decision-Making

This Epic enables Admins to access meaningful insights through dashboards and reporting features. It ensures that platform performance, bidding activity, and system health are presented clearly and that reports are generated quickly for timely decision-making. By leveraging these analytics, Admins can optimize platform operations and improve auction efficiency.

User Stories that belong here:

- Analytics & Reports (A5)