

## **PRESENTATION**

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## **Abstract**

In pursuit of bolstering Victoria's Bakery's financial inflow, this assignment delves into a pivotal aspect of transitioning Victoria's business into the digital realm. Building on preceding assignments, the focus is on defining a critical missing component crucial for the successful migration online. The assignment further extends its scope by developing a robust framework for deploying promotional emails aimed at engaging and expanding the customer base. This strategic initiative aligns with the overarching goal of enhancing business revenue by leveraging digital channels and targeted promotional strategies.

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## User Story

As a bakery owner, Victoria seeks to elevate sales by sending promotional emails that enhance customer satisfaction, provide discounts, and entice both new and existing customers to return. Her objective is for these emails to gain viral traction, attracting new customers while rekindling interest among existing ones. Victoria is keen on implementing a marketing strategy focused on sending targeted promotional emails to coincide with trending events and holidays. By offering discounts or free items tailored to each event, she aims to boost sales and acquire new customers effectively.

### ***Acceptance Criteria:***

- a) Must be able to create, modify, and delete an event.
- b) Must be able to query a list of existing events between two specified dates

## **Rational**

Promotional emails drive sales, boost brand awareness, and foster brand loyalty among current customers. This dynamic marketing method sparks creativity and sets a unique tone against competitors, achieving growth by allowing customers to access messages at their convenience. Targeting trending events and holidays enhances customer engagement, leading to increased purchases at discounted rates.

As the business landscape pivots towards the digital realm, maximizing profits through online platforms becomes essential. In a prior assignment, our team recommended that Victoria implement an online ordering system to broaden her reach, enhance planning, minimize food waste, and ensure food security for clients, both current and future.

With a diverse team of professionals—including developers, healthcare experts, designers, linguists, and marketing specialists —our collective insights identify the next crucial step for Victoria's digital transition: sending promotional emails. This strategy encourages customers to log in, use promo codes, and enjoy discounts during holidays and special events.

This approach not only holds the potential to amplify interest among current clients, promoting loyalty and savings, but also presents the opportunity to go viral. Customers can share these emails and promo codes, potentially attracting a larger influx of business.

## Event Creation: Use Case

Use Case Name	Add an event		
Triggering Event	Holiday, or trending event that increases traffic to Victoria's business		
Brief Description	Allows owner to create an event		
Actors	Owner		
Related Use Cases			
Preconditions	Owner has opened main menu		
Post Conditions	A new event is saved and added into events		
Flow of activities	Actor		System
	1	Request to add a new event	<ul style="list-style-type: none"> <li>○ Displays a calendar.</li> <li>○ Prompts user to select date for event.</li> </ul>
	2	Select start date, and end date. Enters description, name.	<ul style="list-style-type: none"> <li>○ Verifies inputs are valid.</li> <li>○ Prompts user to add products affected by event.</li> </ul>
	LOOP	Chooses a product	<ul style="list-style-type: none"> <li>○ Displays a list of products and prompts user for selection.</li> </ul>
	3	Selects a product	<ul style="list-style-type: none"> <li>○ Display product details.</li> </ul>
	4	Adds discount percentage and description	<ul style="list-style-type: none"> <li>○ Parallel to the selected product:</li> <li>○ add discount rate for each item.</li> <li>○ add description of discount.</li> </ul>
	END	When all products and associated discount rate and description added	<ul style="list-style-type: none"> <li>○ Prompt user to verify event and save.</li> </ul>
	5	Chooses to save.	<ul style="list-style-type: none"> <li>○ Saves the event and returns to main menu.</li> </ul>
Exception Conditions	Owner decides to cancel event creation.		

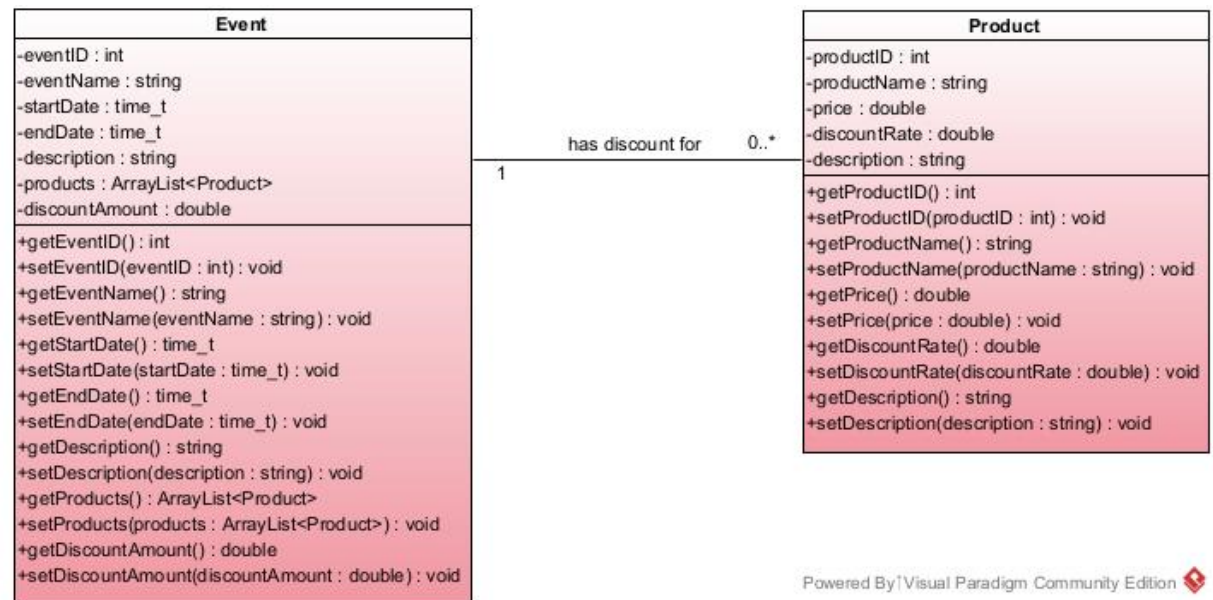
## Query an event: Use Case

Use Case Name	Query an event		
Triggering Event	Display event contents to be sent to customers		
Brief Description	Allows the owner to view the contents of promotional email		
Actors	Owner		
Related Use Cases			
Preconditions	Owner has opened main menu		
Post Conditions	An event is retrieved and displayed		
Flow of activities	Actor		System
	1	Request to query events	Displays calendar
	2	Select date range	<ul style="list-style-type: none"> <li>○ Verify date selected.</li> <li>○ Retrieve list of events for date range selected.</li> <li>○ Calculates accumulated number of discounts.</li> <li>○ Displays events and total discount to user.</li> </ul>
	3	Request to exit	Returns user to main menu.
Exception Conditions			

## Class diagram

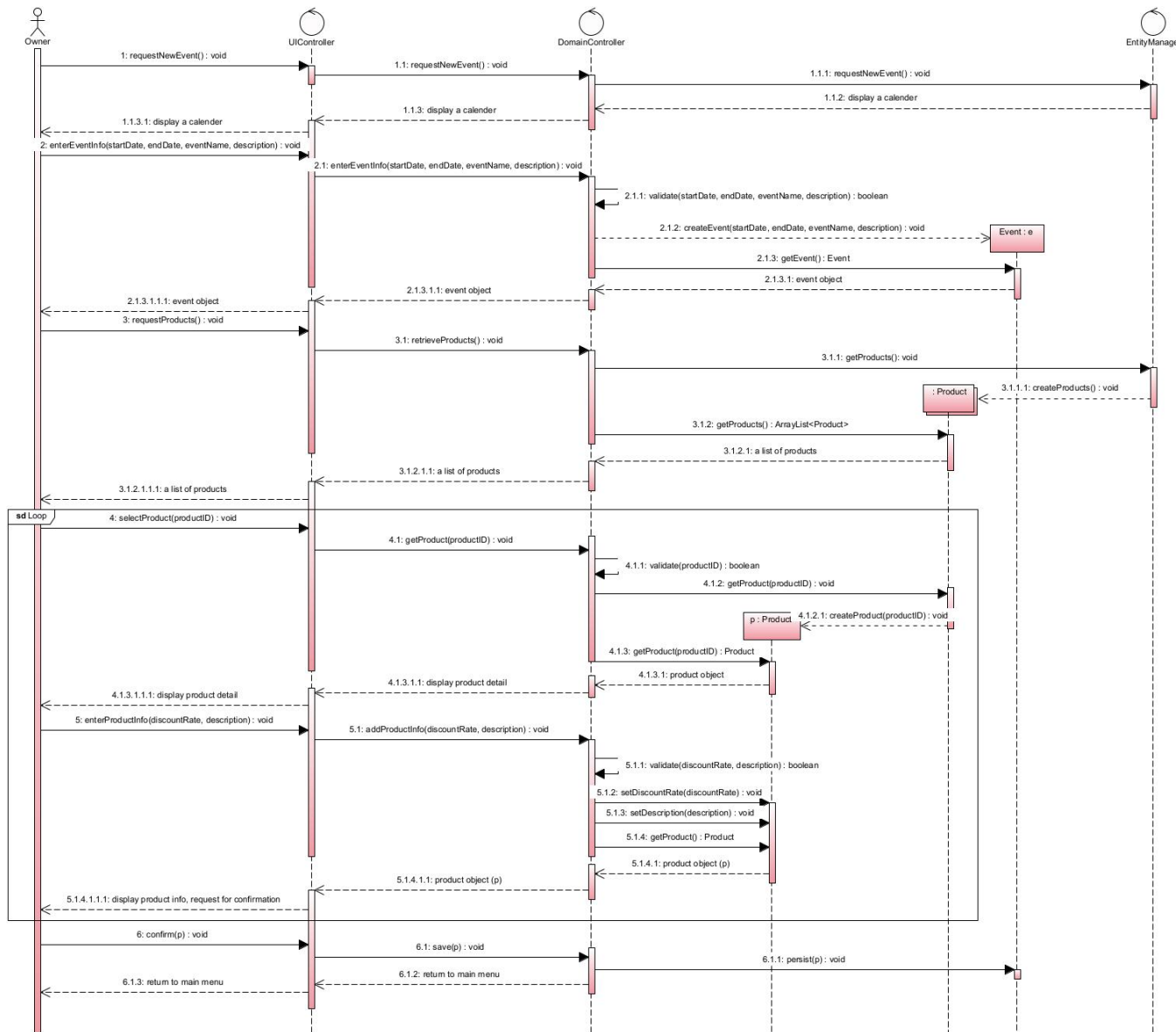
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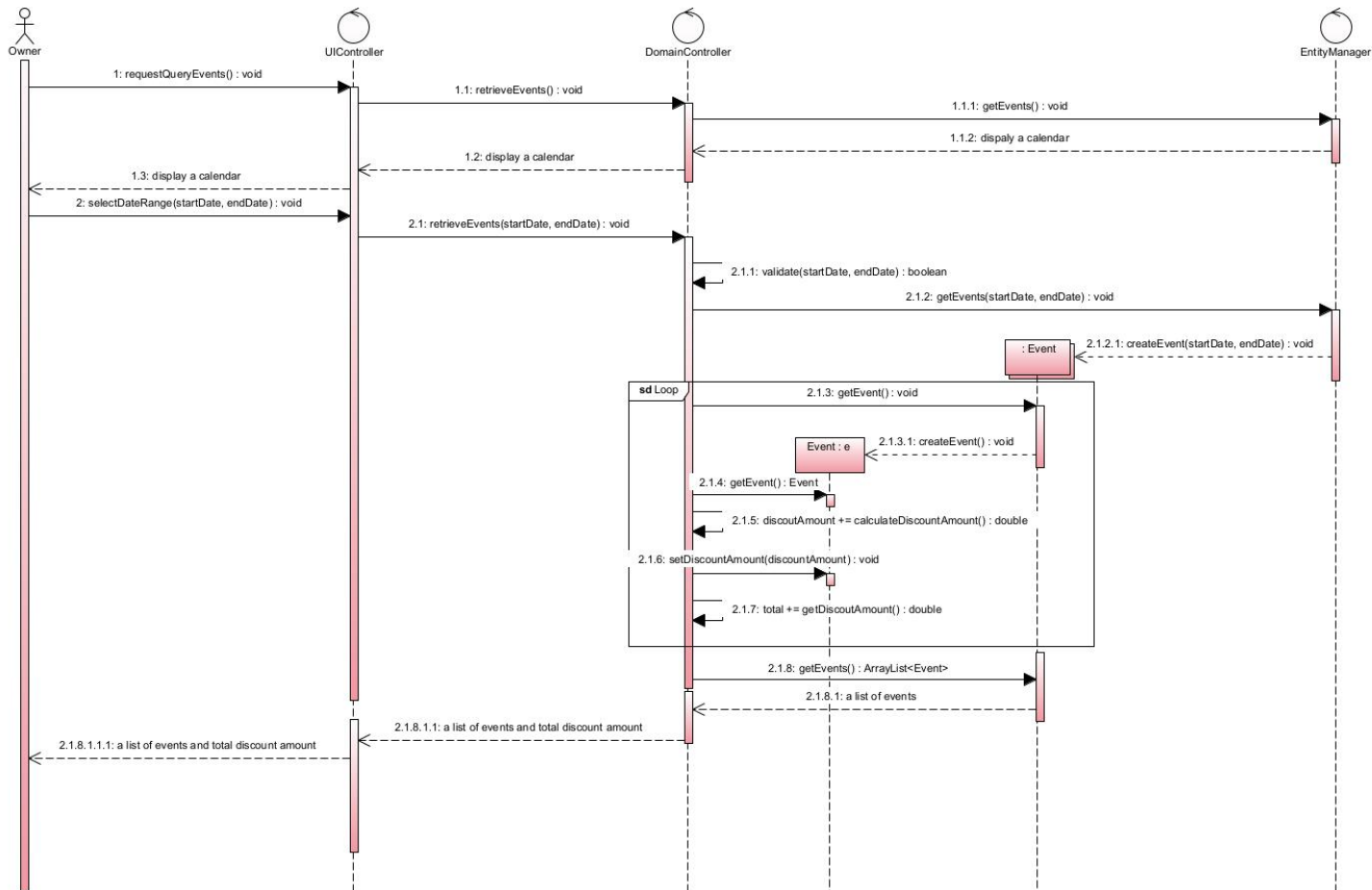
## Sequence diagram: Create



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## Sequence diagram: Query



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**Bibliography:**

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