**User Story**

Victoria would like to explore a marketing strategy of sending promotional emails to her customers. She would like to be able to increase her sales and customer acquisition by taking advantage of trending events and holidays. She would be offering discounts or free items related to the event specified.

Acceptance Criteria:

1. Must be able to create, modify and delete an event
2. Must be able to query list of existing events by between two dates.

**Rationale**

Promotional emails drives sales, brand awareness and brand loyalty to current customers. This method of marketing invokes creativity and uniqueness against competitors. It achieves growth by allowing customers to access the message when it is most convenient. By also targeting trending events and holidays, customers are likely to engage and make a purchase at a discounted rate.

**Use Case Descriptions**

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| **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 | * Displays a calendar * Prompts user to select date for event |
|  | 2 | Select start date, and end date.  Enters description, name. | * Verifies inputs are valid. * Prompts user to add products affected by event. |
|  | LOOP | Chooses a product | * Displays a list of products and prompts user for selection. |
|  | 3 | Selects a product | * Display product details. |
|  | 4 | Adds discount percentage and description | Parallel to the selected product:   * add discount rate for each item * add description of discount. |
|  | END | When all products and associated discount rate and description added | * Prompt user to verify event and save. |
|  | 5 | Chooses to save. | * Saves the event and returns to main menu. |
| Exception Conditions | Owner decides to cancel event creation. | | |

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| **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 | Verify date selected  Retrieve list of events for date range selected.  Calculates accumulated amount of discounts.  Displays events and total discount to user. |
|  | 3 | Request to exit | Returns user to main menu. |
| Exception Conditions |  | | |