**E-Commerce Business Requirements & User Stories**

**1. Business Overview**

Our e-commerce platform aims to provide a seamless shopping experience for customers by offering a wide range of products, secure transactions, and an intuitive user interface.

**2. User Roles**

* **Guest User**: Can browse products but cannot make purchases without an account.
* **Registered Customer**: Can browse, add to cart, purchase products, and track orders.

**3. User Stories**

**3.1. Authentication & Authorization**

* **US1**: As a **guest user**, I want to **sign up with an email and password**, so that I can create an account.
* **US2**: As a **guest user**, I want to **log in using my credentials**, so that I can access my account.
* **US3**: As a **registered user**, I want to **reset my password**, so that I can regain access if I forget it.

**3.2. Product Browsing & Search**

* **US5**: As a **customer**, I want to **search for products using keywords**, so that I can find specific items quickly.
* **US6**: As a **customer**, I want to **filter and sort products**, so that I can refine my search based on price, rating, and category.
* **US7**: As a **customer**, I want to **view detailed product descriptions and images**, so that I can make informed purchase decisions.

**3.3. Shopping Cart & Checkout**

* **US8**: As a **customer**, I want to **add and remove products from my shopping cart**, so that I can manage my purchases before checkout.
* **US9**: As a **customer**, I want to **apply discount codes**, so that I can avail offers and promotions.
* **US10**: As a **customer**, I want to **choose a payment method (credit card, PayPal, cash on delivery)**, so that I can complete my purchase securely.
* **US11**: As a **customer**, I want to **receive an order confirmation email**, so that I have proof of my purchase.

**3.4. Order & Delivery Management**

* **US12**: As a **customer**, I want to **track my order status**, so that I can know when it will arrive.
* **US13**: As a **customer**, I want to **cancel or modify my order before shipment**, so that I can change my decision if necessary.

**3.5. Payment & Refunds**

* **US15**: As a **customer**, I want to **securely enter my payment details**, so that my transactions are safe.
* **US16**: As a **customer**, I want to **request a refund for a returned product**, so that I can get my money back.

**3.6. Reviews & Ratings**

* **US17**: As a **customer**, I want to **leave a review and rate products**, so that I can share my experience.
* **US18**: As a **customer**, I want to **see other customers' reviews and ratings**, so that I can make better purchasing decisions.

**4. Functional Requirements**

* Users can create accounts and log in.
* Users can search, filter, and view product details.
* Users can add items to the cart and proceed to checkout.
* Payment gateways must be integrated (Stripe, PayPal, etc.).
* Users can track orders and receive email updates.
* Admins can manage users, orders, and products.

**5. Non-Functional Requirements**

* The website must be mobile-friendly and responsive.
* The platform must handle at least 10,000 concurrent users.
* Payment transactions must be encrypted for security.
* Pages should load within 2 seconds for a seamless experience.

**6. Acceptance Criteria**

* Users must be able to register and receive a confirmation email.
* Searching for a product should return relevant results.
* Orders must not be processed without valid payment details.
* The system should display real-time order tracking updates.
* Refund requests should be processed within 5-7 business days.

**7. Conclusion**

This document outlines key business requirements, user stories, and acceptance criteria for a seamless e-commerce platform. Future enhancements may include AI-powered recommendations and chatbot support.