Use Cases:

User Case 1:

Actor: Social Media Manager
Problem: Needs to shorten long URLs to make posts look cleaner and more professional.
Goal: Generate a short, memorable link that fits well within character limits.

Steps to Fulfill Goal:

1. Open the URL-Shortner application.
2. Enter the long URL in the provided field on the homepage.
3. Click Get short URL to create a concise version of the link.
4. Copy the short link from the popup and paste it into social media posts.
5. Access analytics to track click engagement across different platforms and optimize future posts accordingly.

Use Case 2:

Actor: Marketing Specialist
Problem: Needs to track engagement on links shared in a campaign across multiple channels.
Goal: Generate short URLs with analytics tracking to monitor clicks, locations, and devices.

Steps to Fulfill Goal:

1. Open the URL-Shortner application and navigate to the Generate page.
2. Enter the campaign's long URL and create a custom URL stub (e.g., /campaign2025).
3. Click Get short URL to generate the short link.
4. Distribute the short link through various channels (e.g., emails, ads, social media).
5. Return to the Analytics dashboard in URL-Shortner to review data on clicks, demographics, and other engagement metrics.
6. Export the analytics report to evaluate campaign success and adjust marketing strategies as needed.

Use Case 3:

Actor: E-commerce Manager
Problem: Needs to frequently update URLs for seasonal promotions without changing the link every time.
Goal: Create a short URL that can be updated regularly to reflect new promotions.

Steps to Fulfill Goal:

1. Go to the URL-Shortner application.
2. Enter the original promotion URL and generate a short link with an access code.
3. Distribute the short link across advertising channels.
4. When the promotion changes, return to the application and click Update Existing URL.
5. Enter the short URL stub and access code, then provide the new promotion link in the Updated long URL field.

6. Click Update URL to replace the old promotion with the new one.
7. Confirm the update by visiting the short URL to ensure it redirects to the new promotion page.

Use Case 4:

Actor: Data Analyst
Problem: Needs to analyze engagement on multiple links distributed in a marketing campaign.
Goal: Upload a CSV of URLs and process them all at once, then track and export analytics for each.

Steps to Fulfill Goal:

1. Open the URL-Shortner application and go to the Bulk URL Upload section.
2. Upload a CSV file containing the URLs, or enter them directly in the provided field, separated by commas.
3. Click Process URLs to generate short links for each URL in bulk.
4. Access the Analytics page to review performance data on each short URL.
5. Export the data into a report to perform detailed campaign analysis and identify the highest-performing links.

Use Case 5:

Actor: Content Creator
Problem: Needs to share secure links that are free from unauthorized access or tampering.
Goal: Shorten URLs with added encryption to protect against unauthorized changes.

Steps to Fulfill Goal:

1. Go to the URL-Shortner application and navigate to the Generate page.
2. Enter the long URL and enable the Secure Link option.
3. Click Get short URL to receive the encrypted short link and the access code.
4. Distribute the secure short URL as needed.

5. If further security verification is needed, use the Analytics dashboard to track any unusual or unauthorized access attempts.