



NUS
National University
of Singapore

Design Phase using Figma

User Stories

Admin Panel User Stories

Category: Product, catalogue and inventory Management

Story Title/ID	Story Description	Notes	Screenshot
View product catalogue/ADM-01	As an admin, I want to view a list of all products in the catalogue so that I can get a complete overview of the entire inventory	The list should be sortable and searchable by Stock Keeping Unit (SKU), name, and category, and displayed in table/grid	
Add a new product/ADM-02	As an admin, I want to add a new product to the catalogue with all its details so that we can expand our product offerings.	Details must include SKU, name, description, category, subcategory, price, rating, stock level, and reorder threshold, as per the dataset specification.	

Edit product details/ADM-03	As an admin, I want to edit the details of an existing product so that I can keep product information accurate and up-to-date	This includes changing prices, updating descriptions, or correcting typos	
Delete product/ADM-04	As an admin, I want to remove a product from the catalogue so that we can discontinue items that are no longer for sale	Include confirmation dialog to prevent accidental deletion This should be a "soft delete" to preserve historical transaction data	
Search products/ADM-05	As an admin, I want to search for products by name, SKU, or category Benefit: So that I can quickly find specific products		
Edit product	As an admin, I want	This includes	

category/ADM-06	to manage product categories and subcategories so that I can organize the product catalogue logically	creating, renaming, and deleting categories	
View low level stock/ADM-07	As an admin, I want to see products that are below reorder threshold, so that I can restock inventory before items run out	Display dashboard widget with low stock alerts	
Update stock level/ADM-08	As an admin, I want to update the stock level for a product manually so that I can correct inventory discrepancies.	This is crucial for maintaining data integrity between the physical warehouse and the online store	

Category: Customer Management

Story Title/ID	Story Description	Notes	Screenshot
View customer list/ADM-09	As an admin, I want to view a list of all registered customers so that I can manage the user base	The list should display key information like name, email, and registration date	
View customer profile/ADM-10	As an admin, I want to view the profile and order history of a specific customer so that I can provide better customer support, understand customer demographics and preferences	This includes their demographic data and past transactions, Display age, gender, employment, income range, preferred category	
Disable customer account/ADM-11	As an admin, I want to disable a customer account so that I can manage access for problematic or	This action should prevent the user from logging in or making new purchases	

	fraudulent users		
Delete customer account/ADM-12	Permanently delete		

Category: Dashboard & Reporting

View admin dashboard/ADM-13	As an admin, I want to see key metrics at a glance, so that I can monitor business performance	Include total products, low stock alerts, customer count, recent activity for each product	
Export product data/ADM-14	As an admin, I want to export the product catalogue to CSV/Excel, so that I can use the data for reporting	Include all product fields	

Online Storefront User Stories

Category: Account & Onboarding

Story Title/ID	Story Description	Notes	Screenshot
New User Account Creation/CUST-01	As a new user, I want to create an account so that I can make purchases and track my orders	Notes: The registration process should be simple, requiring a name, email, and password	
User Login with Password Recovery/CUST-02	As a registered user, I want to log in to my account so that I can access my personalized information and shopping history	Should include a "Forgot Password" feature	
Personalized Onboarding Experience/CUST-03	As a new user, I want to answer a few simple onboarding questions so that I can receive	This implements the "Decision Tree Classification" for cold-start personalization based on age,	

	personalized product category recommendations immediately	gender, etc	
User Profile Management/CUST-04	As a logged-in user, I want to view and edit my profile information so that my shipping and contact details are always current	Editable fields should include name, shipping address, and password	
View Order History/CUST-05	As a logged-in user, I want to view my past order history so that I can track my spending and re-order previous items	The history should show order date, items purchased, and total cost	
Secure User Logout/CUST-06	As a user, I want to log out of my account so that I can secure my session on a shared	The logout button should be easily accessible	

	computer		
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Category: Product Discovery & Browsing

Story Title/ID	Story Description	Notes	Screenshot
Product Browsing by Category/CUST-07	As a shopper, I want to browse products by category and subcategory so that I can easily navigate the store's offerings	Navigation should be intuitive and clearly laid out	
Product Search Functionality/CUST-08	As a shopper, I want to use a search bar to find products by name or keyword so that I can quickly locate specific items	The search should be fast and provide relevant results	
Product Listing Page View/CUST-09	As a shopper, I want to view product listing pages with clear images and prices so that I can scan through multiple items at	Each product entry should link to its detailed page	

	once		
Filter Products/CUST-10	As a shopper, I want to filter products within a category by price and rating so that I can narrow down my choices to fit my budget and quality preferences	Filters should update the product list dynamically	
Sort Products/CUST-11	As a shopper, I want to sort products by price, popularity, or rating so that I can view the most relevant items first	Sorting options should be clearly visible on category and search result pages	
Detailed Product Page/CUST-12	As a shopper, I want to view the detailed product page with a full description, multiple images, and customer ratings so that I can make an informed purchasing	This page is critical for conversion. It should also show stock availability	

	decision		
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Category: AI-Powered Personalization

Story Title/ID	Story Description	Notes	Screenshot
Personalized Landing Page/CUST-13	As a new shopper, I want my first landing page to be a curated storefront based on my onboarding answers so that I can find something relevant within the first 90 seconds	This is the direct output of the Decision Tree Classification model	
"Frequently Bought Together" Recommendations/CUST-14	As a shopper viewing a product, I want to see a "Frequently Bought Together" section so that I can discover related items and useful add-ons.	This implements the Association Rules Mining model to increase attach rate	

"Next Best Action" Category	As a shopper on a category page, I want to see a "Next best action" suggestion to nudge my exploration towards a related category so that I can discover more products I might like	This uses Association Rules to guide discovery across different categories	
Nudge/CUST-15			

Category: Shopping Cart & Checkout

Story Title/ID	Story Description	Notes	Screenshot
Add to Cart/CUST-16	As a shopper, I want to add a product to my shopping cart from the product page so that I can continue shopping before I check out	A visual confirmation (e.g., a pop-up or cart icon update) should appear	
View Shopping Cart/CUST-17	As a shopper, I want to view my shopping cart at any time so	The cart should be easily accessible from every page	

	that I can see the items I've selected and the subtotal		
Update Item Quantity in Cart/CUST-18	As a shopper in the cart view, I want to update the quantity of an item so that I can buy more than one of the same product	The subtotal and grand total should update automatically	
Remove Item from Cart/CUST-19	As a shopper in the cart view, I want to remove an item so that I can change my mind before purchasing	The cart should update instantly to reflect the removal	
In-Cart Product Recommendations/CUST-20	As a shopper in my cart, I want to see a "Complete the Set" recommendation based on my current items so that I am encouraged to	This is a key implementation of the Association Rules Mining to improve Average Order Value (AOV)	

	purchase complementary products		
Proceed to Checkout/CUST-21	As a shopper, I want to proceed to a secure checkout page so that I can finalize my purchase	The checkout process should be simple and clear	
Manage Shipping Address/CUST-22	As a shopper at checkout, I want to enter or confirm my shipping address so that the order is delivered to the correct location	For logged-in users, this should be pre-filled from their profile	
Enter Payment Details/CUST-23	As a shopper at checkout, I want to enter my payment information so that I can pay for my order	This is a placeholder for a payment gateway integration. For the prototype, it can be a mock form	
Final Order Review/CUST-24	As a shopper, I want to review my order one last time before	This summary page should show items, quantities, shipping	

	confirming the purchase so that I can catch any mistakes	address, and total cost	
Order Confirmation/CUST-25	As a shopper, I want to receive an order confirmation page and email after a successful purchase so that I have a record of my transaction	The confirmation should include an order number and estimated delivery information	
Out of Stock Indicator/CUST-26	As a shopper, I want to see an "Out of Stock" message on the product page for unavailable items so that I don't try to purchase something that isn't available	The "Add to Cart" button should be disabled for out-of-stock items	

Reflection of Use of Generative AI tools