



## CUSTOMET JOURNEY

### Authentication

If customer is not signed up then he/she needs to sign up first. Otherwise he/she needs to login. In both cases the customer **must subscribe to a newsletter** in order to be eligible for this program. After successful login a session id is created.



### Order

Now the customer can make orders. The orders are recorded in a database and are queried to find out customers eligibility for a discount voucher.



### Action

Based on a query result an automated action is taken in the form of a personalized newsletter that informs customer about her/his stamp card record and eligibility for the discount voucher.

## UAT

After functional, integration and system testing is done, we can proceed with **User Acceptance Testing (UAT)** in a testing environment using production like data (dummy data) in order to validate end-to-end business flow. UAT is done by the intended users of the system or software.

Exit criteria: No critical defects open, Business process works satisfactorily, UAT Sign off meeting with all stakeholders.

