Online Retail Store for Women's Clothing

- **Website**
  - Search
    - Filters
      - Size
      - Search Bar
      - Color
      - Type
      - Fabric
      - Print
    - Sort By
      - Newest
      - Best Of
      - Priced High to Low
      - Priced Low to High
    - Result
      - Quick Add
      - Image
      - Title
      - Price
      - Color availability
      - Favorite
  - Home Page
    - Recommendations
    - Favorites
    - Cart
    - Search
    - Offers
    - Sign In
    - My Account
    - Returns and Exchange
    - E-Gift Cards
      - Gift Card Value
      - Sender Information
      - Recipient Information
      - Add Message
      - Send
  - Product Page
    - Product Information
      - Title
      - Description
      - Images
      - Size
      - Price
      - Color
      - Product Details and Fit
      - Fabric and Care
    - Add to Bag
    - Select Size
    - Select Color
    - Size Guide
    - "You Might Also Like" Recommendations
  - Bag Page
    - Number of Items in Bag
    - Product Details
    - Selected Product Variations
      - Quantity
      - Color
      - Size
      - Price
    - Remove Items
    - Total
    - Check Out
  - Check Out Page
    - Order Summary
    - Billing Address
      - Address Name
      - First Name
      - Last Name
      - Email
      - Country
      - Address Line 1
      - Address Line 2
      - City/ Suburb
      - Zip/ Post Code
      - Mobile Phone
    - Delivery Address
    - Shipping Method
    - Duties and Taxes
    - Billing Summary
    - Payment — Payment Method
    - Pay and Place Order
  - Analytics
    - Customer Behavior Analysis
      - Customer Demographics
      - Customer Journey Analysis
        - Identifying key touchpoints in the customer journey
        - Analyzing customer behavior at each touchpoint
        - Optimizing customer journey for maximum conversion rate
    - Product Page Analysis
      - Product page views
      - Add-to-cart rate
      - Product page exit rate
      - Top-performing product pages
    - Website traffic analysis
      - Website traffic sources
      - Website visitor behavior analysis
        - Bounce Rate
        - Time on Site
        - Pages per Session
        - Conversion Rate
- **Products**
  - Product Information
    - Description
    - Media — Images
    - Size
    - Price
    - Color
    - Product Details and Fit
    - Fabric and Care
    - Title
  - Return/Exchange Policies
- **Administrator**
  - Product Management
    - Stock
      - Create
      - Edit
      - Import
      - Export
      - Search
    - Manage Media/ Details
  - Orders
    - Manage Orders
    - Manage Delivery
      - Shipping
        - Tracking
        - Lost items
      - Returns
  - Sales Management
    - Manage Payment and Billing Information
    - Manage Customer Accounts
    - Process Refunds or Chargebacks
  - Marketing Promotions
    - Create and Manage Promotional Offers
    - Manage Customer Loyalty Programs
- **Customer**
  - Authetication
    - Username/Password
    - Facebook
    - Google
    - Instagram
  - My account
    - Profile
      - First Name
      - Last Name
      - Gender
      - Email
      - Birthday
      - Preferred Size
    - Address Book
    - Payments
      - Saved Credit Cards
      - Currency
      - Add Gift Card
    - Favorites
    - Bag
    - Communication Center — Pick which Emails you want to receive
    - Order History
    - Log Out

- **CRM**
  - Administration
    - Create User Accounts
    - Delete User Accounts
    - Customer Data Management
      - Add Consumer Data
      - Edit Consumer Data
      - Remove Consumer Data
      - Create Workflows
    - Sales Management
      - Marketing and Sales
        - Marketing Campaigns
          - Create/Manage Email Campaigns
            - Automated Email Sequences
              - Abandoned Cart Reminders
              - Post Purchase Follow-Ups
            - Personalized Email Content
              - Personalized Greetings and Messages
              - Dynamic Product Recommendations
            - Email Open and Click Rates
              - Click Heatmaps
          - Create/Manage Social Media Campaigns
        - Promotions and Discounts
          - Coupon Codes
          - Limited-Time Offers
          - Minimum Purchase Thresholds
        - Sales Performance Tracking
          - Revenue by Product Category
          - Revenue by Marketing Channel
      - Analytics and Reporting
        - Monitoring Email Campaigns
        - Monitor Social Media Campaigns
        - Progress Reports of Marketing Campaigns
        - Progress Reports
        - Marketing Campaign History
      - Managing Sales Teams
        - Assigning Targets
        - Tracking Team Performance
        - Set Deadlines for Tasks
        - Give Feedback
        - Create Workflows
    - Customize CRM
      - Add/ Remove Custom Data Fields to the CRM Database
    - Leads
      - Lead Generation
        - Social Media Marketing
        - Content Marketing
        - Search Engine Optimization
      - Lead Management
        - Assign Leads to the Team
        - Performance Reports of the Team — Analytics and Reports
    - Manage CRM
      - Monitor System Performance
      - Monitor Database Performance
      - Check for Updates to the System
      - Generate Reports on System Performance
  - Inventory
    - Management
      - Product Catalog
        - Product Images and Descriptions
        - Product Variants and Options
        - Product Ratings and Reviews
      - Stock Tracking
        - Stock Levels and Availability
        - Low Stock Alerts and Notifications
        - Out of Stock Management
      - Reorder Management
        - Automatic Reorder Triggers
        - Reorder Quantity and Timing
        - Vendor and Supplier Management
          - Stocks Received From Each Vendor
            - Date of Receival
            - Location of Stocks
            - Vendor Details
    - Analytics and Reporting
      - Stock Valuation Reports
      - Risk Analysis Reports
      - Reports on Industry Trends
      - Portfolio Analysis
  - Site User
    - Sales Management
      - Sales Forecasting
        - Predicted Sales Revenue for Upcoming Weeks/Months
        - Historical Sales Data for Similar Periods
        - Upcoming Promotions and Events
      - Analytics and Reports
        - Product Performance Analysis
          - Best Selling Products
          - Top Performing Categories
          - Product Returns and Exchanges
        - Abandoned Cart Analysis
          - Number of Abandoned Carts
          - Reasons for Abandonment
          - Strategies for Reducing Abandoned Carts
        - Sales Performance Analysis
          - Number of Orders Fulfilled
          - Revenue Generated
          - Average Order Value
        - Sales Pipeline Analysis
          - Total Number Of Orders
          - Number of Orders Shipped/Cancelled
          - Revenue Generated
        - Monitor Market Trends
      - Marketing Campaigns
        - Email Campaigns
        - Social Media Campaigns
    - Lead Management
      - Lead Capture
        - Signup Forms on Website
        - Pop-Ups on Website
        - Email Campaigns
      - Lead Scoring
        - Engagement with website (e.g. pages viewed, time spent)
        - Email opens and clicks
        - Purchase history
      - Lead Nurturing
        - Automated email campaigns with product recommendations
        - Personalized abandoned cart follow-up emails
        - Targeted promotional emails based on purchase history
      - Lead Routing
        - Round-robin routing to sales reps
        - Priority-based routing to high-value customers
      - Lead Tracking
        - Lead status tracking (e.g. new, qualified, unqualified)
        - Activity tracking (e.g. website visits, email opens, purchases)
        - Communication history (e.g. emails sent, calls made)
      - Lead Analytics
        - Conversion rates for different lead sources (e.g. website, email, social media)
        - Analysis of email campaign performance
        - Analysis of sales conversion rates by lead source
    - Order Management
      - Order Tracking
        - Shipment Tracking Numbers
        - Estimated Delivery Dates
        - Order Status Updates
      - Order Details
      - Order History
      - Shipping and Delivery
        - Shipping Carrier Selection
        - Shipping Speeds and Options
        - Shipping Costs
      - Returns and Refunds
        - Return Policy
        - Return Request and Approval Process
        - Refund Timelines and Procedures
      - Analytics and Reporting
        - Sales by Product
        - Sales by Category
        - Sales by Customer
    - Customer
      - Demographic Information
        - Age
        - Gender
        - Clothing Size
        - Style Preferences
      - Purchase History
        - Orders Placed
        - Products Purchased
        - Order Value
      - Customer Segmentation
        - Based on Purchase Behavior
          - Frequency of Purchase
          - Order Value
          - Product Categories
        - Based on Clothing Preferences
          - Casual Wear
          - Formal Wear
          - etc.
      - Customer Communication
        - Email Communication
        - Social Media Communication
      - Customer Support
        - Providing customer support via email, phone, or chat
        - Tracking customer support tickets
        - Analyzing customer support requests to identify common issues
      - Customer Analytics
        - Customer Lifetime Value
        - Customer Retention Rates
        - Customer Acquisition Cost
        - Net Promoter Score
      - Product Affinity
        - Identifying which products are frequently purchased together
      - Cart Abandonment Rate
        - Identifying reasons for cart abandonment and optimizing checkout process