

User Stories



Customer Journey

User Registration and Authentication

As a new customer, I want to sign up using my email address, so that I can create an account on the platform.

The sign-up form should accept valid email addresses and passwords.

The user should receive a confirmation email after successful registration.

Error messages should display for invalid inputs (e.g., existing email, weak password).

As a new customer, I want to sign up using my social media account (e.g., Facebook, Google), so that I can create an account quickly without entering my details manually.

Users should be able to sign up via Facebook or Google

The system should pull basic information (name, email) from the social account.

The user should be redirected to their account dashboard upon successful registration.

User Registration and Authentication

As a returning customer, I want to log in using my email and password, so that I can access my account securely

The login form should accept a valid email and password.

Users should be redirected to their dashboard upon successful login.

Error messages should display for incorrect email or password.

As a returning customer, I want to reset my password if I forget it, so that I can regain access to my account.

Users should be able to request a password reset by entering their email.

The system should send a reset link to the user's email.

Users should be able to reset their password via the link and log in with the new password.

User Profile Management

As a customer, I want to view and update my personal profile information (e.g., profile picture, name, email, phone number), so that my account details are accurate and up-to-date.

The user can access their profile page from the account dashboard.

The profile page displays the current profile picture, name, email, and phone number.

Users can upload a new profile picture or remove the current one.

Users can edit their name, email, and phone number.

The system validates the updated information (e.g., checking for valid email format and phone number).

If any required fields are missing or invalid, an error message is displayed, preventing the update.

Product browsing and search

As a customer, I want to browse products by category (e.g., electronics, fashion), so that I can explore items in a specific area of interest.

The homepage should display product categories.

Clicking on a category should show relevant products within that category.

As a customer, I want to filter products by price range, so that I can find items within my budget.

A price filter should be available on the product listing page.

Selecting a price range should update the product listing to only show items within that range.

As a customer, I want to search for products by name or keyword, so that I can quickly locate a specific item.

The search bar must be easily accessible on all pages.

The search results should include products that match the name or keyword.

The search results page must support sorting and filtering options.

Product Details and Reviews

As a customer, I want to view multiple images of a product, so that I can see it from different angles before purchasing.

The product detail page must display a gallery of images.

Customers should be able to zoom in on each image for a closer view.

The images should load quickly and maintain clarity across different devices.

As a customer, I want to read detailed product specifications (e.g., size, color, material), so that I can ensure it meets my requirements.

The product specifications must be clearly listed on the product detail page.

Specifications should include all relevant details such as size, color, and material.

The information must be easily readable and well-organized, with clear headings.

Product Details and Reviews

As a customer, I want to view the average star rating of a product, so that I can quickly gauge its quality.

The average star rating must be displayed prominently on the product detail page.

The rating should be based on customer reviews.

A tooltip should display the number of reviews contributing to the rating.

Add to Cart and Wishlist

As a customer, I want to add a product to my cart from the product detail page, so that I can purchase it later.

An "Add to Cart" button must be clearly visible on the product detail page.

The cart icon should update in real-time to reflect the addition.

As a customer, I want to update the quantity of an item in my cart, so that I can buy multiple units of the same product.

The cart page must allow customers to change the quantity of each item.

The cart total should update automatically based on the quantity selected.

If stock is limited, the system must notify the customer if they exceed the available quantity.

Add to Cart and Wishlist

As a customer, I want to save a product to my wishlist from the product detail page, so that I can consider buying it later.

A "Save to Wishlist" button must be available on the product detail page.

The wishlist icon or section should update to reflect the addition.

The customer should be able to access their wishlist from their account dashboard.

As a customer, I want to move items from my wishlist to my cart, so that I can easily purchase them when ready.

The wishlist page must provide an option to "Move to Cart" for each item.

The cart and wishlist should update accordingly after moving an item.

Checkout and Payment

As a customer, I want to review the items in my cart before proceeding to checkout, so that I can confirm my order details.

- The checkout process must include a step for reviewing the cart contents.
- The total price, including discounts and shipping, should be clearly displayed.
- The customer must be able to remove or modify items in the cart during this step.

As a customer, I want to enter my shipping address during checkout, so that my order is delivered to the correct location.

- The checkout process must include a step for entering or selecting a shipping address.
- The address form should validate entries for completeness and accuracy.
- The system must allow the customer to save multiple addresses and choose between them.

Checkout and Payment

As a customer, I want to choose my preferred shipping method (e.g., standard, express), so that I can decide how quickly I want my order delivered.

The checkout process must offer different shipping options with clear delivery times and costs.

The selected shipping method should update the total price in real-time.

The customer must be able to change the shipping method before completing the purchase.

As a customer, I want to select my payment method (e.g., credit card, GCash, COD), so that I can complete the purchase using my preferred option.

The checkout process must offer multiple payment methods.

The payment method must be securely processed following PCI DSS standards.

The customer should receive an order confirmation after successful payment.

Checkout and Payment

As a customer, I want to apply a discount code during checkout, so that I can reduce the total amount I need to pay.

The checkout process must include a field for entering a discount code.

The system should validate the discount code and apply the discount to the total price.

An error message must be displayed if the discount code is invalid or expired.

Order Tracking and Notifications

As a customer, I want to receive an email confirmation after placing an order, so that I have a record of my purchase.

The system must automatically send an email confirmation after an order is placed.

The email should include order details such as items purchased, total cost, and delivery information.

The customer should receive the email within a few minutes of order placement.

As a customer, I want to receive notifications when my order status changes (e.g., shipped, out for delivery), so that I can stay informed about my order's progress.

The system must send notifications for key order status updates.

Notifications should be sent in real-time as the order status changes.

Order Tracking and Notifications

As a customer, I want to track my order, so that I can monitor its delivery status.

The order confirmation page must display a tracking number if available.

The customer should be notified if the tracking information is unavailable or delayed.

The customer must be able to view the delivery status in the shipping information

As a customer, I want to view my order history in my account dashboard, so that I can see all my past purchases.

The account dashboard must include an order history section.

Each order entry should include details such as order number, date, and total cost.

Customers must be able to view the status and details of each order.

Order History and Reordering

As a customer, I want to view a list of all my past orders, so that I can review what I have purchased previously.

The account dashboard must have a section for order history.

The order history should display a list of all past orders with order numbers and dates.

Customers should be able to click on an order to view its detailed contents and add their feedbacks.

As a customer, I want to reorder items from my past orders, so that I can quickly purchase products I frequently buy without searching for them again.

Each order in the order history must include a "Reorder" button.

Clicking "Reorder" should add all items from the selected order back to the cart.

The customer should be redirected to the cart page to review and complete the purchase.

Return Refunds

As a customer, I want to initiate a return request for a product from my order history, so that I can return items that are defective or not as described.

The order history page must include an option to initiate a return request for each item.

The return request form should allow the customer to specify the reason for the return.

The customer should receive a confirmation and instructions for returning the item after submitting the request.

As a customer, I want to track the status of my return request, so that I know when to expect my refund or replacement.

The return request status should be visible in the order history or a separate returns section.

The system must provide updates on the return status (e.g., received, processed).

The customer should receive an email notification when the return is processed and a refund or replacement is issued.

Merchant Journey

Merchant Registration and Authentication

As a new merchant, I want to sign up using my business email, so that I can create a seller account on the platform.

The system should provide a sign-up form with fields for email, password, and confirmation password.

The email field should validate the correct format (e.g., user@business.com).

Password should be at least 8 characters long.

A confirmation email should be sent to the provided email address with a link to verify the account.

Upon successful verification, the merchant should be able to log in.

Merchant Registration and Authentication

As a new merchant, I want to sign up using my social media account (e.g., Facebook, Google), so that I can quickly create a seller account without entering my details manually.

The system should provide options for social media sign-up (e.g., Facebook, Google).

Upon clicking the social media sign-up, the merchant should be redirected to the respective platform for authentication.

Upon successful authentication, the system should create a seller account using the merchant's social media details (e.g., name, email).

The merchant should be logged in and redirected to the seller dashboard.

Merchant Registration and Authentication

As a returning merchant, I want to log in using my business email and password, so that I can access my seller dashboard securely.

The system should provide a login form with fields for email and password

If the credentials are incorrect, an error message should be displayed

If the credentials are correct, the merchant should be logged in and redirected to the seller dashboard

As a returning merchant, I want to reset my password if I forget it, so that I can regain access to my seller account.

The system should provide a "Forgot Password" link on the login page.

Upon clicking the link, the merchant should be prompted to enter their registered email address.

A password reset email should be sent with a link to reset the password.

After resetting the password, the merchant should be able to log in with the new credentials

store setup and management

As a merchant, I want to create and customize my store profile (e.g., store name, logo, banner), so that I can build my brand on the platform.

The system should provide a form for entering store details (e.g., store name, logo, banner).

Store name should be unique and follow the platform's naming guidelines.

The logo and banner should be uploaded in the correct format (e.g., PNG, JPEG) and within size limits.

Changes to the store profile should be saved and reflected in the store's public page.

store setup and management

As a merchant, I want to update my store information (e.g., business hours, contact details), so that customers have accurate information about my store.

The updated information should be displayed in a clear and accessible manner on the store's profile page.

The system should provide a form for updating store information (e.g., business hours, contact details).

Changes should be saved and immediately reflected on the store's public page.

As a merchant, I want to add and categorize my products into different sections (e.g., electronics, fashion), so that customers can easily find them

The system should allow merchants to create categories and subcategories for products.

Products should be assignable to one or more categories.

The category structure should be visible to customers when browsing the store.

The system should display a clear hierarchy of categories and subcategories on the store's product pages and search results.

Product Listing and Management

As a merchant, I want to add new products with detailed descriptions, images, and prices, so that customers can view and purchase them.

The system should provide a product listing form with fields for product name, description, images, price, and stock quantity

The product name should be unique within the merchant's store.

Product images should be uploaded in the correct format (e.g., PNG, JPEG) and within size limits.

The product should be listed in the store and searchable by customers.

Product Listing and Management

As a merchant, I want to edit product details (e.g., price, description, stock levels) after listing, so that I can keep my listings accurate and up-to-date.

The system should allow merchants to edit product details from the product management dashboard.

Changes should be saved and immediately reflected in the store's product listings.

If the product is out of stock, it should be marked as such in the listing.

As a merchant, I want to manage product variants (e.g., sizes, colors), so that customers can choose different options when purchasing.

The system should provide an option to add variants for each product (e.g., size, color).

Variants should have their own stock levels and prices if applicable.

Customers should be able to select variants when purchasing the product.

Order Management

As a merchant, I want to receive notifications when a new order is placed, so that I can prepare the items for shipping.

The system should display notifications in the merchant dashboard for new orders.

New orders should be highlighted in the order management section.

As a merchant, I want to view and manage all orders from my dashboard, so that I can track their status (e.g., pending, shipped, delivered).

The order list should support sorting by date, status, or customer name.

The system should provide a list of all orders with details (e.g., customer name, order items, status).

Merchants should be able to filter orders by status (e.g., pending, shipped, delivered).

Order Management

As a merchant, I want to update the status of an order (e.g., mark as shipped, delivered), so that customers know the progress of their orders.

The system should allow merchants to update the status of orders from the order management dashboard.

Customers should receive updates on their order status (e.g., "Your order has been shipped").

The system should display a timeline of order status changes for both merchants and customers.

As a merchant, I want to generate and print shipping labels, so that I can easily prepare my packages for delivery.

The system should generate shipping labels with order details and delivery addresses.

Merchants should be able to print shipping labels directly from the dashboard.

The system should allow merchants to preview the shipping label before printing.

Inventory Management

As a merchant, I want to track my inventory levels for each product, so that I can avoid overselling items that are out of stock.

When a product is sold, the inventory should automatically update.

The system should prevent orders from being placed if a product is out of stock.

The system should display current stock levels for each product in the inventory management dashboard.

As a merchant, I want to set up automatic inventory updates when an order is placed, so that my stock levels are always accurate.

The system should automatically deduct the quantity of products sold from the inventory when an order is confirmed.

Merchants should be able to set minimum stock levels.

Merchants should be able to view inventory changes.

sales and performance Analytics

As a merchant, I want to view sales reports (e.g., daily, weekly, monthly), so that I can analyze my store's performance over time.

The system should provide sales reports with filters for different time periods (e.g., daily, weekly, monthly).

Reports should include metrics such as total sales, number of orders, and average order value.

The system should display graphical representations of sales data for easier analysis.

As a merchant, I want to track my best-selling products, so that I can focus on promoting and restocking popular items.

Merchants should be able to view detailed sales data for each product.

The system should display a list of best-selling products based on sales volume.

Customer Communication

As a merchant, I want to respond to customer inquiries and messages from my dashboard, so that I can provide good customer service.

The system should provide a messaging interface for merchants to communicate with customers

Messages should be linked to the relevant order or product for context

Merchants should be able to create and use canned responses for common inquiries.

The system should maintain a history of communication between the merchant and each customer.

As a merchant, I want to send promotional messages to my customers (e.g., discounts, new arrivals), so that I can encourage repeat business.

The system should allow merchants to create and send promotional messages to their customer base.

Promotional messages should comply with platform guidelines and be sent to customers who have opted in to receive them.

Customer Reviews and Feedback

As a merchant, I want to receive and manage customer reviews for my products, so that I can improve my offerings and build trust with potential customers.

The system should allow customers to leave reviews and ratings for purchased products.

Merchants should have the ability to respond to reviews publicly.

Negative reviews should be flagged for further review if they contain inappropriate content.

As a merchant, I want to display customer reviews on my product pages, so that new customers can see the feedback from previous buyers.

The system should display customer reviews and ratings on product pages.

Reviews should be sorted by most recent or highest-rated by default, with filters available for customers.

Merchants should be able to highlight positive reviews (e.g., featured review)

Customer Returns and Refunds

As a merchant, I want to set up and manage my return and refund policy, so that customers can easily request returns and refunds.

The system should allow merchants to define return and refund policies, including eligible items, timeframes, and conditions.

The return policy should be clearly displayed on product pages and during checkout.

Merchants should be able to review and approve return requests, and issue refunds within the platform.

As a merchant, I want to process returns and refunds efficiently, so that customers have a smooth experience.

The system should provide a return management interface where merchants can view and process return requests.

Refunds should be issued through the original payment method, and the system should update the order status accordingly.

Merchants should be notified when a return is initiated, processed, and completed.

Payouts and Financial Management

As a merchant, I want to view my earnings and transaction history, so that I can keep track of my sales and payments

The system should display detailed transaction history, including sales, fees, and payouts.

Merchants should be able to filter transactions by date, type, and status

Merchants should be able to filter transactions by date range, type (e.g., sales, fees), and status (e.g., completed, pending).

As a merchant, I want to set up bank details for payouts, so that I can receive my earnings directly into my account.

The system should provide a secure form for entering and verifying bank account details.

The form should include fields for account number, routing number, and account holder's name.

Merchants should receive a confirmation email or notification upon successful setup or update of bank details.

The system should allow merchants to select a default payout method and update bank details as needed.

Payouts and Financial Management

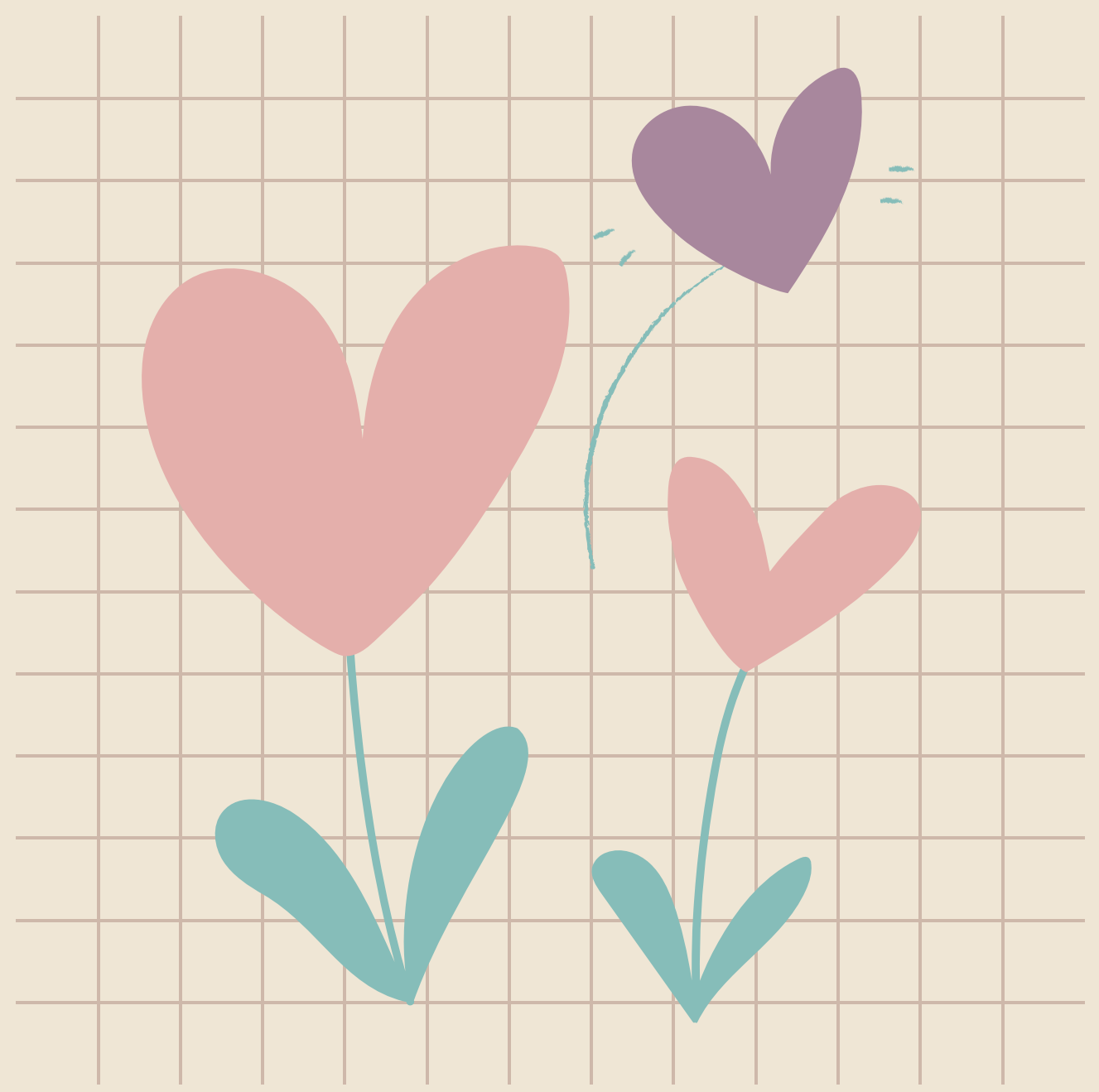
As a merchant, I want to track my payment schedule, so that I know when to expect my earnings to be deposited.

The system should display a clear payout schedule, including upcoming payout dates and amounts.

The payout schedule should be accessible from the merchant dashboard.

Merchants should receive notifications via email or platform alerts for scheduled payouts.

The system should notify merchants of any changes to the payout schedule or delays.



Thank
you