**1. Customer (Traveler)**

* **User Story:**
  + *"As a customer, I want to search for available flights, hotels, and car rentals so that I can make convenient travel arrangements."*
* **Acceptance Criteria:**
  + Customer can input travel dates, destination, and preferences.
  + The system displays a list of available flights, hotels, and cars based on search criteria.
  + Customer can filter results by price, rating, and other parameters.
* **User Story:**
  + *"As a customer, I want to make a reservation and receive a confirmation so that I can be assured that my travel arrangements are secured."*
* **Acceptance Criteria:**
  + Customer can select items (flight, hotel, car) and proceed to booking.
  + System confirms availability and completes reservation.
  + Confirmation email or message is sent with booking details.

**2. Travel Agency**

* **User Story:**
  + *"As a travel agent, I want to book travel packages for my clients so that I can offer them a complete travel solution."*
* **Acceptance Criteria:**
  + Agent can access the system and search for flights, hotels, and cars.
  + Agent can make reservations on behalf of clients.
  + System generates a detailed itinerary and provides booking confirmation for the client.
* **User Story:**
  + *"As a travel agent, I want to manage and modify reservations so that I can assist clients with changes to their travel plans."*
* **Acceptance Criteria:**
  + Agent can view and edit existing reservations.
  + System checks for availability and applies changes.
  + Updated confirmation is sent to the agent and client.

**3. System Administrator**

* **User Story:**
  + *"As a system administrator, I want to monitor system performance and resolve issues so that customers experience a reliable service."*
* **Acceptance Criteria:**
  + Admin has access to system performance dashboards.
  + Admin is alerted to any downtime or critical issues.
  + Admin can resolve or escalate issues to ensure minimal disruption.
* **User Story:**
  + *"As a system administrator, I want to manage user accounts and permissions so that only authorized users have access to the system."*
* **Acceptance Criteria:**
  + Admin can add, edit, and remove user accounts.
  + Admin can assign roles with specific access permissions.
  + Changes to user accounts are reflected immediately in the system.

**4. Hotel Manager**

* **User Story:**
  + *"As a hotel manager, I want to update room availability and rates so that customers have up-to-date booking options."*
* **Acceptance Criteria:**
  + Manager can log in and access the hotel’s listing.
  + Manager can edit room availability, pricing, and descriptions.
  + Changes are saved and reflected immediately in the search results.
* **User Story:**
  + *"As a hotel manager, I want to view reservations for my hotel so that I can prepare for incoming guests."*
* **Acceptance Criteria:**
  + Manager has access to a reservations dashboard.
  + Dashboard displays upcoming bookings, dates, and customer details.
  + Manager can mark rooms as “checked-in” or “checked-out.”

**5. Chief Marketing Officer (CMO)**

* **User Story:**
  + *"As a CMO, I want to analyze booking data trends so that I can make informed decisions about marketing strategies."*
* **Acceptance Criteria:**
  + CMO has access to data analytics and booking reports.
  + Reports include metrics like booking frequency, peak travel periods, and user demographics.
  + CMO can export data for further analysis.
* **User Story:**
  + *"As a CMO, I want to launch promotions to attract new users and encourage repeat bookings."*
* **Acceptance Criteria:**
  + CMO can create, schedule, and publish promotions within the system.
  + Promotions are displayed on relevant search results and in emails to registered users.
  + System tracks the performance of each promotion, including user engagement and bookings.

**6. IT Support**

* **User Story:**
  + *"As an IT support member, I want to assist users with technical issues so that they can complete their bookings without interruption."*
* **Acceptance Criteria:**
  + IT support has access to a troubleshooting interface with logs and user issue reports.
  + IT support can communicate with users via chat or email to resolve issues.
  + System tracks resolved and unresolved issues for future reference.
* **User Story:**
  + *"As IT support, I want to manage backup and recovery processes so that critical data is protected."*
* **Acceptance Criteria:**
  + IT support can initiate manual backups and schedule automatic backups.
  + System alerts IT support in case of any backup or recovery failures.
  + Backup logs are maintained, showing time, status, and affected data.

**7. Customer Support**

* **User Story:**
  + *"As a customer support representative, I want to help customers with booking issues so that they have a smooth booking experience."*
* **Acceptance Criteria:**
  + Support can view a customer’s booking history and current bookings.
  + Support can assist with modifications, cancellations, or rebooking.
  + A ticketing system logs customer issues and resolutions.
* **User Story:**
  + *"As a customer support representative, I want to manage refund requests so that customers are satisfied with their experience."*
* **Acceptance Criteria:**
  + Support can view and approve eligible refund requests.
  + Refund status is updated, and confirmation is sent to the customer.
  + System logs all refund actions for record-keeping.