

# User Stories

## Customer-Centric User Stories

- **As a customer,** I want to create and manage my account, including updating my personal information and preferences.
- **As a customer,** I want to have a secure login process with options for social login and password recovery.
- **As a customer,** I want to be able to easily browse and search for products on the platform.
- As a customer, I want to be able to browse through different categories, brand and filter products for my specific needs.
- **As a customer,** I want to add products to my cart and proceed to checkout with a seamless experience.
- **As a customer,** I want to be able to save products to a Wishlist for later purchase.
- **As a customer,** I want to receive clear and timely communication about my order status, including shipping updates and delivery confirmation.
- **As a customer,** I want to be able to read product reviews and ratings from other customers.
- **As a customer,** I want to receive personalized product recommendations based on my purchase history and browsing behavior.
- **As a customer,** I want to have a variety of payment options available, including credit cards, debit cards, and digital wallets.
- **As a customer,** I want to have easy access to customer support through multiple channels, such as email, phone, and live chat.
- **As a customer,** I want to receive prompt and helpful responses to my inquiries and issues.
- **As a customer,** I want to have access to a comprehensive FAQ section with answers to common questions.

- **As a customer,** I want to be able to track my order history and view previous purchases.

## Merchant-Centric User Stories

- **As a merchant,** I want to easily add, edit, and delete products on the platform.
- **As a merchant,** I want to be able to create and manage product variations (e.g., size, color) within a single listing.
- **As a merchant,** I want to be able to upload high-quality product images and videos.
- **As a merchant,** I want to have the ability to set product prices, quantities, and availability.
- **As a merchant,** I want to be able to track product stock levels in real-time and receive notifications when stock is low.
- **As a merchant,** I want to be able to create and manage promotions and discounts for my products.
- **As a merchant,** I want to have access to detailed sales analytics and performance metrics to track the success of my products.
- **As a merchant,** I want to be able to receive feedback from customers through product reviews and ratings.
- **As a merchant,** I want to be able to track order status and communicate with customers about shipping updates and my sales analytics.
- **As a merchant,** I want to be able to connect with payment gateways to accept various payment methods.
- **As a merchant,** I want to be able to communicate with customers through messaging or live chat.

## Admin-Centric User Stories

- **As an admin,** I want to be able to manage user accounts, including creating, editing, and deleting them.
- **As an admin,** I want to be able to assign different roles and permissions to users based on their needs.
- **As an admin,** I want to be able to manage product categories and brands.
- **As an admin,** I want to be able to set up and customize the platform's appearance and branding.
- **As an admin,** I want to be able to manage system settings, including payment gateways, shipping options, and tax rates.
- **As an admin,** I want to be able to review and approve or reject product listings submitted by merchants.
- **As an admin,** I want to be able to manage product reviews and ratings, ensuring they comply with platform guidelines.
- **As an admin,** I want to be able to handle customer disputes and resolve issues between merchants and customers.
- **As an admin,** I want to have access to detailed analytics and reporting on platform performance, user behavior, and sales.
- **As an admin,** I want to be able to implement and manage security measures to protect the platform and user data.
- **As an admin,** I want to have tools to manage and respond to customer support inquiries.