

User Flow

Customer Starting Point: Customer visits the platform's homepage.

- **Step 1: Sign Up**

- User clicks on the "Sign Up" or "Create Account" button.
- User enters their email address, password, and other required information (e.g., name, address).
- User agrees to the terms of service and privacy policy.
- User clicks "Create Account."

- **Step 2: Account Confirmation**

- Platform sends a confirmation email with code to the user's registered email address.
- User enter the code on the confirmation page to verify their account.
- User is redirected to login page.

- **Step 3: Login**

- User can log in to their account using their email address and password.
- Platform offers a password recovery option for forgotten passwords.

- **Step 4: Profile Management**

- User can update their personal information (e.g., name, address, phone number).
- User can change their password.
- User can access his cart and wishlist

- **Step 5: Browse Products**

- User can browse through product categories, brands, and use search filters.
- User can view product details, including images, descriptions, and prices.
- User can read product reviews and ratings.
- **Step 6: Mange Wishlist**
 - User can add products to their wishlist.
 - User can view their wishlist.
 - User can remove and clear items form his wishlist
 - User can add products to his cart through wishlist
- **Step 7: Mange Cart**
 - User can add products to their shopping cart.
 - User can view their cart contents and adjust quantities.
 - User can remove items form his cart
 - User can clear his cart items
- **Step 8: Checkout**
 - User proceeds to checkout.
 - User enters shipping information and selects a payment method.
 - User reviews their order and confirms the purchase.
 - User can track their order status.
- **Step 9: Customer Support**
 - User can contact customer support for inquiries or issues.
 - Platform offers multiple channels for support (email, phone).
- **Step 10: Reviews and Ratings**
 - User can write reviews and ratings for purchased products.
 - User can view other customers reviews.

Merchant Starting Point: Merchant logs in to the platform.

- **Step 1: Access Merchant Dashboard**
 - Merchant navigates to their merchant dashboard.
 - Merchant views his own brand products list
- **Step 2: Product Listing**
 - Merchant clicks on the "Add Product" button.
 - Merchant enters product details:
 - Product name
 - Description
 - Price
 - Quantity
 - Availability
 - Category
 - Brand
 - Merchant uploads product image.
 - other variations (e.g., size, color).
- **Step 3: Edit Product**
 - Merchant can edit details for the product.
 - Merchant can add discounts for the product.
- **Step 5: Product Listing Review**
 - Platform reviews the product listed to be Approved (Pending)
 - If approved, the product is published.
 - Merchant can view real-time stock levels.
- **Step 8: Manage Orders**
 - Merchant can view and manage orders related to their products.
 - Merchant can track order status and communicate with customers.
- **Step 9: View Analytics**

- Merchant can access sales data, including total sales, revenue, and customer demographics.
- Merchant can read product reviews and ratings from customers.

Admin Starting Point: Admin logs in to the platform.

- **Step 1: Access Admin Dashboard**
 - Admin navigates to the admin dashboard.
- **Step 2: User Management**
 - Admin can create, edit, and delete user accounts.
 - Admin can assign different roles and permissions to users (e.g., customer, merchant, admin).
- **Step 3: Product Management**
 - Admin can manage product categories and brands.
 - Admin can create products with details.
 - Admin can review and approve or reject product listings submitted by merchants.
- **Step 4: Platform Settings and Analytics**
 - Admin can customize the platform's appearance and branding (e.g., logo, colors, theme).
 - Admin can manage system settings, including payment gateways, shipping options, and tax rates.
 - Admin can access detailed analytics on platform performance, user behavior, and sales.
- **Step : Security and Compliance**
 - Admin can implement security measures (e.g., password policies, data encryption).
 - Admin can ensure compliance with relevant regulations (e.g., GDPR).
- **Step 7: Customer Support**
 - Admin can view and manage customer support inquiries.

- Admin can respond to customer inquiries and resolve issues.
- Admin can handle disputes between merchants and customers.