

Use Case Detail : User sets up an offers email account

Attachments(0) | Software Reqs(0) | Alternate Flows(1)

Printable View

Name:12437 User sets up an offers email account

Use Case Story:

A user registering for the first time on the Orca site is notified by the system that as part of their account they get a receive-only offers email address. The user views their inbox, sets preferences and returns to browsing offers. Finding an offer of interest, the user clicks a buy link and is passed to a merchant site. The user completes the offer transaction and utilizes their Orca email address.

The user returns to the Orca site a week later and is notified by the system that they have new mail in their mailbox. They view their inbox and see a special offer email from the previously visited merchant promoting free shipping. The user reads the email and then adds it to their saved offers list. The user then adds the merchant to their "preferred merchant" list via the email interface.

Actor: Consumer

PreCondition: User has an active and confirmed account

PostCondition: User adds email to saved offers list

Associated Package: Email

Priority: High Rank : 0.0

Status: Submitted

Updated/Created : [2010-07-27 by michael.reiff@vertive.com] / [2008-09-26 by michael.reiff@vertive.com]

Basic Flow:

ID	User Action	System Response
1	User completes new account registration	At the end of the process of account creation, the system prompts the user that they now have an email inbox that they can use to receive email from merchants.The system sends a welcome email to the user's inbox. The system asks if they would like to view their inbox now.
2	User views email inbox and reads the system email welcoming and orienting them.The user creates a new folder and entitles it Offers.com; the user moves the read welcome email to this folder.	The system displays a number (1) near the folder named Offers.com
3	User leaves account management and browses an offer sub-category. User makes a buy-click from a featured offer.	System records buy click in the database and displays it in transaction history.
4	Partner site sends HTML email to user's Orca account	System displays email as unread in the inibox and displays a new messages indicator and count within the main site interface