**Use Cases**

ID: 1

Criteria: Market to Customers

Actor: Sweet Karolines Cakes (SKC)

Description: Find customers that want to purchase cakes.

ID: 2

Criteria: Buy supplies

Actor: SKC

Description: Purchase ingredients and tools to increase supply of goods.

ID: 3

Criteria: Pay employees

Actor: SKC

Description: Compensate employees for their individual work using a per/hr payment system.

ID: 4

Criteria: Create Twitter account

Actor: SKC

Description: Create a Twitter account to increase potential marketing and outreach opportunities.

ID: 5

Criteria: Create Instagram account

Actor: SKC

Description: Create a Instagram account to increase potential marketing and outreach opportunities.

ID: 6

Criteria: Take pictures of each item

Actor: SKC

Description: Photograph each individual item that has the potential to be sold to customers.

ID: 7

Criteria: Create work schedule for in store employees

Actor: SKC

Description: Create and post a weekly work schedule for in store employees.

ID: 8

Criteria: Transfer money to employees

Actor: SKC

Description: Calculate payroll and transfer money to individual employees.

ID: 9

Criteria: Produce cakes

Actor: SKC

Description: With the help of employees, create the physical cakes that will be sold and advertised.

ID: 10

Criteria: Hire Employees

Actor: SKC

Description: SKC wants to hire respectable and hard working employees to carry out the hands on needs of the company

ID: 11

Criteria: Fire Employees

Actor: SKC

Description: SKC wants to employee honest and hard working individuals, if a current employee does not fit that standard, they should be fired and replaced with someone who does.

ID: 12

Criteria: Delete customer

Actor: SKC

Description: SKC wants to have the ability to delete customers off of the order sheet or email sheet.

ID: 13

Criteria: Identify Target Market

Actor: SKC

Description: SKC wants to find the specific market that is interested in their product so that they can continue marketing to them.

ID: 14

Criteria: Hire shipping service

Actor: SKC

Description: SKC should hire a service to ship their product.

ID: 15

Criteria: Record shipping expenses

Actor: SKC

Description: SKC wants to keep track of all expenses related to shipping.

ID: 16

Criteria: Create shipping schedule

Actor: SKC

Description: SKC should create schedule that shows when a product should be delivered to a customer depending on the date and time that the purchase was finished.

ID: 17

Criteria: Create order form

Actor: SKC

Description: SKC should create a form that collects data on what product the customer wants to purchase.

ID: 18

Criteria: Create Rewards program

Actor: SKC

Description: SKC wants to create a program that rewards customers on the number of transactions made with Karoline.

ID: 19

Criteria: Look for local advertising opportunities

Actor: SKC

Description: SKC should explore local advertising opportunities in order to get the product and name out into the community.

ID: 20

Criteria: Set up online rating system for customers

Actor: SKC

Description: SKC wants to set up a rating system that will allow for customers to voice their pleasure or displeasure in the product provided.

ID: 21

Criteria: Create a Work email

Actor: SKC

Description: SKC wants to create a email that is used only for business needs and communication.

ID: 22

Criteria: Create a work phone number

Actor: SKC

Description: SKC wants to create a phone number that can be used as a contact phone number for any business needs.

ID: 23

Criteria: Track sales

Actor: SKC

Description: SKC wants a way to track and record each and every transaction made through the business.

ID: 24

Criteria: Track repeat customers

Actor: SKC

Description: SKC wants a way to track repeat customers in order to offer them rewards and potential sales.

ID: 25

Criteria: Create a form that requests a customers email

Actor: SKC

Description: SKC wants to create a form that will allow potential customers to input their email address when they visit the website.

ID: 26

Criteria: Record costs

Actor: SKC

Description: SKC wants to track and record how much money they are using every week/month/year.

ID: 27

Criteria: Record income

Actor: SKC

Description: SKC wants to track and keep records of how much money is being made every week/month/year.

ID: 28

Criteria: Record number of hours worked

Actor: SKC

Description: SKC needs a way to record how many hours each employee has worked per week in order to understand how much money they should be paid for their work.

ID: 29

Criteria: Record customer complaints

Actor: SKC

Description: SKC wants a way to keep track of customer complaints as a way to improve on those problems and improve the business.

ID: 30

Criteria: Improve customer communication

Actor: SKC

Description: SKC wants to improve the way customers and employees communicate and share problems and questions.

ID: 31

Criteria: Create forms to store customer transaction data

Actor: SKC

Description: Create forms to store and keep track of transaction data between customers and the business.

ID: 32

Criteria: Input email into form

Actor: SKC Customer

Description: Customer inputs their email into the form that is presented to them after entering the SKC website.

ID: 33

Criteria: Compare loan options if needed

Actor: SKC

Description: If loans are required to further improve the business, compare options and pick the most appropriate option.

ID: 34

Criteria: Research competitors information

Actor: SKC

Description: in order to improve her business, she should collect data about her competitors in order to improve on any flaws that she may have compared to other businesses.

ID: 35

Criteria: Create a social image

Actor: SKC

Description: SKC needs to create a image that will be used to mark their product as their own.

ID: 36

Criteria: Improve system for registration for rewards

Actor: SKC

Description: SKC needs to implement a rewards system that is straightforward and easy to use.

ID: 37

Criteria: Choose a payment process

Actor: SKC

Description: SKC needs to offer a quick and easy way to perform transactions both online and in store.

ID: 38

Criteria: Maintain customer relationships

Actor: SKC

Description: SKC wants to keep their current customers happy and informed in order to build long lasting relationships with their customers.

ID: 39

Criteria: Create pricing system

Actor: SKC

Description: SKC wants to implement a consistent pricing system.

ID: 40

Criteria: Create automated shipment confirmation tracker

Actor: SKC

Description: SKC wants a way to give their online customers a means of tracking their items shipment time and location.

ID: 41

Criteria: Create Website

Actor: SKC

Description: SKC wants a online platform to market items and perform transactions.

ID: 42

Criteria: Send updates and current deals to customers

Actor: SKC

Description: SKC wants to send updates and current deals to customers to who have signed up using their email.

ID: 43

Criteria: Improve Website layout

Actor: SKC

Description: Layout the website in a professional and easy to use manor.

ID: 44

Criteria: Collect pricing information

Actor: SKC

Description: SKC wants to use other website and sources to collect data about what prices should be used in their store.

ID: 45

Criteria: Create forms for collecting customer data

Actor: SKC

Description: Create forms that will collect customer data when purchasing items and signing up for rewards.

ID: 46

Criteria: Include instructions on how to make a purchase

Actor: SKC

Description: Create instructions on how a person should go about purchasing a product.

ID: 47

Criteria: Install and use a antivirus software

Actor: SKC

Description: SKC wants to install an antivirus software to keep both their customers and their finances safe from viruses.

ID: 48

Criteria: Train the employees

Actor: SKC

Description: Train the in store employees on how to deal with customers and teach them what to say to customers in order to keep them satisfied.

ID: 49

Criteria: Make sales projections and goals

Actor: SKC

Description: SKC wants to make projections and goals based on transaction data in order internally rate the business.

ID: 50

Criteria: Choose dates and times for sales

Actor: SKC

Description: SKC wants to set dates and times for future sales.