|  |  |
| --- | --- |
| UC Name | *Ad Management* |
| Summary | *This use case enables the marketing team to create and manage ads within the car selling platform, promoting deals and showing the listings to the right people.* |
| Dependency |  |
| Actors | *Primary Actor: Marketing Team Member*  *Secondary Actors: System Administrator* |
| Preconditions | *The actor must be logged in with marketing team credentials.*  *The actor has been granted permissions to access the Ad Management Module.* |
| Description of the Main Sequence | *1. Creating the Ad:*   * *The marketing team member selects the option to create a new ad.* * *The member fills in ad details, such as the way the ad will be shown, using a banner, a featured listing, etc. The content it will hold (images, videos, text), and the target audience.* * *The system validates the input and saves the ad.*   *2. Ad Scheduling:*   * *The member chooses the start and end dates for the ad to be shown.* * *The system checks for scheduling conflicts with other ads, if everything is right, it confirms it.*   *3. Ad Publishing:*   * *The member reviews the ad preview and submits it to be published.* * *The system loads the ad and sets it to be published to the right audience within the start and end dates set by the user.* |
| Description of the Alternative Sequence | *1. Ad Modification:*  *• Before the ad is published the marketing team can edit it to their liking.*  *• The system allows these modifications and updates the ad ad.*  *2. Ad Cancellation:*  *• The ad can be cancelled by the marketing team before it goes live.*  *• The system deletes the ad and confirms deletion and cancellation to the member.* |
| Non functional requirements | *• Performance: The system should load the Ad Management Module in 2 seconds for a smooth user experience.*  *• Usability: The interface should be minimal and easy to use in order for the marketing team not to spend too much time on training.*  *• Security: Only authorized users can interact with the ads. All interactions will be logged and stored.*  *• Scalability: The system should be able to handle many ads without performance issues.* |
| Postconditions | *• If an ad gets published successfully, it will be shown excactly like in the preview and withing the scheduled dates.*  *• The marketing team member can view and manage the ad through the Ad Management Module.*  *• Data related to the ad’s performance are collected and shown to the team for review.* |