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| UC Name | *Dynamic Content Personalization* |
| Summary | *This use case involves providing dynamic content personalization capabilities to the marketing team, allowing them to customize ads and promotions based on user behavior, preferences, and past interactions with the site. It includes personalizing car recommendations and promotional offers.* |
| Dependency | *This optional section describes whether the UC depends on other UCs.* |
| Actors | *-Marketing Team: Initiates the personalization of ads and promotions based on user data.*  *-System: Executes the dynamic content personalization process.* |
| Preconditions | *-The marketing team member must have access permissions.*  *-Sufficient user data, like behavior, preferences, and past interactions, must be available in the system.* |
| Description of the Main Sequence | *-The marketing team member logs into the system.*  *-The marketing team member navigates to the dynamic content personalization section.*  *-The marketing team member selects the type of content to personalize (e.g., car recommendations, promotional offers).*  *-The system retrieves user data, such as behavior, preferences, and past interactions.*  *-The marketing team member defines personalized criteria and rules for the selected content type (e.g., users who viewed SUVs in the past week, users who have clicked on previous promotional offers).*  *-The system applies the personalized criteria generates personalized content options.*  *-The marketing team member reviews and approves the personalized content options.*  *-The system deploys the personalized content to the appropriate channels (e.g., website, social media, email campaigns).* |
| Description of the Alternative Sequence | *-If insufficient user data is available for personalization, the system notifies the user, and the user may choose to proceed with generic content or refine the personalization criteria.*  *-If the generated personalized content options do not meet the marketing team's expectations, the marketing team member can adjust the criteria and rules for better results.* |
| Non functional requirements | *-The system should process and apply personalization rules in real-time or near-real-time to ensure fast delivery of personalized content.*  *-The system should continuously update user data and adapt personalization strategies based on user behavior and preferences.* |
| Postconditions | *-The marketing team successfully deploys personalized content to user behavior, preferences, and past interactions.*  *-The system logs the personalization process and outcomes for analysis.* |