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| UC Name | *User Feedback and Interaction Tracking* |
| Summary | *This use case involves providing tools within the system for collecting and analyzing user feedback on ads and promotions. It includes mechanisms for users to rate ads, report issues, or provide direct feedback.* |
| Dependency | *This optional section describes whether the UC depends on other UCs.* |
| Actors | *-Users: Provide feedback and interact with ads and promotions.*  *-Marketing Team: Access and analyze user feedback.* |
| Preconditions | *-Ads and promotions must be actively running within the system.*  *-Users must have access to the ads and promotions to provide feedback.* |
| Description of the Main Sequence | *-Users encounter an ad or promotion within the system.*  *-The system provides mechanisms for users to provide feedback.*  *-Users interact with the ad or promotion by clicking on it or viewing its content.*  *-The system tracks user interactions, including clicks, views, and time spent, and associates them with the respective ad.*  *-The marketing team accesses the collected feedback and interaction data within the system.*  *-The marketing team analyzes the feedback to identify areas for improvement.*  *-Based on the analysis, the marketing team optimizes future campaigns.* |
| Description of the Alternative Sequence | *-If a user encounters technical issues while providing feedback or interacting with an ad, the system provides alternative methods for submitting feedback.*  *-If the system encounters errors in tracking user interactions, it logs the issue for troubleshooting and notifies the marketing team.* |
| Non functional requirements | *-The system should provide user-friendly mechanisms for submitting feedback.*  *-Feedback submission and interaction tracking processes should be reliable and efficient.*  *-The system should protect user privacy and handle feedback data securely.* |
| Postconditions | *-User feedback and interaction data are successfully collected and stored within the system.*  *-The marketing team utilizes the collected data to optimize future campaigns.*  *-Any reported issues or concerns raised by users are addressed by the marketing team based on the feedback received.* |