**User Stories**

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| **As a** | **I want to** | **So that** |
| Customer | Browse the product catalog, filter the products, and search for specific item | I can easily find and explore products that match my preferences and needs. |
|  | View the product description, including the price tag and specifications | I can make informed purchasing decisions and understand the value of the products. |
|  | Add products to my shopping cart and review the contents before proceeding to checkout. | I can conveniently manage my shopping cart and ensure I have selected the desired items. |
|  | Easily create an account to track orders and manage my personal information. | I can monitor order tracking and correct information details. |
|  | Checkout through GCash QR or pay directly. | I can complete my purchase with the payment method of my choice, ensuring a secure transaction. |
|  | Receive email notifications about order confirmations, shipping updates, and promotions. | I can stay informed about the status of my orders and take advantage of promotional offers. |
|  | Track the status of my orders in real-time and view order history for reference. | I can monitor the progress of my orders and easily reference past transactions. |
|  | Provide feedback on services and the overall shopping experience through reviews and ratings. | I can share my experiences and contribute to the community while helping the platform improve. |
|  | Access a responsive and user-friendly website, ensuring a seamless experience across devices. | I can shop conveniently from any device, enhancing my overall experience with the platform. |

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| **As a** | **I want to** | **So that** |
| Admins | Log in securely to the admin dashboard with access control. | I can access and manage the administrative features necessary. |
|  | View an overview of key metrics such as total sales, order count, and other necessary data. | I can quickly assess the health and performance of the ecommerce platform. |
|  | Manage and update product listings, including adding new products and adjusting inventory levels. | I can keep the product catalog current and ensure accurate inventory management. |
|  | Process customer orders efficiently, update order statuses, and manage order fulfillment. | I can fulfill customer orders promptly and provide a positive buying experience. |
|  | Monitor and analyze sales trends, identifying top-selling products and revenue by category. | I can make informed decisions about product offerings and marketing strategies. |
|  | Access customer information and provide support for inquiries, orders, and returns. | I can assist customers effectively and address their queries or concerns. |
|  | Customize and manage promotions, discount codes, and marketing campaigns. | I can create and update promotional activities to attract and retain customers. |
|  | Generate and export detailed reports on sales, customer behavior, and product performance. | I can analyze data for strategic decision-making and business intelligence. |
|  | Monitor website performance, including page load times, error tracking, and security alerts. | I can ensure the website operates smoothly and address any issues promptly. |
|  | Update website content, banners, and announcements for special events or promotions. | I can keep the website content current and engage customers with relevant information. |
|  | Receive notifications for critical events, system updates, and security-related issues. | I can stay informed about the platform's status and respond quickly to any issues. |
|  | Maintain compliance with data protection regulations and ensure customer data security. | I can uphold legal and ethical standards while safeguarding customer privacy. |
|  | Access a user-friendly admin interface with customizable widgets and shortcuts for quick actions. | I can efficiently navigate and perform tasks based on my preferences and responsibilities. |
|  | Stay informed about the latest updates to the ecommerce platform and associated software. | I can leverage new features and improvements to enhance the platform's functionality. |
|  | Provide timely responses to customer feedback and reviews, addressing any concerns or issues. | I can maintain a positive relationship with customers and address their feedback constructively. |