**Phase 1: Problem Understanding & Industry Analysis**

**Requirement Analysis: -**

**Subscriber & Subscription Management**

Track subscriber status as Active, Paused, or Canceled and allow admins to create and edit subscription tiers with unique pricing and products.

**Automated Billing & Fulfillment**

Automated billing engine to generate invoices and process monthly payments. It also Handle failed payments by notifying customers to update payment info. Real-time inventory tracking with automatic stock deduction to prevent overselling.

**Subscriber Self-Service Portal**

Portal for subscribers to update shipping and payment details. Options to pause, resume, or cancel subscriptions. Access to order history, including payments and shipments.

**Business Analytics & Reporting**

Dashboard for viewing key business metrics. It also Reports on Monthly Recurring Revenue (MRR), Customer Churn Rate, and Inventory Levels.

**Stakeholder Analysis :-**

**Subscription Manager**: It Oversees daily operations, manages subscription plans, and monitors business performance dashboards.

**Fulfillment Coordinator**: Manages product inventory and processes paid orders for shipping from a clear fulfillment queue.

**Finance Manager**: Monitors revenue reports, tracks failed payments, and manages refund approvals.

**Subscriber (External User)**: The end customer who uses the self-service portal to manage their account and subscription.

**System Admin**: Manages the system configuration, security, and deployments.

**Business Flow Mapping: -**

New Subscriber Signs Up

Subscription Record Created (Status: Active)

Automated Billing Engine Runs (Monthly Cycle)

Invoice Generated & Payment Attempted

Payment Outcome (Decision)

Invoice Status set to 'Paid' Shipment Record Created Order enters Fulfillment Queue Next Billing Date Updated (Cycle Repeats Next Month)

Invoice Status set to 'Failed' Dunning Process Begins (Email Sent to Customer) (Awaiting Customer Action)

**Industry-specific Use Case Analysis**

The Subscripify platform is specifically designed to address the unique challenges of the subscription box industry. Its primary function is to serve as a reliable, automated **recurring revenue engine**, managing the entire monthly cycle of billing and payments. The key goal is to reduce customer cancellations with features designed to keep them, like a flexible "pause subscription" option. Also, because we ship physical goods, the system requires precise, real-time inventory management to prevent selling out-of-stock items and ensure happy customers.