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**Complex Use Case: Manage Seasonal Promotions**

**User Story**

As a Marketing Manager, I want to plan, create, launch, and monitor seasonal promotions so that I can boost sales during peak seasons.

**Activity Diagram**

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**UI Design**

*A screenshot of a cellphone

Description automatically generated*

**Use Case Description: Manage Seasonal Promotions**

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| --- | --- | --- | --- |
| Use Case Name | Manage Seasonal Promotions | | |
| Triggering Event | The need to boost sales during peak seasons. | | |
| Brief Description | This use case involves planning, creating, launching, and monitoring seasonal promotions. | | |
| Actors | Marketing Manager | | |
| Related Use Cases |  | | |
| Preconditions | The Marketing Manager has logged into the system. | | |
| Post Conditions | The promotion is planned, created, and launched. | | |
| Flow of activities | Actor | | System |
|  |  | Selects "Manage Promotions". | Displays the promotions management interface. |
|  |  | Selects "Plan New Promotion". | Prompts for promotion details (name, description, goals, start and end dates). |
|  |  | Enters promotion details. | Saves the promotion plan. |
|  |  | Selects "Create Promotion". | Prompts for additional details (discounts, products included). |
|  |  | Enters additional details. | Saves the promotion and sets the launch date. |
|  |  | Selects "Launch Promotion". | Makes the promotion active and available to customers. |
|  |  | Monitors promotion performance. | Displays real-time performance metrics. |
|  |  | Adjusts promotion as needed. | Updates the promotion details based on performance analysis. |
|  |  | Concludes the promotion. | Marks the promotion as completed and archives the data for future reference. |
| Exception Conditions | Marketing Manager chooses to cancel the promotion planning or creation process. | | |

**Class Diagram**

***A diagram of a company

Description automatically generated***

**Sequence Diagram**

***![A diagram of a project

Description automatically generated]()***