User Stories for ConnectED

User Stories for Admin Persona:

1. **AS AN ADMINISTRATOR,**

   - I WANT TO monitor user activity and analytics,

     - SO THAT I can identify trends, ensure platform engagement, and make data-driven decisions for platform improvements.

   - Acceptance Criteria:

     - The admin can access analytics dashboard displaying user activity metrics such as daily active users, new registrations, and engagement rates.

     - The admin can view reports on popular content, user demographics, and traffic sources.

     - The admin receives automated alerts for significant changes in user activity or platform performance.

2. **AS AN ADMINISTRATOR,**

   - I WANT TO manage reported issues and support requests,

     - SO THAT I can provide timely assistance to users, resolve conflicts, and maintain a positive user experience.

   - Acceptance Criteria:

     - The admin receives notifications for reported issues and support requests submitted by users.

     - The admin can assign and track the status of each reported issue, including resolution steps and communication history.

     - The admin can prioritize and escalate critical issues requiring immediate attention.

User Stories for Advertiser Persona:

3. **AS AN ADVERTISER,**

   - I WANT TO analyse audience insights and behaviour,

- SO THAT I can refine targeting strategies, optimize ad campaigns, and maximize return on investment.

- Acceptance Criteria:

  - The advertiser can access audience insights dashboard displaying demographic data, interests, and behavioural patterns of ad viewers.

  - The advertiser can segment audience based on engagement levels, conversion rates, and purchase intent.

  - The advertiser can use audience insights to adjust targeting parameters and ad creatives for better ad performance.

4. **AS AN ADVERTISER,**

- I WANT TO schedule and automate ad campaigns,

  - SO THAT I can streamline ad management processes, maintain campaign consistency, and save time on manual tasks.

- Acceptance Criteria:

  - The advertiser can set start and end dates for ad campaigns, including specific time slots for ad delivery.

  - The advertiser can automate ad scheduling based on predefined rules such as peak engagement hours and audience time zones.

  - The advertiser receives notifications for upcoming campaign launches, performance updates, and campaign completion.

User Stories for Recruiter Persona:

3. **AS A RECRUITER,**

- I WANT TO track candidate interactions and communication history,

  - SO THAT I can personalize recruitment efforts, follow up on candidate responses, and maintain professional relationships.

- Acceptance Criteria:

    - The recruiter can view detailed communication history with each candidate, including messages sent, responses received, and interview schedules.

    - The recruiter can tag candidates based on their recruitment status (e.g., contacted, interviewed, hired) for easy tracking and organization.

    - The recruiter receives reminders for pending candidate interactions and follow-up actions.

4. **AS A RECRUITER,**

    - I WANT TO collaborate with team members on recruitment tasks,

        - SO THAT I can streamline recruitment processes, share candidate insights, and make informed hiring decisions as a team.

    - Acceptance Criteria:

        - The recruiter can create collaborative recruitment projects and invite team members to participate.

        - The recruiter and team members can assign tasks, share candidate profiles, and provide feedback within the recruitment project workspace.

        - The recruiter receives notifications for new team comments, task updates, and project milestones.

User Stories for User Personas:

5. **AS A PROFESSIONAL USER,**

    - I WANT TO discover and join relevant professional groups and communities,

        - SO THAT I can expand my network, engage in discussions, and access valuable resources within my industry.

    - Acceptance Criteria:

- The user can search for professional groups and communities based on interests, industries, and expertise areas.

- The user can browse group profiles, including member demographics, recent activities, and group rules.

- The user can join selected groups, participate in discussions, and access group-specific resources and events.

6. **AS A STUDENT USER,**

- I WANT TO receive personalized recommendations for educational resources and career opportunities,

  - SO THAT I can explore relevant learning materials, internship programs, and job vacancies aligned with my academic interests and career goals.

- Acceptance Criteria:

  - The user receives personalized recommendations based on academic background, interests, and career aspirations.

  - The user can explore recommended educational resources, including online courses, tutorials, and academic articles.

  - The user can apply for internship programs and job vacancies recommended based on their profile and preferences.