User Stories for ConnectED

User Stories for Admin Persona:

1. **AS AN ADMINISTRATOR,**

   - I WANT TO efficiently manage user accounts,

     - SO THAT platform security and user integrity are maintained, and users receive appropriate actions on their accounts.

   - Acceptance Criteria:

     - The admin can view a list of all user accounts with details including username, email, and account status.

     - The admin can suspend or delete user accounts, with options to provide a reason for action.

     - The admin receives notifications for any suspicious account activities.

2. **AS AN ADMINISTRATOR,**

   - I WANT TO review and moderate user-generated content,

     - SO THAT community guidelines and standards are upheld, ensuring a safe and respectful environment for all users.

   - Acceptance Criteria:

     - The admin can access a dashboard displaying flagged content, categorized by type (posts, comments, media).

     - The admin can view detailed content, including text, images, and associated user information.

     - The admin can take actions such as removing, warning, or approving content, with an option to add notes for reference.

User Stories for Advertiser Persona:

1. **AS AN ADVERTISER,**

- I WANT TO create targeted advertisements,

  - SO THAT specific audience segments are reached, and campaign effectiveness is maximized, leading to higher ROI.

- Acceptance Criteria:

  - The advertiser can create new advertisement campaigns with options to set budget, duration, and target demographics.

  - The advertiser can upload creative assets including images, videos, and ad copy.

  - The advertiser receives a preview of the ad and targeting criteria before finalizing the campaign.

2. **AS AN ADVERTISER,**

- I WANT TO track the performance of my advertisements,

  - SO THAT ad spend is optimized and campaign performance can be improved, resulting in better returns on investment.

- Acceptance Criteria:

  - The advertiser can view real-time metrics including impressions, clicks, click-through rate (CTR), and conversion rate.

  - The advertiser can compare performance metrics across different ad sets and adjust targeting parameters accordingly.

  - The advertiser receives automated email reports summarizing campaign performance at predefined intervals.

User Stories for Recruiter Persona:

1. **AS A RECRUITER,**

- I WANT TO search and filter user profiles for potential candidates,

- SO THAT qualified candidates matching specific job requirements can be identified quickly, expediting the recruitment process.

  - Acceptance Criteria:

    - The recruiter can search for users based on criteria such as skills, experience, education, location, and industry.

    - The recruiter can apply multiple filters to narrow down search results and prioritize candidates.

    - The recruiter receives a notification when new candidates matching the search criteria join the platform.

2. **AS A RECRUITER,**

   - I WANT TO contact potential candidates for job opportunities,

     - SO THAT communication can be initiated promptly, facilitating the recruitment process, and reducing time-to-hire.

   - Acceptance Criteria:

     - The recruiter can send personalized messages to selected candidates, introducing the job opportunity and company.

     - The recruiter can track message delivery and view candidate responses in real-time.

     - The recruiter receives notifications for unread messages and pending candidate responses.

User Stories for User Personas:

1. **AS A PROFESSIONAL USER,**

   - I WANT TO create and share posts related to my professional interests,

     - SO THAT my expertise can be showcased, networking opportunities can be expanded, and valuable discussions can be initiated.

   - Acceptance Criteria:

- The user can create new posts containing text, images, links, and embedded media.

- The user can select appropriate tags and categories for their posts to reach relevant audiences.

- The user can share posts to their profile, specific groups, or public feeds based on privacy settings.

2. **AS A STUDENT USER,**

- I WANT TO connect with other students in my field of study,

  - SO THAT collaboration on projects, exchange of study materials, and academic support can be facilitated, leading to enhanced learning experiences.

- Acceptance Criteria:

  - The user can search for other students based on criteria such as university, major, year of study, and interests.

  - The user can send connection requests with personalized messages to initiate networking.

  - The user receives notifications for new connection requests and pending responses.

3. **AS A PRACTITIONER USER,**

- I WANT TO participate in discussions and share insights with fellow practitioners,

  - SO THAT I can stay updated with industry trends, share best practices, and seek professional advice, fostering continuous learning and growth.

- Acceptance Criteria:

  - The user can engage in discussions by commenting on posts, asking questions, and providing insights.

  - The user can follow specific topics or communities of interest to receive relevant updates and notifications.

- The user can receive recognition and feedback from peers for valuable contributions to discussions.

4. **AS AN EXPERIENCED USER,**

   - I WANT TO mentor junior members and provide guidance in my area of expertise,

     - SO THAT I can contribute to the professional development of others, share industry insights, and build leadership skills, fostering a supportive community.

   - Acceptance Criteria:

     - The user can participate in mentorship programs or communities dedicated to knowledge sharing and skill development.

     - The user can offer mentorship by responding to mentorship requests, providing feedback on projects, and sharing career advice.

     - The user receives recognition and appreciation from mentees and peers for their mentorship contributions.