

# User Role Analysis

## Customer

### Role description

Individuals browsing and purchasing products

### Concerns/Requirements

They want to have quick and easy navigation, logical grouping of products, multiple payment options, simplified checkout process with a guest checkout option (no data or minimal data collected at checkout). They are also concerned with secure payment processing and protection of their personal information.

## Website Administrator

### Role description

Website administrator responsible for managing and updating the website (product listing, pricing, promotion) and maintaining customer accounts

### Concerns/Requirements

Website Admin wants easy-to-use tools for updating product listings, images, pricing, and promotional banners. Also wants features allowing for easy management of user accounts, permissions, and access levels, features for implementing security protocols, managing SSL certificates, and protecting against cyber threats. Of interest are also features for monitoring and optimizing website performance. backup and recovery solutions.

## Sales Manager

### Role description

The sales manager oversees sales operations and strategies, including monitoring sales performance, and optimizing sales processes to achieve revenue targets.

### Concerns/Requirements

Access to sales data and analytics tools for tracking sales performance, identifying trends, and making data-driven decisions. Tools for managing leads, tracking customer interactions, and nurturing leads through the sales funnel. may need integration with customer relationship management (CRM).

## **Marketing Team**

### **Role description**

Responsible for creating and implementing marketing campaigns to drive traffic and sales.

### **Concerns/Requirements**

The marketing team needs tools for managing website content, creating landing pages, and publishing blog posts, articles, and other promotional content. Analytics tools for tracking the effectiveness of marketing campaigns, monitoring website traffic, and measuring conversion rates. integration with social media platforms. tools for improving conversion rates through data-driven experimentation.

## **Customer Service Representatives**

### **Role description**

Handling inquiries, complaints, and providing assistance to customers.

### **Concerns/Requirements**

Customer service representatives need communication tools for interacting with customers via live chat, email, phone, or social media to address inquiries and resolve issues promptly. Representatives need a ticketing system for managing customer inquiries, assigning tasks, and tracking resolution times to ensure timely and efficient customer support.

## **Web Developers/IT Team**

### **Role description**

Responsible for website development, maintenance, and troubleshooting technical issues.

### **Concerns/Requirements**

Developers require access to development and testing environments for building and deploying website updates, plugins, and custom features.