Southern Supply Company

User Cases

1. Customer Purchase Case

* A user visits our site after being referred from some a search engine after querying “construction supplies.”
* They’re in need of hardwood for their next weekend warrior project. The user likes the design and layout and decides to click through to our “hardwood” section to browse the catalog.
* The user finds the most highly rated product and adds 5 to cart. They’re in turn sent to our dynamic cart system where they click “checkout now” on the bottom right.
* They now can enter their billing information before completing and reviewing the purchase.
* Our curious customer doesn’t stop there and decides to check his purchase history via his personalized “Account” page that is available to him after registering.

1. Customer Return Case

* A user is dissatisfied with the latency in which the product is delivered and decides to take action.
* They visit the site, log in, but are unable to cancel their item since we deal with a high overhead and low profit margins.
* Luckily they are able to locate the contact information conveniently located on the footer of the page.
* They decide to take it to the next step and contact us via our posted phone number. After consulting with our customer we find that nothing can be done about their lost shipment.
* We proceed to process their return and hope to have their money back within the next six months.

1. New Product to Catalog (Admin)

* The super user, our site manager, code-named “admin,” decides we aren’t selling enough Hardwood products after he sees our Google Analytics.
* Admin decides that he is going to list the rest of the back-stock of hardwood that has been piling up.
* Admin visits the page, logs in via the top right corner with their username and password.
* Admin is presented with a confirmation of session status and is offered the chance to visit the “Admin Panel” via hyperlink.
* Admin is lead to a top secret secure page that only he can access since he’s the super user. He is presented with an easy to understand table that lists our vast inventory. This table is not just a table, and is in fact and tool used to input and remove products from our SQL database querying and manipulation platform.
* Admin proceeds to “+” some products into existence under the right categories.
* Products are added.

1. Product Fulfillment Case

* Customer visits site and logs in via the top right log in hyperlink that allows the user to log in.
* After logging in via the login button on the top right they proceed to be redirected to the homepage.
* From here, they are confident they’re logged in and they decide to browse the softwood section of our site via the easy to spot navigation submenu.
* After browsing for a few hours, our potential client decides to buy 5 Oriented Strand Boards. He does this by increasing the quantity of items in his cart by changing the quantity value in the selection box.
* Customer proceeds to click the “Add to Cart” button that takes him to the “cart.php” page in which leads him to confirmation after entering billing and shipping information.
* The number of Oriented Strand Boards is then subtracted from our database and becomes unavailable for sale. We also print out the metadata for the item and affix any needed labeling.
* Product is processed once the payment in confirmed and our customer receives their boards in the next 7-10 business days via UPS depending on their location.

5. Search Case

* Customer lands on our page via the search engine Google. The referred keyword was “construction supplies” and was likely the result of perfect SEO practices on our part.
* From here the visitor is now on our site, but doesn’t know what to buy or where to buy it.
* They decide to take advantage of our search feature that conveniently placed on the right side of the sub-navigation bar. They start typing…
* As the letters come out the customer is pleasantly surprised by the instant search that appears before them.
* They either finish typing or click on their desired product from the dropdown.
* They get redirected to the product in question. The search is complete.
* The customer isn’t happy because they don’t know what they want. They proceed to take advantage of our extensive categorical divisions in inventory to attain a better understanding of what they really need. This is done through strategically placed category sub-navigation.

1. User Account Case

* A typical return visitor hits our site once again and logs in via the login navigation.
* The visitor is now allowed to access their account page (located next to the login link.) After clicking this link, the user is taken to their own client page.
* This is the backend for the visitor and allows them to see all their account details.
* A few of the things this visitor might see include: their address, their shipping history and/or their billing history.
* All important information regarding the relationship between us and the customer, as it pertains to the customer, are found on this subpage.
* The user sees that he has wasted over a grand in lumber this week and decides to call it quits.

1. User Review Case

* Customer feedback is important as it helps us provide better products at better prices. The typical visitor that registers with us has the ability to log in to their account and…
* Rate products no matter if they’ve bought it or not. Everyone has vote with us since we promote transparent business practices.
* A typical visitor landing on our site would be able to shop around and find the best prices on the best products. This visitor could proceed to select a product that is extremely overpriced and call us out on it by leaving a slanderous review. At this point we’d admit our error and keep an extra eye on prices in the future.

1. Updated Cart Case

* A random visitor that came one day was on the fence about what type of lumber to buy for his woodcarving obsession.
* This visitor adds five different products to their cart before removing them again for unknown reasons. The customer then proceeds to add them back again.
* Said customer proceeds to remove items from their online cart at will. The ability to add and remove the items from the cart allows us to serve this customer more efficiently.
* For those wondering, the ability to add to the cart is accessed on the right side the the product description next to the quantity input.

1. Security Breach Case

* A “visitor” drops by out of the blue one day and proceeds to brute force our login gateways. UCF saves us.
* The dictionary blast wasn’t able to blow through the defenses, and after banning the IP block of the bandit in question we tightened up security across the board.
* But our little friend wasn’t done, not by a long shot.
* The bandit proceeds to SQL inject every last one of our five page website’s entries with feverish glee.
* Unfortunately for our dear vandal we were way ahead of the game and already sanitized every last input down to the last input.

1. Logout Case

* After viewing their favorite products, visitors have the option to logout.
* The typical visitor would be notified of the ability to log-out through the main right side hyperlink navigation.
* After arriving on the site for the first time, all users are by default logged out or not registered with the customer database.
* Our SESSION variables take care of the heavy lifting so the user can focus on securely spending more money at our state of the art web e-commerce platform.
* And when the time comes for the visitor to leave rest assured they’ll be well informed on how to do so.