

# Project

⊙ Class type	Project
☑ Reviewed?	<input type="checkbox"/>

## Deliverable I

### Requirements elicitation: stakeholder roles, user stories, backlog planning.

#### 1. Stakeholder roles

##### Primary stakeholders:

- **Vendors (Business Owners):**
  - **Goals:** Create and manage listings for their products or services to gain visibility in the community.
  - **Needs:** Simple mobile-friendly form to add listings, image uploads, category selection, and contact options.
  - **Pain Points:** Complex registration processes, unclear approval rules, low visibility.
  - **Success Metric:** Ability to create and publish a listing in under 10 minutes.
- **Customers (Residents / Potential Clients):**
  - **Goals:** Easily find local services or shops and contact them directly.
  - **Needs:** Fast search, relevant filters (category, location, price), clear contact options.
  - **Pain Points:** Too many irrelevant results, outdated listings, hidden contact info.
  - **Success Metric:** Search results show relevant vendors in <1 second; ≥70% of users find what they search for.
- **Admin/Moderator:**
  - **Goals:** Maintain quality and trust of listings by approving or disabling content.
  - **Needs:** Dashboard for moderation, ability to edit categories, and view reports.
  - **Pain Points:** Too many manual approvals, unclear rejection reasons.

- **Success Metric:** Review and approve listings within 24 hours.

## 2. User Stories

- **Accounts & Authentication**

- 1. **Sign up & verify**

- *Story:* As a vendor, I want to create an account and verify my email so I can log in and manage listings.
    - *Acceptance Criteria:*
      - When I submit a valid email and password, I receive a verification email.
      - When I click the verification link, my account is marked verified and I can log in.

- 1. **Login/Logout**

- *Story:* As a user, I want to log in and log out securely so that my session is protected.
    - *Acceptance Criteria:*
      - Login form accepts only verified users.
      - Logout clears the session token and redirects to the homepage.

- 2. **Forgot Password**

- *Story:* As a user, I want to reset my password so I can recover my account if I forget it.
    - *Acceptance Criteria:*
      - Requesting a reset sends a time-limited email link.
      - Setting a new password requires confirmation and minimum complexity.

- **Vendor Listings**

- 1. **Create a listing**

- *Story:* As a vendor, I want to create a listing with title, category, description, price, and photo.
    - *Acceptance Criteria:*

- All required fields are validated before saving.
- Listing status = “draft” until published.
- Vendor can preview before submitting.

## 2. Publish a listing

- *Story:* As a vendor, I want to publish a listing for review so that it becomes visible to customers once approved.
- *Acceptance Criteria:*
  - Publishing changes status from “draft” → “pending\_review”.
  - Admin must approve before it appears on the public page.

## 3. Edit or delete a listing

- *Story:* As a vendor, I can update or remove my listings to keep them accurate.
- *Acceptance Criteria:*
  - Editing reverts the listing to “pending\_review”.
  - Deleting moves it to “archived” status, not permanently removed.

## 4. View listing analytics

- *Story:* As a vendor, I can view analytics on my listings so I can improve performance.
- *Acceptance Criteria:*
  - The vendor dashboard displays key metrics (e.g., views, clicks, inquiries) for each listing.
  - Analytics update automatically when listings receive new interactions.
  - The system summarizes data in simple charts or statistics visible only to the listing owner.

## • Search & Discovery

### 1. Keyword search

- *Story:* As a visitor, I want to search listings by keywords so that I can quickly find relevant businesses.
- *Acceptance Criteria:*

- Searching returns paginated results ranked by relevance.
- Search matches title, description, and tags.

## 2. Filter by category and location

- *Story:* As a user, I want to filter by category and location to narrow down results.
- *Acceptance Criteria:*
  - Selecting a category reloads the results in real-time (without full refresh).
  - Selected filters appear as removable “chips”.

## 3. Sort results

- *Story:* As a user, I can sort results by newest or most relevant to find updated listings.

## • Favorites & Interaction

### 1. Favorite listings

- *Story:* As a logged-in user, I want to favorite listings so I can view them later.
- *Acceptance Criteria:*
  - Heart icon toggles on/off and persists in the database.
  - “My Favorites” page lists all saved listings.

### 2. Send inquiry

- *Story:* As a customer, I want to contact vendors through a message form.
- *Acceptance Criteria:*
  - A message thread is created between user and vendor.
  - Vendor receives an email notification with the message content.

## • Admin & Moderation

### 1. Approve or disable listings

- *Story:* As an admin, I can approve or disable vendor listings.
- *Acceptance Criteria:*

- Approved listings become visible publicly.
- Disabled listings are hidden but remain stored in the database.

## 2. Manage categories

- *Story:* As an admin, I can add, rename, or delete categories.
- *Acceptance Criteria:*
  - All changes are reflected instantly in the vendor creation form.

## 3. Backlog Planning

### Epics Overview

Epic ID	Epic Title	Description
E1	Account & Authentication	Covers user registration, email verification, login, logout, and profile management.
E2	Vendor Listings	Enables vendors to create, edit, publish, and manage product or service listings.
E3	Search & Discovery	Allows visitors to search listings using keywords, categories, locations, and sorting options.
E4	Favorites & Interaction	Supports user engagement features such as inquiries, messaging, and saving favorite listings.
E5	Admin & Moderation	Provides admin tools for approving or disabling listings, and managing listing categories.

### User Story Overview

ID	Epic	User Story
US1	E1	As a <i>vendor</i> , I want to create an account and verify my email so I can log in and manage listings.
US2	E1	As a <i>user</i> , I want to log in and log out securely so that my session is protected.
US3	E1	As a <i>user</i> , I want to reset my password so I can recover my account if I forget it.

ID	Epic	User Story
US4	E2	As a <i>vendor</i> , I want to create a listing with title, category, description, price, and photo.
US5	E2	As a <i>vendor</i> , I want to publish a listing for review so that it becomes visible to customers once approved.
US6	E2	As a <i>vendor</i> , I can update or remove my listings to keep them accurate.
US7	E3	As a <i>visitor</i> , I want to search listings by keywords so that I can quickly find relevant businesses.
US8	E3	As a <i>user</i> , I want to filter by category and location to narrow down results.
US9	E3	As a <i>user</i> , I can sort results by newest or most relevant to find updated listings.
US10	E4	As a <i>logged-in user</i> , I want to favorite listings so I can view them later.
US11	E4	As a <i>customer</i> , I want to contact vendors through a message form.
US12	E5	As an <i>admin</i> , I can approve or disable vendor listings.
US13	E5	As an <i>admin</i> , I can add, rename, or delete categories.
US14	E2	As a <i>vendor</i> , I can view analytics on my listings so I can improve performance.

### MoSCoW Backlog Priority

Priority	Stories	Description
<b>MUST</b>	US1, US2, US4, US5, US7, US8, US12	Core features required for MVP functionality.
<b>SHOULD</b>	US3, US6, US10, US11, US13	Important enhancements that improve usability and completeness.
<b>COULD</b>	US9, US14	Optional or nice-to-have features for later iterations.
<b>WON'T (this time)</b>	Payment processing, booking system, vendor analytics dashboard.	Excluded from current phase (for later project stages).