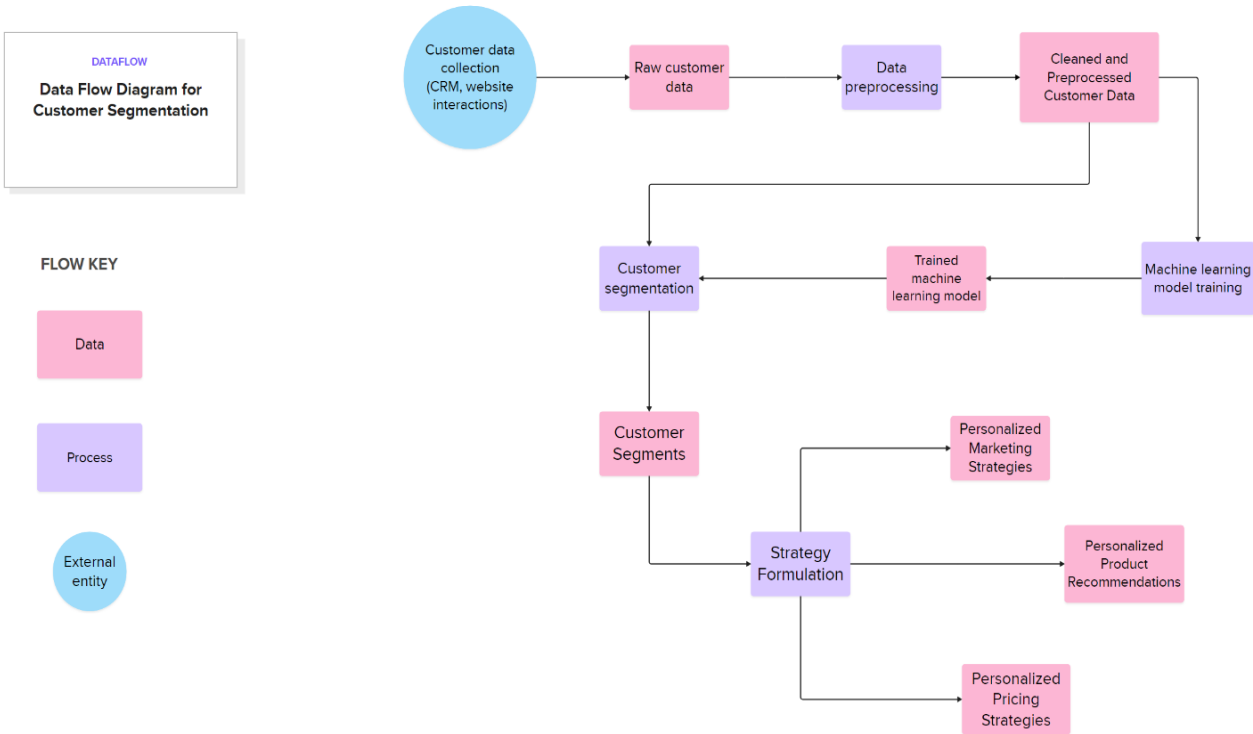


PROJECT DESIGN PHASE 2

DATA FLOW DIAGRAMS AND USER STORIES

Date	23 October 2023
Project Name	Understanding audience: A machine learning approach to customer segmentation
Marks	4 marks

Data Flow Diagram



## User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer	Targeted Product displays	USN-1	As a user, I want to see products that align with my interests.	I can access my account / dashboard	High	Sprint-1
	Better search results	USN-2	As a user, I will easily find the product I am looking for.	I can receive confirmation email & click confirm	High	Sprint-1
	Review screening	USN-3	As a user, I will read authentic reviews from trusted sources	I can register & access the dashboard with Facebook Login	Low	Sprint-2
Customer Care Executive	User Experience	USN-4	As a customer care executive, I want the user to feel wanted and important, so it increases the chances of them using our services again in the future	Better user experience for customer retrieval	Medium	Sprint-2
Admin	Segmentation	USN-5	As an administrator, I want better information about the customer for targeted actions	We will show products aligned with the user's interests	High	Sprint-1
	Reminder messages	USN-6	As an administrator, I would want the user to get a message informing them about the product that has been in their cart for too long.	Reminder emails regarding saved but not bought products	Medium	Sprint-2