User stories

User story 1

As a contractor customer, I want to be able to place orders online using my mobile phone so that I can quickly and conveniently order supplies while I'm on the job site.

Acceptance criteria

- **Mobile Compatibility**: The online ordering system must be fully accessible and functional on mobile devices, including smartphones and tablets. And the mobile interface should be responsive, adapting to different screen sizes and orientations without compromising usability**.**
- **User Authentication**: Contractor customers must be able to log in to their accounts securely using their mobile devices. And the system should support biometric login where possible for faster access.
- **Product Catalog Access**: Customers must be able to easily browse or search the entire product catalog from their mobile devices.
- **Order Placement Process**: The order placement process should be simple and intuitive, allowing customers to add items to their cart, review the order, and complete the purchase with minimal steps.
- **Payment Options**: The mobile system should support multiple payment methods, including credit/debit cards, bank transfers, and account-based payments, and the payment process should be secure, with clear confirmation of successful transactions.
- **Order Confirmation**: Upon placing an order, customers should receive an immediate confirmation on their mobile device, including an order summary, expected delivery date, and a unique order ID.
- **Order Tracking**: After placing an order, customers should be able to track the status of their order directly from their mobile device.

User story 2

As a contractor customer, I want to view my order history in the online system so that I can easily track what I've ordered in the past and avoid duplicate orders.

Acceptance criteria

- **Order History Access**: Contractor customers must be able to access their complete order history after logging into the online system.
- **Display of Past Orders**: The system must display a list of past orders, including the date of purchase, order ID, items purchased, quantities, total cost, and delivery status.
- **Search and Filter Functionality**: Customers should be able to search their order history by keywords, such as product names, order IDs, or dates.
- **Detailed Order View**: Customers must be able to click on any past order to view a detailed summary, including individual item descriptions, quantities, prices, payment method, and delivery details.
- **Reorder Functionality**: When reordering, customers should have the option to adjust quantities or remove items before finalizing the new order.

User story 3

As a contractor customer, I want to receive targeted promotions based on my purchasing habits so that I can take advantage of relevant discounts and loyalty rewards that help me save money.

Acceptance criteria

- **Customer Profile and Purchase Tracking**: The system must track and analyze each contractor customer's purchasing habits, including frequency, product categories, and average order value.
- **Targeted Promotion Generation**: The system should automatically generate promotions and discounts tailored to each customer based on their purchase history and preferences.
- **Notification of Promotions**: Contractor customers should receive notifications of targeted promotions via multiple channels, including email, SMS, and within the online ordering system.
- **Promotion Visibility**: Targeted promotions should be prominently displayed when customers log in to the online system, either on the homepage, in a dedicated promotions section, or during the checkout process.
- **Expiration and Validity**: The system should provide clear information on the validity period of each promotion, including start and end dates.
- **Promotion Tracking and Feedback**: The system should track the effectiveness of targeted promotions, including how often they are redeemed and the impact on sales.

Usage Scenario

Online Ordering and Promotions for LC's Contractor Customers

Chris, an electrical contractor and long-time customer of LC, is at a busy construction site, juggling multiple tasks. He realizes he needs more circuit breakers to complete the installation. However, with limited time to place the order, Chris pulls out his smartphone and opens LC's online ordering system.

He quickly accesses the system to check product availability and place an order. First, he locates the specific circuit breakers required for the project and adds them to his cart. Before finalizing the order, Chris looks for any available discounts or promotions to save money. Once satisfied, he swiftly completes the purchase, ensuring that the supplies will be delivered as soon as possible. It is crucial for Chris to confirm that the order has been successfully placed and will arrive on time.

Actor	Chris, an electrical contractor and long-time customer of LC
Environment	A busy construction site
Goal	Chris wants to quickly order additional electrical supplies that are needed for the project and take advantage of targeted promotions to save money on his purchase

Tasks	1. Chris wants to quickly access LC's online ordering system
	2. Chris hopes to find the specific circuit breakers required for the project.
	3. Chris needs to add purchase items into cart.
	4. Chris wants to save money by using any available discounts or promotions.
	5. Chris aims to complete the purchase swiftly so that the supplies can be delivered as soon as possible.
	6. Chris hopes to ensure that the order has been successfully placed and will be delivered on time.