

**Sweet Karoline's Cakes
Create Marketing Campaign**

Version 0.1

Sweet Karoline's Cakes	Version: 0.1
Create Marketing Campaign	Date: 10/14/2018
DMC	

Revision History

Date	Version	Description	Author
10/10/2018	0.1	Started Document	Bailey Flaherty

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Use Case Specification: Create Marketing Campaign

1. Create Marketing Campaign

1.1 Brief Description

The actor of Sweet Karoline's Cakes website wants to create marketing campaigns and target them towards their customer base. Campaigns can be presented in the form of discount code or other promotional deals. These marketing campaigns will be featured on the website and can also be emailed selectively to the customer base.

1.2 Basic Flow

The actor decides to create a marketing campaign

The actor navigates to the website.

The actor logs into their account.

The actor navigates to the marketing campaign list.

The actor clicks "Create"

A window is popped up, and the actor enters the details of the campaign and attaches images.

The actor selects both a start date and end date.

The actor clicks "Save".

The marketing campaign is now posted.

1.3 Alternative Flows

1.3.1 Email campaign to customer

The actor wants to send emails notifying the customer of new campaigns.

The actor navigates to the marketing campaign list.

The actor selects the campaign they want to send.

The actor clicks "Email Campaign"

The actor selects the customers they want to be emailed.

The actor selects "Send".

2. Special Requirements

2.1 Legality of Providing Discount Code

Marketing Campaigns must have precise details on the discount as well as the end dates of discounts to avoid potential legal disputes.

3. Pre-conditions

3.1 Marketing Campaign concept developed

The actor must have thought of a marketing campaign to implement.

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4. Post-conditions

4.1 Marketing Campaign will have expiration dates.

Each marketing campaign must have a date on which it expires. After the established date has passed the campaign will be discontinued and may no longer be applied.

5. Extension Points

5.1 Logging In

If the actor is not logged in, they must log in first.

5.2 Logging Out

If the actor chooses to log out at the end.