

FIGURE 3-11C,D,E
 Use cases and users/actors by
 CSMS subsystem (continued)

CSMS Customer account subsystem	
Use cases	Users/actors
Create/update customer account	Customer, customer service representative, store sales representative
Process account adjustment	Management
Send message	Customer
Browse messages	Customer
Request friend linkup	Customer
Reply to linkup request	Customer
Send/receive points	Customer
View "mountain bucks"	Customer
Transfer "mountain bucks"	Customer

CSMS marketing subsystem	
Use cases	Users/actors
Add/update product information	Merchandising, marketing
Add/update promotion	Marketing
Add/update accessory package	Merchandising
Add/update business partner link	Marketing

CSMS reporting subsystem	
Use cases	Users/actors
Produce daily transaction summary report	Management
Produce sales history report	Management, marketing
Produce sales trends report	Marketing
Produce customer usage report	Marketing
Produce shipment history report	Management, shipping
Produce promotion impact report	Marketing
Produce business partner activity report	Management, marketing

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FIGURE
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FIGURE 3-11A,B
*Use cases and users/actors by
 CSMS subsystem*

CSMS sales subsystem	
Use cases	Users/actors
Search for item	Customer, customer service representative, store sales representative
View product comments and ratings	Customer, customer service representative, store sales representative
View accessory combinations	Customer, customer service representative, store sales representative
Fill shopping cart	Customer
Empty shopping cart	Customer
Check out shopping cart	Customer
Fill reserve cart	Customer
Empty reserve cart	Customer
Convert reserve cart	Customer
Create phone sale	Customer service representative
Create store sale	Store sales representative

CSMS order fulfillment subsystem	
Use cases	Users/actors
Ship items	Shipping
Manage shippers	Shipping
Create backorder	Shipping
Create item return	Shipping, customer
Look up order status	Shipping, customer, management
Track shipment	Shipping, customer, marketing
Rate and comment on product	Customer
Provide suggestion	Customer
Review suggestions	Management
Ship items	Shipping
Manage shippers	Shipping