Case Study

South Coast Nautical Supplies sells everything associated with sailing. They currently have a website that asks the user to ring a number to request a catalogue.

They want to start selling things on their site. They will start selling books, which are fairly cheap. If the site doesn't lose sales compared with the phone and catalogue, they plan to expand to other items. The site needs to be live in 30 days' time.

Real users are people who buy sailing books, but we don't have access to them. The head of sales and marketing will be a proxy user. She wants a typical ecommerce site with the following functionalities:
- Search for books.
- Maintain a list of books each customer is interested in.
- Rate books they have bought.
- Check on the status of an order.

Initial brainstorming creates the following user roles:
Hardcore Sailor, Novice Sailor, New Sailor, Gift-Buyer, Non-Sailing Spouse, Administrator, Head of Sales, Charter Captain, Experienced Sailor, Sailing School, Library, Instructor.

You are asked to do the following:

1) Decide on the following for the user roles listed above:
   - Which roles are similar and hence should be combine?
   - Which roles should be kept separate?
   - Which roles need modifications?
   Then, consolidate or modify the user roles based on the decisions you make.

2) Work out details for each role under the headings:
   - Experience with computers
   - Experience with online shopping
   - Experience with sailing terms

3) Determine the top two user roles that are expected to generate most sales and create a persona for each of these two roles.

4) Create user stories for each user role that you came up with in step **1)** after consolidating/modifying the initially given user roles.

5) Estimate effort for each user story (i.e., in terms of Story Points).

6) Apply MoSCoW prioritisation to each user story. Decide on:
   - which user stories are "Must have"
   - which user stories are "Should have"
   - which user stories are "Could have"
   - which user stories are "Would like to have"

7) Prepare the Release Plan, by deciding on the following:
   - How long will the entire software development project take?

- How many iterations will there be?
- How many programmers will work on the project?
- What will be the velocity?

8) Prepare the Iteration Plan by deciding on:
   - Which user stories will be completed in each iteration?
   - Will there be any user stories left out (i.e., not completed at all)? If so, which stories will be left out?
   - What will be the number of Story Points that need to be completed in each iteration?