

Case Study

Introduction

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.

Who Are The Users

- 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.
 - 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.

User Roles

- 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.

Consolidating Roles

- Novice and New Sailors are very similar and combined.
- Instructor and Sailing School combined.
- Hardcore Sailor and Experienced Sailor are both separate roles.
- Gift Buyer and Non-Sailing Spouse become Non-Sailing Gift Buyer.
- Keep Administrator.
- Head of Sales becomes Report Viewer.
- Library becomes Librarian.

Role Details

- Now work out details for each role under the headings:
 - Experience with computers.
 - Experience buying online.
 - Experience with sailing terms.
- The two roles expected to generate most sales are experienced sailor and instructor.
- Create 2 personas.
 - Teresa: an Experienced Sailor.
 - Captain Ron: an Instructor.

Create Stories

- Work through each role in turn for a couple of hours.
- Stories for Teresa.
 - Search for books by author, title ISBN.
 - View detailed information on a book.
 - Put books in shopping cart and buy them later.
 - Remove books from the cart before buying.
 - Enter billing and shipping address, as well as credit card numbers to buy.
 - Rate and review books.

Stories (2)

- Teresa (more stories).
 - Set up an account that remembers addresses.
 - Edit account information.
 - Put books in a wish list that is visible to others.
 - Can transfer an item from their own or someone else's wish list into her shopping cart.
 - A repeat customer must be able to find one book and complete an order in less than 90 seconds. This is a constraint.

Captain Ron

- Stories for the Instructor. Expected to buy the same books regularly for students.
 - View history of past orders.
 - Easily repurchase items.
 - See the last three items they looked at, even between sessions.

More Stories by Role

- Novice Sailor.
 - See what books we recommend by topic.
- Non-Sailing Gift Buyer.
 - Easily see others wish lists.
 - Have items gift wrapped.
 - Enclose a gift card with their own message.
- Report Viewer.
 - See daily purchases by category.
 - Must be authenticated before viewing reports.
 - Website orders must end up in the same database as telephone orders. Constraint.

More Stories by Role

- Administrator.
 - Add new books.
 - Approve reviews.
 - Delete a book.
 - Edit info about a book.
- Customer.
 - Check status of recent order and change it if it hasn't been sent.
 - Peak usage of 50 concurrent users. Constraint.

Add Estimates to Cards

- Developers think about each story in a group and come up with estimates.
- Constraints take 0 story points.
- The 27 stories have costs ranging from $\frac{1}{2}$, 1, 2, 4 and 8 story points.
- Total story points are: 42, average = 1.6.

Must Have Stories, with Costs

- 1-Search for author or title.
- 1-Put books in shopping cart.
- ½-Remove books from cart before buying.
- 2-Buy books in cart.
- 2-Set up an account.
- 1-Administrator can add books.
- ½-Administrator can delete a book.
- 1-Administrator can edit information about a book.

Should Have Stories

- 1-Advanced search.
- ½-Edit credit card information in account.
- 1-Edit addresses in account.
- 4-See what books we recommend on a variety of topics.

The Release Plan

- The website will be needed in 4 weeks.
- 2 iterations, each of 2 weeks.
- Two programmers estimate they will be able to complete 8 story points in each iteration (velocity).
- Stories are chosen based on the customer's priorities.

Iteration Plan

- Iteration 1.
 - All but the last of the must-haves.
- Iteration 2.
 - The rest of the must-haves and should have.
- They add up to 15 ½ story points and we have 16 available.
- We will not be able to do any more stories.

Some Sample Acceptance Tests

- Search on title or author.
 - Use searches that match at least one book.
 - Use searches that do not match any books.
 - Search on ISBN.
- Put book in shopping cart.
 - Put in-stock book in cart.
 - Put the same book in twice. Count should go up.
 - Put out of stock book in cart. User told the book will ship when available.

Testing Constraints

- Telephone and web orders in same database.
 - Place an order and verify that it ends in the correct database.