

User Story Template

As a (e.g. Customer, User, Supplier, ...)
I want a (user requirement, product, feature)
so that (user benefit, value)

Acceptance Criteria Template

Given (pre-condition)
When (Action)
Then (Outcome)

Key: types of users & Acceptance criteria

Top 1%	
Average User	
Confused User	
Student	
Fundraisers	
Negative	

Initial User Story & Acceptance Criteria

User Story	Acceptance Criteria
As a student with a low income, I want to donate money to a cause that benefits from small donations so that I feel like my contribution matters.	Given that some donors have less money than others when they go to donate on our application, it should present fundraisers that are not as publicly known.
As a person who has recently discovered the application, I would like to be able to intuitively navigate the app so that I can donate to causes easily.	Given that people expect online applications to run a particular way, when someone new uses our app then they should be able to navigate it easily with commonly accepted UI elements.
As someone who is not sure if I would like to donate, I want the application to tell me why my donation is important so that I feel good if I choose to support a cause.	Given that not everyone is as willing to donate money, when a user is choosing between charities, they should be explicitly told (by the charity) why donating to their cause is important.
As someone who is interested in supporting animal shelters, I want the application to show me fundraisers relating to animals so that I can donate to a cause I believe in.	Given that some people prefer to donate to organisations that help animals, when a user is filling out their preferences on our application they should be asked if they

	would prefer to donate to people or animals
As a person who works at a non-profit organisation, I would like my company's fundraiser to be provided on the application so that people can choose to donate to it.	Given that some users may work at the fundraising organisations we aim to represent, when they use the application there should be an option to request a waiver for their company to be displayed.
As someone who is confused about how to navigate the application, I would like a contact page so that I can get in touch with people who can help me.	Given that users will have different levels of technical expertise, when a less skilled user is having difficulty on our application we should provide an option for them to contact us.
As someone looking for new projects to donate to, I want to know how my contribution is being used and how different amounts of money may affect the cause.	Given the target audience of people willing to donate, different donation amounts can be recommended for each charity with each option defining the impact of the donation.
As a customer who is well off I am considering donating a large amount of money. I would like to know how my money should be donated whether that be 1 large donation to a charity or multiple smaller donations to a range of charities.	Given the application targeting wealthy customers having a section in the preferences questioning regarding the money they plan to donate can be used to give recommendations on how to most effectively delegate their donation/s.
As a potential customer I'm looking for a way to enjoy the donating process as it feels like throwing away money as I get nothing in return. I want something to make the donation process more entertaining and engaging to motivate me to donate.	Interactive gambling like games can be implemented to both decide the charity being donated to and the amount to improve the engagement of customers and create a more enjoyable experience especially for those who are very wealthy.
As someone working as part of a fundraiser I would like a way to ensure that my cause is included in the portfolio of charities on the application so as to not miss the opportunity for donors to find our cause.	Including an add foundation or contact page to allow the inclusion of new organisations whether that be by organisations creating it themselves via the application or contacting admins to better monitor which organisations are included.
As someone who plans to make donations I expect some way of tracking my previous donations to ensure there haven't been any errors in my donations and to find previous charities I have donated to.	Receipt or order history page created to ensure users can see their previous spendings on the application.
As a recurring donor I would like to be able to save my details so that I don't have to re-enter my details every time I make a donation.	An account system with user registration and login will allow the application to save users information whether that be personal details or payment details so that they do not have to re-enter details every time.
As an indecisive person, I would like to be able to look back at my answers and potentially change them so that my	Given that the user's questionnaire answers are stored on their account, when the user feels conflicted or hesitant, then they may

donations are more aligned to what I want to support in the present.	access their questionnaire answers and change them.
As an avid supporter of a specific cause, I would like to make monthly donations to that cause without having to manually make the donations so that I don't forget and don't have to go out of my way every month to make the payment.	Given that the user's payment credentials are saved onto their account, when the user has chosen their cause of interest, then they may have an additional option to make either a one-time donation or a monthly donation.
As someone who has not used the app in a long while, I would like to retake the questionnaire again so that my answers are more up to date.	Given that the user's past choices were saved onto their account, when the user checks their past choices, they should then be able to change and retake the questions.
As someone who no longer has the means to donate, or has any interest in using this app, I would like to deactivate/terminate my account so that my private information is no longer stored on the app.	Given that the user's personal details are saved to their account and on the app's database, when the user chooses to deactivate their account, then their information will get removed.
As someone who is unsure about donating but would like to donate at some point, I would like to save my interest choices so that I may donate at a later point.	Given that the user's questionnaire and information are saved onto their account, when the user finishes the questionnaire, their choices are saved and are then able to donate at a later date.
As a philanthropist who loves to volunteer, i want the ability to share my contributions on social media, so that i can inspire others.	Given that some users like to talk about their donations with their followers, when they make a donation then they should be prompted to share that on social media.
As a Wealthy Donor, i want the ability to attend live fundraising event, so that i feel like i'm apart of the experience.	Given that some users prefer to donate in person, when creators upload their fundraising event to our application then there should be an option to mark it as a live event
As an Affluent donor, i want to be able to create a charity wish list, so that i can track future organisations i'm interested in.	Given that some users donate often and have many interests, when a user is on our application then they should have the ability to favourite certain fundraisers for potential future donations
As a Real Estate mogul, i want the ability to have a subscription & One-Time donation opportunity, so that i can have a choice to have continue or one time support.	As some people are prepared to make regular donations, when they make a donation on our app there should be an option to set it up as a recurring payment.
As someone who doesn't donate but would like to, i want a feature that allows me to see the metrics of where my money would go, so that i can make an informed decision.	As some users care about where their money goes, when they make a donation then they should be able to request to see how that money is being used.

As a Student activist, i want to see success stories & testimonials from benefactories so that i feel connected	As some people value hearing about successes from fundraisers, when a user visits our site they should be shown how successful it's been at raising money for certain causes.
As a wealthy donor, I want to make sure that when I transfer large amounts of money, it is transferred securely so I know that the organisation I choose to support is actually receiving my donation.	Given that donors making large contributions would want their transaction to be secure, when they make a payment on our app, they should be given the option to use a secure 3rd party like paypal.
As a poorer donor, I want to be able to donate to causes that have less donors so that I feel like my donation has a greater impact.	Given that not all users are donating sizable amounts of money, when they go to donate on our site a user should be able to find smaller organisations that benefit from smaller donations.
As a user with a lot of spare time, I want to be able to find causes that I can volunteer at so that I can help people directly.	Given that users may want to help fundraisers in different ways, when they go to support an organisation, there should be an option to donate their time or money