* As an avid online shopper with a busy schedule, I want to be able to find what I’m looking for and complete my order as quickly and easily as possible.
* As the manager over the order fulfillment department, I need to be able to pull up orders and find customer shipping info as efficiently as possible so I can spend less time searching for info and more time ensuring our customers receive their orders on time and without extra steps.
* As a marketing team lead, I need a way to survey customers so that I can provide quality and relevant marketing to an ever-growing and diverse audience.