

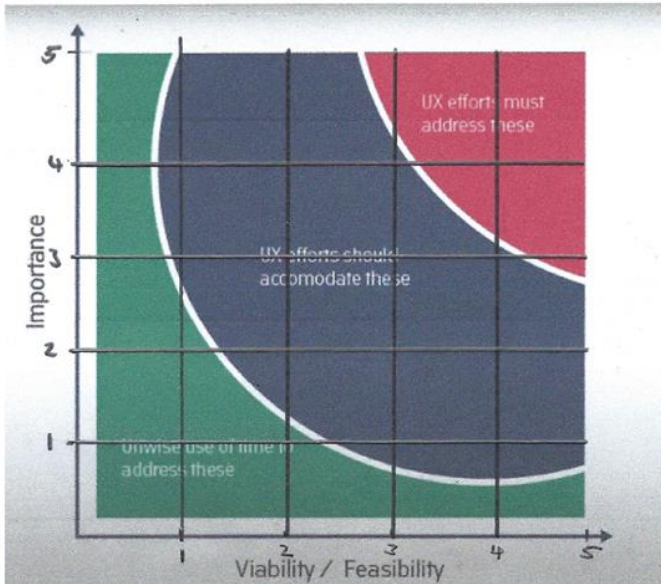
User Stories

As a....	I want to	To be able to
Viewing and Navigation		
Shopper	View a list of products	Select some to purchase
Shopper	View individual product details	Identify the price, description, product stock and inspect the product image
Shopper	Quickly identify deals, clearances and special offers	Get products at a better price and save cash
Shopper	Easily view the total and number of products in my bag	Not overspending and breaking my budget
Registration and User Accounts		
Site User	Easily register for an account	Have a personal account and be able to view my profile
Site User	Easily login or logout	Access my personal account information
Site User	Easily recover my password in case I forget it	Recover access to my account
Site User	Receive an email confirmation after registration	Verify that my account registration was successful
Site User	Have a user profile page	View order history and update delivery information
Sorting and searching		
Shopper	Sort the displayed products	Find the most relevant item to satisfy what I am looking for
Shopper	Search and sort in a specific category	Find the best priced product in a category or sort those products by name
Shopper	Search multiple categories at once	Find the best priced products across all categories
Shopper	Search for relevant product names or descriptions	Find exactly what I am looking for, really quickly
Shopper	See what I have searched for and the number of results	Quickly see if the product I want is available
Purchasing and checkout		
Shopper	Easily select the quantity of a product when purchasing it	Ensure I do not accidentally buy too many of the wrong product
Shopper	Securely checkout what items I bought	Not share my credit card information
Shopper	Remove items from my bag	Not buy the wrong products
Returning customer	Have my delivery information saved	Checkout easier when purchasing again
Shopper	Process my order even after a failed checkout	Not buy the same products twice
Shopper	See what items I bought after checkout	See if there was any error at checkout
Shopper	Visit my order history	See and refer to what items I have bought in the past
Shopper	Receive an email with my order receipt after checkout	Keep the relevant information as a record

Admin and Store Management		
Store Owner	Add a product	Add more items to the store
Store Owner	Edit/update a product	Change the price/description/stock/images of products
Store Owner	Delete a Product	Remove items that are no longer for sale
Store owner	Prevent people from spam commenting on a product	Maintain a clean and ordered review section
Bookmark Products (Wish list)		
Shopper	Bookmark products	Buy them later when I have time or stock is available
Shopper	Remove bookmarked products	Remove them from my wish list after I bought them or do not want them any more
Review products (Comment section)		
Shopper	Write a comment about a product	Review it for other customers before they buy it
Shopper	Remove my comment	Write a better review.

Strategy plane

High Level Considerations	
Is the content culturally appropriate	<ul style="list-style-type: none"> The target is to sell gym equipment to the public (B2B and B2C) The audience will be treated as a customer (Following B2C model)
Is the content relative?	<ul style="list-style-type: none"> Anyone who can afford gym equipment Images of products and similar will be shown The site will have a simple black and white style for a clean and professional look
Can we track and catalogue the content in an intuitive way?	<ul style="list-style-type: none"> Content will be tracked through stock Only after checkout will stock be deducted Admin can add stock & products
Is the Technology appropriate?	<ul style="list-style-type: none"> This is an online site, thus automatically it uses modern tech
Business Goals	
<ul style="list-style-type: none"> Why is this special 	<ul style="list-style-type: none"> Very few sites sells equipment that aims to complete gyms Companies building machines only sell machines, not mats or skipping rope
<ul style="list-style-type: none"> Why would a user want this? 	<ul style="list-style-type: none"> It's more convenient to find gym equipment in one spot instead having to look through the internet
<ul style="list-style-type: none"> Do research, find out, ask questions 	<ul style="list-style-type: none"> There are no stakeholders as this is created by myself A Look at competitors: <ul style="list-style-type: none"> - Amazon: They sell almost everything – can't keep up with that - Loot.co.za: also sells a lot of things but they do not

	<ul style="list-style-type: none"> have a full gym for sale A user will want this site I am building as it makes shopping for gym equipment a lot easier
<ul style="list-style-type: none"> Who is my target audience? 	<ul style="list-style-type: none"> Home gym owners or Gyms looking to buy equipment Gyms will buy in bulk once Home gyms will buy in small scale more frequently
<ul style="list-style-type: none"> Online purchases 	<ul style="list-style-type: none"> Simple emotional transaction Not much process behind purchase
<ul style="list-style-type: none"> Emotional triggers 	<ul style="list-style-type: none"> The Images need to be clear Products need to look high quality No branding
<ul style="list-style-type: none"> Pricing models 	<ul style="list-style-type: none"> Prices based off research The more you order the more you pay for delivery
<ul style="list-style-type: none"> Product considerations 	<ul style="list-style-type: none"> Minimum content overload Large images Minimal steps to payment of products
Trade-offs	
What is worth doing?	
What value can we provide?	<ul style="list-style-type: none"> The demographic is home gym owners and actual gyms We sell a full gym at a single location See User stories for user needs
What does the user expect?	<ul style="list-style-type: none"> Create single use learning <ul style="list-style-type: none"> Users need to know what to do when they see the site Credible and trustworthy Offers what the users expect Clean design to increase amount of returning customers Users need to be able to direct themselves with the help of single use learning

The trade off	Feature	Importance	Viability
	Nav Bar	4	4
	Shopping bag	4	5
	Wishlist	5	3
	Different user profiles	5	5
	Search function	5	4
	Filtering	5	4
	Stock	5	4
	Secure Checkout	4	5
	Saving delivery information to profile	5	4
	Receipt	4	5
	Reviews	5	3
	Product admin	5	5
	Authentication & Authorisation	4	5
	Product display	4	5
	Shopping bag modifications	5	4
	Toasts	5	5
	Online payments	5	4
	Sending emails	5	4
Viability: $(78/18 = 4.3)$ ($4.3 \times 18 = 78$) Importance: (79) Therefore Importance is greater than Viability, thus all features can be implemented.			

Scope Plane

Scope plane trade offs	
Offers open for discussion	<ul style="list-style-type: none"> • None, all the features are being implemented.
Feature documentation	<ul style="list-style-type: none"> • Nav Bar <ul style="list-style-type: none"> - Drop down menus. • Shopping bag <ul style="list-style-type: none"> - Allows users to add items to their bag. • Wishlist <ul style="list-style-type: none"> - Allows users to bookmark items • Different user profiles <ul style="list-style-type: none"> - Super users are allowed product management. • All users save delivery information. <ul style="list-style-type: none"> - Can recall order history. • Search function <ul style="list-style-type: none"> - Allows users to search through product names and descriptions. • Filtering <ul style="list-style-type: none"> - Users can filter buy descending or ascending order by price, name, and category. • Stock <ul style="list-style-type: none"> - Allows users to see if there is available product. • Secure checkout <ul style="list-style-type: none"> - A safe way for the user to pay. • Saving delivery information to profile <ul style="list-style-type: none"> - Creates conveniency for returning users. • Receipt <ul style="list-style-type: none"> - Shows the users how much money was spent and what the user bought. • Reviews <ul style="list-style-type: none"> - Allows the user to gain opinions on the product they are thinking of buying. • Product admin <ul style="list-style-type: none"> - Allows admin to perform CRUD operations on products. • Authentication & authorisation <ul style="list-style-type: none"> - For user security • Product display <ul style="list-style-type: none"> - Shows the user what products there are. • Shopping bag modification <ul style="list-style-type: none"> - Allows user to preform CRUD operations on their shopping bag. • Toast <ul style="list-style-type: none"> - Responds to users' requests. • Online payments <ul style="list-style-type: none"> - Allows users to buy the product safely and securely. • Sending emails <ul style="list-style-type: none"> - Confirms orders, account creations, receipt etc.

Scope Plane Requirement types	
Content requirements	<ul style="list-style-type: none"> • Images <ul style="list-style-type: none"> - Ideally, we would like JPEG 2000 and/ or JPEG XR images, but if we used PNG and/ or JPEG images, it would be alright too. It would just result in longer loading time. • Text <ul style="list-style-type: none"> - Text for product descriptions. - Standard font-size
Requirements	<ul style="list-style-type: none"> • Sellable <ul style="list-style-type: none"> - The products being advertised need to be sellable and can be added/ removed from the shopping cart. • Buildable <ul style="list-style-type: none"> - The site has to incorporate features that are buildable – there needs to be 0 failed features • Objective of the site needs to be clear <ul style="list-style-type: none"> - To sell at-home gym equipment for users. • Non- functional <ul style="list-style-type: none"> - As the project grows physical security will be needed and needs to handle large traffic
Business rules	<ul style="list-style-type: none"> • Calculations <ul style="list-style-type: none"> - The delivery fee will need to be calculated - The subtotal of each product and grand total needs to be calculated • Legal actions <ul style="list-style-type: none"> - As this is a student based project all sources will be mentioned in the readme file and it should be assumed that no copyright infringement was intended.

Structure plane

The structure Plane concerns.	
The organisation of the functionality & content	<ul style="list-style-type: none"> • Navigation <ul style="list-style-type: none"> - The webpage is hyperlinked, allowing the user to go to multiple sections of the webpage without having to go back. - For example: users can go from their wish list to products and then to their bag easily • Categories <ul style="list-style-type: none"> - The categories are clearly seen on the navigation bar. - Categories are created to filter similar products • Filtering <ul style="list-style-type: none"> - Allows user to filter products in alphabetical order, price and category - Filter is on the products page
Interaction design	
Structure & behaviour of interactive systems	<ul style="list-style-type: none"> • The site will have a complex hyperlinked structure <ul style="list-style-type: none"> - there are some URLs present which the user will be navigated through but won't be accessible to the user • This done to ensure maximum functionality and the possessing of information • Users are aware of the changes happening as their information is being processed
Consistency	<ul style="list-style-type: none"> • The Nav bar will be at the top on desktop but will be a drop down menu on mobile devices • The colour and theme will remain black and white as it's clean and simple • As a user completes a scenario there will be toasts that respond to certain actions • Images will be sized in the same manner
Visibility	<ul style="list-style-type: none"> • Ease of convention – Things will appear where you expect them to appear consistently • Only the input elements that collect the redirect URL are hidden, everything else is visible • Elements not visible to all users, like comment delete button, will be visible

	to some and that is a feature.
Learnability	<ul style="list-style-type: none"> • The site follows the ease of convention, thus it should be very learnable at first. • Users should be able to use their intuition to understand what to do or what to buy
Information architecture	
Creation of organisation and navigational schemes	<ul style="list-style-type: none"> • Products will be searched for in the main Nav bar • Features like wish lists or the shopping bag will be located at the top of the page to be prominent • This is to allow effective navigation as well as allowing enough space for growth and change in the future
Architecture types	
Site architecture	<ul style="list-style-type: none"> • I believe the best architecture structure to follow would be the standard tree structure • The main navigation acts as the main branch and then depending on the links chosen a different outcome can be expected
Refined architecture	<ul style="list-style-type: none"> • On mobile we can expect the main navigation to be a nested list but on desktop it would just be a regular tree structure • The page displaying all the products acts as a hub and spoke as it redirects users to the product's page, it can redirect admin to edit the product or even allow the admin to delete it
Principles of organisation	
Organisation rule of thumb	<ul style="list-style-type: none"> • The features that can satisfy the user stories as fast as possible need to be accessible quickly • This should include as many features as possible in the top Nav bar • The information being collected should be collected in models – orders, comments, wish list etc. • Some models will need a many to many relationship – like comments and wish lists. Others will need a one to relationship – like orders
Who does what?	
As I am the only person working on this project I will have to do everything by myself	

The skeleton plane

Habits and convention	
<ul style="list-style-type: none"> The Site aims to maintain user's habits and convention: like having the nav bar at the top of the page Users to new sites aim to use the nav bar to navigate as much as possible thus product searching, wish lists, profiles, shopping bag and all high priority features were will be located there Products will be displayed in the form of a table but not exactly: depending on the screen size, the columns will increase. By this I mean an iPhone 5S will have 1 column while a desktop will have four columns and everything in between will have less than 4 columns but more than 1. This is displayed in the Mock-up Users also expect the comments to be below the main content of the site, and that is where they are located. <ul style="list-style-type: none"> There are lots of icons as well to try and describe what each feature does 	
Features and usefulness	
Users need to have access to all features	<ul style="list-style-type: none"> Unfortunately only registered users are allowed to comment and add items to their wish list The rest of the features any user has access to Depending on user type, certain things will appear and some will not. <ul style="list-style-type: none"> A normal registered user will not be able to add products A unregistered user will not be able to comment or add things to their wish list A admin is able to access backend data
User interface	<ul style="list-style-type: none"> All features depending on user type are evident and functional. The user interface needs to be clean and sharp After 1 click the user should be able to be satisfied with the site's attempt to satisfy the user story.