USER STORIES

Business Goals

- Connect the business to social media to feed in a larger audience
- Outperform competitors by providing excellent services, products and support.
- Update the products with new and exciting recipes.
- Earn a profit by allowing anyone to purchase products

USER STORIES

Common User Stories

i.   I want to easily navigate the site so that I can find what I'm looking for.
ii. I want to be able to contact the company if I'm experiencing an issue.
iii. I want the website to be readable on all screen sizes.

As a first time visitor

i.   Understand what the website provides and whether I want to invest my time.
ii. View and compare the memberships so that I can decide is any suits me before I subscribe
iii. Understand the benefits of becoming a member.
iv. Easily find how to register/ subscribe to the site without it being too difficult to find.
v.   Be able to quickly register and start using the site so that I can have my account and receive the benefits.

As a casual/ regular shopper I want to

i.   Navigate to the product page to find what I want easily.
ii.   Filter products by category to find products faster
iii. Sort by price/ name to find products faster
iv.   See the price before I add it to my bag.
v.   Have a quick way of adding to the bag without having to go through extra steps.
vi.   Be able to see more details about the product before I submit to buying
vii. Search for an item anywhere on the site.
viii. Select and edit the quantity of how many of the product I want to buy.
ix.   See my shopping cart before checkout so I can process any changes.
x.   See all charges before purchase so that I can review my orders and if it is suitable for my price range.
xi.   Add my details without too many steps, so I don't get discouraged with a lengthy checkout system.
xii. Secure my payment information so that I feel safe with using my card details.

xiii.   See an order confirmation and receive an email so I have proof of purchase.

As a member

    i.   Register an account easily
    ii.   Log in and out quickly and easily.
    iii.   See my personal details so I can manage them at any time.
    iv.   See my membership details and what my benefits are
    v.   Change the membership when I want so I have more control over my expenditure.
    vi.   Cancel my paid membership without any hassle.
    vii.   See my order history so I can have the confirmation details in one place.
    viii.   Receive benefits as a member
    ix.   See the estimated delivery date for my order

As an Admin I want to

    i.   Be able to add an item so I can update the products on the site.
    ii.   Be able to edit and remove items so that I can customise items on the site and offer new deals/ products to the consumers
    iii.   Add/ Edit new memberships so that I can customize prices and benefits.
    iv.   Have oversight of user data so that I can help with any issues/ queries.