

## User Story Testing

### **New user, user stories**

*As a new user, I want to be able to learn more about Magnetic Eyes lashes so that I can get to know the brand*

- When a user lands on the website, they are met with a couple of options to find out more about Magnetic Eyes Lashes:
- Navigation item 'About': This navigation item links the user further down the homepage so they can read more about the products.
- Intro text: Beneath the Jumbotron is a short introduction which explains what Magnetic Eyes are about.
- Additionally, a user can head to the blog to read articles on Magnetic Eyes and its products.

*As a new user, I want to be able to understand how Magnetic Lashes work so that I can learn what the product is about and how to use them*

- A user can quickly and easily learn more about how Magnetic Lashes work by clicking on one of two main navigation options which are both immediately available when the user lands on the site:
- Application: This link takes the user to a page which explains how to apply magnetic eyelashes.
- About: This link takes the user down to an anchor on the homepage which explains more information about magnetic eyelashes and how they work.

*As a new user, I want to be able to easily view all eyelashes available so that I can decide which product I might like to learn more about*

- In the main navigation, the first item a user can see is 'Shop' – this link takes the user to the main shop page which displays all the products there are for sale. By clicking on one of those products, the user is taken to a product detail page to read more about that item.
- Additionally, on the homepage, there are 3 CTA's to take the user to the shop.

*As a new user, I want to be able to view the details of a product so that I can learn more about that particular product*

- When a user clicks to view an item, either by clicking the item image or item name, they are taken to a product details page.
- On this page, they will be able to learn more about the product as well as add their desired quantity of that item to the bag.

*As a new user, I want to be able to easily register for an account so that I can see and save my personal details for quicker ordering in the future*

- In the main navigation (or in the mobile toggler menu) a user can easily find the 'My Account' name and icon. This link provides a dropdown prompting a user to log in or register for an account.

- Upon clicking Register, the user is taken to a page to register for an account by filling in their email, username and choosing a password.
- The rest of the process to confirm their email is clearly guided. The user is told they will receive an email to confirm their email address. Once this link is clicked, they will be taken to the homepage and be informed via a notification that they have successfully signed up to Magnetic Eyes.
- In order to save their details for faster purchasing, when they make their first order they can choose to save those details to their account using the check box provided.
- If a user is at the checkout point without having registered for an account thus far, they will be prompted that they can do so at this point, where the checkbox is replaced with a login/register link.

### **Registered user, user stories**

*As a registered user, I want to be able to easily log in and out of my account so that I can access my personal information and order history*

- Using the My Account link from the main navigation (and within the toggler on mobile), users can quickly and easily find the login button from the dropdown so that they can log into their account.
- Additionally, they can use the same process to locate the Logout button when they wish to log out of their account.

*As a registered user, I want to be able to easily update my profile information so that I can update my personal details*

- Once a user is logged into their account, they can easily update their personal details by heading to the 'My Profile' link in the dropdown. They a user can amend the details in the fields and click save when they are finished.
- The user will then be notified by a pop-up message to inform them if the change was successful.
- Additionally, a user can also update their profile during the checkout process. If they change any of the details in the pre-fill fields and leave the 'Save this delivery information to my profile' checkbox selected, their profile will automatically be updated with the new details they have entered. Unchecking this box will not update the details on their profile but will allow the user to checkout with different details to those which are saved.

*As a registered user, I want to be able to view my past orders so that I can keep track of my orders with the site*

- Once a user is logged into the website and heads to their profile page, they will be able to view a list of their past orders. The details here include the order number, date and time of order, the items they ordered and the order total.

- By hovering on the order number, they will be able to view the full order number
- By clicking on the order number, which is highlighted as a link, the user will be taken to a new page and able to view that particular order in full.

*As a registered user, I want to be able to have my delivery details prefilled so that I can save time in entering my details*

- As a built-in feature of the site, registered users will have some fields across the site prefilled so that they do not need to do this again.
- This includes the default delivery information on the checkout page. These details will be pre-populated once delivery details have been previously saved either by placing an order and saving the details at checkout or heading to My Profile and filling in the information for the first time.

## **Website shopper user stories**

*As a shopper, I want to be able to view all eyelashes available so that I can decide which product I might like to learn more about*

- When a user clicks on the navigation item 'Shop' or one of the CTA buttons, they will land on the main shop page
- The page displayed all products the store has available.
- The user can click on a product image or product name in order to be taken to the product detail page.

*As a shopper, I want to be able to view details of a product so that I can learn more about that particular product*

- When a user clicks to view an item, either by clicking the item image or item name, they are taken to a product details page.
- On this page, they will be able to learn more about the product as well as add their desired quantity of that item to the bag.

*As a shopper, I want to be able to choose the number of products I want to order so that I can decide how many of that product I would like to order*

- When a user is on the product details page, they can use the quantity selector to decide and select how many items of that product they would like to add to the bag.
- If a user wishes to add more of that item to the bag, they can change the selector and click 'Add to bag' once again and the bag will be updated.
- A user can also change the quantity of an item they wish to purchase on the bag page. There is a quantity selector for each line item which they can use the plus or minus buttons to amend, then click the update button. They will be provided with a notification to let them know that the update has been successful.

- Additionally, there is also a Remove button on the bag page where the user can remove the product from the bag completely.

*As a shopper, I want to be able to add a product to my cart so that I can order my chosen product*

- Once a user is on a product detail page, they can simply add the item to their bag by clicking the 'Add to Bag' button.

*As a shopper, I want to be able to delete products from my cart so that I can update the products I would like to purchase*

- On the bag page, there is a Remove button on each line item where the user can remove the product from the bag completely.
- If the user clicks the remove button, the item will be removed from the bag, the total will be updated, and the user will see a notification letting them know that it has been successful.

*As a shopper, I want to be able to sort the products available on the site by category so that I can view just the products in that category.*

- On the Shop page, there are 3 buttons to be able to sort all the products by category. These are Double Magnet to view just the lashes with 2 magnets, Triple Magnets, to view just the lashes with 3 magnets, and All Products, so the user can view all products.
- Additionally, a user can click on the category name in the shop view and the product detail page. This will take the user to the shop page and filter the results by the category name that was just clicked.

*As a shopper, I want to be able to update the number of products in my cart so that I can order more or less of the chosen product than I had originally intended*

- A user can change the quantity of an item they wish to purchase on the bag page. There is a quantity selector for each line item which they can use the plus or minus buttons to amend, then click the update button.
- They will be provided with a notification to let them know that update has been successful.

*As a shopper, I want to be able to use a secure payment method so that I can be confident my details are secure*

- The website uses Stripe to take and authorise payments. Stripe is a well trusted secure site which users can have confidence in.
- The card details input element is pre-built, and it is supplied and secured by Stripe.

*As a shopper, I want to be able to save my personal details from my order so that I can create an account and shop faster next time*

- Within the checkout page beneath the delivery details form, there is a check box to save those details to the user's profile.
- If the user does not currently have a profile, the checkbox is replaced with information and links to direct the user to sign up for an account.
- Once the account has been created and the order placed, the details from the order will then appear in the user's profile.
- Next time the user logs in and places an order, the checkout form will be prefilled with the users saved details, making placing their order much quicker.

*As a shopper, I want to be able to check out in a simple and easy way so that I can be confident my order has gone through with all my correct details*

- The checkout process for Magnetic Eyes is very simple. It all happens on one page with a simple delivery details form, then the prebuilt card details form.
- Once an order has been successfully placed, the user will be able to view the order details in full, as well as receive a notification stating the order has been placed successfully, as well as receive an email to also confirm the order.

*As a shopper, I want to be able to receive an order confirmation so that I can be sure my order has gone through.*

- Once an order has been successfully placed, the user receives an email confirming this
- The user will also be redirected to an order summary page where they can view the full details of the order, as well as receive a pop-up notification confirming the success.

*As a shopper, I want to be able to learn more about Magnetic Eyes through blog articles, reviews and news, so that I can decide whether I want to buy their products*

- Magnetic Eyes includes a Blog section which is updated with product news, useful information and tips and reviews by bloggers.
- Users can find this section quickly and easily via the Blog navigation item in the main navbar.

*As a shopper, I want to be able to view the latest products added to the store so that I can buy view the newest products and purchase them if I wish*

- All products in the store are ordered with the most recently added item first (which is ordered by SKU. The higher the SKU, the newer the item).
- Additionally, on the homepage is a 'Shop the Latest Lashes' section which features two of the most recently added products to the store. These items automatically update to recently added products based on SKU.

*As a shopper, I want to be able to contact the website owner so that I can ask them a question*

- In the main navigation is a link to a Contact page.
- On this page, users can send a message to the site owner by filling out the quick and simple form.

- If a user is registered and signed in to their account, the email field of the form will be prefilled for ease.

### **Site owner user stories**

*As the site owner, I want to be able to easily list my products to sell so that I can sell new products to my users.*

- Adding products to the store is simple. A superuser is provided with an additional navigation item in the My Account dropdown called 'Add a Product'
- Upon clicking this link, the user is displayed with a simple form for all the elements needed to add a product to the store, including a button to upload an image.
- When the store owner clicks the 'Add Product' button, they are displayed with a success notification and are taken to view the newly added product's detail page.

*As the site owner, I want to be able to update my product listings so that I can make sure the information is correct or amendments can be made.*

- When a superuser is logged in, they are displayed with an 'Edit' button on both the product detail page and the main shop page beneath each product.
- Upon clicking this button, the site owner is taken to a page to edit the details of that product. They will also be displayed with an alert informing them of what they are doing.
- Once all the changes have been made and the 'Update Product' button has been clicked, the superuser will be displayed with a success message and taken to the product detail page of the product they were just editing.

*As the site owner, I want to be able to easily delete product listings so that I can remove items I no longer wish to sell.*

- When a superuser is logged in, they are displayed with a 'Delete' button on both the product detail page and the main shop page beneath the product.
- When this button is clicked, the item it is associated with is removed from the site.
- The user will be displayed with a success message informing them that the item has been successfully removed.

*As the site owner, I want to be able to make it as easy as possible for users to purchase my products so that I can give them a great service, sell my products, and build a customer base*

- The website has been designed to make it as easy as possible for the user to purchase products.
- This has been done by using informative text, and multiple CTA's to take the user to the store.
- The Shop button is also clearly visible as the first item in the navigation
- The checkout process has also been implemented in a way to make it as easy as possible for users to place an order, with a simple form and instructions.

*As the site owner, I want to be able to teach website visitors about magnetic eyelashes so that I can sell them my products.*

- There 3 ways to inform and teach website visitors about Magnetic Eyelashes: About information on the homepage, the Application page and blog articles. All of which are easily accessible via the main navigation items.

*As the site owner, I want to be able to send auto emails to users so that I can inform them of successful registration and order confirmation.*

- When a user registers for the site, they will automatically receive an email to confirm their email address. This is prebuilt into the site.
- When a user places a successful order, the site also sends a confirmation email automatically. This is also pre-built into the site.

*As the site owner, I want to be able to inform visitors of news and tips so that I can keep users returning and buying new products.*

- The blog section was added for this exact purpose. The site owner can update the blog page with any content they wish to help them sell their products.

*As the site owner, I want to be able to offer visitors free delivery based on a minimum amount ordered so that I can increase revenue and product sales via an incentive to the customer.*

- Right at the top of the website is a black banner informing all visitors of the promotion of free delivery if they order over £25.
- when a user adds items to their bag, if the total cost of the order does not add up to the minimum about required for free delivery, the popup notification of successfully adding the item to the bag will also display a notice in Yellow of how much more the user needs to spend to get free delivery. If clicked, this section will take the user back to the main shop section.
- Additionally, on the bag page, the user will also see some text above the Secure Checkout button informing them of how much more they need to spend to get free delivery.