

USER STORY ID	AS A	I WANT TO BE ABLE TO ...	SO THAT I CAN ...
register an account			
1	site user	easily register a new account	access a personalised account and user profile
2	site user	email verification of a new account	so I know sign up was successful
3	site user	easy login / logout	quickly access my account/profile
4	site user	have a user profile	retain personalized information, including payment details and order history
view and navigate the site and tours			
5	shopper	easily view all the available tours	quickly find tours that I might be interested in purchasing
6	shopper	see detailed tour information	easily find out more specific details about the tours I am interested in
7	shopper	see reviews of tours	quickly see if the tours are popular and what kind of feedback customers give to help me make a decision
8	shopper	feel the site is professional and reputable	feel confident that I am getting a good product when booking online
search and sort through the tours			
9	shopper	find specific tours	directly find what I am interested in
10		sort tours by price	find the tours that suit my budget
purchase a tour			
11	shopper	purchase a tour	make suitable plans
12	shopper	email verification of order	I have proof that my order was successful and confirm details of my order
13	shopper	view order history	See my previous orders
review the tour after purchase			
14	shopper	submit a review	give feedback to express my satisfaction and help other customers make a decision. Also to help the tour company improve their services
contact the company			
15	shopper	easily find contact details for the company or send a message through the site	contact the company with more detailed questions or a problem

USER STORY ID	AS A/AN	I WANT TO BE ABLE TO ...	SO THAT I CAN ...
read additional information about the area / tours			
16	site user	view all blog posts	read additional information about the area and tours to see which ones I am interested in
17	site user	view blog posts related to a particular tour	read additional information about the area or tour I am specifically interested in, without browsing through all posts
18	site user	comment on posts	give feedback
manage the tours and site admin			
19	tour company owner	manage tours	view, add, edit and delete tours
20	tour company owner	add new tours	increase the number of tours I sell through my site
21	tour company owner	edit existing tours	update details of individual tours e.g. price, timing, what is included etc
22	tour company owner	delete tours	remove tours that I no longer want to sell
23	tour company owner	manage tour categories	view, add, edit and delete categories
24	tour company owner	add new categories	increase the variety of tours I sell, and make it easier for customers to find what they are interested in
25	tour company owner	edit existing categories	make the categories of tour clear to the customer
26	tour company owner	delete categories	remove categories that are no longer valid (e.g. have no tours)
27	tour company owner	allow customer reviews	allow new customers to see the feedback that previous customers have left for the tours
28	tour company owner	manage blog posts	view, add, edit and delete posts
29	tour company owner	add blog posts	promote my tours by engaging customers in history and culture of the area
30	tour company owner	edit blog posts	update any posts as necessary
31	tour company owner	delete blog posts	remove posts that no longer add value to the site
32	tour company owner	allow comments on blog posts	allow existing or potential customers the ability to engage with my site in an additional way, giving feedback on the content
33	tour company owner	see all orders	so I can review purchase histories