

| id | As a | I want to (perform some task) | So that I can (achieve some goal) | Requirements |
|----|--------|---|---|--|
| 1 | Client | Know the restaurant location | Know where I'm going | Add address and link to Google maps to show the Restaurant exact location |
| 2 | Client | Look at the menus | Check the food and the prices | In the navbar links to the different menus. For small screen will become a dropdown menu. |
| 3 | Client | Look at the wine list | Check the wines and the prices | In the navbar links to the wine list and drinks list. For small screen will be in the dropdown menu |
| 4 | Client | See reviews of other clients experience | See if people are satisfied and recommend it | Show few reviews from satisfied customers in the main page, with links for more reviews on tripadvisor. |
| 5 | Client | Be able to contact the restaurant through phone and e- mail | Make a booking or enquiry | Add address phone number and email in the header. |
| 6 | Client | Know if credit card are accepted | Bring the proper payment method | In the footer display symbols of credit card accepted |
| 7 | Client | Know if there are any special deals | Decide if I like to have them | In the main page show little side panel with pre theatre deals |
| 8 | Owner | Show pictures of the restaurant and the dishes | Try to get more customer interest | In the navbar show link to the restaurant gallery page containing pictures of the restaurant interiors and few dishes. |
| 9 | Owner | Show prices and deals | Enhance the business in certain times of day | In the main page show little side panel pre theatre and groups deals |
| 10 | Owner | Create customer newsletter Database | Promote new menu items, and give updates about new special deals. | Have a sign up modal for the customers who wish to receive information about the restaurant |

| | | | | |
|----|--------|---|---|---|
| 11 | Owner | Promote take away dishes and drinks | Enhance take away business | Display special deals on wine or cocktails in the main page |
| 12 | Owner | Promote gift voucher | Sell more vouchers | Add gift voucher modal in the navbar menu |
| 13 | Owner | Show links to social media networks and trip advisor | Promote the restaurant in the social media platforms | Add links for social media platforms in the footer |
| 14 | Client | Know if the restaurant cater for vegans or vegetarians | Decide if I want to eat there | Display "Vegetarians and Vegans welcome" in the main page |
| 15 | Client | Know if they have an allergen menu | See if is suitable for people with allergies or dietary requirements | Display message that the restaurant will accommodate dietary requests |
| 16 | Owner | Advertise special deals for larger bookings, corporations dinners, Christmas Parties, private functions | Enhance business opportunities with large groups. | Display on the main page a section for groups menu enquiries |
| 17 | Owner | Allow customers to download PDF menus for Groups, Tour Operators, Offices Parties etc. | Give the possibility to access information in a more traditional way. | Have in the menu pages a download link to PDF menu |
| 18 | Owner | Have a contact form for users who like to send requests through email | Help users to contact the restaurant | Have a link in the navbar that connect to a contact form |

User Stories - MS1 – Restaurant Website – Ignazio Sotgiu

Strategy Plane

Owner Website Requirements

| | Features | Importance | Viability |
|----|---|------------|-----------|
| 1 | Create an online presence | 5 | 5 |
| 2 | Display contact details (Email- Phone Number-Address-Location on Map) | 5 | 5 |
| 3 | Show pictures of the restaurant and the dishes | 4 | 4 |
| 4 | Show menu prices and deals | 5 | 5 |
| 5 | Create customer database | 3 | 2 |
| 6 | Promote take away dishes and drinks | 5 | 4 |
| 7 | Promote gift voucher | 4 | 2 |
| 8 | Show links to social media networks and trip advisor | 4 | 4 |
| 9 | Know if the restaurant cater for vegans or vegetarians | 3 | 2 |
| 10 | Display information about allergen menu | 5 | 4 |
| 11 | Advertise special deals for larger bookings, corporations dinners, Christmas Parties, private functions | 5 | 5 |
| 12 | Allow customers to download PDF menus for Groups, Tour Operators, Office Parties etc. | 5 | 5 |
| 13 | Display customer reviews | 4 | 4 |
| 14 | Have a contact link in the navbar(linked to a modal) | 5 | 4 |

Trade off chart

