**Project overview**

Your team’s assignment is to create a way for users to sign up to receive your client’s newsletter via email.

The user profile, constraints, and user stories are based on extensive research.

**User profile**

* Frequent visitor to client’s mobile site
* Knowledgeable and engaged in the industry/topic represented by client
* Technically savvy, digital native

**Constraints**

* Mobile-first, responsive, browser-based site
* Must work in top 3 most commonly used browsers: Chrome, Safari, Firefox
* Must be accessible: [a11y checklist](https://a11yproject.com/checklist)  
  (https://a11yproject.com/checklist)
* Do not worry about OS

**User stories: Must-have**

1. **General**
   1. As a user, I am interested in signing up to receive email newsletter(s) from the client
   2. As a user, I might want to know more information about their newsletter(s)
   3. As a user, I want to feel good about signing up for these newsletter(s)
   4. As a user, I want to know that the sign-up experience is a legitimate and seamless part of this client’s business. I don’t want to feel like I’m giving away my information to a third-party site
2. **Personal Information**
   1. As a user, I want to feel like I am getting something of value in exchange for my personal information
   2. As a user, I don’t want to get email spam
   3. As a user, I am concerned about the privacy of my personal information
   4. As the user, I want to enter my personal information as quickly and easily as possible
   5. As the business, I want the user to provide their first and last name
      1. A first and last name is required
      2. A name cannot contain a number
      3. A name cannot contain a special character
      4. A name must be at least two letters
   6. As the business, I want the user to provide their email address
      1. An email address is required
      2. An email address must contain exactly one @
      3. An email address must contain at least one full stop (.)
3. **Integration**
   1. As the business, I want to be able to see the data being collected from newsletter sign-ups on an account dashboard
4. **Confirmation**
   1. As a user, I want confirmation from the client that I am now subscribed to the newsletter

**Stretch stories: Nice to have, but not required**

1. **Customize**
   1. As a user, I want to determine exactly which newsletter topics I receive
      1. I want to be able to select one or more topics
   2. As a user, I want to determine how frequently I receive these email newsletters
      1. Frequencies to be determined by the team