Our client has come to us with a vague specification regarding a mobile app for selling clothing. They would like us to make an app which is easy to navigate, which will increase chance of first time buyers. They would also like us to reward loyalty in some way, so as to keep customers. The clothing on the app will be split into categories which we have to find a way to allow the customer to easily navigate between. The client would also like a blog feature on the app, so that customers can discuss products, fashion trends and whatever else they desire. They would like this to be accessible only to registered users. They would finally like a section of the app dedicated to a brief description of the company.

When designing a retail based app with as many features as this, it is critical that everything is simplistic and easy to find for the user. It is important not to bombard the user with information, so we decided that simple navigation menus with minimal options would be best. We decided to split the app into four distinct sections, Clothing (The items on sale on the app), Account, Blog, and About Us.

Furthermore, to increase chances of return customers and loyalty, we decided to use gamification by implementing a point system which works as follows: Every time a user purchases an item, they receive an amount of points based on the price of that item. These points can then be used to get discounts on any item for sale on the app.

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| **Title:**  Opening app |
| **User Story:**  As a user who wants to use the app. I want to be able to open the app. |
| **Conversation:**  Once the user has installed the app from the app store, they must find the app icon and then press it. |
| **Acceptance Criteria:**  When the app icon is pressed by the user, the app opens to the homepage. |

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| **Title:**  Shopping for items |
| **User Story:**  As a user, I would like to be able to buy products |
| **Conversation:**  Once the user is on the homepage, there will be a large button labelled “Clothing”. Once pressed the app will display all of the items currently on sale on the website. The user can then navigate the pages in some way to view all the items for sale. |
| **Acceptance Criteria:**  When the Clothing button is pressed, the user will be shown all items currently for sale. |

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| **Title**:  Finding a specific type of product |
| **User story:**  As a user, I want to be able to find a specific type of product easily |
| **Conversation**:  Once the user is on the Clothing page, there will be a button labelled “Category”. Once clicked this will display a drop down menu listing the different types of clothing for sale on the app. Once the user clicks on one of these types, the app will display every item for sale on the app that fits this category. The user can then scroll down the page to view all said items. |
| **Acceptance Criteria:**  When the category button is pressed, the drop down menu is displayed. The user can click one of the categories and then they will be shown all of the items for sale in that category. |

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| **Title:**  Finding wish list |
| **User Story:**  As a user, I would like to be able to view my current wish list. |
| **Conversation:**  Once the user is on the homepage, there will be a button labelled “Account”. Once pressed the app will display the account home page. There will be a button labelled “Wish list”. Once pressed the app will display all the items currently in the user’s Wish list. |
| **Acceptance Criteria:**  Once the account button is pressed, and subsequently the wish list button, the user will be shown the items in his wish list |

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| **Title:**  Adding item to wish list |
| **User Story:**  As a user, I would like to be able to add items to my wish list |
| **Conversation:**  Once the user is browsing any of the items for sale on the app, in the top right corner of every item there will be a plus sign. Once pressed the item will be added to their wish list. |
| **Acceptance Criteria:**  Once the user presses the plus button at the top right of any item for sale, that item will be added to their wish list. |

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| **Title:**  Finding out about app |
| **User Story:**  As a user, I want to be able to find out more about the app. |
| **Conversation:**  From the homepage, the user can click a large button labelled “About us”. From there the user will be taken to a page which explains app policy, how it got started etc. |
| **Acceptance Criteria:**  Once the About us button is pressed, the user will be shown a description of the app. |

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| **Title:**  Searching for a specific item |
| **User Story:**  As a user, I would like to be able to look for a specific item using a keyword. |
| **Conversation:**  Once the user is on the homepage, there will be an icon at the top of the screen clearly denoting a search function. Once pressed by the user, they will be shown a keyboard and they can type in the keyword of choice. Afterwards they can click search and they will be shown all of the items that match the keyword they chose. |
| **Acceptance criteria:**  Once the user presses the search icon and types in their keyword, then hits the search button, they will be shown all of the matching items. |

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| **Title:**  Tracking an order |
| **User story:**  As a user, I would like to be able to track a placed order |
| **Conversation:**  When the user is on the homepage, there will be a button labelled “Account”. Once clicked they will be shown their account homepage and there will be a button labelled “Orders”. If they click this button they will be shown a list of their orders. If they click on a specific order, they will be shown the items in the order, along with the order status. |
| **Acceptance criteria:**  When an order is selected, the items in the order along with the order status should be displayed to the user. |

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| **Title:**  Adding to cart |
| **User Story:**  As a user, I would like to be able to add to my shopping cart. |
| **Conversation:**  When the user is in either the clothing or wish list section of the app, if they click into a specific product they will be shown an image of the product, along with its name, price and description.  There will be a button at the bottom of the page labelled “Add to cart”. Once pressed, the item will be added to the users shopping cart, and the customer will be notified. |
| **Acceptance criteria:**  When add to cart is pressed, item will be added to cart, and customer notified. |

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| **Title:**  Placing an order |
| **User Story:**  As a user, I would like to be able to place an order |
| **Conversation:**  When the user is on any page on the app, there will be a shopping cart icon on the top right of the screen. Once clicked the user will be taken to their shopping cart. If their shopping cart is empty, they will be notified of this and shown a button labelled “Shop” which will take them to the shop if pressed. If there is anything in their shopping cart, they will be shown the contents and there will be a button labelled “Place Order”. When pressed, they will be taken to a page where they will have to enter their home address, shipping address and card details. Once complete, they will have the chance to review their order before pressing a button labelled “Complete order”, which will complete the order. |
| **Acceptance Criteria:**  When the shopping cart icon is pressed, the user will be taken to their shopping cart. From there they can choose to place order if shopping cart isn’t empty. When they fill out all their details, they will review order then complete when “Complete order” button is pressed |

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| **Title:**  Accessing blog |
| **User Story:**  As a user, I would like to be able to access the app’s blog. |
| **Conversation:**  Once the user is on the home screen, there will be a button labelled “Blog”. Once clicked the user will be shown the app’s blog. |
| **Acceptance criteria:**  Once blog button is pressed, user is taken to blog |

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| **Title:**  Posting on blog |
| **User story:**  As a user, I would like to make a blog post |
| **Conversation:**  Once the user is on the blog screen, there will be a plus button in the top left of the screen, when clicked, a keyboard will appear and the user will be able to type up a post. Once they are finished, they can click a button labelled “Submit”, and their post will be submitted, and they will be notified. |
| **Acceptance criteria:**  When the plus button is pressed, keyboard must pop up. When post is typed up, and submit button is pressed, post must be submitted on blog and user notified. |