MY MOBILE APP PROJECT "KONRAD'S WINE"

Overview:

Konrad's Wine is a mobile application designed to cater to wine enthusiasts looking for an exclusive selection of wines from around the world. The app serves as an online wine store, providing a curated collection of rare and premium wines that are hard to find elsewhere. Targeting adult customers seeking high-quality, hard-to-find wines, the app aims to enhance their wine-shopping experience with user-friendly features and valuable content.

Key Features:

- Homepage Recommendations: The app greets users with a daily recommendation of a featured wine, enticing them to explore the collection further.
- Wine Catalog: Konrad's Wine offers a comprehensive catalog of wines from various regions, each with detailed descriptions and essential information like taste profile, region of origin, and accolades.
- Advanced Filtering: Users can refine their search by applying filters based on wine attributes such as region, type, vintage, and price, enabling personalized wine discovery.
- Shopping Cart and Checkout: The app provides a seamless shopping experience by allowing users to add wines to their cart and proceed to a secure checkout process.
- Payment Options: Customers can make secure payments using credit or debit cards, ensuring a hassle-free purchase process.

User Stories:

1) As an adult user, I want to see the wine recommendation for today on the homepage to find out interesting suggestions.

2) As an adult user, I want to browse the wine catalog to find the types and brands that interest me.

3) As an adult user, I want to be able to filter wine by region, wine type, vintage and price to optimize search results.

4) As an adult user, I want to be able to view detailed information about each wine, such as flavor description, region of origin, and award wins, to learn more about potential purchases.

5) As an adult user, I want to be able to add selected wines to my shopping cart to place an order.

6) As an adult user, I want to be able to see a summary of the shopping cart before making payment to make sure all data is correct.

7) As an adult user, I want to be able to pay for my purchases with a credit or debit card to conveniently complete my order.

8) As an adult user, I want to receive an order confirmation on my screen to ensure that my order was accepted.

9) As an adult user, I want to be able to view my order history to track previous purchases and possibly repeat orders.

Backlog (flexible):

 • Improving the user interface on the homepage to better showcase the recommended bottle of wine.

• Adding a "Favorites" feature so users can save wines of interest to a personal list.

• Implementing push notifications so that users receive information about the latest recommendations and promotions.

• Implementation of a ratings and reviews module, allowing users to share their opinions on the wines they have purchased (in stars).

• Expansion of payment options to include digital wallets (e.g., Apple Pay, Google Pay) for greater user convenience.

• Improving the filtering function, allowing more advanced wine searches based on characteristics such as sommelier rating or the type of food it pairs best with.

• Implementing a shipment tracking feature so that users can monitor the delivery status of their order.

• Optimizing the app for performance and speed to provide a smooth and responsive user experience.

• Using data analytics and customer data to personalize wine recommendations on the homepage and in future notifications.