As a/an	I want to be able to	So that I can
	PURPOSE	
Visitor	read news and infos in a blog	be up to date about local farming
Visitor	see nicely presented products	get inspired for a healthy nutrition
Shopper	buy fresh vegetables around my area	eat freshly and support local eco businesses
Shopper	support local farmers	live in a healthy environment
Shopper	shop and pay online	prevent unnecessary individual car trips
Shop owner	sell online	reach out to more clients
Shop owner	get orders online	deliver them to my clients
		build a trustfull relation with my clients and reach
Shop owner	inform about my business in a blog	out to visitors interested in local production
	present my products and company	
Shop owner	in an attractive way	attract clients and sell more products
	VIEW AND NAVIGATION	
Visitor	view a simple and organized page	get an easy and quick overview of its content
Visitor	use a navbar	navigate quickly through all the pages
Shopper	use a search function	find a specific product
Shopper	see my shopping bags total content in the navbar	decide how much more I can spend
Shopper	see individual product details	identify the price, unit and character of the product
Admin	access the product managment in the navbar	create, read, update and delete (CRUD) products
Admin	search for a certain product	update or delete it
	REGISTRATION AND USER ACCOUNT	
Shopper	log in and create an account	get discounts and free delivery
Shopper	register for an account	save my client information and follow my orders
Shopper	securely log in and log out	be sure that nobody can access my information after me
Shopper	receive an e-mail confirmation of registration	be sure that nobody registers in my name
Shopper	personalize my profile and delivery information	use it everytime i send an order
Shopper	to enter a secure password	protect my account
Shopper	to confirm my password twice	prevent spelling mistakes
	see if the e-mail and user name already	
Shopper	extist when registering	be sure that I create a unique account
Shopper	see an order history in my account	know how much I bought in the past

Admin	have access to an admin account	access options for product managment
Admin	securely log in and out of the admin account	prevent unauthorized access to the product managment

SORTING AND SEARCHING

Visitor	search for a certain product	see if it is available in the shop
Shopper	search for a certain product	see its information and add it to my shopping basket
Admin	search for a certain product	read, edit, update or delete it

PURCHASING AND CHECK OUT

Shopper	see the price of a single item, the total cost and delivery fee in my basket	know how much money I will spend on different services
Shopper	individually set the amount of the item i add to my basket	save time by adding several products at once
Shopper	see a confirmation that the product was added to my basket	be sure that it is saved in my basket
Shopper	see how much i need to spend more until I get free delivery	estimate if it is worth adding more products
Shopper	save the delivery information during check out	use it during the next purchase
Shopper	see a summary of my order in check out	know how much money I will be charged
Shopper	get a warning when entering wrong credit card information	prevent spelling mistakes
Shopper	see a confirmation that my order was sucessfull	be sure that the shop received my order
Shopper	get an e-mail confirmation about a succesfull check-out	archive it in my document and follow up later
Shopper	follow up the order history in my account	see its information after the check-out

ADMINISTRATION AND STORE MANAGMENT

Admin	create, read, update and delete products	keep my shop updated with availabe stock
Admin	add pictures and information to each product	present them attractively to the clients
Admin	set individual units and prizing for a product	sell them with a good monetary return
Admin	see a list of all registered accounts and e-mail addresses	follow up the amount of clients
Admin	see the status of the accounts	to the staff or to clients
Admin	have an overview of previous posts and comments in the blog	follow up the history in the blog and read previous content
Admin	approve or delete comments before publishing	prevent unappropriate content in the page

Admin	see a history of all orders made in the shop	follow up how succesfull the shop is
Admin	edit ongoing orders	follow up whishes of clients that arrive after their check out
Admin	see the clients delivery information	deliver the products to the right adress
Admin	see the latest order on top of the overview	follow up recently made orders
Admin	access an overview of all products	create, read, update and delete (CRUD) products
BLOG		
Visitor	read the blog	get inspired to a more healthy lifestyle
Visitor	comment on the blog	ask questions or share my own ideas and knowledge about farming
Shopper	read the blog	learn more about how products are produced and what happens on the farms I am ordering from
Shopper	comment on the blog	interact with the shop-owner, ask questions and give feedback on products I had bought
Admin	create posts and illustrate them with pictures	Inform visitors and clients about my farm, way of working and products
Admin	Read visitors and clients comments	understand the target group and develop new business ideas
Admin	interact with visitor and shoppers	create a trusty relationship and make the shop more
Admin	comment on posts/Vlaidate comments	follow up questions and previous comments by clients or visitors