User Story Map- Lab 1

Rationale
This story map outlines the fundamental features of a minimally viable grocery delivery app. There are 4 epics that represent the user's traversal - from signup to checkout. Each epic is broken down into more walking steps. Here is the breakdown:

1) Preliminary Information:
This epic establishes the the building blocks of the application, by allowing users to signup, login and add their delivery information.

2) Browse Groceries:
Enables users to explore and select the produce from the catalog. Some of the key steps are: i) Item Search bar ii) Item Categories iii) Filters.
This offers a hassle-free browsing experience with categorization. This encourages user engagement and boosts delight.

3) Add to Cart
Allows users to build a cart for checkout. Users are able to view their cart summary, modify item quantities, and add or remove items. The cart acts as an order summary that is still modifiable so the user has the choice to checkout or go back to browsing.

4) Checkout
Users will be able to complete their purchase with secure checkout and confirm their delivery information. A smooth checkout experience prevents total abandonment of the order, so it is a priority to make the entire experience flawless.

<u>Major Decisions</u>

- Choice 1 : MVP Features Should Come First

Why: Making sure the MVP had the essential features consumers anticipate from a grocery delivery service was the main objective.

Implementation: The MVP gave priority to tasks like "Sign Up," "Log In," "Add Delivery Location," "View Item Categories," "Concise Cart Summary," and "Secure Payment." These characteristics guarantee a working product that people can utilize immediately.

- Choice 2: Adding Recommendations and Filters

Why: By improving the user experience with suggestions (like related items) and filters (like dietary restrictions), the app can accommodate a wide range of user needs.

Implementation: To give users more convenience, features like "Filters for dietary restrictions" and "Often Bought Together" were implemented in Release 2. These are not as important as MVP Features, but they drastically improve the experience.

- Choice 3: Including Features That Are Location-Specific

Why: It's critical for a delivery app to customize the customer experience according to their location.

Implementation: To guarantee that consumers can easily enter or discover their delivery location, features like "Auto Detect Location" and "Pickup Option" were added. Despite being crucial, these tasks were postponed until Release 2 in order to prioritize the MVP.

Extra Feature

I changed up some of the card colors and made the personas visible as I thought that was a pivotal feature since it makes division of labour a lot easier.