

1. As a shopper I want to browse all available products on the site so that I can find something to buy.

BOJEAUX

🔍

👤 ♥ 🛒

SHOP ABOUT BLOG

HOME | SHOP | ALL PRODUCTS (32)

SORT BY ▾

FILTER BY:

HAIR BODY FACE BUNDLES

BATH SALTS WITH GOJI BERRIES \$35.00

BAMBOO BRUSH \$15.00

HYDRATING BODY GEL \$25.00

BODY MIST \$85.00

↑

2. As a shopper I want to filter by product category so that I can easily find what I am interested in.

BOJEAUX



SHOP

ABOUT

BLOG

HOME | SHOP | BUNDLES (8) ←

SORT BY

FILTER BY:

HAIR BODY FACE BUNDLES



4-PACK FACE SOAP BARS

\$23.00



3-PACK BATH BOMBS

\$13.00



LOTION AND MAGIC SERUM

\$33.00



BODY WASH KIT

\$56.00

3. As a shopper I want to search by keywords so that I can find the products faster.

BOJEAUX

[SHOP](#)[ABOUT](#)[BLOG](#)

[HOME](#) | [SHOP](#) | **RESULTS FOR "SERUM" (6)**

SORT BY

FILTER BY:

[HAIR](#)[BODY](#)[FACE](#)[BUNDLES](#)



[HAIR ROOTS SERUM](#) \$16.00 [HAIR SHINE SERUM](#) \$22.00 [VITAMIN C FACE SERUM](#) \$40.00 [LOTION AND MAGIC SERUM](#) \$33.00



4. As a shopper I want to add and view products in my bag so that I can know how much I am spending.

BOJEAUX



SHOP

ABOUT

BLOG

HOME | SHOP | HAIR | HAIR SHINE SERUM



HAIR SHINE SERUM

Argan oil based serum that helps with frizzy hair, loosens tangles and restores volume in a matter of minutes.

\$22.00

QTY

- +

[ADD TO BAG](#)

[FULL INGREDIENTS](#)



You might also like other products from this [category](#).

BOJEAUX



[MY ACCOUNT](#)
[FAQ](#)

[TERMS OF USE](#)
[PRIVACY POLICY](#)



(2)

SHOP

ABOUT

BLOG

HOME | SHOP | BODY | **BAMBOO BRUSH****BAMBOO BRUSH**

Constructed with durable bamboo wood, the wooden hand allows you hard to reach areas such as the back and the feet.

\$15.00

QTY

 - +**ADD TO BAG****FULL INGREDIENTS**

SUCCESS

Added Bamboo Brush to your bag

BAG (2)

	HAIR SHINE SERUM
	BAMBOO BRUSH

Qty: 1

TOTAL (EXC. DELIVERY): \$37.00

SPEND AN EXTRA \$8.00 AND GET FREE DELIVERY!

SECURE CHECKOUT

You might also like other products from this [category](#)



BOJEAUX



(2)

HOME | SHOP | YOUR BAG



YOUR BAG

Spend an extra **\$8.00** and get free delivery!



HAIR SHINE SERUM \$22.00

QTY: 1



1



\$22.00

5. As a shopper I want to add products to a wishlist so that I can come back later and find them easily.



BOJEAUX  

HOME | SHOP | FACE | FACE CLAY MASK

FACE CLAY MASK 

Made of seaweed extract, this product helps moisturize and soothe the skin. Recommended to use 1-2 times a week

\$14.00

QTY

- +

ADD TO BAG

[FULL INGREDIENTS](#)

BOJEAUX  

SUCCESS

Face Clay Mask added to wishlist!

BAG (2)

 HAIR SHINE SERUM
Qty: 1

BAMBOO BRUSH

TOTAL (EXC. DELIVERY): \$37.00

SPEND AN EXTRA \$8.00 AND GET FREE DELIVERY!

 **SECURE CHECKOUT**

[REMOVE FROM WISHLIST](#)

Made of seaweed extract, this product helps moisturize and soothe the skin. Recommended to use 1-2 times a week

\$14.00

QTY

- +

ADD TO BAG

BOJEAUX  

WISHLIST



FACE CLAY MASK \$14.00

Made of seaweed extract, this product helps moisturize and soothe the skin.
Recommended to use 1-2 times a week

#face

[Remove from wishlist](#)

BOJEAUX

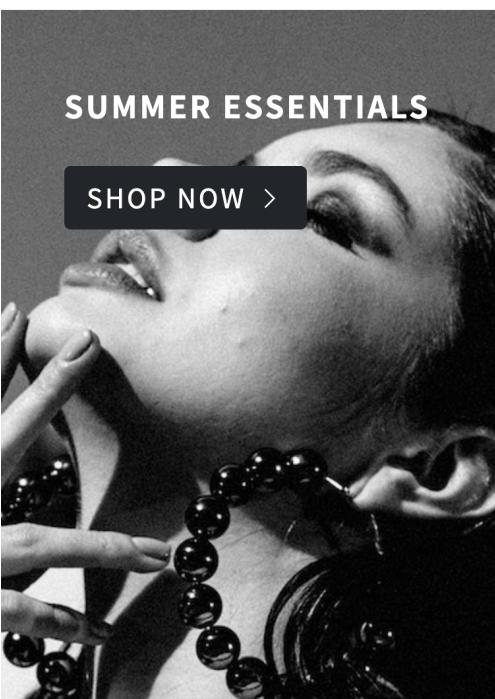
  

6. As a shopper I want to get some sort of discount so that I can afford to buy something extra maybe.

≡ BOJEAUX  

SUMMER ESSENTIALS

SHOP NOW >



Black Friday Sales in 59D 6H 36M 54S

OUR BESTSELLERS



≡ BOJEAUX  

HOME | SHOP | YOUR BAG

YOUR BAG

Spend an extra **\$8.00** and get free delivery!



HAIR SHINE SERUM \$22.00

QTY: 1

- +

\$22.00

7. As a shopper I want to see my past orders so that I can track how much I spend and buy some products again.

The screenshot shows the BOJEAUX website's account page. At the top, there is a search bar, a user icon, a heart icon, and a shopping cart icon. Below the header, there are navigation links for SHOP, ABOUT, and BLOG. A red arrow points from the user icon down to the ORDER HISTORY section.

HOME | SHOP | MY ACCOUNT

CONTACT INFORMATION

p831301263
Sportlaan
420
Amstelveen
Amsterdam
1185TP
Netherlands

UPDATE INFORMATION

ORDER HISTORY

ORDER NO	DATE	ITEMS	TOTAL
23A6354...	Sept. 26, 2021, 11:03 a.m.	Body Mist x1	\$85.00
SE6E435...	Sept. 26, 2021, 7:38 p.m.	Bamboo Brush x1	\$16.50

BOJEAUX

MY ACCOUNT
FAQ

TERMS OF USE
PRIVACY POLICY

8. As a shopper I want to check the full list of ingredients so that I can decide if the products are suitable for what I need.

The screenshot shows a website with a dark header bar. The header includes the brand name "BOJEAUX" in white, a search bar with a magnifying glass icon, user account icons, and a shopping cart icon. Below the header, there are navigation links for "SHOP", "ABOUT", and "BLOG". A breadcrumb trail at the top of the page reads "HOME | SHOP | BODY | BATH SALTS WITH GOJI BERRIES".

A modal window titled "Ingredients:" is displayed over the page content. It lists the following ingredients:

- Aqua / Water, Sodium Lauryl Sulfate, Coco-Glucoside, Coco-Betaine, Coconut Oil, Glyceryl Oleate, Triethyl Citrate, Lecithin, Sodium Chloride, Sodium Hydroxide, Hydrogenated Palm Glycerides Citrate, Hydroxypropyl Guar
- Hydroxypropyltrimonium Chloride, Citric Acid, Tocopherol, Ascorbyl Palmitate, Sodium Benzoate, Salicylic Acid, Linalool, Geraniol, Coumarin, Limonene, Citronellol, Benzyl Alcohol, Benzyl Cinnamate, Benzyl Salicylate, Parfum / Fragrance

Below the ingredients list is a "Close" button. At the bottom of the modal, there are social media sharing icons (Facebook, Twitter, Pinterest) and a "FULL INGREDIENTS" link. Red arrows point from the text "You might also like other products from this category." to the "FULL INGREDIENTS" link and the "Close" button.

You might also like other products from this [category](#).

[FULL INGREDIENTS](#)

[Close](#)

9. As a shopper I want to sort the products by price so that I can see the expensive/cheapest ones first.

BOJEAUX



SHOP

ABOUT

BLOG

HOME | SHOP | ALL PRODUCTS (32)

FILTER BY:

HAIR BODY FACE BUNDLES

✓ SORT BY
PRICE (LOW TO HIGH)
PRICE (HIGH TO LOW)
(A-Z)
(Z-A)

10. As a shopper I want to get recommendations of similar products so that I can discover new items that I could like.

BOJEAUX



SHOP ABOUT BLOG

HOME | SHOP | BODY | BATH SALTS WITH GOJI BERRIES



BATH SALTS WITH GOJI BERRIES ❤

Get a peaceful night's rest with the calming scent of goji berries and essential oils. Designed to help you relax and enhance sleep, this product will soothe back pain and tired feet, calm the nervous system, and promote beautiful skin.

\$35.00

QTY

-

1

+

ADD TO BAG

[FULL INGREDIENTS](#)

You might also like other products from this category.

11. As a shopper I want to read the most frequently asked questions so that I can know about returning policy, free shipping and anything related to the products on the site.

BOJEAUX



SHOP

ABOUT

BLOG

FREQUENTLY ASKED QUESTIONS

[What are your shipping methods and policies?](#)



We ship your order anywhere in the world within 3 days. Bojeaux orders are shipped and delivered by UPS on business days (Monday through Friday, excluding major holidays). Time frames could take between 4-10 business days and shipping costs are calculated based on your order total (if you spend a minimum of \$45, you get free delivery!).

[What is your return policy?](#)



[How can I contact you if I have any problems with my order?](#)



[How long can I use the products for?](#)



[Do you provide skincare/haircare advice?](#)



[What should I do if I have an allergic reaction?](#)



[Do you also sell the products in stores?](#)



[How can I buy gift cards on the online store?](#)



We work hard to support you with your orders and answer all of your questions timely. Feel free to reach out to us through our social media channels down below anytime. ☺

12. As a shopper I want to have my shipping details on my profile so that I can complete my purchase faster.

BOJEAUX



SHOP

ABOUT

BLOG

HOME | SHOP | MY ACCOUNT

CONTACT INFORMATION

0831301263

Sportlaan

420

Amstelveen

Amsterdam

1185TP

Netherlands

UPDATE INFORMATION

ORDER HISTORY

ORDER NO	DATE	ITEMS	TOTAL
23A6354...	Sept. 26, 2021, 11:03 a.m.	Body Mist x1	\$85.00
5E6F435...	Sept. 26, 2021, 7:38 p.m.	Bamboo Brush x1	\$16.50

BOJEAUX



MY ACCOUNT
FAQ

TERMS OF USE
PRIVACY POLICY

13. As a shopper I want to read articles related to the products so that I can learn how to better use them and be up to date with beauty tips.

BOJEAUX



SHOP

ABOUT

BLOG

KEEP UP WITH THE LATEST NEWS IN OUR CURATED BLOG POSTS



Busting popular hair myths

Brushing your hair many times a day will help with hair growth - this is actually a very common misbelief that can work against your end goals. Brushing too much can cause friction and open your cutic...

[Read more](#)

Posted on Sept. 19, 2021, 7:53 a.m.



Skincare: expectation vs. reality

Expectation - It's better to use more products in my skincare routine. Reality - Not necessarily, but while many-step skincare rituals are often effective, overwhelming your skin with too many produ...

[Read more](#)

Posted on Sept. 19, 2021, 7:33 a.m.



The next big thing in wellness

Yin Yoga is a slow-paced style of yoga as exercise, incorporating principles of traditional Chinese medicine, with asanas (postures) that are held for longer periods of time than in other styles. For...

[Read more](#)

Posted on Sept. 18, 2021, 7:45 p.m.

BOJEAUX

14. As a shopper I want to know more about the brand so that I can decide if the founders are trustworthy and how legit the brand is.

BOJEAUX

SHOP ABOUT BLOG 🔍 👤 ❤️ 🛒



ABOUT ←

Bojeaux is a mature skin and hair care brand that entered the market back in 2019. Reinventing the world of luxury through a new approach where design meets high quality, our products line started in the Amsterdam, Netherlands. Born in such a vibrant and international city, Bojeaux delivers with elegance and sophistication by enhancing your natural beauty and taking care of you.

OUR FOUNDERS



Berhane Oghenekevwe
Born in Kampala (Uganda), Berhane moved to the Netherlands with her parents when she was six years old. Growing up she has always shown interest in pharmaceuticals and cosmetics, so she decided to pursue a career as a cosmetic scientist. This passion eventually led to Berhane starting her first line of skin care products, with a focus on high quality ingredients that would make an impact in the industry.

15. As a shopper I want to register for an account that stores my info so that I can return and navigate the site faster and more intuitively.

The screenshot shows the BOJEAUX website homepage. At the top left is the brand name "BOJEAUX". To its right is a search bar with a magnifying glass icon. Below the search bar are three menu items: "SHOP", "ABOUT", and "BLOG". On the far right is a user account dropdown menu with options "Register" and "Login", both highlighted with a red box. A large black and white photograph of a woman's face occupies the center of the page. Overlaid on the photo are the words "SUMMER ESSENTIALS" and a "SHOP NOW >" button. At the bottom of the photo, a dark banner displays the text "Black Friday Sales in 59D 6H 29M 42S". Below the photo, the section title "OUR BESTSELLERS" is visible, followed by a row of product thumbnails. The URL "https://bojeaux-ms4.herokuapp.com/accounts/signup/" is shown in the browser's address bar at the bottom left.

16. As a shopper I want to be able to reset my own password so that I can retrieve access to my account.

BOJEAUX



SHOP

ABOUT

BLOG

SIGN IN

If you have not created an account yet, then please [sign up](#) first.

mvacarus

Remember Me

[Forgot Password?](#)



BOJEAUX



MY ACCOUNT

FAQ

TERMS OF USE

PRIVACY POLICY

17. As a shopper I want to receive an email with an order confirmation so that I can have the relevant information and be sure everything went well with my purchase.

M

mihaelavacarus8@gmail.com

Bojeaux Confirmation for Order Number 23A635414D764BC29B9D2A553E13D95B

To: Mihaela Vacarus

Hello Mihaela Vacarus!

This is a confirmation of your order at Bojeaux. Your order information is below:

Order Number: 23A635414D764BC29B9D2A553E13D95B

Order Date: Sept. 26, 2021, 11:03 a.m.

Order Total: \$85.00

Delivery: \$0.00

Grand Total: \$85.00

Your order will be shipped to Sportlaan in Amstelveen, NL.

We've got your phone number on file as 0831301263.

If you have any questions, feel free to contact us at mihaelavacarus8@gmail.com.

Thank you for your order!

Sincerely,

Bojeaux Team

18. As a site owner I want to add, edit or/and delete products so that I can add more products, make any updates to existing ones and/or delete products.

The screenshot shows a web application for managing products. At the top, there is a header with the brand name "BOJEAUX" on the left, a search bar in the center containing a magnifying glass icon, and user account icons (person, heart, shopping bag) on the right. Below the header, a navigation menu includes links for "SHOP", "ABOUT", and "BLOG". On the far right of the header, there are buttons for "Add Product", "My Account", and "Logout".

Below the header, a breadcrumb navigation shows "HOME | SHOP | PRODUCT MANAGEMENT".

The main content area is titled "ADD PRODUCT". It contains several input fields:

- A dropdown menu labeled "Category" with "Face" selected.
- A text input field labeled "Sku".
- A text input field labeled "Name".
- A large text area labeled "Description".
- A large text area labeled "Ingredients".

At the bottom left of the form area, there is a URL: <https://bojeaux-ms4.herokuapp.com/products/add/>.



[HOME](#) | [SHOP](#) | [ALL PRODUCTS \(32\)](#)

SORT BY ▾

FILTER BY:

[HAIR](#) [BODY](#) [FACE](#) [BUNDLES](#)



BATH SALTS WITH GOJI BERRIES \$35.00



BAMBOO BRUSH



HYDRATING BODY GEL \$25.00



BODY MIST \$85.00



<https://bojeaux-ms4.herokuapp.com/products/edit/1/>



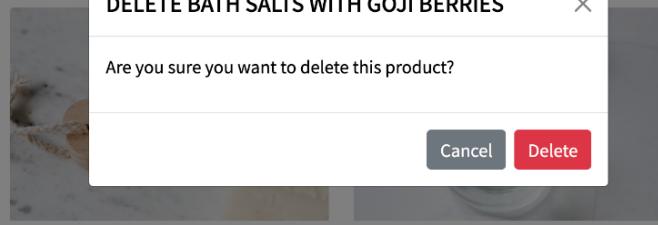
[HOME](#) | [SHOP](#) | [ALL PRODUCTS \(32\)](#)

SORT BY ▾

FILTER BY:

[HAIR](#) [BODY](#) [FACE](#) [BUNDLES](#)

BATH SALTS WITH GOJI BERRIES \$35.00



BAMBOO BRUSH

\$15.00

HYDRATING BODY GEL

\$25.00



BODY MIST

\$85.00

↑

The screenshot shows a website interface for 'BOJEAUX'. At the top, there's a navigation bar with links for 'SHOP', 'ABOUT', and 'BLOG'. A search bar is positioned above the navigation. On the right side of the header, there are icons for user profile, heart, and shopping cart, along with a small 'INFO' box that says 'You are editing Bath Salts with Goji Berries'. Below the header, a breadcrumb navigation shows 'HOME | SHOP | PRODUCT MANAGEMENT'. The main content area is titled 'EDIT PRODUCT'. It contains several input fields: a dropdown menu set to 'Body', a text input field containing 'bo00001', and another text input field containing 'Bath Salts with Goji Berries'. A large text area below these fields contains the following description: 'Get a peaceful night's rest with the calming scent of goji berries and essential oils. Designed to help you relax and enhance sleep, this product will soothe back pain and tired feet, calm the nervous system, and promote beautiful skin.' At the bottom of the form, there's a detailed list of ingredients: 'Aqua / Water, Sodium Lauryl Sulfate, Coco-Glucoside, Coco-Betaine, Coconut Oil, Glyceryl Oleate, Triethyl Citrate, Lecithin, Sodium Chloride, Sodium Hydroxide, Hydrogenated Palm Glycerides Citrate, Hydroxypropyl Guar, Hydroxypropyltrimonium Chloride, Citric Acid, Tocopherol, Ascorbyl Palmitate, Sodium Benzoate, Salicylic Acid, Linalool, Geraniol, Coumarin, Limonene, Citronellol, Benzyl Alcohol, Benzyl Cinnamate, Benzyl Salicylate, Parfum / Fragrance'.

19. As a site owner I want to create coherence around my brand so that I can build up a good number of returning loyal customers. The whole branding on the website, alongside with the story of the company builds up for this together with the functionalities implemented.