

# Task Definition

## Guide

First I wrote the List of tasks (each notification that I think should be created by the developers because they are necessary for users when performing actions on a newsletter subscription box) and after the list I gave details and Definition of each Task using my predefine template.

## List of Tasks:

**\*Clarification:** The tasks are listed with priorities starting from 1-3 numbers (**1 - top priority task, 2 - medium priority task, 3 - low priority task**) and symbolically colored.

Number	Notification Title	Priority
1	Entered correct email notification	1
2	Entered incorrect email notification	1
3	Entered email is associated with an existing account notification	1
4	Entered incorrect email format notification	1
5	Display Welcome to a newsletter notification	2
6	Display First time login guidance notification	1
7	Display Updated news and promotions notification	3
8	Display Service Maintenance issues notification	2
9	Display notification when unsubscribing and Re-subscribe option	3
10	Personalized offer email notification ( <i>if applicable to your newsletter</i> )	3

## Definition of each Task:

### PREDEFINED TEMPLATE:

- ★ **Title** - short and precise description about the exact task
- ★ **Number** - referring to the numbers in the task table
- ★ **Goal** - what is the main goal that will be accomplished with completing the task
- ★ **Explanation** - details of what need to be done similar to business story
- ★ **Resources Needed** - whether human or technical resources
- ★ **Acceptance Criteria** - using keywords Given/ When/ Then explained successful scenario output and all possible other scenarios
- ★ **Visuals** - for some tasks give screenshots or other resources links for visual explanation how our output should look like
- ★ **How to be tested** - steps that need to be reproduced by the QA team

## 1. Notification

**Title** - Entered correct email notification

**Number** - 1

**Goal** - Improve login flow by adding pop-up notification when the User enters the correct email and thank them for subscribing to the newsletter. This is a way to ensure that our system isn't allowing spam or other competing firms to subscribe with fake emails in order to get into our way of working and thinking and to steal privacy policy.

**Explanation** - Every time when the user enters the correct email, it should come up with a pop-up screen:

**"Thank you! Your subscription has been confirmed.**

**You've been added to our list and will hear from us soon."**

**Resources Needed** - access to login API, email validation, DB checkup (read, write and save the email with the date of registration), developer and UI/UX team, spam/junk check mechanism

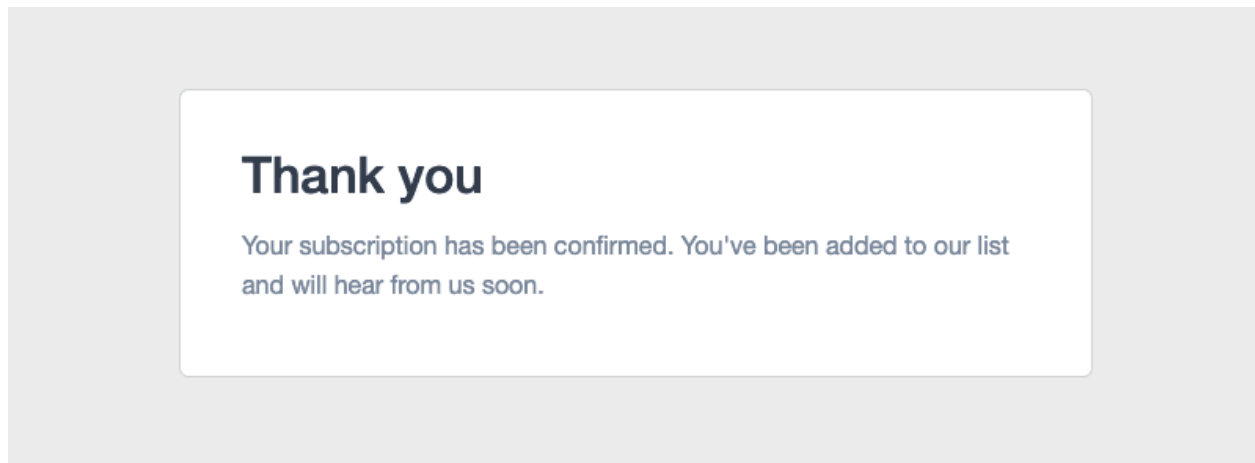
**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to subscribe

When he/she enters correct email AND that email doesn't already exist in the DB

Then successful subscription message should come up like a popup notification screen

**Visuals** -



**How to be tested** -

- 1) create separate email account for testing purposes (using name, surname and numbers)
- 2) try to add that email into subscription form
- 3) if the email doesn't exist in the DB (connect and check previously saved emails)
- 4) run set spam/junk OR phishing mechanism AND if the email isn't spam or fake account
- 5) then successful popup (like this above) should be displayed

## 2. Notification

**Title** - Entered incorrect email notification

**Number** - 2

**Goal** - Try to prevent user mistakes when login by adding pop-up notification when the User enters incorrect email

**Explanation** - Every time when the user enters an incorrect email (like an email that is not registered in any mail service or some letter/number is incorrect), we should inform him/her with a popup: “ **Subscription failed!**” OR

“**Email address Mismatch!** The entered email address doesn't exist in the mail service.”

**Resources Needed** - access to login API, email validation, connect and check mail services, developer and UI/UX team, error messages

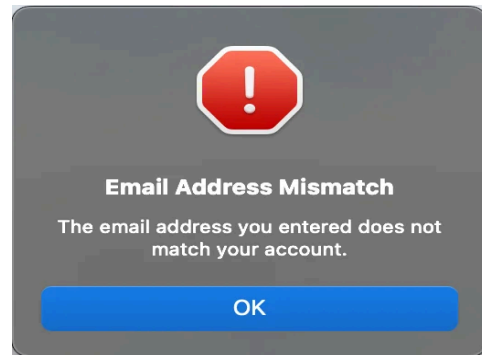
**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to subscribe

When he/she enters incorrect email AND that email doesn't exist in any mail services

Then failed subscription message should come up like a popup notification screen

**Visuals** -



**How to be tested** -

- 1) use fake or email that isn't registered on mail services (Gmail, Outlook, Yahoo etc) before
- 2) try to add that email into subscription form
- 3) connect and check mail services
- 4) check if the entered text look like an possible email
- 5) if the email isn't registered on any service AND is just randomly entered text (number and letters) then failed subscription popup should be displayed

### 3. Notification

**Title** - Entered email is associated with an existing account notification

**Number** - 3

**Goal** - Try to prevent user mistakes when login by adding pop-up notification when the User enters an email that is associated with other account AND offer login with other account

**Explanation** - Every time when the user enters an email address and that address is already registered to another user with another account, we should inform:

**“Email already in use.**

We couldn't accept your subscription since the email you entered is associated with an existing account. Please, try to Log in with another email.

#### **Login with other email”**

**Resources Needed** - access to login API, email validation, DB checkup (read, write), developer and UI/UX team, error message

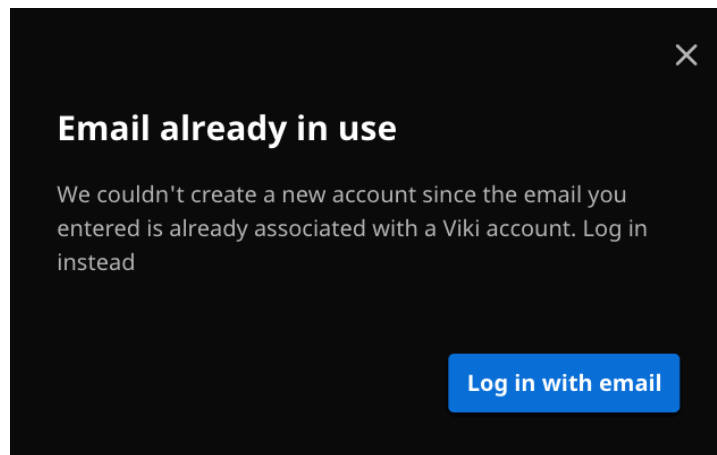
**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to subscribe

When he/she enters correct email AND that email is already associated with an existing account AND that other account exist into our DB

Then Email in use unsuccessful message should come up like a popup notification screen

**Visuals** -



**How to be tested** -

- 1) use the same email (number, letters and symbols) like in the first task (1.Notification)
- 2) try to add that email into subscription form
- 3) connect and check already existing emails into DB
- 4) try to write that email into DB
- 5) if the email exist with other account
- 6) email already in use failed message popup should be displayed

#### 4. Notification

**Title** - Entered incorrect email format notification

**Number** - 4

**Goal** - Try to prevent user mistakes when login by adding pop-up notification when the User enters an incorrect email format

**Explanation** - Every time when the user enters an email address and that address is not following the email format/ pattern ([text@mailservice.com](mailto:text@mailservice.com) and numbers), display message:

**“Incorrect email format. Please follow the given format for email.”**

**Resources Needed** - access to login API, email validation, email format checkup, developer and UI/UX team, error message

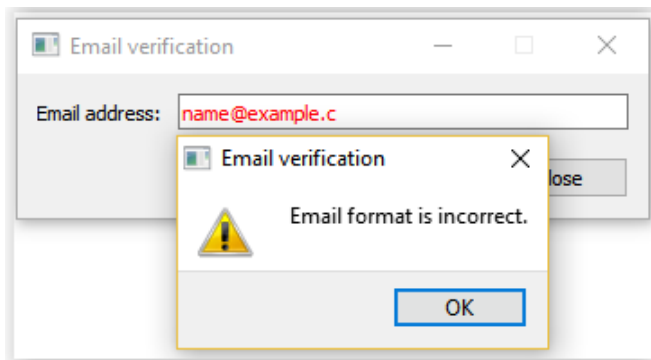
**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to subscribe

When he/she enters an email address AND that email is not in the specified format

Then Incorrect email format unsuccessful message should come up like a popup screen

**Visuals** -



**How to be tested** -

1) enter some text and numbers that aren't following the pattern (allow data:

[text@mailservice.com](mailto:text@mailservice.com) and numbers)

2) try to add that text into subscription form

3) check email if it matches the allowed format

4) if it is a mismatch with a specified format give popup failed message AND give instruction to enter the correct email format

## 5. Notification

**Title** - Display Welcome to a newsletter notification

**Number** - 5

**Goal** - Improve login flow and increase user experience by adding pop-up notification and wishing warm welcome to User who successfully enters our newsletter

**Explanation** - Every time when the user enters an email address and that address is successfully registered (which means passing all of our criterias), display

**“Welcome and thank you. You’re subscribed!”**

**Resources Needed** - access to login API, email validation, email format checkup, DB checkup (read, write), developer and UI/UX team

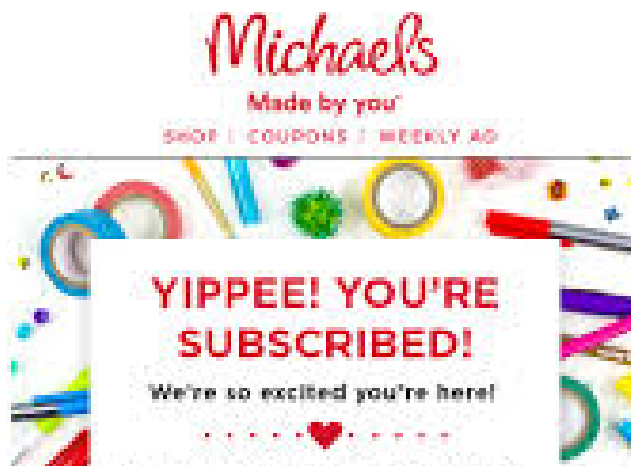
**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to subscribe

When he/she enters correct email AND that email is registered on any mail service AND that email is not associated with another account in our DB AND is not a spam/phishing email AND is following the allowed email format

Then we add that email into DB AND register new successful account AND welcome message comes up on the screen like a popup

**Visuals** -



**How to be tested** -

- 1) enter registered email into subscription form (data: same email from previous examples)
- 2) check if that email is registered on mail service
- 3) check if that email doesn't exist into DB with other account
- 4) check spam/junk or phishing mechanism
- 5) check email format
- 6) if all of the above criterias are passed display Welcome message

## 6. Notification

**Title** - Display First time login guidance notification

**Number** - 6

**Goal** - Try to improve user experience even more for the newbies by adding guide (step by step) what each of the tabs means and how to navigate easier throughout the site

**Explanation** - Every time when a new user registers successfully on our newsletter, display: “[Here is a quick guide for the very beginning. Follow step 1.](#) 🙌”

**Resources Needed** - access to login API, email validation, email format checkup, developer and UI/UX team, home page load, DB

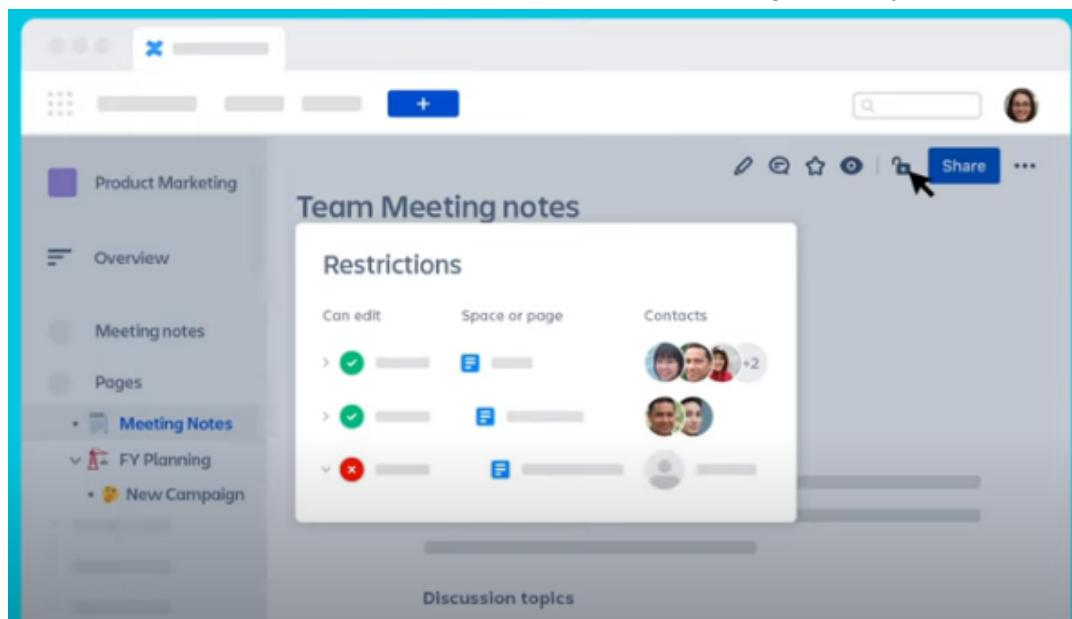
**Acceptance Criteria** -

Given a newly registered user is visiting our newsletter for the first time AND his account is checked AND is passing all criterias AND is successfully registered AND written in our DB

When he/she got successful subscription popup AND got welcome and thank you message AND click OK to exit that pop-up

Then Home page should be loaded AND guidance with steps for the very beginning should be displayed

**Visuals** - <https://www.youtube.com/watch?v=kaNPNbAT-as> \*(isn't particularly for a newsletter but is one useful example that could be used to implement guide for your task)



**How to be tested** -

- 1) enter correct email into subscription form (data: same rules like in 5 task)
- 2) check if that email passes all criterias (like in 5. Notification)
- 3) if that email successfully pass all criterias AND two previous pop-up messages are closed
- 4) Quick guide popup with disabled background should be displayed, while the steps are enabled AND user need to click Next in order to go through the guide steps AND after that to navigate wherever he/she wants

## 7. Notification

**Title** - Display Updated news and promotions notification

**Number** - 7

**Goal** - Try to improve user experience even more with presenting popups with newest codes / offers / promotions for the registered users

**Explanation** - Every time when a registered user is viewing the site and there are active promotions for the items he/she has recently viewed display:

“ **Free gifts for you!** / **Promotions on best sellers!** / **Sales ends today!** ”

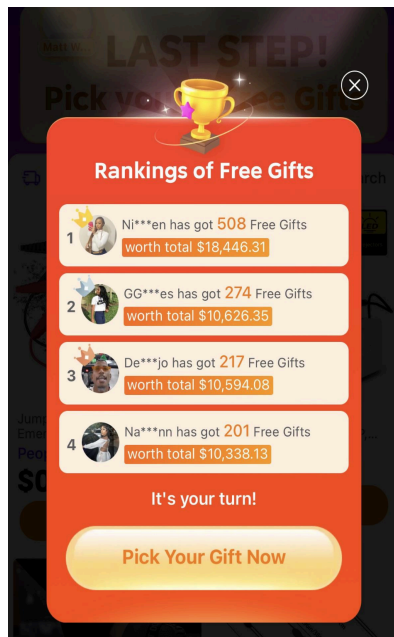
**Resources Needed** - access to login API, email validation, email format checkup, developer and UI/UX team, home page load, DB, items on promotions/ sale list, viewed items list

**Acceptance Criteria** -

Given a successfully registered user is visiting our newsletter AND there are some items on promotions OR we have available special code for registered users

When he/she is viewing items on Home page OR similar to those on promotion/ sale

Then promotions popup OR code popup should be displayed



**How to be tested** -

- 1) enter correct email into subscription form
- 2) check if that email passes the criteria
- 3) if that email passes all criterias AND the user is not visiting for the first time (check register date)
- 4) check promotions/ sale list items
- 5) check recently viewed list items (on User side)
- 6) if any available on the list is match with User OR is similar to last viewed items
- 7) display code/ promotion popup to the user



## 8. Notification

**Title** - Display Service Maintenance issues notification

**Number** - 8

**Goal** - Try to improve user experience even more by being transparent and informing users every time when there is a technical issue with popup message and offer to login again

**Explanation** - Every time when a registered user is trying to access our site, but there are some technical errors or we are making update/ load newest items/ checking data display:

**“ Under maintenance!**

Currently we are facing some technical issues / we are updating our database.

Please try again after some time.

**Try again”**

**Resources Needed** - access to login API, email validation, email format checkup, developer and UI/UX team, home page load, DB, team for resolving issues, technical support

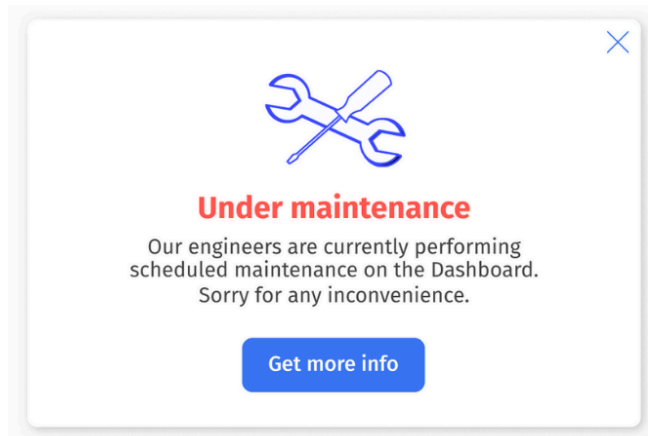
**Acceptance Criteria** -

Given a successfully registered user is visiting our newsletter AND we are facing technical issues OR doing updates OR doing data reload OR usual monthly checkups

When he/she is visiting, but our site is down AND unavailable at the moment

Then under maintenance informative popup message should appear with explanation why our site isn't working AND with instruction AND button to try again after some time

**Visuals** -



**How to be tested** -

- 1) enter correct email into subscription form (same data format)
- 2) check if that email passes our criterias
- 3) check if the user is not visiting first time
- 4) check and try to load Home page
- 5) check site availability
- 6) if there is any technical issue OR just regular update OR checkups going on that are disabling proper function of the site/ loading data
- 7) display informative message AND instruction for next steps AND button for next login

## 9. Notification

**Title** - Display notification when unsubscribing and Re-subscribe option

**Number** - 9

**Goal** - Improve login flow by adding option to Unsubscribe in any time and if the user is leaving give them an informative message and option to Re-subscribe again

**Explanation** - Every time when the user enters wants to leave the newsletter and he/she clicks Unsubscribe button (usually in the bottom of the screen) we should ask if he/she is purposely leaving or if by mistake point to button Re-subscribe and give informative message like:

**“Thank you.**

You have been successfully removed from this subscriber list and won't receive any further email for us.

**Did you unsubscribe by accident?** [Re-subscribe](#)”

**Resources Needed** - access to login API, email validation, DB checkup (read and remove), developer

**Acceptance Criteria** -

Given a user is visiting our newsletter AND wants to leave our site

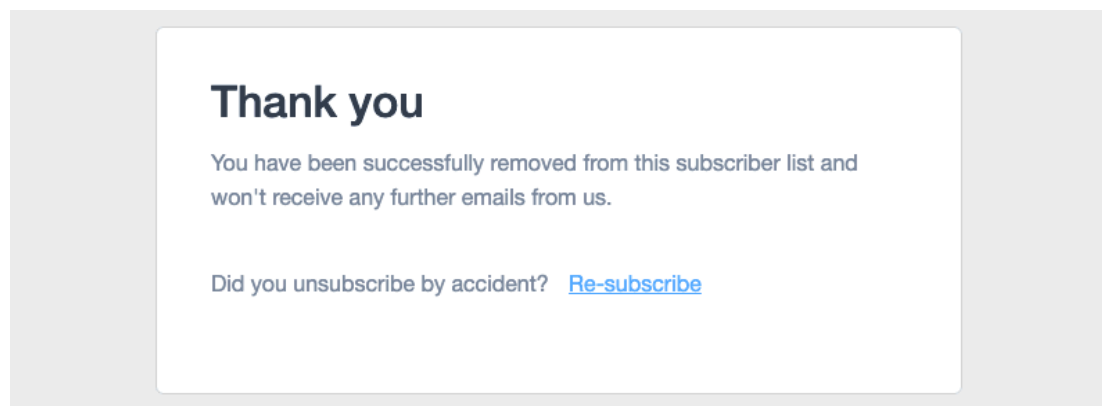
When he/she clicks on the button Unsubscribe AND isn't clicking Re-subscribe (which means he/she want to leave on purpose)

Then successful unsubscription message should come up like a popup notification screen AND that email should be removed from our DB list

**IF NOT** which means action done by accident (is unsubscribed but has clicked Re-subscribe)

Then give them a successful unsubscription message and redirect him to 1. Notification steps to subscribe again like a new user

**Visuals** -



**How to be tested** -

- 1) enter correct email into subscription form (same data format)
- 2) check if that email passes our criterias
- 3) check if the user is not visiting first time
- 4) load Home page
- 5) click on Unsubscribe button
- 6) a successful unsubscription message should be displayed
- 7) now click on Re-subscribe button
- 8) you should be redirect to the initial register screen for entering new email

## 10. Notification

**\*\*\*Note:** I don't know if this type of notification is applicable to your newsletter, if not, please don't take this task definition into consideration.

**Title** - Personalized offer email notification

**Number** - 10

**Goal** - Try to improve user experience even more with presenting personalized recommendations for the registered users by following their behaviour on our site

**Explanation** - Every time when a registered user is viewing the site and there are some recommendation OR offers similar to the items he/she has recently viewed display:

“ **Recommended for you!** / **You may like these items too!** ”

**Resources Needed** - access to login API, email validation, email format checkup, developer and UI/UX team, home page load, DB, scan user behavior and make personalization

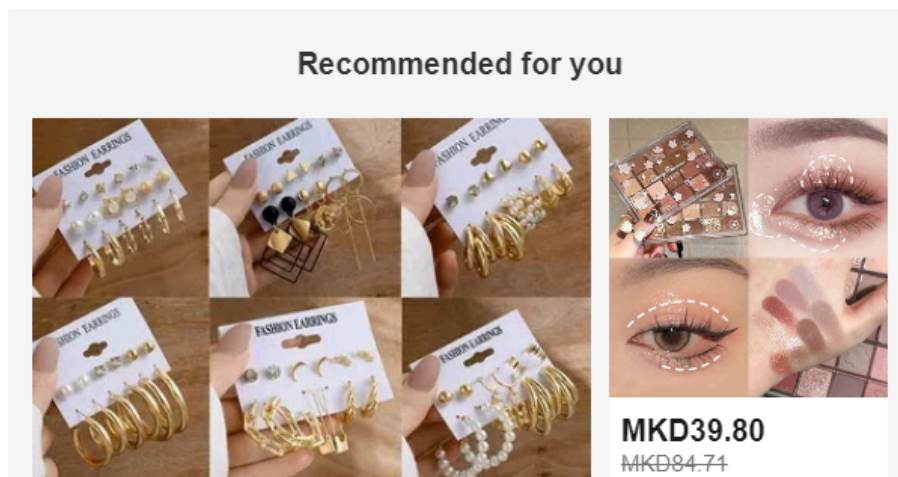
**Acceptance Criteria** -

Given a successfully registered user is visiting our newsletter AND there are some similar items to those he/ she is viewing

When he/she is on Home page

Then recommendation popup should come up with list of similar items

**AliExpress**



**How to be tested** -

- 1) enter correct email into subscription form (same data format)
- 2) check if that email passes the criteria
- 3) if that email passes all criterias AND the user is not visiting for the first time
- 4) check personalization on our site
- 5) check recently viewed list items (on User side)
- 6) if similar yet available personalized item on our list is match with User's last viewed items
- 7) display recommendation informative message and list items