| AS A/AN | I WANT TO… | SO THAT |
| --- | --- | --- |
| VISITOR | Be able to use different methods to search for a car (i.e. browsing, search bar, applying filters) | I can find the car I want |
| ADMINISTRATOR | Create descriptive tags for a car’s characteristics | My customers can easily find the cars that I post |
| ADMINISTRATOR | Post cars for sale and be able to edit its attributes such as (make/model/color/etc...) | The inventory can be placed into a database |
| VISITOR | Browse the available inventory and view reviews and general information | I can decide if I would like to create an account  and see available inventory without logging in |
| ADMINISTRATOR | Be able to securely sign on with elevated permissions | I can securely edit inventory and prices |
| USER | Easily view details available to a VISITOR as well as price | Compare inventory |
| USER | Be able to access the system on Android or iOS platform | I can use it on multiple devices |
| USER | Have a responsive layout that adjusts to my screen size | I can easily view and interact with the UI on different devices |
| ADMINISTRATOR | Be able to display special promotional events/announcements | Customers browsing can see and take advantage of the information provided. |
| VISITOR | Be able to see physical store locations and embedded directions from my location | Customers can visit store locations and have shipping information |
| USER | Be able to leave reviews of vehicles previously purchased | Other customers will have an improved buying experience and administrators have user feedback |
| ADMINISTRATOR | Be assured that client information is protected through PCI compliance | Legal liability for breaches is reduced and customer trust is increased. |
| ADMINISTRATOR | Give my employees different roles in the software | There will be a specific person to do each role and there will be less mistakes |
| SALESMAN | See my quotas and deadlines | I know when particular products need to be sold by |
| ADMINISTRATOR | Enter products into the system | Multiple people do not do the same thing twice |
| ADMINISTRATOR | Update Car sales when promotions begin/ expire. | People will know about possible sales. |
| USER | Be able to see car specs. | I can review if I like the car or not |
| USER | Be able to view inventory system through internet via web browser or mobile app. | Accessibility on any device |
| USER | Be able to view web site even though hundreds of other users are using it too. | The customer experience is at its best without slowing users down. |
| ADMINISTRATOR | Be able to log vehicle locations on sales lot. | The customer can view a grid on the application and see the car in person (alone) before being met by a salesman |
| ADMINISTRATOR | Be able to apply tags to car’s description. | It is easier for users to narrow their vehicle search. |
| ADMINISTRATOR | Be able to update inventory. | Users can view an accurate, current inventory |
| USER | Be able to edit personal information. | Users can change payment methods, addresses, etc. If needed |
| USER | Have certain personal information attached to my account such as credit card info, addresses, phone numbers, and vehicle specification interests | I can have a personalized experience while using the site |
| USER | View on the app at which store the car is physically located | I can go view the car in person before making a purchase. |
| USER | Be able to edit my profile information | I can update my name, address, credit card, interests, etc. as needed |
| USER | View a pop up after closing the app | I can rate the app with star and/or leave constructive comments about my experience. |
| VISITOR | Be able to create an account as a buyer or site admin | I can access the site in a personalized way and save personal information. |
| ADMINISTRATOR | Be able to edit all aspects of the listed inventory | I can make sure the site lists the current on-hand inventory. |
| ADMINISTRATOR | Assign a unique ID to every user account | There is database integrity and to ensure that no user account is duplicated. |