**USER STORIES DOCUMENT**

1. **Project Overview**

* Project Name: Demo Web Shop Optimization
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1. **Introduction**

This document defines user stories for improving the Demo Web Shop’s search, product pages, cart, checkout, mobile experience, performance, and trust signals based on the usability review findings. Scope covers search, product details, cart operations, checkout process, and performance enhancements

1. **User Personas**

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| --- | --- | --- |
| **Persona** **Name** | **Description** | **Goals** |
| **Guest** **Shopper** | Visits the site without an account | Quickly find products  buy without registration |
| **Registered** **Shopper** | Has an account and shops regularly | Find products, view past orders, easy checkout |
| **Admin** | Manages inventory and orders | Keep stock updated, track orders efficiently |

1. **User Stories**
2. **Product Search & Filters**

**User Story:** As a shopper, I want to search products quickly and filter results by price and category so that I can find the right items faster.

**Acceptance Criteria:**

* Search returns accurate results in under 2 seconds.
* Filters for price and category are functional.
* Results update without a full page reload.

**UI Elements:** Search bar, filter dropdowns, results grid.

1. **Live Result Updates**

**User Story:** As a shopper, I want search results to update instantly without reloading the page so that I can browse faster.

**Acceptance Criteria:**

* AJAX-based filtering is implemented.
* No full-page reload when filters change.
* Works on both desktop and mobile.

**UI Elements:** Search results area, loading indicator.

1. **Product Image Quality**

**User Story:** As a shopper, I want high-resolution images with zoom so that I can inspect product details clearly

**Acceptance Criteria:**

* Zoom feature available on desktop and mobile
* Minimum resolution 1080p for product images
* No noticeable delay when loading zoomed images

**UI Elements:** Product image viewer, zoom icon

1. **Price & Discounts**

**User Story:** As a shopper, I want clear pricing and discounts so that I can decide whether to purchase

**Acceptance Criteria:**

* Original and discounted prices displayed side by side
* Discount percentage clearly visible
* Works consistently across all product pages

**UI Elements:** Price label, discount badge

1. **Cart Item Removal**

**User Story:** As a shopper, I want to easily remove items from my cart so that I can change my order without difficulty

**Acceptance Criteria:**

* Remove button available next to each product in the cart
* Removal action updates cart total instantly
* Works from both cart page and mini-cart dropdown

**UI Elements:** Remove button, cart total display

1. **Return & Shipping Policies**

**User Story:** As a shopper, I want to see clear return and shipping policies so that I can trust the purchase process

**Acceptance Criteria:**

* Links to policies on product and checkout pages
* Policy content loads in under 2 seconds
* Accessible on both desktop and mobile

**UI Elements:** Policy links, modal/pop-up, text content

1. **Trusted Payment Logos**

**User Story:** As a shopper, I want to see trusted payment method logos so that I feel confident during checkout

**Acceptance Criteria:**

* Logos for Visa, MasterCard, PayPal, etc. visible
* Logos are clear and not pixelated
* Positioned near payment options in checkout

**UI Elements:** Payment section, logo images

1. **Page Load Speed**

**User Story:** As a shopper, I want faster page load times so that I can navigate without delays

**Acceptance Criteria:**

* Page load time under 3 seconds on desktop and mobile
* Images optimized without visible quality loss
* Lazy loading implemented for below-the-fold content

**UI Elements:** Site-wide optimization (no direct UI)

1. **Product Reviews & Ratings**

**User Story:** As a shopper, I want to see reviews and ratings so that I can make informed decisions

**Acceptance Criteria:**

* Star rating visible on product listing and details pages
* Reviews load without slowing the page
* Option to sort reviews by date or rating

**UI Elements:** Rating stars, review section, sort dropdown

1. **Shipping Info on Product Page**

**User Story:** As a shopper, I want delivery time and shipping costs shown on the product page so that I can decide whether to order

**Acceptance Criteria:**

* Estimated delivery date visible.
* Shipping cost displayed based on location
* Updates dynamically if location changes

**UI Elements:** Shipping info block, location selector

1. **Edge Cases & Error Handling**

* **Scenario 1:** Search returns no results **→** Display “No products found” message with suggestions
* **Scenario 2:** Product image fails to load **→** Show placeholder image
* **Scenario 3:** Cart removal fails **→** Show error and allow retry

1. **Conclusion**

These user stories will guide the redesign of the Demo Web Shop to improve search functionality, product presentation, cart usability, checkout trust, and site performance. Implementing these will increase user satisfaction and conversion rates