

As a	I want to be able to	So that I can
Viewing/Navigation		
Shopper	View a page of products	Choose a product(s) for purchase
Shopper	View the details of each product	See details of the product, and select any options available for the product
Shopper	Have an overview of the shop on the home page	Begin shopping straight away
Shopper	Contact the store owner	Ask any questions I may have about a product or enquire about a service
Shopper	Easily navigate the site	Navigate the site quickly and easily
Site Owner	Have a contact form to allow users to contact me with any queries about my services and products	Interact with my customers about my products
Site Owner	Have a slideshow of my products on the home page	Give an overview of my shop straightaway and allow customers to access my products straight away
Registration and User Accounts		
Site User	Easily register for an account	Have an account to store delivery info for faster checkout
Site User	Recover my account if I forget the details	Recover my account
Site User	Have a personalized account	To be able to see order history, edit delivery and payment info
Sorting Products		
Shopper	Be able to sort products in the store by category	So I can easily find the product I was looking for
Shopper	Have a smaller amount of products display at a time	Not scroll endlessly through a page
Checkout		
Shopper	Have a cart/bag to view my items	Review and change my options before I proceed to final purchase
Shopper	Adjust quantity of each individual item in my bag	To get the correct amount of the product I want without having to go back and add the same product to my bag again
Shopper	Have a simple purchasing experience	Make my shopping experience as seamless as possible
Shopper	Save Info from checkout process	Save info to my account from checkout info to save time next time checking out.
Shopper	Feel safe when storing my information on the site	Feel confident knowing my data will be safe
Shopper	View an order confirmation after purchasing	Verify my purchases

Shopper	Recieve an email confirmation after purchasing	Keep a copy of my purchases for my records
Admin and Store Management		
Site Owner	Add a product	Add new items to my store
Site Owner	Edit/Update a product	Edit and update the properties of my products
Site Owner	Delete a product	Remove items that are no longer for sale
Site Owner	View Orders	View orders placed by customers.
Site Owner	Stop customers from saving my images	Stop a user from right-click saving images