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 each products details seperately	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	Register account/Login as part of checkout process	Register an account/Login whilst checking out to save time
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 histroy, edit delivery and payment info
Sorting Products		
Shopper	Be able to sort products in the store by category	So i can find the product i was looking for more easily
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 quanitity 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 seamlesss as possible

Shopper	Be able to checkout as a guest, but also have the option to use my information to setup an account for future purchases	Have the option if i want to sign up for an account or checkout as guest
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