



Purpose – sell cheese to people across the EU who want to buy authentic cheese.

Target – People who enjoy cheese culture. We prioritise selling to cheese lovers, and the brand should reflect quality cheese to make it usable for people with lesser cheese knowledge to buy cheese as a present for others.

User stories

<b>Function:</b> Customer wants to brag about cheese knowledge
<b>Scenario:</b>
If I click on a social media icon
Then I'll share it on that social media

<b>Function:</b> Customer who likes cheese wants to buy cheese online
To be able to buy from a large selection of cheeses
And have them sent and delivered to a home address
<b>Scenario:</b>
If I click on a cheese buy CTA
And choose to proceed to checkout
And enter shipping details and payment details

Then I'll have places a purchase

**Function:** Customer who likes cheese wants to find cheese online

**Scenario:**

If I enter a cheese in search field

And one or more cheeses are returned from database

Then I'll see the returned cheeses

**Function:** Customer wants to buy a gift

Without much knowledge of cheese

**Scenario:**

If I enter the site without cheese knowledge

I'll be able to see several cheeses right away

**Function:** Customer wants to buy a gift

And find cheese by criteria like country or quality

**Scenario:**

If I click on a tag

I'll be able to filter these cheese according to country

Or according to type of cheese

And I'll see similar cheeses

Content	type	section	priority
Logo and brand	branding	SW	1
Search field	navigation	SW	4
About us	branding	Main	2
Browse select cheeses	information	Main	3
Navigation menu	navigation	SW	3
Contact	service	SW	1
Cheese origin	informative	Main and product	2
Cheese CTA	CTA	SW	4
Cheese tags	navigation	Main and product	2