As a/an (type of user)	I want to (goal)	So that (reason)	Acceptance Criteria
shopper	search for specific items in a search bar	I can find the item I am looking for	<ul> <li>See a thumbnail for each product</li> <li>Click to view details for each product</li> </ul>
shopper	get individual product details	I can make a purchase	<ul> <li>See product details</li> <li>See customer reviews</li> <li>Purchase button</li> </ul>
shopper	Have an account	Have a personalized experience	<ul><li>See order history</li><li>Update settings</li><li>Save items in cart</li><li>Favorite items</li></ul>
shopper	Navigate the website seamlessly (SPEED IMPORTANT)	I do not break my computer / press refresh a million times	<ul> <li>Smart and scalable architecture</li> <li>Low latency / high throughput for service</li> </ul>
shopper	Place an order	I can get my item	<ul> <li>Placed order alert render to client</li> <li>Process order in backend</li> <li>Email user when order in transit</li> </ul>
shopper	Review a product	Voice my opinions on an item	Review input field
shopper	Get collaborative recommendations personalized to me	See what similar users are purchasing	<ul> <li>Recommendation box on client</li> <li>See thumbnail of products</li> <li>Able to click on products</li> </ul>
shopper	Get content based recommendations based on my purchase/browsing history	Discover new items that are similar	<ul> <li>Recommendation box on client</li> <li>See thumbnail</li> <li>Able to click on product</li> </ul>
shopper	Search by category	I can browse/discover	Categories

		related items	buttons on sidebar  • Able to click on categories  • Brings to inventory page based on category
shopper	See other customer reviews	I can see item credibility and quality	<ul> <li>Render reviews with username</li> <li>See star rating/numeric rating</li> <li>See top review</li> <li>See worst review</li> </ul>
seller	Post an item to the inventory	I can make some \$\$	<ul> <li>Fields to add info about product</li> <li>Alert post has failed or succeeded</li> <li>Notify will take some time to review listing</li> <li>Add to inventory on success</li> </ul>
analyst	See revenue earnings for each filtering method	Evaluate which methods are succeeding	<ul> <li>Output data for earnings based on category of discovery</li> <li>Create visualization of data for easy interpretation</li> </ul>