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Scrum User Stories

Introduction

Our development strategy for the overall app is to take the user studies we conduct, assess them, decide on a prototype design, and test said prototype. With all the listed components below, we will be able to execute a functioning and beneficial prototype to assist those that shop online, helping them achieve the goal of being satisfied with clothes that were purchased online, regardless of not being able to try them on before purchasing. Each subject in our development strategy is an important part of ensuring the product will be useful and desired by our target users/audience. To go into more detail, the online shopper user story will help identify the needs of the everyday user, showing us what the easiest way to help users find clothes through our application would be. Showing us how we can update our design to make the clothes look more appealing/realistic in the virtual try-on process. Another example would be the fashion influencer. As times are changing, fashion influencers have been one of the main resources in keeping shoppers interested in buying clothes. With fashion influencers on our side, it shows the user that it is a new way of shopping that those they look up to, support. With these user stories we are able to see how each potential user would navigate through the app, how it benefits them, and where certain aspects of the design would need improvement. Our overall development strategy goal is to listen to our potential customers and try to get their understanding on how they would use the app so we can secure user satisfaction.

User Stories

User Story #	User Story
1	As an online shopper I want to search multiple retail outlets and find the cheapest and best clothes for me.
1.1	As an online shopper my goal is to find clothes that will fit me without having to leave my house and reducing the chances of me having to return them.
1.2	As an online shopper I also want to find new clothes that will compliment the clothes that are already in my closet.
1.3	As an online shopper, I want the process of buying clothes from an application or website to be as smooth and easy as possible.
1.4	As an online shopper, I want to be able to voice my complaints and reviews of both the clothes and the application itself.
2	As a fashion influencer I want to properly access the application so that I can recommend it to my users.
2.1	As a fashion influencer, I want to freely use my creativity to help promote the app.
2.2	As an influencer, I want to be able to recommend different clothing items from the app to my users.
2.3	As an influencer, after reviewing, I want to be able to partially profit off of my user reviews (depending upon how much revenue the review brings).
3	As a fashion company that is investing in the app I want to ensure the fitting of the clothes is accurate to ensure customer satisfaction.
3.1	As a fashion company, I want to ensure that customers who enjoy shopping at my company receive the same quality customer experience shopping on the app as they would shopping at my company.
3.2	As a fashion company, I want to ensure my company is being fairly promoted along with other companies inside the application and that I am seeing a financial benefit from collaborating with this application.
3.3	As a fashion company, I want to collaborate with the makers of the application to determine how the clothes would fit on the user with AI.

Product Backlog

Backlog #	User Story #	Backlog Item Description
1	1.1	Allow for users to search and order from different retailers on the same application to reduce time wasted on shopping and having to put in separate orders on different apps.
	1.1	Suggest to users similar clothes to the ones they are looking for that are cheaper and have good reviews.
2	1.2	Outfit generator to allow users to take clothes from their closet and mix and match which clothes they potentially want to buy when virtually trying on clothes.
3	1	Allows for users to pick their preferred shipping method to determine how fast they want to receive their clothes.
4	1.1	Use artificial intelligence to allow users to virtually try on clothes which will help reduce chances of returns and help users get an idea of what the clothes they order will look like on them.
5	1.3	Allow a suggestion/chat box to customers to leave concerns regarding accuracy of sizing/fit of clothes and create a team to communicate those concerns.
6	1.4	Create an UI that is usable and easy to navigate and take part in repetitive upkeep to reflect user feedback.
7	2	Make sure that influencers are properly compensated regardless if the review is good or bad to ensure honest feedback.
8	2.1	Create a social media/promotion team to help promote the product on social media.
9	2.2	Allow for users to share lists of outfits of their choosing (like on Amazon).
10	2.3	Allow for influencers to become brand ambassadors for money.
11	3	Allow companies to insert their own sizing chart to reflect individual differences in sizing.
12	3.1	Work with companies to see what their expected shopping experiences is like and figure out how to incorporate the different experiences into one
13	3.2	Allow companies to determine and have control over how they are promoted within the app to ensure fairness .

14	3.3	Include companies into the making of the fitting AI for the app to make the best Artificial Intelligence is used inside the app.
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