As a type of user I can do x so I can get or do x.

As a customer, I want the location, so I can go to the store.

As a customer, I want to see a product list, so I can find out if you have what I want.

As a frequent customer, I want to see what products are new, so I can treat my cat.

As a frequent customer, I want to see information about store cats, so I can check in on my favorites.

As a customer, I want to see how big your selection so I know if you are the best place to go.

As a customer who wants to treat their cat, I want to know information about your selection, so I know I am getting my cat the best.

As a customer interested in treats, I want to see what’s popular so I get my cat the best.

As a customer interested in toys, I want to see what’s popular so I can get my cat the best.

As a customer, I want to list of all your treats, so I can choose from all your options.

As a customer, I want to see tips for caretaking a cat, so I can give my cat the best experience.

As a customer, I want to see the prices for things so I can know how much I should plan to spend.

As a customer, I want to see a news feed of information regarding keeping a cat so I can stay up to date on the latest.

As a customer, I want to know about events happening at the store so that I can stay connected to others.

As a customer I want to see your social media information so I can learn more about you.