**Home Learning Tasks**

**About the website**

TunesForYou is a new website dedicated to selling high quality musical instruments to the public. They are a new company and this is their first ever e-commerce website, before they had an eBay account and did things that way, but they have been so successful they now have money to invest in building their reputation as the company that sells only the best musical instruments around. They source their items from afar and travel the world to do so – this is their USP. However, they’re still small fish and are still growing their customer base so need to be realistic and focus more on generating more revenue into the company first. They have come to you to help them do this.

**Requirements**

* **Database needed for login details**
* **Login area for Customer Login** area for Company owners
* **Payment options**
* Latest offers to appear on home page
* Database needed for customer details
* Will we store credit/debit card?
* If customers spend over £50 I want to give them 10% discount
* Company owner wants to be able to give access to other future employees
* Can we create a monthly newsletter to email to our customers?
* Can we have a page that hosts all of our customer videos playing their instruments – this would be great! They would love that!
* **We need a page for each category: strings, brass, percussion, keyboard, guitars**
* We also need a page for each item we offer with descriptions and price and reviews
* I would like customers to see where their delivery is and how long it will take to get to them
* As the items are expensive and vary is weight we need a delivery cost calculator added
* **Contact details so the customers can contact the store.**
* FAQ section
* **Can we link to our Facebook and Instagram pages?**
* Could we link to certain songs on Spotify where they’re playing the same instruments so the customers can listen to music while they browse?

**User Stories & Points [4 Sprints – 36points]**

* As a business owner I want my customers to have their own login page so that they can save potential purchases and also see past purchases in one place. [3, 4, 5]
* As a business owner I will need there to be payment options on the website so that the customers can purchase the products and pay however suits them. [4,3]
* As a customer I would like a separate page for each category of instruments so that I don’t have to sift through all of them when I am only looking for one type. [3,4]
* As a business owner I need a contact page on the site so the customers can get in touch should they have any further questions or require further information. [3,4]
* As a customer I would like to see links to any social media sites the business has so I can see I can follow and keep up to date with the social side. [3]

As we only have four sprints for the project and each sprint is limited in time we have had to evaluate the importance of each of the user requirements, I have chosen 6 of the requirements and made them into 5 stories of which we will complete in 4 sprints, the reasons for my selection are as follows.

* A login page is important. This gives the customer a personal space on the website which automatically makes them feel apart of the shop. This encourages spending and also when they need something in the future they will remember they have an ‘’account’’ with you. [3, 4, 5]
* There has to be payment options on the site so the customers can buy the products. Without the payment option there isn’t really a business at all. [4,3]
* Categorising the instruments on separate pages is best for the user experience. In most cases someone comes to buy a musical instrument knowing which instrument they play or which instrument they are interested in learning, it is not useful or helpful to have to scroll through all of the instruments to find what they want. This will be important to keep the customer on the page. [3,4]
* A contact page is important for data capture and to make it easy for the user to get in touch. A company may look unreputable without a contact page. [3,4]
* Social media is great for keeping customers engaged, marketing, peer reviews and ultimately growing the business. We want to encourage all website visitors to like/share/view/engage on social therefore having the link on there is important. [3]

**The Sprints…**

See speadsheet