As a new customer, I want to buy one ounce of bancha green tea.
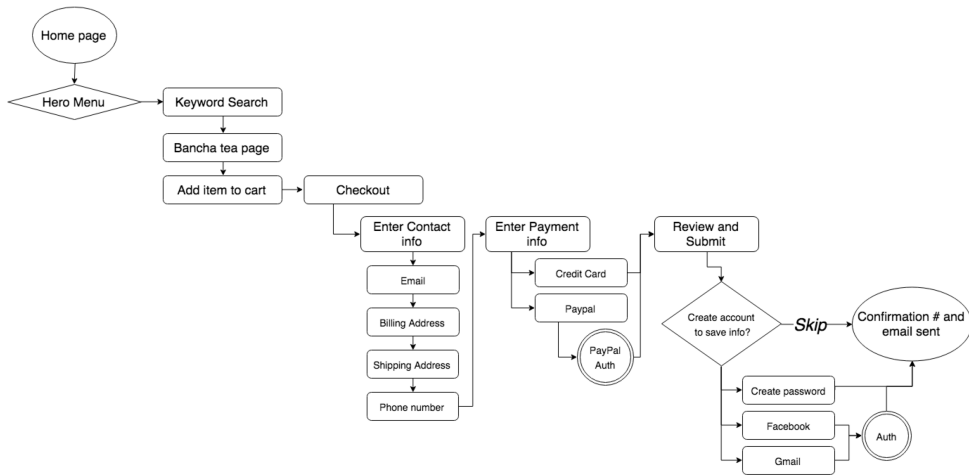
Home page → Hero Menu → Keyword Search → Bancha tea page → Add item to cart → Checkout → Enter Contact info → Enter Payment info → Review and Submit

Enter Contact info: Email → Billing Address → Shipping Address → Phone number

Enter Payment info: Credit Card, Paypal → PayPal Auth

Review and Submit → Create account to save info? → Skip → Confirmation # and email sent

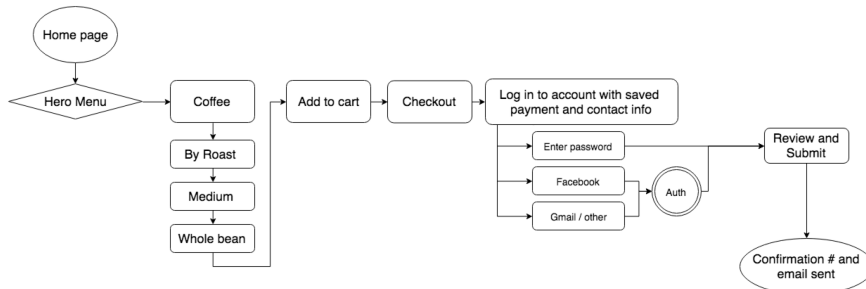Create account to save info?: Create password, Facebook → Auth, Gmail

As a customer, I need to arrange for a refund.

Home page → Hero Menu → Contact Us → Request a refund → Call phone number to arrange refund / Input order details via form → Receive confirmation email with clear return shipping instructions
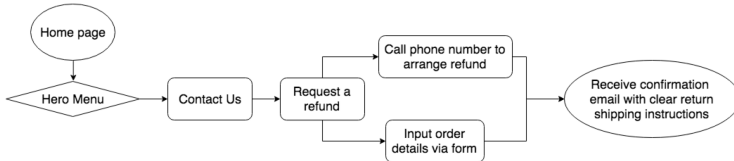
As a customer, I need to request a change to my order.

Home page → Hero Menu → Contact Us → Request to change order → Call phone number to request change / Input request details via form → Receive confirmation email with any additional instructions if needed.
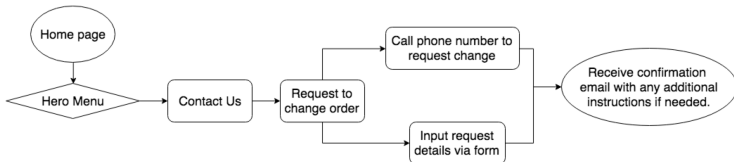
As a customer with an account, I want to browse and buy a whole bean medium roast coffee.

Home page → Hero Menu → Coffee → By Roast → Medium → Whole bean → Add to cart → Checkout → Log in to account with saved payment and contact info → Enter password, Facebook → Auth, Gmail / other → Review and Submit → Confirmation # and email sent

As a customer, I want to remove an item from my cart.

Home page → Hero Menu → View Cart → Edit → Remove item
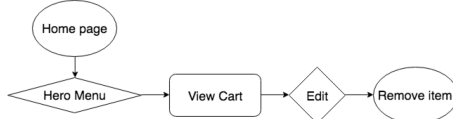
As a customer, I need to ask a particular question.

Home page → Hero Menu → Contact us → Call and ask question over phone / Fill out message form → Receive email confirmation with when to expect response
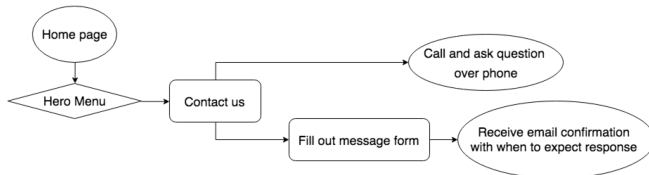
As a customer with an account, I want to update my payment information.

Home page → Hero Menu → View Account → Enter password, Facebook → Auth, Gmail / other → Account Home → Payment info → Edit payment info