IAB299 CRC Project Planning

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# User Stories

## Customer

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| # | Story | Story Points | Priority |
| 1 | **Searching**  **Feature: General Search**  As a Customer, Sales Team Member, or a Marketing Team Member,   1. Customer: I want to search the website, so that I can find topics or features that I’m looking for quickly and efficiently. 2. Sales Team Member: I want to search the website, so that I may handle requests more efficiently and access online resources quicker 3. Marketing Team Member: I want to search the website, so that I may easily locate website content for marketing resources.   **Acceptance Criteria**   1. Customer:   The homepage features a search bar.  After entering a keyword/s in the search bar and clicking enter, the user is redirected to a page with a list of results.   1. Sale Team Member:   A search input box is located at the corner of the sales member dashboard.  After entering an input or query, a list of results related to the input is presented in a new page.   1. Marketing Team Member:   A search input box is located at the corner of the marketing member dashboard.  After entering an input or query, a list of results related to the input is presented in a new page. | 8 | Must Have |
| Release # | Sprint # |
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| 2 | **Company Details Presentation**  **Feature: About Us**  As a Customer, Sales Team Member, or a Marketing Team Member,   1. Customer: I want to see the business details of the company (e.g. Store Address, Contact No., etc), so that I can contact the company or visit a branch. 2. Sales Team Member: I want to be able to find the business details (e.g. Store Address, Contact No., etc), so that I can contact other branches, and direct customers and provide a better service. 3. Marketing Team Member: I want to be able to find the business details (e.g. Store Address, Contact No., etc), so that I can collect marketing resources.   **Acceptance Criteria**   1. Customer:   The homepage features a link named “About Us”.  Clicking the link will redirect users to a page featuring the details of the company and its branches.   1. Sales Team Member:   The staff dashboard features a link named “About Us”.  When clicking on the link, the user will be redirected to a page containing company details.   1. Marketing Team Member:   The staff dashboard features a link named “About Us”.  When clicking on the link, the user will be redirected to a page containing company details. | 1 | Must Have |
| 3 | **Vehicle Details Presentation**  **Feature: View Vehicle List**  As a Customer, Sales Team Member, or a Marketing Team Member,   1. Customer: I want to see a list of vehicles available for hire, so that I know what my options are when hiring a vehicle. 2. Sales Team Member: I want to see a list of car options, so that I can recommend a car to customers based on their specific needs. 3. Marketing Team Member: I want to see a list of car options, so that I can extract the appropriate details for marketing materials design.   **Acceptance Criteria**   1. Customer:   The homepage contains a link to specify a store branch, which redirects the user to a page containing information about the given store. The page features a button, which presents a list of car options in the specific store.  The homepage also contains a link in the sidebar, with another link containing a list of all car options in the CRC company.   1. Sales Team Member and Marketing Team Member:   The staff dashboard contains a link named “View Cars”, which redirects the user to a list of car options.  A staff member can also navigate to an individual store through a link in the dashboard and view cars available from an individual store. | 4 | Must Have |
| 4 | **Vehicle Details Presentation**  **Feature: View Vehicle Details**  As a user I want to see the details of a particular car model so that I know the car’s specific features and details.  **Acceptance Criteria**   * After navigating to the list of car options from the homepage, a user should be able to click on a vehicle to view general details of the car including: car type, transmission, engine type, fuel type, year and model. | 4 | Should Have |
| 5 | **Company Details Presentation**  **Feature: View Terms and Conditions**  As a user I want to view the terms and conditions of the rental company and any involved legal bodies so that I know what I must agree to when using the company’s services.  **Acceptance Criteria**   * Every page of the website will contain a footer, with a link named “Terms and Conditions”. * Users should be able to click on the link, which should redirect users to a page featuring the terms and conditions of the CRC and any attached legal bodies. | 1 | Must Have |
| 6 | **Vehicle Recommendation Service**  **Feature: Vehicle Recommendation Service**  As a Customer, or a Sales Team Member,   1. Customer: I want to use a vehicle recommendation service, so that I can rent a car according to my specifications and needs. 2. Sales Team Member: I want to use a vehicle recommendation service, so that I can recommend a car to customers according to their specific needs and priorities.   **Acceptance Criteria**   1. Customer:   The homepage should contain a link named “Recommend a Car”. Clicking on the link should redirect the user to a form, asking for vehicle specifications, such as:   * + Car type   + Transmission   + Engine type   + Fuel type   + Year   + Model   Once the user has filled out the submission and clicks on submit, the user should be redirected to a page containing a list of car options with the specified input from the form.  Only cars with the exact specifications should be displayed on the list.  The user can also partially fill out the form to find vehicles with a small number of specifications.  This option will ignore the blank fields and find a list of cars which only meet the given specifications. The user will be redirected to a page containing a list of car options that meet the broader specifications given.   1. Sales team member:   The staff dashboard should contain a button labeled “Recommend a Car”. Clicking on the link should redirect users to a form, asking for vehicle specifications, such as:   * + Car type   + Transmission   + Engine type   + Fuel type   + Year   + Model   Once the user has filled out the submission and clicks on submit, the user should be redirected to a page containing a list of car options with the specified input from the form.  Only cars with the exact specifications should be displayed on the list.  The user can also partially fill out the form to find vehicles with a small number of specifications.  This option will ignore the blank fields and find a list of cars which only meet the given specifications. The user will be redirected to a page containing a list of car options that meet the broader specifications given. | 8 | Could Have |
| 7 | **Company Details Presentation**  **Feature: Finding Store Feature**  As a Customer,   1. I want to use a “Find my Nearest Store” feature, so that I know which store is the closest to my current location.   **Acceptance Criteria**   1. Customer:   The homepage should feature a link in the footer, and a button labeled “Find my Nearest Store”. Clicking the link should redirect the user to a page featuring a Google Maps application, showing the location of their nearest store. | 4 | Could Have |
| 8 | **Vehicle Details Presentation**  **Feature: View Rating Comments**  As a Customer,   1. Customer: I want to view a car reviews page, so that I can make an educated decision based on other’s experiences when renting a new car.     **Acceptance Criteria**   1. Customer:   After navigating to the general details of a car from the homepage, the users should also be able to view a ratings list towards the bottom of the page. The rating list should contain reviews of the car with a star rating algorithm (out of 5). | 4 | Could Have |
| 9 | **Vehicle Details Presentation**  **Feature: View Vehicle Image**  As a Customer,   1. Customer: I want to view images of each car, so that I can make an educated decision based on appearance, when renting a vehicle.   **Acceptance Criteria**   1. Customer:   After navigating to a page of a specific car from the homepage, an image should be available next to the general information of the car. | 1 | Should Have |
| 10 | **Website Layout**  **Feature: Easily Accessible Layout**  As a Customer,   1. Customer: I want an aesthetically pleasing layout, so that I can navigate the website easily and feel welcome when visiting the site.   **Acceptance Criteria**   1. Customer:   The site should follow the CRAP (Contrast, Repetition, Alignment, and Proximity) principles for graphic design. | 8 | Won’t Have |
| 11 | **Vehicle Details Presentation**  **Feature: View Company Reviews**  As a Customer,   1. Customer: I want to view company reviews from a third-party service, so that I can make an educated decision and gather a broader perspective before renting a vehicle from the CRC.   **Acceptance Criteria**   1. Customer:   After navigation from the homepage to the page containing a specific car and its details, a link should be provided below the general details of the car. The link should redirect users to a third-party company review website named TBD which will have reviews of the CRC. | 1 | Won’t Have |

## Sales Team

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| # | Story | Story Points | Priority |
| 12 | **Access Control**  **Feature: Log-In Form**  As a staff member I want to log in to the website so that I can have access to features that might involve sensitive information not suitable for general users.  **Acceptance Criteria**   * The homepage should feature a “Log In” link, which should redirect users to a form, asking for input details including at least: Email Address and Password. * When a staff member enters his/her correct username and password, he/she should be able to log into the system successfully. After logging on, the staff member should be directed to the dashboard page. * If he/she submits the incorrect details, the system should deny access and inform him/her that the input details were incorrect. | 4 | Must Have |
| 13 | **Data and Statistics Presentation**  **Feature: View Rental History and Customer Details**  As a Sales Team Member, Legal Team Member, CRC Store Management Team Member, or a CRC Board Member,   1. Sales Team Member: I want to view customer details and previous rental history, so that I can confirm the customer’s identification and investigate any other issues relevant to the company or the customer. 2. Legal Team Member: I want to be able to access customer details and rental history, so that I can analyze relevant data, in case of an accident. 3. CRC Store Management Team Member and CRC Board Member: I want to be able to view customer details and store rental history, so that I can keep track of store activity.   **Acceptance Criteria**   1. Sales team member:   Following the authorization of the Sales Team Member, they should be able to navigate to an individual store and click a link named “View Store Rental History”.  The link should redirect the user to a page containing the store’s rental history and customer details, organized in a table format. The details should include at least the following:   * Order ID * Order Creation Date * Pick Up or Return * Pick Up or Return Date * Customer ID * Customer Name * Customer Phone * Car ID   Clicking on the Order ID should also allow the user to view customer details alone in another page, in a tabular format. The details should include at least the following:   * Customer ID * Customer Name * Customer Phone * Customer Address * Customer Birthday * Customer Occupation * Customer Gender  1. Legal team member:   Following the authorization of the Legal Team Member, they should be able to navigate to a list of customers via a button labeled “View All Customers”.  Clicking on the Button should also allow the user to view customer details alone, in a tabular format. The details should include at least the following:   * Customer ID * Customer Name * Customer Phone * Customer Address * Customer Birthday * Customer Occupation * Customer Gender   Clicking on the Customer ID should redirect the user to another page containing at least the following information in tabular format:   * Order ID * Order Creation Date * Pick Up or Return * Pick Up or Return Date * Customer ID * Customer Name * Customer Phone * Car ID  1. CRC Store Management Team Member and CRC Board Member:   Following the authorization of the Store Management Team Member/CRC Board Member, they should be able to navigate to an individual store and click a link named “View Store Rental History”.  The link should redirect the user to a page containing the store’s rental history and customer details, organized in a table format. The details should include at least the following:   * Order ID * Order Creation Date * Pick Up or Return * Pick Up or Return Date * Customer ID * Customer Name * Customer Phone * Car ID   Clicking on the Order ID should also allow the user to view customer details alone in another page, in a tabular format. The details should include at least the following:   * Customer ID * Customer Name * Customer Phone * Customer Address * Customer Birthday * Customer Occupation * Customer Gender | 4 | Should Have |

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| # | Story | Story Points | Priority |
| 15 | **Data and Statistics Presentation**  **Feature: View Rental Trends**  As a Marketing Team Member, CRC Store Management Team Member, or CRC Board Member,   1. Marketing Team Member: I want to view rental trends of the CRC, so that I can analyze customers’ behavior for marketing materials design. 2. CRC Store Management Team Member and CRC Board Member: I want to view rental trends of the CRC, so that I can analyse the successes and failures of the business and act accordingly.   **Acceptance Criteria**   1. Marketing Team Member, CRC Management Team Member, and CRC Board Member:   After authorization, the staff dashboard should contain a button in the sidebar labeled “View Rental Trends”. Clicking on the button should display the rental trends of customers. The data should include at least:   * Most frequently used car * Most frequently used car type * Most frequent month when customers rent cars * Most frequent store used for pick up/return | 5 | Should Have |
| 16 | **Data and Statistics Presentation**  **Feature: View Store Trends**  As a Marketing Team Member, CRC Store Management Team Member, or a CRC Board Member,   1. Marketing Team Member: I want to view individual store trends, so that I can recognize performing initiatives. 2. CRC Store Management Team Member: I want to view individual store trends, so that I can analyze the productivity and efficiency of a store. 3. CRC Board Member: I want to view individual store trends, so that I can measure the productivity and efficiency of each store against each other.   **Acceptance Criteria**   1. Marketing Team Member, CRC Management Team Member, and CRC Board Member:   After authorization, the staff dashboard should contain a button in the sidebar named “View Store Trends”. Clicking the button should allow the user to pick individual CRC branches via a link. After picking a store, users should be presented with data of at least the following:   * + Productivity level of store   + Most productive month   + Most used car   + Whether store is mostly used for return or pickup or both | 5 | Should Have |