

# Pages / RevZilla Webstore / Components Component / Template Name

Created by Lisa DeMusis, last modified 19 minutes ago

Epic	Link to related JIRA epic or feature	
Document status	DRAFT IN PROGRESS DONE	
Document Owner	@ Lisa DeMusis	
Product Designer(s)	Who is responsible for requirement artifacts?	
Visual Designer(s)	Who is responsible for font, color, and other graphic elements?	
Key Stakeholder(s)	Who is involved? Who needs to be consulted or informed?	

#### Artifacts

1 - User Stories & Risks: Name

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- 2 Functional Reqs: Name
- 3 Acceptance Criteria
- 4 Analytics & Insights: Name
- 5 Workflows: Name
- 6 Wires & Prototypes: Name

#### Summary

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#### Goals

· What needs to be done? E.g. Simplify the user experience, decrease barriers, etc...

#### Background & Strategic Fit

- Why are we doing this? How does this support the overall strategy?
- Click here to view Market Assessment...

#### Scope

#### Intent

- What is the intention of this feature? What is it targeting and accomplishing?
- Click here to view Old Component...
- Analytics & Insights

#### **Not Doing**

· List features and functions that are NOT in scope or that are deferred to later release

#### **Functional Requirements**

- Functional Requirements
- Acceptance Criteria

#### Related Templates

· Link Confluence Template pages that contain this feature

Link Confluence Template pages that contain this feature

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SPACE SHORTCUTS

Product Requirements

Decision log

File lists

Meeting notes

How-to articles

PAGE TREE

Getting started

Components

Templates

Component / Template Name

1 - User Stories & Risks: Name

2 - Functional Reqs: Name

3 - Acceptance Criteria

4 - Analytics & Insights: Name

5 - Workflows: Name

6 - Wires & Prototypes: Name

Account Wizard

Billing Address

Category Links

Category Previews

Contact Information Block

> Common Tread Block

Content Blocks

Customer Reviews

Emails

Email Subscription

Errors, Notifications, Alerts

Expandable Information Blocks (ie. FAQs)

> Faceted Navigation

Fitment Notes

> Hero - Carousel

Hero - Google 360

Homepage Boards

> Hero - Static

Space tools -

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Category Links Category Previews

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Homepage Boards

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## 1 - User Stories & Risks: Name

Created by Lisa DeMusis, last modified 7 minutes ago

Document status	DRAFT IN PROGRESS DONE	
Document Owner	@Lisa DeMusis	
Key Stakeholder(s)	Who is involved? Who needs to be consulted or informe	d?

#### **User Stories**

#### Introduction

A user story is a narrative example of who could be using this feature and what they may experience or want from it. From user stories, we can determine Acceptance Criteria for the feature implementation.

> Click here to view User Store Guidelines...

#	User Audience	User Story	Importance (MoSCoW)	Theme	Notes
1	Customer	Name of User (E.g. Enthusiast)  Describe the user, what they are want to achieve, and where they're having difficulties.	SHOULD HAVE  COULD HAVE  WON'T HAVE	List themes (E.g. Customer Experience, Customer Engagement)	Additional considerations or noteworthy references (links, issues)
2	Business	Name of User (E.g. Marketing)  Describe the user, what they are want to achieve, and why they want to achieve it.	SHOULD HAVE  COULD HAVE  WON'T HAVE	List themes (E.g. Performance, Scale and Growth)	

### Risks Register

#### Introduction

A risk is an event or condition that can positively or negatively effect a project's objectives. Risk management is the process of identifying, assessing, and responding to risks. It is a collaborative process where risk response plans are developed with the stakeholders who understand the risks and are best able to manage them.

Click for detailed breakdown of risk register...

> Click for detailed breakdown of risk register...

Risk Audience	Risk	Risk Impact	Probability of Occurrence	Severity of Impact	Risk Score	Recommended Response Strategy	Owner	Ticket
Customer	Title of Risk Risk Description	Description	1-5	1-5	( probability times severity )	AVOID TRANSFER MITIGATE ACCEPT  Description		JIRA ticket with status
Business	Title of Risk Risk Description	Description	1-5	1-5	( probability times severity )	AVOID TRANSFER MITIGATE ACCEPT  Description		JIRA ticket with status

Considerations/notes here

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#### SPACE SHORTCUTS

#### Product Requirements

- Decision log
- File lists
- Meeting notes
- How-to articles

#### PAGE TREE

- Getting started
- Templates
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- Billing Address
- Category Previews

Category Links

- Common Tread Block
- Contact Information Block
- Content Blocks
- Customer Reviews
- > Emails
- > Email Subscription
- > Errors, Notifications, Alerts
- Expandable Information Blocks (ie. FAQs)
- Faceted Navigation
- Fitment Notes
- > Hero Carousel
- Hero Google 360
- > Hero Static
- > Homepage Boards

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# 2 - Functional Reqs: Name

Created by Lisa DeMusis, last modified 13 minutes ago

Document status	DRAFT IN PROGRESS DONE
Document Owner	@Lisa DeMusis
Key Stakeholder(s)	Who is involved? Who needs to be consulted or informed?

#### Content

#### Requirements

Element	Required/Optional	Notes
Element Name	Required or Optional?	Specific notes relative to the functional requirements for the content of this element.

#### Interaction

#### Requirements

Element	Event	Notes	CSS Reference Link
Element Name	E.g. mouseOver	Specific notes relative to the functional requirements for the content of this element.	

#### Questions

Below is a list of questions to be addressed as a result of this requirements document:

Question	Answerer	Answer
E.g. How do we make users more aware of this feature?	Tag Stakeholders	Communicate the decision reached

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# 3 - Acceptance Criteria

Created by Lisa DeMusis, last modified 4 minutes ago

Document status	DRAFT IN PROGRESS DONE
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#### Given-When-Then

#### Introduction

Given-When-Then statements are utilized to define acceptance tests in support of User Stories. Provide context to a situation, an action that will be executed, and then the resulting consequences or outcomes of the action.

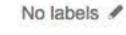
#	User Story Name	Given-When-Then
1	E.g. Enthusiast	Given (context) When (action) Then (result)
		Given (context) When (action) Then (result)

### Questions

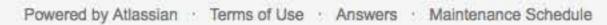
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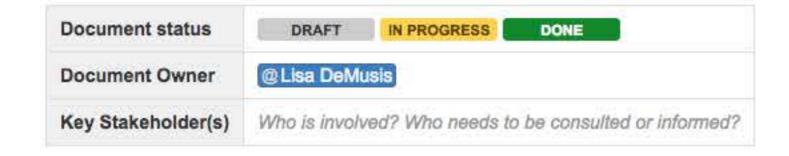




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4 - Analytics & Insights: Name

Created by Lisa DeMusis, last modified 17 minutes ago



#### Objectives

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The What: What do you want to know from this feature? (E.g. Do customers that interact with this feature have a higher conversion rate?)

The Why: Why do you want to know? (E.g. If conversion rates are higher after interaction with this feature, we should do more promotion around it.)

3	#	What (Question)	Why (Reasoning)	How are we going to get it?	Stakeholder
	1	What do you want to know from this feature?	Why do you want to know?	Discussion notes after discussing or presenting to stakeholder.	Tag Stakeholder

#### Data

The Data: Include raw or formatted data that answers proposed questions. (E.g. Link to Google Sheets or Research Confluence page)

#	What (Question)	Data Document	Data Owner
	Restate what you want to know from this feature. Include relative # in column 1.	Include a link to the documented research that supports/informs the goal.	Tag Stakeholder

#### UX & Usability Research

· Links to UX Research documents

#### **Industry Standards**

List and cite industry standards (E.g. By default, Billing equals shipping should be selected - Baymard Name of Doc + Page ##)

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## 5 - Workflows: Name

Created by Lisa DeMusis, last modified on Mar 20, 2017

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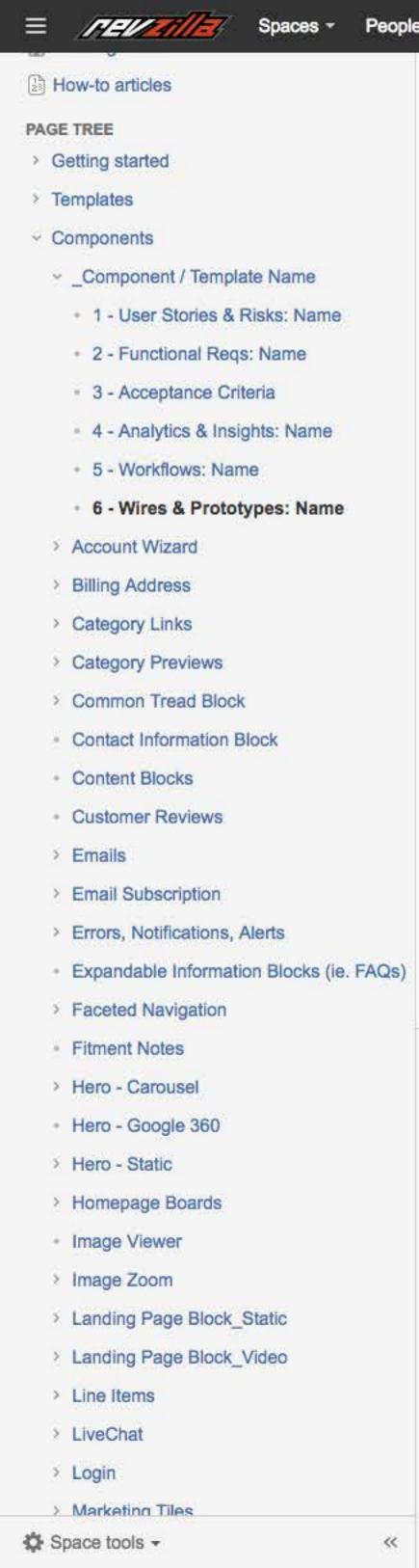


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# 6 - Wires & Prototypes: Name

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