**Design we ship it Website!**

**Epic: Awareness**

**User Story 1: Social Media** **Interest:** As a potential customer interested in shipping services, I want to discover affordable, reliable, and fast package shipping companies through social media platforms like Facebook, Twitter, and Instagram.

**Action:** I will actively search for shipping-related content on these platforms, click on relevant posts, and explore the services offered by different companies.

**User Story 2: Email Newsletter Subscription** **Interest:** As a website visitor, I am interested in staying informed about the latest updates, promotions, and information related to the shipping company's services.

**Action:** I will subscribe to the company's email newsletter to receive regular updates and promotional offers, demonstrating my interest in staying connected and receiving exclusive information.

**User Story 3: Customer Testimonials** **Interest:** As a potential customer, I am interested in the experiences of others who have used the shipping company's services to ensure reliability and satisfaction.

**Action:** I will actively seek and read validated customer testimonials on the company's website, considering the positive experiences of others as a crucial factor in my decision-making process.

**Epic: Loyalty**

**User Story 1: Personalized Promotions** **Interest:** As a potential customer, I want to receive exclusive offers, discounts, and updates on relevant shipping services tailored to my preferences and interests.

**Action:** By subscribing to the shipping company's newsletter, I express my interest in staying updated. If I show specific interest in express delivery during my interactions with the website (e.g., through searches, clicks, or previous selections), I expect to receive personalized promotions and discounts for express shipping services. This may involve targeted emails, on-site banners, or special discount offers for express shipping and other relevant services.

**Epic: User Actions**

**User Story 1: Booking** **Interest:** As a customer, I am interested in a seamless booking experience for shipping services.

**Action:** I want to easily book shipping services through the company's website, specifying details such as destination, package size, and preferred delivery options.

**User Story 2: Tracking** **Interest:** As a customer, I am interested in staying informed about the status and location of my shipped packages.

**Action:** I want to track my packages in real-time through the company's website or mobile app, receiving timely updates on their location and estimated delivery times.

**User Story 3: Billing** **Interest:** As a customer, I am interested in transparent and accurate billing for the shipping services I've used.

**Action:** I want to view and understand detailed billing information, including the breakdown of charges, on the company's website or through email notifications.

**User Story 4: Payment** **Interest:** As a customer, I am interested in a secure and convenient payment process for shipping services.

**Action:** I want to make payments for shipping services easily, choosing from various secure payment options, and receive confirmation of successful transactions.

**Epic: User Interests**

**User Story 1: Registration** **Interest:** As a customer, I am interested in accessing personalized features and benefits offered by the shipping company.

**Action:** I want to register an account on the company's website to access personalized services, such as order history, saved preferences, and loyalty rewards.

**User Story 2: Preferences** **Interest:** As a customer, I am interested in tailoring my shipping experience based on my preferences.

**Action:** I want to set and manage preferences for delivery options, notification settings, and other personalized features through my user account.

**User Story 3: Loyalty Program** **Interest:** As a customer, I am interested in earning rewards and enjoying exclusive benefits through a loyalty program.

**Action:** I want to enroll in the company's loyalty program through my registered account, earning points or receiving special perks based on my shipping activities.