LUMIERE EPIC AND USER STORIES

EPIC 1: Website

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to navigate the site easily | So that I can find the content I am looking for |
|  | The site owner | I want to create a website | So that I can establish an online presence |

EPIC 2: Simplicity

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | A potential user (non- aficionado) | I want to view the site simple | So that I can browse with ease |

Epic 3: Info about company

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to get info about the company | So that I can be aware of what company I am buying from |
|  | As the site owner | I want to share the goals and objectives of the company | So that people can know what kind of company we have |

Epic 4: Products

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to know the variety of scented candles they are selling | So that I can choose which one that suits me |
|  | Scented candle aficionado | I want to see what the product looks like | So that I can have a visual on what to expect |
|  | A potential user (non- aficionado) | I want to know which product best suit my need | So it will be easy for me to know what item to buy |

Epic 5: Locations

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to know where the shops are | So that I would know where to go |

Epic 6: Operating Hours

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to know the opening hours | So that I will know what time I can visit and buy candles |

Epic 7: Contact Page

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to be able to contact the company and receive feedback when doing so | So that if I have question, I can ask them easily/ communicate if need be |
|  | A potential user (non- aficionado) | I want to be able to contact someone if I need be | So that my questions can be answered |
|  | The site owner | I want clients to be to contact us | So that we could provide better customer service and profit can increase |

Epic 8: Subscription to Newsletter

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to get notification regarding new releases and promos of the shop | So that I can get updates and discounts |

Epic 9: Socials

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to know the socials of the company | So that I can review comments and feedback from previous customers |

Epic 10: Feedback

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to be notified regarding request on the website | So that I would know if I ‘m getting a response or not with my transactions and with what I am doing |

Epic 11: Profit

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | Scented candle aficionado | I want to be able to buy products online | So that I would not need to go to the shop |
|  | The site owner | I want to increase traffic in the site | So that we can increase profitability |

Epic 12: Colour Scheme and typography

|  |  |  |  |
| --- | --- | --- | --- |
| User Story | As a [ user ] | I want to | So that |
|  | The site owner | I want the site to embody ease, relaxation and mindfulness while browsing and provide visual pleasure to the eyes | So that clients will be encouraged to come back and visit the site again |