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Added scenarios and user stories

COMC 1745 Ex1E

Website Overview Recap:

The project is a (mock) website for an independent content creator that streams on Twitch and makes YouTube videos. They primarily stream video games, but also create some content which is more personable commentary.

**Customer Group 1:**

One of the primary groups of people visiting the site would be viewers or fans of the content creator. They would most often be 16-24 and live in North America (assuming the content creator is an English-speaking twitch streamer). This demographic would also lean meaningfully toward male. A view would already be familiar with the content creator and the community; they may want to buy merchandise, check upcoming plans, or support the content creator another way.

Persona Example:   
John is a 21-year-old male student; he has enjoys playing video games and watches ‘x’ content creator in his free time on his computer primarily. He has a lot of experience using computers and websites.

Scenarios:   
After finishing his schoolwork on a Friday, John has free time.  
John checks the website for updates about x content creator.   
He logs in and joins the chat to talk to other members in the community.

User Stories:  
1. As a fan of ‘x’ content creator, I want to see updates about their events.  
2. As a user, I want to log into my account so that I can chat on the website.  
3. As a fan, I want to purchase merchandise.  
4. As a user, I want to watch the stream in tandem with the chat (in the same place).  
5. As a user, I want to receive emails about new products and important updates.  
6. As a user, I want easy navigation to all of their social media pages.

**Customer Group 2:**

If the first customer group is a returning customer, then this group would be a new customer. Basic information like age and gender would likely be very similar to the first group(young, adult, more frequently male) because they would still be endemic to the social media platform but would not be familiar with the content creator. Ideally, they should gain a good understanding of the content creator by visiting the website.

Persona Example:  
Jane is a 23-year-old female that works full-time. She watches YouTube videos, but was not familiar with ‘x’ content creator until a friend shared a video with her. She wanted to learn more about them by visiting the website.

Scenarios:  
Jane came home after work and her friend shared a video by ‘x’ content creator.  
She visited the site to learn more.

User Stories:  
1. As a new user, I want to see instructional information on how to join the community (possible clear links to a discord channel or subreddit).  
2. As a new user, I want to see which social medias the content creator has.

**Customer Group 3:**

A third audience, while being less direct, may be companies interested in advertising. The site could be used as a pseudo portfolio to show to companies the type of content the creator has produced and, similarly, any interesting projects, all creating more sponsorship opportunities. While the types of companies that sponsorships would be inquired from would vary, it may include (based on the sponsorships I have seen) game promotions, food or drink products, mobile apps, etc.

Persona Example:   
George is the head of marketing team at ‘y’ company interested in working with ‘x’ content creator for a paid promotion after ‘x’ content creator reached out to him. George looked at the website to see if the content would be a good fit for the brand he is representing.

Scenarios:  
While working George receives an email from ‘x’ content creator with the website link attached.  
He visits to website to gain a better understanding of the content creator.

User Stories:  
1. As a potential sponsorship, I want to see information about the content creator to determine if they would be a good fit for a sponsorship.  
2. As a user, I want to clearly see all their social media platforms so that I can determine their 4. viewership or size of their audience.  
3. As a user, I want to see notable projects or partnerships they have worked on in the past.