

## Fruition Brewing User Stories

The following are user stories that will be used to help define Fruition Brewing's site MVP for new users and returning users.

Key
MVP
Hope to have
Unnecessary

### New Users

ROLE	TASK	RESULT
As a first time visitor, after verifying that I am 21, I want to -		
As a first time visitor I want to -	see what current beers you offer	customer can see what beers are available and make an informed decision whether or not to visit
As a first time visitor I want to -	see descriptions of each beer you offer	customer understands the types of beer Fruition produces
As a first time visitor I want to -	locate our	customer can get to the taproom
As a first time visitor I want to -	find your phone number so I can call you and ask a question	customer has a way to contact Fruition staff
As a first time visitor I want to -	see what food you offer on the day I'll be going to your taproom	customer is aware of the food available at Fruition
As a first time visitor I want to -	view your hours of operation	customer knows when Fruition is open for business
As a first time visitor I want to -	see images of your taproom	customer can get a sense of what Fruition is like before going
As a first time visitor I want to -	view events at your establishment	customer can know if there are any special events at the brewery

As a first time visitor I want to -	view events your establishment supports	customer can get a sense of what Fruition stands for
As a first time visitor I want to -	contact you regarding distribution	potential distributor can contact Fruition about selling Fruition's products
As a first time visitor I want to -	see images of the brewing process	customer can learn about brewing and see the brewing process
As a first time visitor I want to -	learn about the brewer/employees	customer gets to know the staff behind the beer
As a first time visitor I want to -	learn about the company	customer gets to learn about the brewery and its history
As a first time visitor I want to -	learn about the brewing process	customer becomes informed about beer
As a first time visitor I want to -	see what beers you have made in the past	customer gets a sense of the style of beers Fruition makes repeatedly
As a first time visitor I want to -	track when your next release comes out	customer knows when the newest Fruition batch of beer will be available
As a first time visitor I want to -	view your collaborations	customer sees who Fruition works with and collaborates with
As a first time visitor I want to -	buy some merchandise	customer can purchase merch
As a first time visitor I want to -	sign up for a mailing list	customer can stay informed about what is happening at Fruition

## Returning Users

ROLE	TASK	RESULT
As a returning visitor, after verifying that I am 21, I want to -		
As a returning	see what current beers you offer	customer can see what beers are available and make an informed decision whether or not to visit

visitor I want to -		
As a returning visitor I want to -	see descriptions of each beer you offer	customer understands the types of beer Fruition produces
As a returning visitor I want to -	locate our taproom	customer can get to the taproom
As a returning visitor I want to -	find your phone number so I can call you and ask a question	customer has a way to contact Fruition staff
As a returning visitor I want to -	see what food you offer on the day I'll be going to your taproom	customer is aware of the food available at Fruition
As a returning visitor I want to -	view your hours of operation	customer knows when Fruition is open for business
As a returning visitor I want to -	see images of your taproom	customer can get a sense of what Fruition is like before going
As a returning visitor I want to -	view events at your establishment	customer can know if there are any special events at the brewery
As a returning visitor I want to -	view events your establishment supports	customer can get a sense of what Fruition stands for
As a returning visitor I want to -	contact you regarding distribution	potential distributor can contact Fruition about selling Fruition's products
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As a returning visitor I want to -	learn about the brewer/employees	customer gets to know the staff behind the beer
As a returning visitor I want to -	learn about the company	customer gets to learn about the brewery and its history
As a returning visitor I want to -	learn about the brewing process	customer becomes informed about beer
As a returning visitor I want to -	see what beers you have made in the past	customer gets a sense of the style of beers Fruition makes repeatedly
As a returning visitor I want to -	track when your next release comes out	customer knows when the newest Fruition batch of beer will be available
As a returning visitor I want to -	view your collaborations	customer sees who Fruition works with and collaborates with
As a returning visitor I want to -	buy some merchandise	customer can purchase merch
As a returning visitor I want to -	sign up for a mailing list	customer can stay informed about what is happening at Fruition