User Stories

**FORMAT**

Yesterday Morning (some background) , **PERSONA NAME** was doing something in the **CONTEXT** (surroundings, devices, emotional state) with your **PRODUCT (Competitor Product)** to **complete their GOAL** but they faced these **PROBLEMS** and in the end, they **FAILED (or succeeded)**

**USAGE**

Yesterday Evening after coming from college, **Huma (College Girl)** **went to her room, opened her laptop** and tried Google Search for **finding Purple Party dress for her little sister’s** **birthday party**. She clicked few websites from search results but **closed all of them except one as they were not that reliable**. After adding the dress to her cart, **she found difficulties ordering as she don’t use email**. Although she ordered using her father’s email **but was frustrated about the whole experience**