Product/Service: Walmart (Walmart Retail Stores and Walmart Online)

<u>User Experience Aspects Liked:</u>

1. One-stop shopping experience: Walmart delivers a seamless and comprehensive shopping experience by offering a diverse range of products, including groceries, electronics, clothing, and household items, all within a single location. This convenience is highly valued by customers seeking an all-encompassing shopping destination.

2. Budget-Friendly Pricing: Renowned for its competitive pricing strategies, Walmart stands as an appealing choice for budget-conscious shoppers. The commitment to affordability ensures that customers can access a wide array of products without compromising their financial considerations.

3. Efficient Checkout Process: Walmart prioritizes an efficient checkout process, allowing customers to complete their purchases swiftly. The streamlined payment and confirmation procedures contribute to a hassle-free and time-saving experience.

4. Diverse Product Selection: Walmart boasts an expansive product selection encompassing both well-known brands and private-label offerings. This diverse range caters to the varied preferences and needs of consumers, providing them with abundant choices during their shopping journey.

5. Walmart+ Membership Perks: Elevating the shopping experience, the Walmart+ membership program introduces valuable perks such as free delivery, exclusive discounts, and member-only deals. These benefits enhance the overall satisfaction for frequent customers, fostering a sense of loyalty and engagement.

6. Order Tracking and Notifications: Keeping customers informed, Walmart's order tracking feature allows users to monitor the status and location of their orders in real-time. Notifications regarding order confirmation, dispatch, and delivery enhance transparency and customer engagement.

7. Accessible Store Network: With a widespread presence through thousands of physical stores across the United States, Walmart ensures accessibility for a broad consumer base, including those residing in rural areas. This widespread accessibility reflects Walmart's commitment to serving diverse communities.

8. Online Shopping Convenience: Walmart's online shopping platform provides customers with a user-friendly and convenient means to explore and purchase products from the comfort of their homes. The flexible options of home delivery or in-store pickup further contribute to a tailored and efficient shopping experience.

9. Price Match Guarantee Assurance: Reinforcing its dedication to customer satisfaction, Walmart's price match guarantee assures customers that they will receive the best possible prices. This commitment adds significant value to the overall shopping experience, instilling confidence in customers about their purchase decisions.

<u>Significant Improvements:</u>

1. Personalized Recommendations: Implement advanced algorithms to provide personalized product recommendations based on user preferences, purchase history, and browsing behavior. This can enhance the user experience by making product discovery more tailored to individual interests.

2. Seamless Integration with Smart Devices: Improve integration with smart home devices and voice assistants to enable users to easily add items to their shopping list, track orders, and make purchases through voice commands or smart device interfaces.

3. Improve Store Layout and Organization: Enhance the shopping experience through a reimagined store layout and improved organization. Elevate customer satisfaction with clearer signage, refined product categorization, and enhanced store navigation.

4. Augmented Reality (AR) for In-Store Navigation: Introduce AR features in the mobile app to assist users in navigating through physical stores. This can include real-time store maps, aisle directions, and product information displayed through the device's camera.

5. Gamification for Loyalty Programs: Enhance the Walmart+ membership program by incorporating gamification elements. Introduce challenges, rewards, and exclusive discounts for members, creating a more engaging and rewarding loyalty experience.

6. Virtual Try-On for Apparel: Implement virtual try-on features for clothing items on the online platform. This allows users to visualize how clothing items will look on them using AR technology, reducing the uncertainty associated with online apparel shopping.

7. Social Integration: Enable users to share their favorite products, reviews, and shopping experiences on social media directly from the Walmart app. Integrate social features to enhance community engagement and provide a platform for user-generated content.

8. Advanced Filter Options: Expand filter options on the website and app to allow users to refine search results based on specific criteria such as sustainability ratings, product origin, and customer reviews. This provides users with more detailed and relevant product information.
9. Predictive Ordering: Implement predictive ordering capabilities that analyze a user's purchase history and automatically suggest items for replenishment. This feature can simplify the reordering process for frequently purchased products.

2) <u>Easy Use Test Cases:</u>

1. **App Installation and Account Creation**

   Actor: New user.
   Main Flow:
       a. User downloads and installs the Walmart mobile application.
       b. User clicks on "Sign Up" and creates a new account by providing necessary information.
       c. User receives a confirmation email.
       d. User logs in with the newly created credentials.

   Postconditions: The user has successfully installed the Walmart mobile application, created a new account, and can now log in using the newly established credentials.

2. **Password Recovery**

   Actor: Registered user.
   Main Flow:
       a. User clicks on "Forgot Password" on the login screen.
       b. User enters the email associated with the account.
       c. User receives a password reset link via email.
       d. User clicks on the link and sets a new password.

   Postconditions: The user has successfully reset their password and can now log in using the updated credentials.

3. **Accessing Order History**

   Actor: Registered user.
   Main Flow:
       a. Log in to the account.
       b. Navigate to the "Order History" section.
   Postconditions: The user is able to review a comprehensive list of their past orders.

4. **Language Preference Setting**

   Actor: Registered user.
   Main Flow:
       a. User goes to account settings.
       b. User selects preferred language from the available options.
       c. User saves the changes.
       d. The interface language is updated accordingly.

   Postconditions: The user's language preference has been successfully updated, and the interface now displays content in the selected language.

<u>Middle-Weight Use Cases:</u>

1. **Product Search and Purchase Workflow**

   Actor: Registered or guest user.
   Preconditions: User is on the Walmart website.
   Main Flow:
   a. User inputs a product name or category in the search bar.
   b. User explores search results and applies filters such as price, rating, or brand.
   c. User clicks on a product to view more details.
   d. User adds the selected product to the shopping cart.

   Alternate Scenario A: User Mobile Application Login

   a. The User installs the Walmart application on their mobile phone.
   b. User logs in via a guest or registered account.
   c. From the homepage, the user selects "Grocery."
   d. User navigates through categories, adds items to the cart, and chooses a delivery time slot..

   Alternate Scenario B: Walmart Store Visit

   a. User visits a Walmart physical store.
   b. User purchases goods from the store and utilizes the search function to find specific products.

   Postconditions: User efficiently finds and adds products to their shopping cart, whether through the website, mobile application, or physical store.

2. **Guest Checkout**

   Actor: Guest user.
   Preconditions: User has items in the cart.
   Main Flow:
   a. User adds items to the cart.
   b. User clicks on "Proceed to Checkout" as a guest.
   c. User enters shipping information.
   d. User enters payment information.
   e. User clicks "Place Order."

Alternate Scenario A: Incomplete Information

    a. User adds items to the cart.
    b. User clicks on "Proceed to Checkout" as a guest.
    c. User enters incomplete or incorrect shipping information.
    d. System prompts the user to provide necessary details.
    e. User corrects the information and completes the checkout process.

Alternate Scenario B: Payment Declined

    a. User adds items to the cart.
    b. User clicks on "Proceed to Checkout" as a guest.
    c. User enters the correct shipping information.
    d. User enters payment information, but the payment is declined.
    e. System notifies the user of the payment issue.
    f. User provides an alternative payment method and completes the checkout.

Postconditions: User successfully completes the purchase as a guest.

3. **In-Store Pickup Process for Registered Users**

Actor: Registered user.
Preconditions: User is logged in and selects "In-Store Pickup" as the delivery option.
Main Flow:
    f. User adds items to the shopping cart.
    g. User selects "In-Store Pickup" and chooses a nearby Walmart location.
    h. User proceeds to checkout, verifies pickup details, and confirms the order.
    i. User receives a confirmation with pickup instructions.

Alternate Scenario A: Missed Pickup Deadline

    f. If the user fails to pick up the order at the scheduled date and time.
    g. The User is prompted to provide the next available date and time for pickup.
    h. User logs in, accesses recent orders, and requests a modification to the pickup date and time.
    i. User picks up the order at the store according to the updated schedule.

Alternate Scenario B: Product Out of Stock

    g. If the product requested by the user is out of stock.
    h. User is informed of the unavailability and asked to wait for the next stock.
    i. During the restock, the user is notified via mobile notification.
    j. The User can place the order by adding the restocked item to the cart and utilizing in-store pickup.

Postconditions: User's order is prepared for pickup at the selected store, ensuring a convenient and flexible shopping experience.

Heavy-Weight Use Cases:

1. *Grocery Shopping with Delivery*

Use case Overview: A Registered Walmart+ member wants to make an online grocery purchase through the Walmart application, successfully logs in, and places an order with the option for delivery.

Actor: Registered Walmart+ member.
Preconditions: User is logged in and has an active Walmart+ membership.
Subject Area: e- commerce
Trigger: Member wants to make a grocery purchase.

Main Flow:
    a. User opens the Walmart application.
    b. User login with their registered Walmart+ account credentials.
    c. User is redirected to the homepage.
    d. User selects "Grocery" from the available categories.
    e. User browses grocery categories, adds desired items to the cart, and reviews selections.
    f. User proceeds to checkout, selecting the delivery option.
    g. User verifies the delivery address and provides any additional delivery instructions.
    h. User enters payment information for the order.
    i. User reviews the order summary and places the grocery order for delivery.

Alternate Scenario A : New User Registration
    a. User accesses the Walmart website.
    b. User clicks on "Sign Up" or "Create Account."
    c. User enters required information (name, email, password).
    d. User agrees to terms and conditions.
    e. User clicks "Register" or "Create Account."
    f. User is successfully registered and automatically logged in.
    g. System redirects the user to the homepage for grocery shopping.
    h. User continues with the main flow to make a grocery purchase.

Alternate Scenario B: Login with Chatbot Assistance

    a. User opens www.walmart.com.
    b. User navigates to the chatbot button on the right bottom of the website.
    c. A chatbot pop-up appears, asking for user information (Name, contact number, and email).
    d. Chatbot creates a guest account for the user to enable online shopping.

e. User is automatically logged in after chatbot interaction.
f. System redirects the user to the homepage for grocery shopping.
g. User continues with the main flow to make a grocery purchase.

Alternate Scenario C: Login with Customer Service Representative Assistance

a. User opens www.walmart.com.
b. User navigates to the contact button on the bottom of the website.
c. User provides their email address and contact number.
d. A customer care representative reaches out to the user within 24 hours.
e. Customer care representative guides the user through the login process.
f. User is successfully logged in.
g. System redirects the user to the homepage for grocery shopping.
h. User continues with the main flow to make a grocery purchase.

Postconditions: The grocery order is confirmed, and the user is provided with an estimated delivery time.

2. ***Adding a Product to Favorites***

Use case Overview: A Registered user wants to save a product to their Favorites for future reference. The user initiates the process by clicking on the "Add to Favorites" or "Wishlist" button while viewing a product.

Actor: Registered user.
Preconditions: User is logged into their account.
Subject Area: E-Commerce
Trigger: User wants to save a product to their Favorites.

Main Flow:
a. User navigates to the product page.
b. User clicks on the "Add to Favorites" or "Wishlist" button associated with the product.
c. System saves the selected product to the user's Favorites.
d. Postconditions: The selected product is successfully saved to the user's Favorites for future reference.

Alternate Scenario A: Adding a Product to Favorites with Comments
a. The User follows the main flow to add a product to Favorites.
b. After clicking the "Add to Favorites" button, the system prompts the user to add comments or notes about the product.
c. User enters comments and saves the product to Favorites with additional information.

Alternate Scenario B: Removing a Product from Favorites

    a. User goes to their Favorites section.
    b. User selects a previously added product.
    c. User clicks on the "Remove from Favorites" button.
    d. System removes the selected product from the user's Favorites.

Alternate Scenario C: Sharing Favorites List

    a. The User accesses their Favorites list.
    b. User clicks on the "Share Favorites" option.
    c. The User selects contacts or social media platforms to share their list.
    d. System generates a link or notification to share the Favorites list with others.

Postconditions: The user's Favorites list is updated according to their actions, providing a personalized and easily accessible collection of saved products.