

ABOUT YOU

Homepage Improvement Epics & User Stories

Agent Test Input Data

Source URL	https://en.aboutyou.de/your-shop
Generated	2026-01-12
Total Epics	3
Total User Stories	12
Purpose	Agent test input data

Epics Overview

Epic ID	Title	Priority	Stories
AY-E001	Celebrity Collections Discovery & Engagement	HIGH	4
AY-E002	Live Shopping Experience Unification	HIGH	4
AY-E003	Outfit-First Shopping Experience	MEDIUM	4

AY-E001: Celebrity Collections Discovery & Engagement Hub

Priority: **HIGH** | Timeline: 2026-02-01 to 2026-04-15 (5 sprints)

Transform the celebrity collections experience from scattered navigation entries into a unified, immersive discovery hub that leverages ABOUT YOU's unique positioning as the home of exclusive influencer-designed fashion lines (LeGer, Guido Maria Kretschmer, RÆRE, Hoermanseder, NU-IN, studioselect). This is ABOUT YOU's key differentiator vs. Zalando and must be prominently surfaced on the homepage.

Business Context

- Differentiator:** ABOUT YOU is the only major European fashion platform with deep celebrity/influencer co-created exclusive lines - this is not just licensing but actual design collaboration
- Current State:** Celebrity collections are accessible via 'Drops' menu and brand pages but lack a cohesive discovery experience on homepage
- Competitors:** Zalando has no equivalent; ASOS has limited celeb collabs; this is ABOUT YOU's moat
- Revenue Impact:** Celebrity collections drive 2-3x higher engagement and margin vs. third-party brands

Epic Acceptance Criteria

- AC1. Homepage features a dynamic 'Celebrity Collections' module above the fold on desktop, within first scroll on mobile
- AC2. Each celebrity collection has a distinct visual identity maintained across the hub
- AC3. Users can follow specific creators and receive personalized notifications for new drops
- AC4. Collection launch countdowns integrated with calendar reminders
- AC5. Behind-the-scenes content (design process, photoshoots) accessible from hub
- AC6. Cross-linking between creator's Instagram/TikTok and ABOUT YOU collection pages

Technical Requirements

Frontend:

- React component library for celebrity cards with consistent branding
- Animation framework for collection launch reveals (respect prefers-reduced-motion)
- Lazy-loaded video backgrounds for creator hero sections

Backend:

- Celebrity Collection API with real-time inventory for featured items
- Follow/notification system integrated with existing user accounts
- Content scheduling system for coordinated drops across channels

Integrations:

- Instagram Graph API for creator content syndication
- TikTok Display API for video embedding
- Push notification service (Firebase/OneSignal)

Success Metrics

Metric	Baseline	Target
Celebrity collection page entries from homepage	Current: via navigation/search only	+40% increase in collection page visits
Creator follow rate	New feature	15% of logged-in users follow at least 1 creator within 3 months
Drop notification conversion	New feature	25% of users with reminders purchase within 48h of drop

Risks

- **Creator exclusivity conflicts - some influencers may have competing brand deals** (Likelihood: Medium, Impact: High)

Mitigation: Legal review of all creator contracts; staggered rollout by creator

- **Content freshness - hub feels stale between drops** (Likelihood: High, Impact: Medium)

Mitigation: Integrate Stories content, styling tips, and archive looks between major launches

User Stories for AY-E001

AY-E001-US01: Celebrity Collection Homepage Carousel

Priority: Must Have | Story Points: 8 | Sprint: 1

As a fashion-forward shopper, I want to see which celebrity collections are currently featured or launching soon directly on the homepage, so that I don't miss exclusive drops from my favorite creators.

Persona: Lena, 24 — Follows fashion influencers on Instagram, shops monthly, interested in exclusive/limited items

Acceptance Criteria:

- GIVEN I am on the ABOUT YOU homepage WHEN the page loads THEN I see a 'Celebrity Collections' carousel within the first 2 scroll depths on mobile o...
- GIVEN there is an upcoming drop within 7 days WHEN I view the carousel THEN I see a countdown timer on that collection's card
- GIVEN I am logged in and follow Lena Gercke WHEN LeGer has a new collection THEN that collection appears first in my carousel
- GIVEN I am not logged in WHEN I view the carousel THEN collections are sorted by popularity/recency
- GIVEN a collection launched within last 48 hours WHEN displayed THEN it has a 'NEW' badge

Technical Notes:

Component: CelebrityCarousel.tsx

API: GET /api/v2/collections/celebrity?featured=true&limit=8

Events: celebrity_carousel_view, celebrity_carousel_scroll, celebrity_card_click

Ally: Carousel must be keyboard navigable with arrow keys

Ally: Each card needs aria-label with creator name and collection status

AY-E001-US02: Follow Creator & Drop Notifications

Priority: Must Have | Story Points: 13 | Sprint: 2

As a fan of Guido Maria Kretschmer's designs, I want to follow him on ABOUT YOU and get notified when his new collections drop, so that I can shop before items sell out in my size.

Persona: Martina, 42 — Loyal to specific designers, plus-size shopper, values quality over quantity

Acceptance Criteria:

- GIVEN I am logged in WHEN I view any celebrity collection page or card THEN I see a 'Follow' button
- GIVEN I click Follow on Guido Maria Kretschmer WHEN the action completes THEN I see visual confirmation and the button changes to 'Following'
- GIVEN I follow a creator WHEN they have a new drop scheduled THEN I receive an email 24h before and push notification 1h before (if enabled)
- GIVEN I am on my account page WHEN I navigate to 'My Creators' THEN I see all creators I follow with their next drop dates
- GIVEN I follow a creator WHEN I visit homepage THEN their content is prioritized in relevant sections

Technical Notes:

Component: FollowCreatorButton.tsx, CreatorNotificationService.ts

API: POST /api/v2/user/follows/creator/{creatorId}

API: DELETE /api/v2/user/follows/creator/{creatorId}

API: GET /api/v2/user/follows/creators

AY-E001-US03: Creator Behind-the-Scenes Content Integration

Priority: Should Have | Story Points: 13 | Sprint: 3

As someone interested in fashion design, I want to see behind-the-scenes content from how celebrity collections are created, so that I feel more connected to the pieces and the creator's vision.

Persona: Sophie, 28 — Fashion design student, values storytelling and craftsmanship, active on TikTok

Acceptance Criteria:

- GIVEN I am viewing a celebrity collection hub WHEN BTS content exists THEN I see a 'Behind the Collection' section with video/image content
- GIVEN BTS content includes product shots WHEN I hover/tap on a visible item THEN I see a quick-add option to basket
- GIVEN the creator has recent Instagram Reels about the collection WHEN syndication rights exist THEN those appear in the BTS section
- GIVEN I watch more than 50% of a BTS video WHEN the video ends THEN I see related products from that collection
- GIVEN the collection has a design story WHEN I click 'Read More' THEN I see an editorial-style article with shoppable looks

Technical Notes:

Component: BTSCContentModule.tsx, ShoppableMedia.tsx

AY-E001-US04: Collection Launch Countdown with Calendar Integration

Priority: Could Have | **Story Points:** 5 | **Sprint:** 4

As a shopper who plans my purchases, I want to add upcoming collection drops to my calendar, so that I can be ready to shop when they go live.

Persona: Jan, 31 — Organized professional, uses calendar for everything, early adopter

Acceptance Criteria:

- GIVEN I view an upcoming collection with a launch date WHEN I click 'Add to Calendar' THEN I can choose Google Calendar, Apple Calendar, or Outlook
- GIVEN I add to Google Calendar WHEN the event is created THEN it includes collection name, launch time, and direct link to collection page
- GIVEN the calendar event time arrives WHEN I click the link THEN I land on the collection page with products ready to shop
- GIVEN I am logged in and have calendar reminder WHEN I return to ABOUT YOU around launch time THEN I see a banner reminding me the drop is live
- GIVEN the collection has sold out of popular items WHEN I view my calendar event THEN the link still works and shows available items with restock n...

Technical Notes:

Component: AddToCalendarButton.tsx

AY-E002: Live Shopping Experience Unification

Priority: **HIGH** | Timeline: 2026-03-01 to 2026-05-31 (6 sprints)

Consolidate ABOUT YOU's live shopping capabilities into a seamless experience that bridges the gap between scheduled live events, shoppable replays, and the static product catalog. Currently, live shopping exists as a separate feature ('Live Shopping' link in navigation) but lacks deep integration with the core shopping journey. The Fashion Ball events and creator live streams should become a persistent discovery channel, not just ephemeral content.

Business Context

- Differentiator:** ABOUT YOU is pioneering live shopping in European fashion e-commerce; early mover advantage must be protected
- Current State:** Live shopping accessible via dedicated link; replays exist but are not prominently surfaced; no cross-linking between live content and PDP
- Market Trend:** Live commerce is 10% of e-commerce in China; <1% in Europe but growing 35% YoY

Epic Acceptance Criteria

- AC1. Live shopping events discoverable from homepage without navigation
- AC2. Active live stream indicated globally in header with one-click join
- AC3. All past live shopping events archived with shoppable timestamps
- AC4. Product detail pages show 'As seen in' clips from relevant live events
- AC5. Users can browse products while watching live stream (picture-in-picture)
- AC6. Live stream captions available in real-time (WCAG 1.2.4 compliance)
- AC7. Replay chapters auto-generated based on products shown

Technical Requirements

Frontend:

- Picture-in-picture video component that persists across navigation
- Shoppable video overlay with product hotspots synced to timeline
- Real-time caption display with adjustable styling
- Mini-player component for header live indicator

Backend:

- Video timestamp to product mapping service
- Live event scheduling and state management API
- Caption generation service (ASR + human review queue)
- Replay processing pipeline: transcoding, chaptering, thumbnail generation

Integrations:

- Streaming platform (current vendor TBD - likely AWS IVS or similar)
- Speech-to-text service for real-time captions (AWS Transcribe/Google Speech)
- CDN configuration for global low-latency delivery

Success Metrics

Metric	Baseline	Target
Live shopping participation rate	Current participation from dedicated page	60% viewers from homepage entry point
Replay engagement	Current replay views	3x increase in replay views; avg watch time >3 minutes
Live-to-purchase conversion	Current conversion rate	15% of live viewers purchase within 24h

Risks

- **Live caption accuracy insufficient for accessibility compliance** (Likelihood: Medium, Impact: High)

Mitigation: Hybrid approach: ASR with real-time human editor for critical content

- **PIP implementation inconsistent across browsers/devices** (Likelihood: Medium, Impact: Medium)

Mitigation: Fallback to fixed mini-player for unsupported browsers; prioritize Chrome/Safari mobile

User Stories for AY-E002

AY-E002-US01: Global Live Indicator & One-Click Join

Priority: Must Have | Story Points: 13 | Sprint: 1

As a shopper browsing ABOUT YOU, I want to immediately know if a live shopping event is happening right now, so that I can join and potentially get exclusive deals or see products styled in real-time.

Persona: Mia, 22 — FOMO-driven shopper, watches Instagram Lives regularly, impulse buyer

Acceptance Criteria:

- GIVEN a live event is active WHEN I am on any ABOUT YOU page THEN I see a pulsing 'LIVE' indicator in the header
- GIVEN I click the LIVE indicator WHEN on desktop THEN the stream opens in a slide-out panel without leaving current page
- GIVEN I click the LIVE indicator WHEN on mobile THEN I navigate to full-screen live experience
- GIVEN no live event is active WHEN I view the header THEN the indicator shows next scheduled event time or is hidden
- GIVEN I am watching a live stream WHEN I navigate to another page THEN the stream continues in picture-in-picture mode
- GIVEN the live stream ends WHEN I was watching THEN I see a CTA to shop featured products or watch replay

Technical Notes:

Component: LiveIndicator.tsx, LiveStreamPanel.tsx, PictureInPicture.tsx

API: WSS /api/v2/live/status (real-time) + GET /api/v2/live/current (fallback)

AY-E002-US02: Shoppable Video Replay with Timestamps

Priority: Must Have | Story Points: 21 | Sprint: 2

As someone who missed a live event about winter coats, I want to watch the replay and click directly on products as they appear, so that I can shop without pausing to search for items.

Persona: Thomas, 35 — Time-poor professional, shops during commute, values efficiency

Acceptance Criteria:

- GIVEN I am watching a replay WHEN a product is being shown THEN I see a product card overlay with name, price, and 'Add to Bag' button
- GIVEN the video shows multiple products WHEN I click 'View All Products' THEN I see a scrollable sidebar with all featured items without pausing vi...
- GIVEN I want to find a specific product I remember WHEN I view replay chapters THEN chapters are labeled by product category/brand shown
- GIVEN I add a product to bag from replay WHEN I continue watching THEN my bag is updated without interrupting playback
- GIVEN the video plays past a product WHEN I click the progress bar THEN I see product thumbnails at their timestamp positions
- GIVEN a shown product is out of stock in my size WHEN displayed THEN I see 'Notify Me' instead of 'Add to Bag'

Technical Notes:

Component: ShoppableReplay.tsx, ProductOverlay.tsx, VideoChapters.tsx

AY-E002-US03: As Seen In Live Shopping on PDP

Priority: Should Have | Story Points: 8 | Sprint: 4

As a shopper viewing a jacket on the product page, I want to see a clip from a live event where this jacket was styled, so that I can see how it looks on a real person in motion.

Persona: Elena, 29 — Hesitant online shopper, high return rate, wants to see products 'in real life'

Acceptance Criteria:

- GIVEN I am on a PDP for a product featured in past live events WHEN the page loads THEN I see an 'As Seen Live' section with video thumbnail
- GIVEN I click on the video thumbnail WHEN the modal opens THEN the video starts at the exact timestamp where this product appears
- GIVEN the product was in multiple live events WHEN viewing 'As Seen Live' THEN I can swipe through multiple clips
- GIVEN I watch the clip WHEN I want to buy THEN the size/color I was viewing on PDP is pre-selected in the video's add-to-bag
- GIVEN the product has never been in a live event WHEN on PDP THEN the 'As Seen Live' section does not appear

Technical Notes:

Component: AsSeenLiveSection.tsx

API: GET /api/v2/products/{productId}/live-appearances

AY-E002-US04: Live Stream Real-Time Captions

Priority: Must Have | **Story Points:** 13 | **Sprint:** 3

As a deaf user interested in the Fashion Ball live stream, I want accurate real-time captions, so that I can follow along with what the hosts are saying about the clothing.

Persona: Markus, 38 — Deaf from birth, uses sign language and written German, active fashion enthusiast

Acceptance Criteria:

- GIVEN I am watching a live stream WHEN audio is playing THEN captions appear within 3 seconds of speech
- GIVEN I am watching WHEN I click the CC button THEN I can choose caption language (DE, EN at minimum)
- GIVEN captions are enabled WHEN the host mentions a product name THEN the product name is accurately captioned (not phonetically garbled)
- GIVEN I prefer larger captions WHEN I access caption settings THEN I can adjust font size and background opacity
- GIVEN the stream ends WHEN replay is processed THEN captions are corrected for accuracy within 24 hours
- GIVEN captions are displaying WHEN I use a screen reader THEN caption updates are announced without disrupting other navigation

Technical Notes:

Component: LiveCaptions.tsx, CaptionSettings.tsx

Ally: aria-live='polite' region for captions

Ally: High contrast mode for caption background

AY-E003: Outfit-First Shopping Experience

Priority: MEDIUM | Timeline: 2026-04-01 to 2026-06-30 (6 sprints)

Reimagine the ABOUT YOU homepage around complete outfits rather than individual products. ABOUT YOU already has 'Outfit Inspiration' and 'Stories' content, but these are buried in the navigation. This epic elevates outfit-based discovery as a primary shopping mode, enabling users to shop complete looks with one click, mix-and-match pieces, and get AI-powered outfit suggestions based on items they already own or have viewed.

Business Context

- **Differentiator:** Moves beyond product grid that every competitor has; leverages ABOUT YOU's editorial and influencer content
- **Current State:** 'Outfit Inspiration' exists in Inspiration submenu; 'Stories' show styled looks but conversion path is fragmented
- **AOV Opportunity:** Outfit purchases typically 2.5x higher AOV than single-product purchases

Epic Acceptance Criteria

- AC1. Homepage features 'Shop the Look' module with complete outfits
- AC2. Each outfit shows all items with combined price and one-click add-all-to-bag
- AC3. Users can swap individual pieces while maintaining outfit cohesion
- AC4. Outfit recommendations personalized based on browsing history and owned items
- AC5. Outfits filterable by occasion (work, casual, night out, wedding guest, etc.)
- AC6. User-generated outfits from customers integrated alongside editorial outfits

Technical Requirements

Frontend:

- Outfit card component with layered product visualization
- Piece-swapper interface with real-time outfit preview
- Occasion filter chips with smooth animation
- UGC outfit grid with shop-the-look overlay

Backend:

- Outfit composition service (products + styling rules)
- Outfit recommendation engine (collaborative filtering + style rules)
- Inventory aggregation for multi-product availability check
- UGC moderation pipeline for customer outfit submissions

Integrations:

- Existing 'Outfits' CMS for editorial content
- Product recommendation engine (extend for outfit context)
- Image recognition for UGC product matching

Success Metrics

Metric	Baseline	Target
Outfit module engagement	Current 'Outfit Inspiration' page visits	5x increase in outfit page views from homepage
Multi-item basket rate	Current % of baskets with 3+ items	+20% increase in multi-item baskets
Average order value from outfit entry	Site-wide AOV	Outfit-originated orders 40% higher AOV

Risks

- **Outfit inventory fragmentation - one item out of stock breaks the look** (Likelihood: High, Impact: Medium)

Mitigation: Auto-suggest similar alternatives; show availability before add-all

- **UGC product matching accuracy insufficient** (Likelihood: Medium, Impact: Low)

Mitigation: Start with manually curated UGC; phase in AI matching with confidence threshold

User Stories for AY-E003

AY-E003-US01: Shop Complete Look with One Click

Priority: Must Have | Story Points: 13 | Sprint: 1

As a shopper with limited time, I want to add an entire styled outfit to my bag with one click, so that I can quickly purchase a complete look without browsing individual items.

Persona: Anna, 33 — Working mother, shops during lunch break, values convenience over browsing

Acceptance Criteria:

- GIVEN I am viewing an outfit card WHEN I click 'Add Complete Look' THEN all items in the outfit are added to my bag
- GIVEN I click 'Add Complete Look' WHEN one or more items require size selection THEN a quick size picker appears for those items only
- GIVEN I add a complete look WHEN one item is out of stock in my size THEN I am shown that item with alternatives before completing the action
- GIVEN I have added a complete look WHEN I view my bag THEN items are visually grouped as a look with combined subtotal shown
- GIVEN the outfit contains 4 items WHEN I add complete look THEN the interaction completes in under 2 seconds (excluding size selection)

Technical Notes:

Component: OutfitCard.tsx, AddCompleteLookButton.tsx, QuickSizePicker.tsx

API: POST /api/v2/bag/add-outfit

AY-E003-US02: Swap Outfit Pieces While Maintaining Style

Priority: Should Have | Story Points: 21 | Sprint: 3

As someone who likes an outfit but already owns similar jeans, I want to swap just the jeans for a different bottom while keeping the rest of the look, so that I don't buy duplicates and the outfit still works.

Persona: Carla, 27 — Fashion-conscious, curates her wardrobe carefully, avoids waste

Acceptance Criteria:

- GIVEN I am viewing an outfit WHEN I click on an individual item THEN I see a 'Swap This Piece' option
- GIVEN I click 'Swap This Piece' WHEN alternatives load THEN I see items that stylistically match the rest of the outfit
- GIVEN I select an alternative piece WHEN the outfit preview updates THEN I see the new item in context with the other pieces
- GIVEN I have swapped 2 pieces WHEN I click 'Add Complete Look' THEN my customized outfit is added, not the original
- GIVEN I have customized an outfit WHEN I leave and return THEN my customizations are remembered for that session
- GIVEN I swap to a different price point item WHEN viewing the outfit THEN the total price updates in real-time

Technical Notes:

Component: OutfitCustomizer.tsx, PieceSwapper.tsx, StyleMatchSuggestions.tsx

AY-E003-US03: Occasion-Based Outfit Filtering

Priority: Must Have | Story Points: 5 | Sprint: 2

As someone invited to a summer wedding, I want to filter outfits by occasion, so that I can quickly find appropriate looks without scrolling through casual wear.

Persona: David, 30 — Occasional shopper, event-driven purchases, needs guidance on fashion

Acceptance Criteria:

- GIVEN I am on the outfit discovery page WHEN the page loads THEN I see occasion filter chips (Wedding Guest, Work, Casual, Night Out, Date Night, F...)
- GIVEN I select 'Wedding Guest' WHEN results update THEN I only see outfits tagged for formal/semi-formal occasions
- GIVEN I select multiple occasions WHEN filtering THEN outfits matching ANY selected occasion are shown
- GIVEN I have selected an occasion WHEN I clear filters THEN all outfits are shown again
- GIVEN I am on mobile WHEN I tap an occasion chip THEN the page smoothly scrolls to the outfit grid
- GIVEN no outfits match my filters WHEN viewing results THEN I see a message with suggestions to broaden filters

Technical Notes:

Component: OccasionFilter.tsx, FilterChips.tsx

API: GET /api/v2/outfits?occasions=wedding_guest,formal&limit:=20&offset:=0

AY-E003-US04: Customer Outfit UGC Gallery

Priority: Could Have | **Story Points:** 13 | **Sprint:** 5

As a shopper who wants to see how real people style ABOUT YOU clothes, I want to browse outfits submitted by other customers, so that I can get authentic styling inspiration beyond model photos.

Persona: Lisa, 25 — Active on Instagram, posts OOTDs, trusts peer recommendations over advertising

Acceptance Criteria:

- GIVEN I am on the outfit discovery page WHEN I select 'Customer Looks' tab THEN I see a grid of outfits submitted by real customers
- GIVEN I view a customer outfit WHEN I tap on it THEN I see the items identified with links to PDPs
- GIVEN a customer outfit shows an item I like WHEN I click the item THEN I am taken to the PDP with 'As styled by [username]' context
- GIVEN I have purchased items WHEN I am on my account THEN I see an option to 'Share Your Look' and submit my outfit
- GIVEN I submit an outfit WHEN it goes through moderation THEN I receive notification when it's published
- GIVEN a customer outfit contains items no longer available WHEN displayed THEN those items show 'Similar Items' instead of direct link

Technical Notes:

Component: UGCOutfitGallery.tsx, OutfitSubmission.tsx, ModerationQueue (admin)