

User stories for “Happy Paws Pet Shop” Website

Mobile Users

1. As a mobile user I want the website to provide me with the important information clearly without having to zoom in.
 - The layout should be in columns so that the text can be clearly read and the images can be clearly seen.
 - When the user lands, the web page should emphasise the most crucial information like contact options and the introduction.
2. As a mobile user I want clickable objects to be clearly spaced apart to avoid unwanted redirects.
 - Since the screen size is small, it will become harder to click if buttons or links are very close to each other. Therefore, they need to be separated.
 - Some clickable objects would be emphasised.
3. As a mobile user I want to clearly view the images.
 - By placing the content in columns the images will be clearly visible to the user.
 - The image width should be almost the entire screen width to give off an immersive feel.
4. As a mobile user I want special clickable objects to be emphasised.
 - Special attention should be given to redirect buttons.

Tablet Users

1. As a Tablet user the main priority i want is the readability.
 - Tablet users may expect the content to be read easily, thus the whole point of having a larger touch screen. Therefore, the font size should be a bit larger so as to provide them with the readability that they expect.
 - The objects should be arranged in a column again adding in to the readability.
2. As a Tablet user I want clickable objects to be clearly spaced apart to avoid unwanted redirects.
 - Since the Tablet is again a touch device the users may experience hardship when clicking links that are really close to each other. Therefore they need to be separated. Special when it comes to the nav bar.
3. As a Tablet user I want to clearly view the images but I don't want them to be too large.
 - Even though a mobile user may expect the images to take almost the entire screen width for ease, tablet users may prefer if the images weren't too large. So the image size has to be reduced.
4. As a Tablet user I want the mobile layout but with an immersive feel.
 - Again the layout the tablet users may prefer most of the time is the mobile layout but with better readability and an immersive feel..

Desktop Users

1. As a Desktop user I want the layout to be properly arranged.
 - Since the Desktop screen is relatively large the order of the arrangement of objects in the website can give off a good impression. If they are properly organised the user will get a clean feeling.
2. As a Desktop user I want similar clickables to be near each other so that I don't have to move the mouse pointer over distances.
 - As opposed to the Tablet and the mobile view since a pointing device will be used for clicking, the chance that there would be unwanted redirects is less. So spacing them together with a small margin won't be an issue. But what would be an issue is that if the clickables of the same type (nav bar clickables) are spaced far apart so that the user has to move the mouse or the input device he is using over a considerably large distance. This has to be given proper attention so as to find the optimum spot.
3. As a Desktop user I want content and images to be positioned so that they are presented to me well.
 - Since the screen size is larger the website gets an advantage of presenting information in a more meaningful way to the user. Especially if the content and the related images are arranged side by side, the user will get an experience of a presentation.
4. As a Desktop user I would prefer the whole content to give off a centred feeling while the texts being left aligned.
 - If the entire website is biased to one side of the screen the user won't have a good visual experience. But at the same time we cannot go ahead and centre all the content including the text since it would give the feel of a document. So we have to centre the content while keeping the texts left aligned for a better user experience.