**Use Case 1: Buying a product from the Adam & Aoki website.**

Goal: Buy a product from the website

Preconditions: User must have a device running a browser and is able to use one of the payment methods from Shopify.

Trigger event: User wants the product.

Steps

1. User clicks link from Adam & Aoki website to buy the product (opens Shopify)
2. User browses product(s) in Shopify
3. User adds a product to shopping basket
4. System displays the shopping basket with the new product added
5. User proceeds to check out
6. User may register as a new customer, sign in as a

returning customer, or have password sent by e-mail in

case they have forgotten it

1. User fills in shipping and payment information
2. System validates shipping and payment information
3. System displays order
4. User confirms order
5. System confirms sale

Exceptions

7a. User is a returning customer

1. System displays the user's current shipping and

payment information

2. User may edit current shipping and payment

information

**Use Case 2: Gathering brand information**

Goal: Getting brand engagement -> Working towards presenting the product

Precondition: User must have found the website, and must be able to access the site.

Trigger event: Curious users find the brand on social media / kickstarter, and want to know more.

Steps:

1. From home page, user clicks link ‘about’ 2.

Exceptions:

**Use Case 3: Gathering product information**

Goal: Getting the user to buy the product

Precondition: User must have found the website, and must be able to access the site.

Trigger event: User sees product somewhere (maybe even on the landing page), and wants to know more about the product.

Steps:

Exceptions:

**Use Case 4: Signing up for newsletter**

Goal: Getting brand engagement, informing customers through email about updates / products.

Precondition: User must have a device to access the website, and go to the contact page.

Trigger event: User wants to get in touch with company / user wants to sign up for newsletter.

Steps:

Exceptions:

// How many use cases should we have? Maybe 4?

// One use case for every persona

// Probable use cases for us.

// Information for Fiona

// Buying for Jack

// Newsletters for Zakaria

// Community

// Branding / FAQ / contact