**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 on the information tab

2. User clicks on the community tab

3. User clicks on the contact tab

Exceptions:

1a. User eventually clicks the tabs within a different order

2a. User is not interested in the community posts

The user won’t click on the community tab

3a. User is not interested in the contact information

The user won’t click the contact tab

**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:

1. User clicks on the product page in the body of the homepage or on the menu header

2. User clicks on the ‘more information’ button on the product page

3. User clicks on the community tab

4. User clicks on the FAQ page

5. User clicks on the product page

Exceptions:

2a. The short product information on the product page is sufficient for the user

The user won’t click the ‘more information’ button

3a. The user is not interested in any community related information

The user won’t click the community tab

4a. The user has no questions

The user won’t click the FAQ page

5a. The user hasn’t committed step 2, 3 and 4

Since the user never left the product page this step is redundant

**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 has an email address.

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

Steps:

1. User scrolls down the webpage and clicks on the bottom link ‘sign up for newsletter

2. User enters email address and clicks ‘sign up now’

Exceptions:

1a. User navigates to the contact page, and signs up through there.

2a. User email address is invalid, user will be prompted to try again if he or she wants.