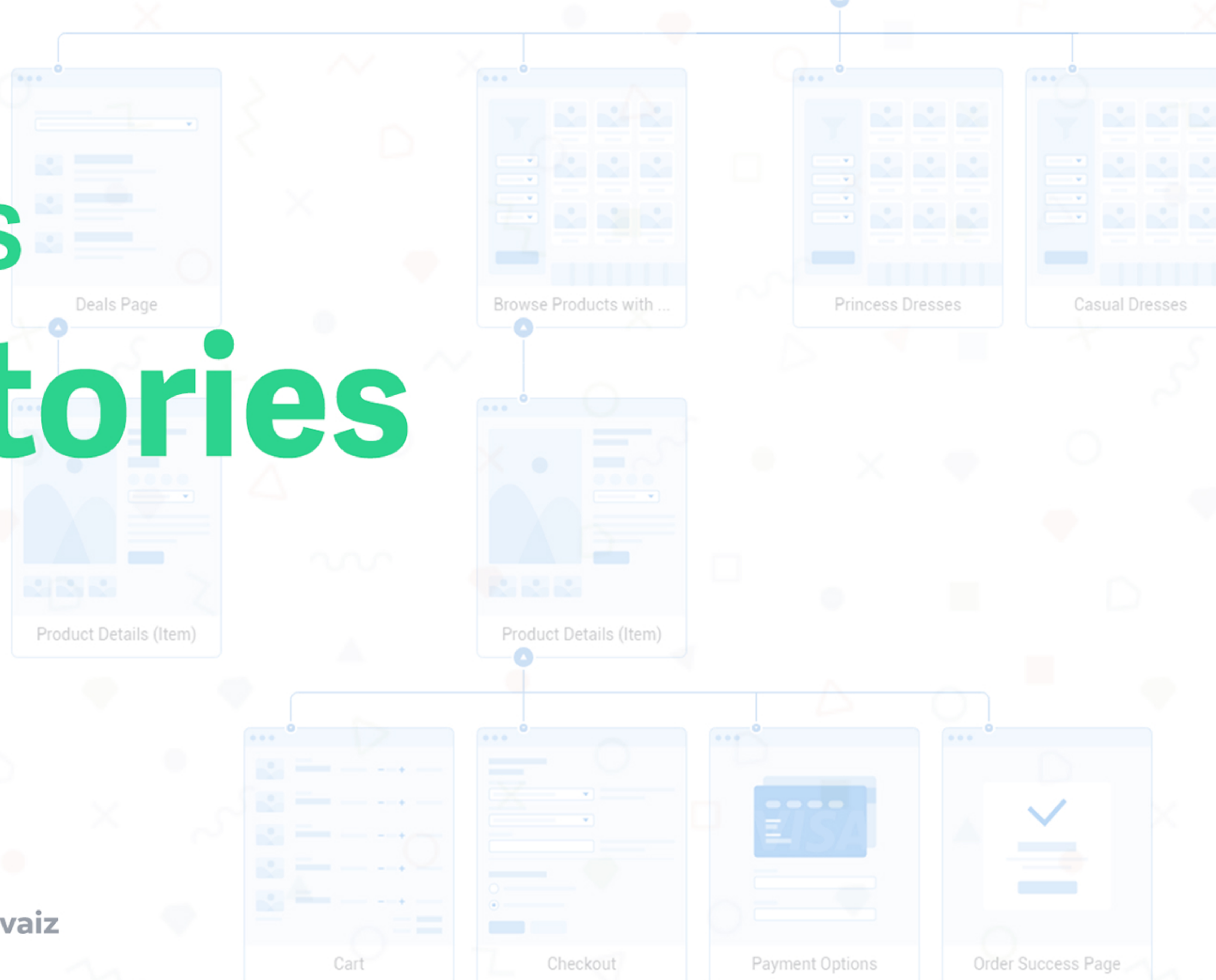


UX PROCESS

User Stories

UX PROCESS SIMPLIFIED
A course by : Muhamad Ahsan Pervaiz



User Stories

User Stories are requirements coming from users's point of view. They consider the needs of a specific Persona/User/Workrole

User story describes how a user (Shopper, admin) will want to interact with the system and get a certain benefit out of that interaction

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

How to write a User Story?

User Story format would be

As a **<user>**, i want to **<have>** so that **<benefit>**

Here user is the user of the system, in my FrokLand example: Its a busy mom, busy dad or a college teen

Benefit is the value user gets like saving time, automate workflow/ordering before summer etc...

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UI/UX Interaction Designer

Examples of User Stories

Few User Stories from my FrokLand Startup

- As an Administrator, I want to create, edit and delete products easily so I can save time and manage products
- As a Busy Mom, i want to order using WhatsApp number only so I can feels safe and order without email
- As a College girl, i want to get my package within 2 days so the package arrives before my sister's birthday

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UI/UX Interaction Designer

What to do with User Stories?

By writing user story in this way, its easier for the whole team to know **what is most important**. It helps with estimating costs and development times

Also we need to discuss with different stakeholders about all these User Stories as we can't fulfill all of them

UX Process Simplified

Muhammad Ahsan
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