

User Stories

FORMAT

Yesterday Morning (some background) , **PERSONA NAME** was doing something in the **CONTEXT** (surroundings, devices, emotional state) with your **PRODUCT (Competitor Product)** to **complete their GOAL** but they faced these **PROBLEMS** and in the end, they **FAILED (or succeeded)**

USAGE

Yesterday Evening after coming from college, **Huma (College Girl)** went to her room, opened her laptop and tried Google Search for finding Purple Party dress for her little sister's birthday party. She clicked few websites from search results but closed all of them except one as they were not that reliable. After adding the dress to her cart, she found difficulties ordering as she don't use email. Although she ordered using her father's email but was frustrated about the whole experience