**Example – Google Merchandise Store User Stories**

**Feature:** Checkout & Payment  
**User Story:** As a first-time shopper, I want payment options integrated with the cart so I can complete purchases in one flow.  
**Notes:** Current site requires separate steps for cart and payment.

**Feature:** Checkout & Payment  
**User Story:** As a mobile shopper, I want a simplified checkout process so I can buy quickly without confusion.

**Feature:** Product Information  
**User Story:** As a shopper, I want detailed product information (e.g., diameter, length, material) so I can make informed decisions.

**Feature:** Product Information  
**User Story:** As a buyer, I want color variations displayed clearly below each product so I can choose my preferred option easily.

**Feature:** Filters & Categorization  
**User Story:** As a user, I want more niche filters (e.g., material type, vegan leather) so I can find exactly what I’m looking for.

**Feature:** Filters & Categorization  
**User Story:** As a shopper, I want products categorized more granularly (e.g., bags → cloth, leather, vegan leather) so I can navigate quickly.

**Feature:** Reviews  
**User Story:** As a shopper, I want real reviews with photos at the bottom of each product page so I can trust the quality of the product.

**Feature:** Search Bar  
**User Story:** As a user, I want a long and visible search bar so I can search products quickly and efficiently.

**Feature:** UI & Navigation  
**User Story:** As a user, I want a dedicated UI for returns, exchanges, and shipping policies so I can find this information easily.

**Feature:** Homepage / Promotions  
**User Story:** As a first-time visitor, I want sale products visible immediately on the homepage so I can take advantage of offers without searching.