

<b>Project no</b>	<b>12</b>
<b>Roll No</b>	<b>1554</b>
<b>title</b>	<b>Story Board Customer Journey and Test cases</b>
<b>Objective</b>	<b>Story Board Customer Journey and Test cases</b>

## TEST CASE TEMPLATE

<b>Project Name</b>	E-Commerce Test Suite
<b>Priority</b>	High
<b>Description</b>	Test cases for e-commerce functionality including login, search, cart, and checkout.
<b>Test Objective</b>	Verify core user workflows (login, product search, cart management, checkout).

<b>Test Case Author</b>	Shubham Shrivastav
<b>Test Case Reviewer</b>	
<b>Test Case Version</b>	1.0
<b>Test Execution Date</b>	April 23, 2025

Test Case ID	Test Steps	Input Data	Expected Results	Actual Results	Test Environment	Execution Status	Bug Severity	Bug Priority	Notes
TC_001	1. Open homepage. 2. Click 'Login'. 3. Enter credentials. 4. Submit.	Username: user1@example.com Password: Password@123	Username: user1@example.com Password: Password@123	User logged in; redirected with 'Welcome, User1' message.	As expected.	Pass	High	High	Login functionality stable.
TC_002	1. Navigate to search. 2. Enter query. 3. Click 'Search'	Search Query: Wireless Headphones	Thumbnails not loading.	Firefox 122.0, Windows 11	Fail	Medium	High	N/A	Bug #BUG-125 (thumbnail issue)
TC_003	1. Select product. 2. Click 'Add to Cart'. 3. View cart.	Product: Wireless Headphones Model Y	Product added with correct price/quantity in cart.	As expected.	Firefox 122.0, Windows 11	Pass	N/A	N/A	Cart updates correctly.
TC_004	1. Go to cart. 2. Click 'Checkout'. 3. Enter details. 4. Place	Shipping: 123 Main St, City, ZIP 12345 Payment: Card 4321..5678,	Order confirmation page with ID and summary.	Fails with Error.'	Firefox 122.0, Windows 11	Fail	High	Critical	Bug #BUG-126 (payment gateway failure).

	order.	CVV 456							

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TASK FLOW: eCommerce purchase

1. Homepage/Marketing Page



2. Product Features



3. Checkout



4. Confirmation

## Story Board



**1.**  
**User watches**  
**the commercial.**



**2.**  
**Downloads**  
**the App.**



**3.**  
**Places a**  
**food order.**



**4.**  
**Gets real time updates**  
**on the app.**



**5.**  
**Drives to pickup**  
**the order.**



**6.**  
**Takes a survey**  
**on the app.**



**7.**  
**On completing**  
**the survey.**



**8.**  
**Feedback and**  
**satisfaction.**

### Welcome to the Product



VO: Welcome to Fast Food! An app that allows you to order your favorite food.

### Sign up for an Account



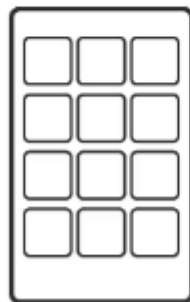
VO: Start by creating an account. You can sign up through Google, Facebook or email-ID.

### Add Your Personal Details



VO: Enter your personal details for personalized food suggestions and alerts

### Use the Product



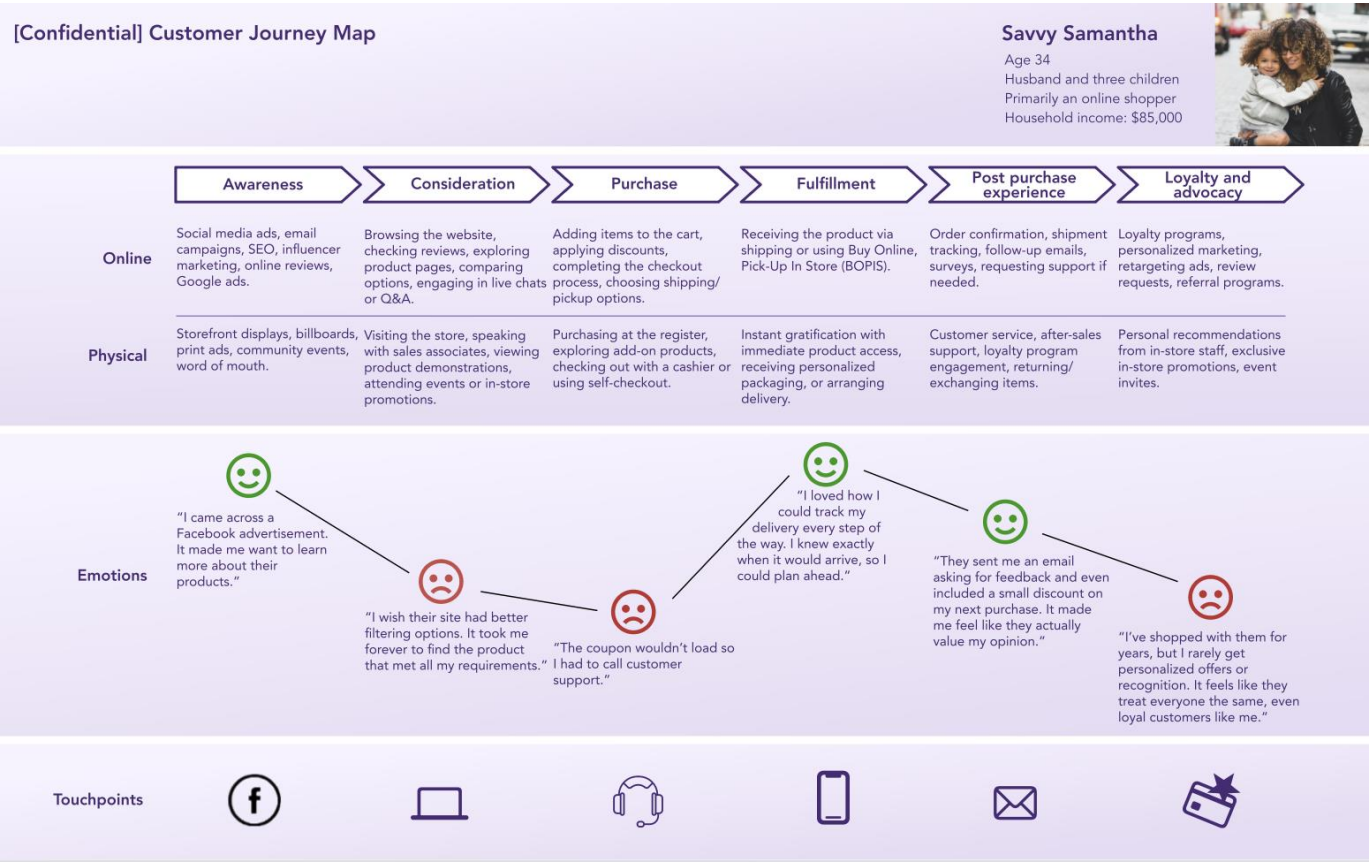
VO: Search for a particular restaurant or a particular dish.

### Benefit from the Product








VO: Your food options will appear on your screen, ready to order.

Customer Journey Map



# Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIs	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success



# TEST CASE TEMPLATE

Project Name	E-Commerce Platform – Cart Module
Priority	High
Description	Test the core functionality of adding a product to the cart
Test Objective	To verify that users can successfully add items to the cart and view correct details

Test Case Author	
Test Case Reviewer	
Test Case Version	1.0
Test Execution Date	2025-0

Test Case ID	Test Steps	Input Data	Expected Results	Actual Results	Test Environment	Execution Status	Bug Severity	Bug Priority
TC-CART-001	Go to product page → Select options → Click "Add to Cart"	Product ID, Size, Color	Product added to cart, confirmation displayed, cart icon updates with correct count	As expected	Chrome v123, Staging Env	Pass	High	High
TC-CART-002	Add multiple items, then view cart	Multiple products	All selected items appear with correct details and subtotal	As expected	Firefox, Mobile Simulator	Pass	Medium	High
TC-CART-003	Add item → Remove item from cart	Product ID	Item removed, cart count updated	As expected	Safari, iOS	Pass	Low	Medium

[illegible]