

Blog: Kayla Says

USER STORY 1: MIKE; AGE 12

Mike is a classmate of Kate. She heard about her website from his mother. He has permission to check it out. He arrives at the home page and sees a photo that Kate drew of her and her dog. It's really good. He clicks the picture and is linked to the picture detail, where he can read more about the drawing and see it larger. He can also comment on it. He decides to let her know that he thinks it is super awesome. Mike notices the gallery page. There he can see all of her drawings in an animated grid like format. Mike will probably check back once in a while to see if Kate has any cool pictures. When he comes back next time he can use the gallery.

USER STORY 2: JAN; AGE 32

Kate's mother, Jan wants to show her friend Melissa one of Kate's quirky posts. She heads to the website and searches for "Tooth Fairy". A page comes up listing results. She has two entries about the Tooth Fairy, but her mom can tell from the title which one is correct. She clicks the link which takes her to the post detail. Here she uses the share feature to email the post to her friend. It will definitely lighten up her day at work!

Shop: Hair Elixir

USER STORY 1: DANIELLA; AGE 23

Daniella heard about Hair Elixir on TV. She is ready to buy and try it. She heads over to the website and knows right away to click shop on the navigation. It leads her to a page explaining the three different forms of Hair Elixir and what type of hair each is for. (The shopping sidebar is now visible) She has curly hair so she needs the serum. She clicks the link and it brings her to the Serum shopping page where she can pick what size she wants to purchase. Daniella clicks buy and comes to her shopping cart. She is prompted through registration, which is made easier with facebook connect. After entering in credit card and shipping information; which she was able to do easily with her PayPal account, She will await her miracle product coming First Class.

USER STORY 2: ROBYN; AGE 26

Robyn's friend Daniella told her about Hair Elixir. She isn't one to do her hair and doesn't believe gimmicks. She heads to the site and watches the full commercial. It gives her more insight on the product. She then clicks testimonials to see for herself. She reads some positive reviews, but still doesn't feel confident about purchasing. A Before and After picture catches her eye. The difference is actually noticeable! There is a link to a gallery. She clicks it. Robyn is shocked with the results of some cases. She decides not to say no to Hair Elixir after all. Her birthday is coming up and now she will know what she wants.

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USER STORY 1: ALYSSA; AGE 38

Alyssa is looking for cupcakes for her daughters Sweet 16. Beauty Cakes catches her eye. She goes to the website and browses through the gallery on the homepage. She notices a great cupcake display. when she clicks portfolio, she is able to see that there is a separate cupcake gallery. Perfect! She browses through the gallery and is very impressed. Alyssa goes to the contact page and uses the email form to let Beauty Cakes know she is interested in ordering.

USER STORY 1: DEBBIE, FASHION LOVERS, INC; AGE 33

Beauty Cakes is becoming well known. Business re starting to want special orders for events. Fashion Lovers Inc. is having a staff party and wants a custom cake. Debbie, the creative director; goes to the website and sees that there is a special events section. It lists links to previous events. She clicks on one from a Spa event. Gorgeous design. She browses through a few more. After making a decision, Debbie goes to the Contacts page and jots down the phone number and address. She will stop by tomorrow.