



Story of a Potential Business Owner

Must Have User Story

1. As a potential business owner, I want to see the survival rates, death rates and number of active enterprises of different boroughs so that I can choose to launch my business in an area with a high survival rate, low death rate and high economic activity.

Acceptance Criteria

1.1 Drop down menus to filter which boroughs and years to view on the visualisations.

Acceptance Criteria

1.2 A separate view to show the visualisations in more detail.

Acceptance Criteria

1.3 5-year survival rates are shown on a map so users can spatially analyse survival rates.

Acceptance Criteria

1.4 Hovering over the data will show specific numbers and borough names.

Prioritisation Considerations

(1) This is the core purpose of the web app so it is essential.

Could Have User Story

2. As a potential business owner, I want to see relevant business news articles about boroughs in London so that I am more aware about the economic environment of the area.

Prioritisation Considerations

(2) A useful feature for current users that would better inform their decision of where to launch their business and would also increase the attractiveness of the site for potential clients. However, it is not the core purpose of the site.

Could Have User Story

3. As a potential business owner, I want to talk to others also starting their own business so that I can learn from their experiences and get their opinions and advice about starting my own business.

Acceptance Criteria

3.1 A forum for users to post about their experiences and comment on each other's posts.

Prioritisation Considerations

(3) A useful feature for current users that would better inform their decision of where to launch their business and would also increase the attractiveness of the site to potential clients. However, it is not the core purpose of the site.

Should Have User Story

4. As a potential business user, I want to be able to select the boroughs and years that I am interested in so that I can quickly see the visualisations that are relevant to me.

Acceptance Criteria

4.1 A feature for users to save filters, such as the specific boroughs and years for which to view the data.

Acceptance Criteria

4.2 A way to see saved filters on the main page so that it is easily accessible for users.

Prioritisation Considerations

(4) A useful feature for current users that affects the core purpose of the site which is to show data visualisations so it should be included.

Won't have this time User Story

5. As a potential business owner, I want to get in contact with current business owners in the areas that I am interested in to learn more about starting a business in that area.

Acceptance Criteria

5.1 A private messaging function to allow users to private message each other.

Acceptance Criteria

5.2 A search feature to allow users to find others who have started businesses in the areas that are interested in.

Prioritisation Considerations

(5) A useful feature for current users that would better inform their decision of where to launch their business and would also increase the attractiveness of the site to potential clients. However, it is not the core purpose of the site and would require a lot more effort to develop.

Story of a Web App Developer

Must Have User Story

6. As a web app developer, I want to only allow authenticated users to access the site so that non-clients are unable to access the site.

Acceptance Criteria

6.1 Web developers must whitelist a user's email before they can sign up.

Acceptance Criteria

6.2 Authenticated users can input their login details to access the web application.

Acceptance Criteria

6.2.1 If the login details are incorrect, the page will show in red that one or both of the fields are incorrect.

Acceptance Criteria

6.2.2 If the login details are correct, the page will go to the landing page with the dashboard of their saved filters.

Acceptance Criteria

6.3 If a user has forgotten their password, they can request for a password reset.

Prioritisation Considerations

(6) Affects the core purpose of the site and ensures that the developer's work is only accessed by clients.

Won't have this time User Story

7. As a web app developer, I want users to be able to change their password details themselves so that users can change passwords if they want to and developers won't need to do it for them.

Acceptance Criteria

7.1 Users can change their password from the settings page.

Prioritisation Considerations

(7) If a password is compromised, the user should be able to change their password. However, this can be done by resetting a user's password which is a feature that will already be included.

Won't have this time User Story

8. As a web app developer, I want users to be able to change their profile details themselves so that developers won't need to do it for them.

Acceptance Criteria

8.1 Users can change their username and name from the settings page.

Acceptance Criteria

8.2 If users want to change their email, a confirmation email is sent to their new email to ensure that it is correct.

Prioritisation Considerations

(8) Not critical, mostly for aesthetics and user preference.

Should Have User Story

9. As a web app developer, I want to have the site comply with the W3C accessibility guidelines where possible so that people with accessibility issues can use the application.

Prioritisation Considerations

(9) Affects the accessibility of the site.