User stories:

As the business owner I want to:

List my breeding dogs and their details so that I communicate my pedigrees.

Move breeding dogs to an inactive category when they are no longer breeding to ensure that only relevant information is shown.

Create new breeding dog entries so that the website reflects the breeding opportunities I can offer.

~~Show pictures of my past litters to help remember them.~~

Show pictures of my past litters to help remember them and increase interest in my puppies.

Show show results for dogs and litters so that people can be shown how successful my pedigrees are.

Keep in touch with people who buy my dogs so that I can retain awareness of where my dogs end up.

~~Build a user driver community so that I can increase dog breeding clout.~~

Build a user driven community of people who own my dogs so that I can build brand reputation.

Delete peoples’ posts to maintain decorum.

~~Schedule future litters so that people know when they are coming.~~

Schedule future litters so that prospective buyers know when they are coming.

Allocate buyers to litters so that litters don’t become overbooked.

Communicate with allocated buyers automatically so they know when scheduled litters are coming.

~~Receive payment for puppies so that less cash is handled.~~

Receive payment for puppies so that purchasing friction is reduced.

Have a website that looks cooler than other breeders’ so that I can flex.

Have a website with a good looking UI so that perceptions of my professionalism are enhanced.

Screen potential buyers for suitability so that I can streamline my customer onboarding process.

Retain the information of prospective and approved buyers so that I can contact them about future opportunities.

As a prospective buyer I want to:

Have a landing page with multiple pictures so that my attention is captured.

Navigate the site from a single element so that I can find pages with information that interests me.

See different breeding pairs and their previous litters so that I can assess the desirability of future litters.

See the pedigrees of breeding dogs so that I can assess the desirability of future litters.

See the show results of various pedigrees so that I can be assured that the stock is of good quality.

Express my interest in buying a dog from a litter.

See when litters are coming so that I can plan for the pickup of my puppy.

As an owner I want to:

~~Maintain communications with the breeder so I can access post-sale care and advice.~~

Have the ability to send on-website direct messages to the breeder so that I can access post sale care and advice.

See the read status of DMs so that I can see if there’s a communication problem.

See a list of posts by other users organised by topic so that I can find threads I’m interested in.

Make posts to start conversations about topics that interest me.

Edit my posts so that I can fix errors.

See when others have edited posts so I know they’re not being sneaky.

Show off my dog’s show results to other owners so that I can feel pride.