

# User Stories for Pet Shop Webpage

## 1. Mobile Users

**As a mobile user,**

I want to easily navigate the pet shop website on my smartphone.

So that I can browse products and make purchases without struggling with small buttons or unclear text.

Explanation (Usability & Accessibility):

**Navigation:** Mobile users require a clear and easy-to-use navigation bar that is optimized for smaller screens. A hamburger menu or a sticky navigation bar should be available to provide seamless access to different sections.

**Readability:** Text and images should be appropriately scaled for mobile displays. Fonts should be legible without the need for zooming, and spacing between interactive elements (e.g., buttons and links) should be large enough to avoid accidental taps.

**Interaction:** Mobile-friendly elements, such as larger buttons for touch interactions, are essential. The content should be accessible with minimal scrolling or pinching/zooming.

**Accessibility Considerations:** Incorporate features like screen reader compatibility, high contrast options, and an accessible colour scheme for users with visual impairments.

## 2. Tablet Users

**As a tablet user,**

I want a layout that utilizes the larger screen size of my tablet while remaining touch-friendly,

So that I can easily browse through products with fluid touch interactions and a well-spaced layout.

Explanation (Usability & Accessibility):

**Layout:** The design should adjust to the larger tablet screen size by utilizing multi-column layouts that improve content organization while still remaining simple and clear. The content should adapt to landscape and portrait orientations.

**Touch Interaction:** The interface should support touch interactions, with larger clickable areas and drag-and-drop functionality, if applicable. Hover effects (common on desktop) should be avoided or replaced with clear visual cues that work for touch devices.

**Navigation:** Similar to mobile users, the navigation should be accessible but may be more expansive compared to the mobile version, taking advantage of the screen space while staying user-friendly for touch.

**Accessibility Considerations:** Ensure that all clickable elements are easy to activate via touch without causing strain. Use large font sizes, proper contrast, and alt text for images to accommodate users with disabilities.

### 3. Desktop Users

**As a desktop user,**

I want to see detailed information about products with a clear layout,  
So that I can browse more efficiently and make informed purchasing decisions.

Explanation (Usability & Accessibility):

**Content Display:** Desktop users benefit from seeing more detailed content at once, with a multi-column grid layout for product displays, comprehensive product descriptions, and easy-to-find filtering and sorting options.

**Navigation Ease:** Desktop navigation should take advantage of hover effects, dropdown menus, and larger screens to display more links and options without overwhelming the user.

**Usability:** Desktop users may want to access more in-depth pages (such as FAQs, policies, detailed product information). The page layout should remain clean and structured, allowing for an efficient browsing experience with minimal distraction.

**Accessibility Considerations:** Make sure the website is keyboard-accessible and provides support for users with screen readers. Consider high-contrast options for colour-blind users and flexible font size settings.