

## MIRROR | Product Requirements

As (User)	I want to (Action)	So that I can (Outcome)	Criteria (What is require to complete this action)	Site Map Page (Where can you find the solution/feature)
Cameron	browse for clothes	get new clothes	Global navigation with clear categories Menu with clear sub-categories	Home page
Cameron	browse for item(s) on sale	get a discount on what I buy	Global navigation to include 'Sale' category	Home page
Cameron	search for specific items	get to the product I have in mind directly	Search on all pages	All pages
Cameron	find the best option	save time and money	Filters and Sorts	Results page
Cameron	be able to view certain number of products on each page	I know what I have already looked at	Results organized as pages	Results page
Cameron	see details about the piece of clothing	decide if I want to buy	Decription of the item Product images / Model images Availability online / In-store Show discounts / Markdowns Customized recommendations User reviews	Product page
Cameron	save selected items	decide to buy it later	Add to wishlist Add to favourites Call to action button to buy item	Favourites
Cameron	buy the clothes	have what I like	Option to add item to shopping card	Checkout page
Cameron	check items before buying	be sure I have the right items and the best deal	Overview of added items Option to shop for more, add or delete items	Checkout page
Cameron	log into my account	save time and not have to type my information	User name / Password Shipping information Paypment information	Login page
Cameron	have the option of pick up in store	get the clothes early for a wedding	Store Pick-up / Home Delivery	Checkout page
Cameron	receive a confirmation	be sure that my order was placed	Confirmaiton #	Checkout page (Confirmation)

### User Goals

- 1 Discounts are more important than current fashion trends
- 2 Time limit for purchase in the shopping cart is frustrating
- 3 Infinite scrolling of the items is a huge annoyance
- 4 Substantive, customized recommendations rould bring value
- 5 Even though the clothes are cheap, the shopping experience should be classy

### Company Goals

- 1 To help mirror differentiate themselves in the crowded market
- 2 To leverage Mirror's existing brick and mortar customers as well as potential online shoppers
- 3 To use their new online presence for moving their remainder inventory
- 4 To create a responsive ecommerce website that would work seamlessly on all platforms
- 5 To re-design their logo and create a brand identity that is in line with 'Accessible clothing for everyone': Neutral | Modern and fresh | Clean and clear

### Pages for Wireframe

Home Page  
Results Page  
Product Page  
Checkout Page