#	Feature	Rationale	Measuring success	Difficulty	Sprint
1	Add mobile responsiveness to the website	Will allow customers to access website in a more popular medium.	Customer can view the website on devices with different sized screens without a significant downgrade to the UI/UX.	Low	1
2	Enable customers to create user account.	Will allow customers to access better functionality from the digital store.	Customer can create an account with their personal username and password.	Low	2
3	Product review function	Customers are more likely to buy a product with feedback.	Does the feature increase sales volume?	Medium	3
4	Loyalty/Rewards program	Incentivise customers to return to ACME.	Has the feature resulted in an increase of returning customers? Has it increased sales volume?	Medium	4
5	Save for later	Allow customers to easily return to a product for purchase at a later date.	Can the customer save products and view them when they return to the app at a later date.	Medium	5
6	Create a Mobile application	Often a more popular medium with the increase in usage of smartphones.	A mobile application available for IOS and Android users with a similar level of customer traffic to the website.	High	6