

Business Skills Task

#	Feature	Rationale	Measuring success	Difficulty	Sprint
1	Customer favourites page displaying popular confectionery products.	Enable returning customers to easily find products they may have purchased.	Increased purchases for customer favourites products.	Low	2
2	Loyalty programme offering free rewards or discounts after a specific number of purchases.	Acts as an incentive by enticing customers to make multiple purchases.	Repeat purchases from customers increases.	Medium	5
3	Indicators such as: <ul style="list-style-type: none"> • Gluten free • Sugar free • Gelatine free/halal • Vegan • Vegetarian • Dairy free • Allergy warning on relevant confectionary products.	Promotes inclusivity enabling customers with certain requirements to make a purchase.	Increased purchases of products with indicators and increased website traffic.	Low	1
4	Dropdown box displaying filter by e.g. recommended, new in, price low to high and price high to low.	Customers can filter their search with preferences specific to them.	Increased revenue due to easy navigation.	Low	3
5	A quick add/buy now option for confectionary products.	Allows customers to make easy and quick purchases.	Increased purchases and revenue due to a simpler checkout system.	Medium	6
6	Enabling purchases through the website by integrating apple pay as an additional payment provider.	Provides convenience for customers as well as added security through the use of touch ID/face ID.	Increased website traffic from greater customer attraction.	Medium	4