

LOFTHUS FRUIT AND “SAFT”:

Header = Theme

- = Epics
 - = features
 - = User stories

Product

- As a customer I can...find product info via website...so I can find out about the products
 - **Product Catalog**
 - As a customer I want to see... what products... they are selling/offering.
- As a customer I can...See what fruit and ingredients they have used...so I know what is in the products.
 - **Product Catalog**
 - As a customer I want to know...what is in Lofthus's products.
- As an owner I want to...describe our products according to our basic strategy...so our products look refreshing, good and healthy.
 - **Product Catalog**
 - As an owner... I want to offer healthy products
 - As an owner... I want to show my products as refreshing as possible.
 - As an owner... I want show off our strategy.
- As an owner... I want to... promote our product... so our customers know about our products.
 - **Newsletter / Blog**
 - As an owner... I want to... inform about my products trough newsletters and or blog.
- As an owner...I want to...promote our local community (Lofthus)...so our customer gets an understanding of our traditions for making “saft”.
 - **About us**
 - As an owner...I want to describe our production procedures... so the customer can see how we do it.
 - As an owner...I want to show the agriculture way we produce our apples...so the customer can see the beauty of our local nature.

- As a customer...I want to...Know more about Lofthus...to know if the product they are selling is something I would buy.
 - **About Us**
 - As a customer...I would like to support...local companies for support and growth.
 - As a customer...I would like to know...where Lofthus is.
 - As a customer...I would like to know...why Lofthus exists.
 - As a customer...I would like to see...how “saft” is made.

Sales

- As an owner...I want to...sell as much “saft” as possible...so our company can evolve and expand as much as possible.
 - **Product Catalog.**
 - As an owner...I will compete with other “saft”-companies...therefore I need the prices at a competitive state.
 - As an owner...I will keep the company evolving...if I can increase income.
 - As an owner...I need to offer more than one language...so our company can expand beyond the border.
- As an owner...I need to offer accounts...for both private people and companies so our company can expand.
 - **Log in/sign up**
 - As an owner...I want returning customers...Private.
 - As an owner...I want returning customers...Company.
- As a customer...I want to...be able to sign in...so that the site...can keep track of my purchases.
 - **Log in/sign up**
 - As a customer...I want to...know my purchase history.
 - As a customer...I want to...make easy purchases based on previous ones.
 - As a customer...I want to...know my favourites.
- As an owner...I want to...present our company externally...so that the organisation-structure can be implemented for expansion and/or relocation.
 - **About Us**
 - As an owner...I want to show our organisation-structure...to shareholders
 - As an owner...I want to show our organisation-structure...to stakeholders
 - As an owner...I want to show our organisation-structure...to future shareholders
 - As an owner...I want to show our organisation-structure...to future stakeholders
 - As an owner...I want to show our organisation-structure...to our customers so they know we are professional.

- As an owner...I want to...sell our products...both by internet and by local shops.
 - **Order form**
 - As an owner...I want to sell “saft” over the internet
 - As an owner...I recognize...sales over the internet might increase our chances for expansion.