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.