Nike Persona Story:

As a person that likes to keep himself busy, I want shoes that are comfortable to walk in for long periods of time for walking and exercising.

Backlog:

1. Read story
2. Plan shoes design with story in mind
3. plan shoes materials
4. Order materials
5. Craft Shoes
6. Test comfortability of shoes
7. Test comfortability over long periods of time
8. Change features of shoes if needed
9. Order packaging materials with correct sizes of finished shoes
10. Choose a price
11. Sell shoes

As a business owner, I want shoes that are good looking, so I look good wearing them while driving my Bugatti.

As a worker, I want shoes I can wear in my free time that don’t stand out too much as at the moment I only wear my work shoes everywhere.

As a fashion enthusiast, I hate wasting money on products that don’t last long because I'm trying to save money to start a business.

As a nurse with an uncomfortable uniform, I want to have comfy shoes I can walk in while working so I can focus more on patients over my discomfort.