

Product Backlog for Project: Acme Health Innovations (AHI) Marketing Data App Development												
User Story Identifier	Priority	Category	Team	Role	Need	Value	Acceptance 1	Acceptance 2	Acceptance 3	Acceptance 4	Story Points	Comments
US-01	1	Leadership	AHI	Leader	Identify and understand current and evolving segments	Better market segmentation	1. Segment data available in dashboard	2. User-friendly interface	3. On-demand report generation	4. Integrate with existing data sources	2	Simple integration required
US-02	2	Marketing	AHI	Marketer	Track current market trends in the skincare industry	Improved marketing strategies	1. Real-time trend updates	2. Competitor data available	3. Visual data presentation	4. Weekly trend summaries	3	Complex data analysis required
US-03	3	Finance	AHI	Finance Manager	Secure order invoicing and processing	Secure financial transactions	1. Integration with invoicing system	2. Real-time inventory data	3. Automated reporting	4. Alerts for discrepancies	3	Security features necessary
US-04	4	IT	AHI	IT Manager	Ensure App interfaces with new hardware/software	System compatibility and reliability	1. Hardware integration completed	2. Software updates tested	3. Security protocols in place	4. Performance monitoring enabled	5	High technical complexity
US-05	5	Customer	AHI	Customer	Easy access to all AHI product offerings	Enhanced customer satisfaction	1. Product catalogue accessible online	2. Secure checkout process	3. Order confirmation	4. Customer feedback integration	1	Minor front-end work

