**Example of Customer Feedback in Agile:**

* **Customer Suggestion:** "The search function should allow filtering by date of birth and Names of family ."
* **Agile Response:**
  + Product owner writes a user story: "As a user, I want to filter search results by family name and date of birth .
  + This user story prioritized and added to the sprint backlog.
  + The feature is demoed to stakeholders during the sprint.
  + If additional feedback is received (e.g., "The birth and Name filter should include zip codes")