



# Enhanced Product Discovery

**Overall Goal:** To improve the customer's ability to find desired products on an e-commerce website, leading to increased conversion rates. [↗](#)

## Scope [↗](#)

- Advanced keyword search capabilities.
- Dynamic filtering options by products (i.e. colour, size, brand).
- Relevant display of products and filters shown on page. display of products and filters on page.

## Stakeholders

- \* Product Owner: PO
- \* Business Analyst: Satyam Pandey
- \* Development Team
- \* QA Team : QA
- \* Customers (End Users)

## Tools used

- Jira (Agile Project Management)
- Confluence (Documentation & Requirements)
- Lucidchart (Process Flows/BPMN)

## Project Timeline & Approach

This project follows an Agile Scrum methodology, organized into sprints to deliver functionality incrementally. Our current focus is on the core features of product discovery (search and filtering), which are foundational for a user-friendly e-commerce experience.

## Key Features (Epics)

- This project is driven by the following main Epic:
- EPIC: Enhanced Product Discovery:\*\* Focuses on improving how customers find products through advanced search and dynamic filtering.

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## Quick Links

