Theme:
Product

Epic:

1. As a customer I would like to see a picture of the product so that I know what I'm buying.

2. As a customer I would like to see a description of the product so that I know more of the product.

3. As a customer I would like to know the price of a product so that I know if I can afford buying the product.

4. As a customer I would like to order the product online so that I don't have to drive to nearest supermarket that sell the product.

5. As a customer I would like to know the delivery cost so that I know if it's cheaper than driving to get the product myself.

6. As a customer I would like to know the return policy so that I know if I can return a damage product.

Features:
1. Images
2. Text
3. Visible price
4. Online payment
5. Information - delivery/return policy

User Stories:
1. As a customer I can't see the product because the image is too small.
2. As a customer I have to concentrate to read the description because the font is "unreadable".
3. As a customer I can't read all the text because the font are too small.
4. As a customer I don't understand the description because of unknown concept.
5. As a customer I don't see the price clearly because of too little contrast.
6. As a customer I don't see the currency because it's not provided.
7. As a customer I can't pay because I'm getting a message that there's an error but it doesn't say what or where the error is located.
8. As a customer I don't understand the delivery policy because it doesn't inform clearly where the product will be delivered.
9. As a customer I don't understand the the return policy because it doesn't specify the number of days for return.

Tasks

1. Find suitable/adjustable size for image of the products
2. Readable font
3. Suitable font-size
4. Description with easy concept
5. Enhance contrast between the colour on the price and the background
6. Provide currency
7. Give the customer indicator of where the error is located.
8. Provide more specific and detail information for the delivery and return policy

Theme:

About the Company

Epic:
1. As a customer I would like to see where the company is located so that I know where I live compare to the company
2. As a customer I would like to know who the founder of the company is so that I know more about the company

Features:
1. Provide a map for location
2. Provide history of the company

User stories:
1. As a customer I can't insert my location on the map because I think it's just a map image.
2. As a customer I feel like some part of the history are missing because it's very confusing.

Tasks

1. Make map active
2. Go through history, check out for missing part

Theme:

Process

Epic:
1. As a customer I would like to see how a product is made to see if the process is sustainable.
2. As a customer I would like to see the ingredients used in the process so that I know if the products are 100% natural.

Features:
1. Text and video of the process.
2. Description, image of the ingredients.

User stories:
1. As a customer I don't know if the process is sustainable because the video don't show all part of the process.
2. As a customer I don't know if all the ingredients used in the process is natural because it doesn't say where they come from.

Tasks

1. Edit video, important content missing or forgotten.
2. Provide more information and pictures of the ingredients.