**Group Project**

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| **Sprint Number** | **Story** | **Who is responsible?** |
| 1 | 1 – As a consultant, I want to create a guide to teach the Sega Social Media staff how to use Hootsuite so that it can be used consistently and efficiently. | We are responsible for learning how to use HootSuite and creating thorough guides for the Social Media employees to read and learn how to use it. |
| 2 | 1 - As a social media manager, I want to be able to compose text posts for Social Media accounts including Twitter and Facebook. | The Social Media employees at Sega are responsible for composing text posts for the relevant Social Media sites. |
| 2 - As a social media manager, I want to be able to compose text posts including pictures for Social Media accounts including Twitter, Facebook and Instagram. | The Social Media employees at Sega are responsible for composing text posts with images for the relevant Social Media sites. |
| 3 - As a social media manager, I want to be able to compose text posts including videos for Social Media accounts including Twitter, Facebook and Instagram. | The Social Media employees at Sega are responsible for composing text posts with videos for the relevant Social Media sites. |
| 4 - As a social media manager, I want to be able to modify composed posts for Social Media accounts including Twitter, Facebook and Instagram in case of any mistakes or changes. | The Social Media employees at Sega are responsible for modifying any posts for the relevant Social Media sites if needs be. |
| 5 - As a Social Media Manager I want to improve and increase SEGA’s usage over Social Media accounts so that we can interact more with our customers and potential new customers | The Social Media employees at Sega are responsible for ensuring that they schedule posts to be sent out regularly to increase their interaction with customers. |
| 3 | As a social media manager, I want to post already composed posts for Social Media to keep customers and followers updated. |  |
| 4 | As a social media manager, I want to know and be able to search whenever something is posted about my company on social media including Twitter and Facebook, and be able to search using hashtags, so I can analyse customer feedback. | We are responsible for setting up the key words and giving them the best key words. As well as creating reports based on analytics. |
| As a social media manager, I want to interact back with customers who interact with us and handle feedback in the best interests of my company. | The Social Media employees at Sega are responsible for composing posts in response to posts they receive from customers and handling feedback as necessary. |

**User Stories**

**User Story 1**

As a social media manager, I want to be able to compose text posts for Social Media accounts including Twitter and Facebook.

The social media managers' ability to post successfully compose text posts for Social Media is the test for this user story.

This will be in sprint 2.

**User Story 2**

As a social media manager, I want to be able to compose text posts including pictures for Social Media accounts including Twitter, Facebook and Instagram.

The social media managers' ability to post successfully compose text posts including pictures for Social Media is the test for this user story.

This will be in sprint 2.

**User Story 3**

As a social media manager, I want to be able to compose text posts including videos for Social Media accounts including Twitter, Facebook and Instagram.

The social media managers' ability to post successfully compose text posts including videos for Social Media is the test for this user story.

This will be in sprint 2.

**User Story 4**

As a social media manager, I want to be able to modify composed posts for Social Media accounts including Twitter, Facebook and Instagram in case of any mistakes or changes.

The social media managers' ability to post successfully modify posts for Social Media is the test for this user story.

This will be in sprint 2.

**User Story 5**

As a social media manager, I want to post already composed posts for Social Media to keep customers and followers updated.

The social media managers' ability to post successfully on the official pages of SEGA on the various social media sites is the test for this user story.

This will be in sprint 3.

**User Story 6**

As a social media manager, I want to know and be able to search whenever something is posted about my company on social media including Twitter and Facebook, and be able to search using hashtags, so I can analyse customer feedback.

The social media managers' ability to search as well as receive updates from various social media sites about any opinion published on SEGA is the test for this user story.

This will be in sprint 4.

**User Story 7**

As a social media manager, I want to interact back with customers who interact with us and handle feedback in the best interests of my company.

The social media managers' ability to interact and respond one-on-one with the person or organisation on the various social media sites is the test for this user story.

This will be in sprint 4.

**User Story 8**

As a Social Media Manager I want to improve and increase SEGA’s usage over Social Media accounts so that we can interact more with our customers and potential new customers

The test for this is the frequency of which SEGA post on their Social Media accounts.

This will be in sprint 2.

**User Story 9**

As a consultant, I want to create a guide to teach the Sega Social Media staff how to use Hootsuite so that it can be used consistently and efficiently.

The test for this is the Social Media staff’s ability to easily and consistently use HootSuite without any issues.

This will be in sprint 1.

**Plan**

We looked into the user stories for the scenario presented, explored tools available and evaluated the pros and cons of the various types of tools.

After considering these points, it is recommended that a third-party tool from a reliable software vendor with a clear legal contract and NDA be used.

A software which covers all the requirements is HootSuite.