

## Business Task

#	Feature	Reasoning	Measuring success	Difficulty	Sprint
1	Create a mandatory chatbot feature/mandatory popup questionnaire to address possible allergies/what confectionary to avoid.	<p>PRIORITISING THE CUSTOMER SAFETY = RETURN CUSTOMERS</p> <p>Establishing any allergies the user may have will avoid legal problems. This also ensures the company has a reputation of putting the customers first, as safety is at the forefront of the business.</p>	Guaranteed success as it is a mandatory feature that must be completed before continuing to purchase the confectionary items.	<p>High, if chatbot</p> <p>Low, if questionnaire</p>	1
2	Create a loyalty program offering free rewards and discounts with a certain amount of purchases.	<p>RETURNING CUSTOMERS and INCREASES REVENUE</p> <p>This will lead the customers to having an incentive to return and repeat purchases.</p>	Do customers make repeat purchases? If not, increase the value of rewards.	Low	2
3	Clear allergen warnings/dairy free/gelatin/gluten free indicators next to each item.	<p>PRIORITISING THE CUSTOMER'S SAFETY = RETURN CUSTOMERS</p> <p>Customers will return as they can easily identify what confectionery items are relevant for them, even after the chatbot function.</p>	Are there returning customers?	Low	3

4	Include a filter bar, eg 'high to low price', 'best selling'.	<p>EASILY PURCHASE ITEMS</p> <p>Adding this feature enables customers to easily buy items and search items based on their price preference.</p>	Is there an increase in revenue?	Low	4
5	Add a customer review section for each item.	<p>INCREASE CUSTOMERS and INCREASE REVENUE</p> <p>By adding an area for customers to give their genuine opinions and thoughts, there will be an increase in customers trying new items for the first time due to reading positive reviews.</p>	Is there an increase in customers purchasing new items?	Medium	5