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| **Prioritizing Product Backlog list**  **Question A**   1. New Feature - App talks directly to warehouse system 2. New Feature - Create account on the app 3. Improved Feature - Pay with multiple payment types 4. New Feature - Save favourite products on the app 5. New Feature - Pay on app, collect in store 6. New Feature - Initiate a return on the app 7. New Feature - tell us about a faulty product on the app 8. New Feature - App and Website to talk to CRM 9. New Feature - Deliver some items direct to the customer 10. New Feature - Browse all products on the website 11. New Feature - Tell me when back in stock 12. Improved Feature - Customer hub - Key FAQs 13. New Feature - Customer hub - Key FAQs 14. New Feature - Deliver some items direct to customer   **Question B**  Project ID: P005 - CRM System   * Improved Customer Experience   Reason: Implementing a CRM system focuses on enhancing customer experience and relationship management. It allows the organization to better understand customer needs, personalize interactions, and provide timely and relevant communication. By prioritizing this project, the organization can improve customer satisfaction and loyalty, while also enabling data-driven decision-making purposes.  Project ID: P002 - Customer Loyalty Programme   * Improved Customer Experience   Reason: A customer loyalty program directly addresses the strategic objective of improving customer experience. By implementing a loyalty program, the organization can incentivize repeat purchases, reward customer loyalty, and foster stronger relationships. This project supports by focusing on iterative enhancements and continuously improving the customer experience.  Project ID: P003 - Warehouse Expansion Programme   * Longer ROI - 12 months + (4)   Reason: The warehouse expansion program addresses the strategic objective of a longer-term return on investment. By expanding warehouse capacity, the organization can accommodate business growth, improve operational efficiency, and potentially reduce costs in the long run. This helps prioritize projects that have a longer ROI timeframe, while also considering scalability and adaptability. |