Feature	Reason	Measuring success	Sprint
E-commerce platform	Easy navigation will allow an increased interaction and provide better communication between customers and business	Having a website online will increase customer base; search engine will allow for specific searches; more visits will increase rank	1
Subscription options	Allow customers to subscribe so that they can receive regular updates which will encourage customer loyalty and engagement. Having an option is important as if it is forceful it may drive the customers away due to repetition and spam.	Tailored subscriptions will encourage visits to e-commerce platform; decent number of newsletters will intrigue customers so increased visits	2
Application	Developing an application so that there is easy access to services will encourage more visits	No longer have to access the company through online searches; easier access will increase number of customers	3
Personalised suggestions	Using AI and analytics (ML algorithms) to discover and understand the customers' preferences based on their history/previous purchases so that they may receive tailored services	Increases feature revenue; makes it easier for customers to find product they like rather than them having to search for it	4
Advertisement and promotions/rewards	Advertise new product and implement rewards e.g. discount for first-time buyers or students, point collection so that when it stacks they get an amount off next purchase	Increases feature revenue; rewards will encourage customers to buy more to earn more; social advertisement will mean that there is a big possibility there will be more customers	5
Tailored design	If the business is for a range of people or target audience is not specified, ensure the design of the brand is inclusive to all.	Increases feature revenue; makes it easier for customers to find product they like rather than them having to search for it	6
Compete	Observe other brands/companies with similar product; prove how ACME is better and provides better services/sells better product	Competition will increase brand revenue when looking at making products better and more useful; observe current trends and how that can be implemented; looking at ways to make product friendlier and inclusive	7