## Prioritized Solution Backlog

**Glossary**:

CUS - customer (CUS 1- Businesses, CUS 2- app user)

BUS - start-up

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **ID** | **EPIC** | **USER STORY** | **FEATURE BACKLOG** | | **WEIGHT 1,2,3,5,8** | **Priority 1** | **Priority 2** | **Priority 3** |
| **BUS 1** | **Application administration** |  |  |  |  |  |  |  |
| BUS 1.1 |  | User Administration |  |  | **5** |  |  |  |
| BUS 1.1.1 |  |  | User registration |  |  |  |  |  |
| BUS 1.1.2 |  |  | Roles assignment |  |  |  |  |  |
| BUS 1.2 |  | Events tracking |  |  | **8** |  |  |  |
| BUS 1.3 |  | Performance monitoring |  |  | **1** |  |  |  |
| BUS 1.4 |  | Troubleshooting |  |  | **5** |  |  |  |
| BUS 1.5 |  | Scheduled Back-up |  |  | **0** |  |  |  |
| BUS 1.6 |  | Main Settings management |  |  | **2** |  |  |  |
| **CUS 1** | **Business Profile Management** |  |  |  |  |  |  |  |
| CUS 1.1 |  | Campaigns management |  |  | **5** |  |  |  |
| CUS 1.1.1 |  |  | Receive email with campaign information (offer, message, dates, tag distance, budget) |  |  |  |  |  |
| CUS 1.1.2 |  |  | Campaign launch |  |  |  |  |  |
| CCS 1.1.3 |  |  | Campaigns modification |  |  |  |  |  |
| CCS 1.1.4 |  |  | Campaign end |  |  |  |  |  |
| CCS 1.1.5 |  |  | Media Plan calculator (PN counter, overview, budget tracking) |  |  |  |  |  |
| CUS 1.2 |  | Clients Database administration |  |  | **1** |  |  |  |
| CUS 1.2.1 |  |  | Create Client Profile (Contact info, business & service list, campaign info,subscription) |  |  |  |  |  |
|  |  |  | Modify database |  |  |  |  |  |
| CUS 1.2.2 |  |  |  | Update profiles |  |  |  |  |
| CUS 1.2.3 |  |  |  | Delete profiles |  |  |  |  |
| CUS 1.3 |  | Ads management |  |  | **3** |  |  |  |
| CUS 1.3.1 |  |  | Create ad |  |  |  |  |  |
| CUS 1.3.2 |  |  | Modify ad |  |  |  |  |  |
| CUS 1.3.3 |  |  | Delete ad |  |  |  |  |  |
| CUS 1.3.4 |  |  | Analytics |  |  |  |  |  |
| CUS 1.4 |  | Business Profiles integration to the app content |  |  | **1** |  |  |  |
| CUS 1.4.1 |  |  | Business Details Page (summary, Link to site, social media content, contact info) |  |  |  |  |  |
| **CUS 2** | **User Profile Management** |  |  |  |  |  |  |  |
| CUS 2.1 |  | Personal Account creation |  |  | **2** |  |  |  |
| CUS 2.1.1 |  |  | Fill in Personal Information |  |  |  |  |  |
| CUS 2.1.2 |  |  | Modify Settings |  |  |  |  |  |
| CUS 2.1.2.1 |  |  |  | Opt in - Opt-out from notifications |  |  |  |  |
| CUS 2.1.2.2 |  |  |  | Enable usage of location |  |  |  |  |
| CUS 2.1.2.3 |  |  |  | PN settings (vibration, sound, place) |  |  |  |  |
| CUS 2.1.2.4 |  |  |  | Social Media accounts linking |  |  |  |  |
| CUS 2.2 |  | Profile modification |  |  | **1** |  |  |  |
| CUS 2.2.1 |  |  | View Business & Services list |  |  |  |  |  |
| CUS 2.2.1.1 |  |  |  | Select Preferences |  |  |  |  |
| CUS 2.2.1.2 |  |  |  | Filter (location, working hours, discount, services) |  |  |  |  |
| CUS 2.2.2 |  |  | Modify Notification Setting |  |  |  |  |  |
| CUS 2.3 |  | Delete account |  |  | **1** |  |  |  |
| CUS 2.4 |  | Activity History reporting (search, browsing, codes redemption ) |  |  | **1** |  |  |  |
| **BUS 2** | **GEO-location set-up** |  |  |  |  |  |  |  |
| BUS 2.1 |  | Live map integration |  |  | **3** |  |  |  |
| BUS 2.1.1 |  |  | Add location map |  |  |  |  |  |
| BUS 2.1.2 |  |  | Geo tags set-up (Yandex Maps .API) |  |  |  |  |  |
| BUS 2.2 |  | User location tracking |  |  | **1** |  |  |  |
| **BUS 3** | **PN Management** |  |  |  |  |  |  |  |
| BUS 3.1 |  | Notifications API administration |  |  | **8** |  |  |  |
| BUS 3.1.1 |  |  | PN Design |  |  |  |  |  |
| BUS 3.1. |  |  | PN content |  |  |  |  |  |
| BUS 3.1.3 |  |  | PN events (landing page, open PN, Opt-in/Opt-out) |  |  |  |  |  |
| BUS 3.2 |  | Push API administration |  |  | **8** |  |  |  |
| **BUS 4** | **Analytic Toolkit** |  |  |  |  |  |  |  |
| BUS 4.1 |  | Metrics Measurement |  |  | **2** |  |  |  |
| BUS 4.1.1 |  |  | Analytics integration (Appsflyer amplitude, Google analytics) |  |  |  |  |  |
| BUS 4.1.2 |  |  | Opt in - Opt Out tracking |  |  |  |  |  |
| BUS 4.1.3 |  |  | User Activity tracking |  |  |  |  |  |
| BUS 4.2 |  | Codes redemption |  |  | **3** |  |  |  |
| BUS 4.3 |  | Reporting |  |  | **5** |  |  |  |
| BUS 4.3.1 |  |  | Financial reporting |  |  |  |  |  |
| BUS 4.3.1.1 |  |  |  | Invoicing |  |  |  |  |
| BUS 4.3.1.2 |  |  |  | Creation (P&L, OOH, Cash-flow |  |  |  |  |
| BUS 4.3.2 |  |  | Productivity reporting |  |  |  |  |  |
| BUS 4.3.3 |  |  | Management/ Executive reporting |  |  |  |  |  |