

ACME Confectionery Ltd | Digital solutions recommendations

#	Feature	Justification	Measure of Success	Difficulty	Sprint Priority
1	Homepage	A simple webpage that catalogs all confectionary items in categories; contains a product search, navigation links, and visually appealing design	Easy to navigate, user friendly, simple url, website is accessible online	Low	1
2	Product Page	Customers can view a detailed page containing product information, photos, videos, user ratings and reviews; and options to add items to wishlist/ basket	Increase in customer traffic to website for particular items	Medium	2
3	Purchase Fulfillment	Allows customers to easily checkout; make payment via multiple payment options; product tracking and FAQs	Increase in sales, customer enquiry emails about products	Medium	3
4	Mailing List	Customers can subscribe to Email marketing via there preference settings; and get notifications for product back in-stock	Repeat sales increases. Customer loyalty increases	Medium	4
5	Chatbot	Allows customers to get product suggestions form a bot based on their prompts. It is also a helper that directs users to a page most relevant to their query	Survey completion rate; customers provide google reviews for the company	Hard	5