Title: AI-Powered Customer Support Chatbot

Problem Statement: Customers often experience long wait times when trying to connect with support agents, leading to frustration and dissatisfaction. This epic introduces an AI-powered chatbot capable of resolving common support queries in real-time, improving customer satisfaction and reducing support load.

User Stories:

1. As a customer, I want to receive instant answers to FAQs, so I don't have to wait for a human agent.
2. As a support manager, I want to see reports on chatbot performance, so I can track its effectiveness.

Product Outcome & Instrumentation: Outcome: Reduce average first response time by 70%, and decrease support ticket volume by 40%. Metric: Number of tickets auto-resolved by chatbot per day, average response time.

Title: Unified Payment Gateway Integration

Problem Statement: The current payment setup only supports a limited number of providers, causing user drop-offs in certain regions. This epic aims to integrate a unified payment gateway supporting multiple providers to ensure seamless transactions across geographies, improving conversion rates.

User Stories:

1. As an international customer, I want to pay using my local currency, so I don't face conversion charges.
2. As a finance team member, I want to reconcile transactions across providers from a single dashboard, so I can reduce manual effort.

Non-Functional Requirements:

* Transactions must be processed within 3 seconds.
* The system must comply with PCI-DSS standards.

Title: Real-Time Fleet Tracking System for Logistics

Problem Statement: Logistics companies lack visibility into vehicle locations and delivery progress, leading to delays and inefficiencies. This epic introduces a GPS-based tracking solution that updates fleet location in real time and predicts delivery timelines.

User Stories:

1. As a logistics manager, I want to view all vehicle locations on a map, so I can monitor delivery progress.
2. As a delivery driver, I want to receive optimized route suggestions, so I can reach destinations faster.

Product Outcome & Instrumentation:

* Outcome: Improve on-time delivery rate by 20%, reduce average route time by 15%.
* Metric: Average delivery delay in minutes, number of route deviations flagged by the system.

Title: Automated Employee Onboarding Process

Problem Statement: Manual onboarding processes are error-prone and slow, resulting in poor new-hire experiences and delayed productivity. This epic introduces an automated onboarding system that streamlines document submission, training module access, and setup tasks.

User Stories:

1. As an HR admin, I want to automate document collection from new hires, so I can reduce paperwork.
2. As a new employee, I want to receive all onboarding tasks in a checklist, so I know exactly what to do.

Non-Functional Requirements:

* Onboarding dashboard should load within 1 second.
* Sensitive data should be encrypted at rest and in transit.

Title: Personalized Marketing Campaign Engine

Problem Statement: Marketing campaigns currently use a one-size-fits-all approach, resulting in low engagement and conversion. This epic introduces a personalization engine that tailors campaign content based on user behavior and preferences.

User Stories:

1. As a marketing analyst, I want to create user segments based on browsing and purchase history, so I can target messages effectively.
2. As a user, I want to receive relevant offers based on my interests, so I’m more likely to engage with them.

Product Outcome & Instrumentation:

* Outcome: Increase email click-through rates by 25%, reduce unsubscribe rate by 10%.
* Metric: CTR per campaign, bounce rate, conversion rate from personalized campaigns.