

The company” Lofthus Frukt og Saft”, is planning to expand out of western Norway, to achieve that, it is essential to have a well representative website, that will help the brand growing and getting famous in new areas around the country.

## 1. System must statements

The “system must” statements that development team, should focus about, as it will affect the output product when launched :

- The website Must be accessible from desktop, mobile, tablet.
- The website must present the 100% natural juice as the main product quality, and explain process. To build trust.
- The website Must differentiate the brand juice from other competitors.
- The website must contribute to the brand identity building process.
- The website must provide selling feature, as the company is aiming to sell juice products.
- The website must be easy to read and understand, content must be simple and straightforward.
- The website must present the new brand, brand history, to gain trust and recognition.

## 2. Themes

The themes statements will then be grouped is significant functionality groups, these will help the team target different involved project aspects.

As the company is planning to grow and expand out of local area, many important goals must be set in the target, the teams needs to worth the themes out so it gets minimal viable product;

- Responsive website (easy to access everywhere)
- Promote the product (continuously promote the juice so it gets famous)
- About us (present the company to the new public, must be solid and trustworthy)
- Products (present the variety of juices)
- How it's made (present the 100% natural juice quality)
- Order and payment (secure payment method)
- Delivery (to private customers and to stores)

### 3.Epics

Epics are going to group a larger amount of user stories , these will be later on broken down into user stories . Using the Who , What, Why in a larger scope, we could come up to these :

- As a < phone user>, I want < access the website > so that < check the Lofthus frukt og saft website >
- As a < desktop user >, I want < access the website > so that < i see the content>
- As a < mobile user >, I want < access the website > so that < i see the content>
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- As a < new user >, I want < read about the company > so that < i trust the new product >
- As a < new user >, I want < believe its 100% natural juice > so that < start to buying it >
- As a < new user >, I want < order some juice> so that < receive it home >

- As a < buyer>, I want < be sure the payment is safe> so that < order juice >
- As a < new user >, I want < see different juice products> so that < pick up one to order >
- As a < new user >, I want < discover the brand > so that < recognize it in the store >
- As a < new user >, I want < know the logo> so that < recognize the brand >”

## 4.Features

- The features statements are grouped into describing groups functionalities
- Website responsive on mobile
- Website responsive on tablet
- User first website obvious about the brand
- Promote using the top of the webpage
- Make the logo visible
- Make the brand name visible
- Emphasize about the natural juice
- Emphasize about no use of additives
- Emphasize about Norwegian and European commercial norms
- Differentiate the brand by showing production process of natural juice
- Delivery must be easy
- Ordering must be easy
- Website must be sftp safe to gain trust
- Login possibility
- Email subscription to send promotions and publicity

## 5. user stories

User stories must be INVEST so it gets approval of the PO or the team and it gets its tasks done later on

- As a [new user ] I want to [write the website address] so that I can [connect to the website]
- As a [old man] I want to [easily connect] so that [I can read about brand or buy]
- As a [young man] I want to [read the content] so that I can [understand the new brand products]
- As a [phone user] I want to [connect safely] so that I can [buy products]
- As a [phone user] I want to [clearly see the website content] so that I can [ trust the brand]
- As a [new user] I want to [see the logo] so that I can [recognize it in chelfs]
- As a [buyer] I want to [add products to chart] so that I can [enter my payment details]
- As a [curious user] I want to [read history of brand] so that I can [learn more]
- As a [healthy user] I want to [see the production process] so that I can [buy the product]
- As a [phone user] I want to [connect safely] so that I can [buy products]