**Impact & Story Map**

1. **Goal**: Track gold prices in order to save money and time when wanting to make a gold purchase at jewelers
   1. **Persona**: Retail gold buyer
      1. **Impact/Capability**: Be able to make comparisons of prices
         1. **Deliverable/Feature**: Display gold price from various jewelers
            1. **Story**: View latest price

Acceptance criteria

* + 1. **Impact/Capability**: Be notified when prices change
       1. **Deliverable/Feature**: Send email alert
          1. **Story**: Sign up for email alerts

Acceptance criteria

* + - * 1. **Story**: Receive an email when prices change

Acceptance criteria