#	Feature	Rationale	Measuring success	Difficulty	Sprint
1	Build a website that lists products and has info and details of the company, including their history.	The website is the way the user will interface with the business, so ensuring it lists all products and explains the background of the company is important for retaining existing local customers, and gaining new ones.	A website will be hosted online, and rank high on search engines with search engine optimisation. The user will be able to understand the company's values and be able to navigate to all of their products.	Medium	1
2	Integrating online payment methods (e.g. PayPal or card payments) to allow the user to buy online.	This is important as the easier it is for the user to make payment and place an order, the more likely they are to do so, and the more likely that they will be a repeat customer.	Users will be able to purchase on the website though one of the common and widely used online payment methods.	High	2
3	Integrate user accounts on the website, where a user gets points for each order which can be used for discounts.	This would encourage repeat customers, as they would see money that they have previously spent on the website as an investment and they would be encouraged to purchase again from the website to spend their points.	The website could track how many points have been used or see how many purchases have been made with points, which would demonstrate. If unsuccessful we could let the user know that they have points to spend via email and sms.	Low	3
4	Add a review feature for customers to leave 1-5 starts next to the products.	It would let customers who are new to the website have an idea for what items are the best, giving them more of a reason to place an order on the website.	The website could see how many users place orders on highly rated products. The best products can also be placed higher on the store page to attract more customers.	Low	4
5	Add a subscribe feature/bulk order pricing.	Users could subscribe monthly for a discount, which would give discounts across the store. Bulk order pricing could be added to attract customers to buy more.	There would be repeat sales from the subscribed customers, and see how many users took advantage of the bulk order pricing. If unsuccessful, the discount could be increased if financially viable.	Low	5