Exercise 1 - identify product goal, user personas and their needs and features

Using Roman's Product vision board template ().

Goal: Double our business by growing our reach

Persona	Needs	Product (High level deliverables)
Students	Make ordering fun	Build your own pizza
	Tell a friend	Vouchers
	Pay in cash	Pay on delivery
Late-night workers	Make it easy to order for a team	Multiple items
	Easy to pay	Pay online
	When to go out to meet the driver	Delivery alerts
Busy families	Easy to order for a family and friends	Combos and suggestions
	Save money	Promotional discounts
	Keep kids aware of how far away it is	Driver tracker
Pizza shop staff	Easy to update with new choices	Menu administration

Exercise 2 - Create Product Backlog

2.3 Product Backlog

User story ID	User story	Priority	Acceptance Criteria	Estimate

U001	As a *late-night worker* I can *order multiple items* so that *it is easy to order for the team*.	1	Can list all available pizzas on the menu. Can add multiple items to the basket. Cannot confirm order if not logged on. Response time must be under 2 seconds.	
U002	As a *late-night worker* I can *pay online* so that *it is easy to pay.*	2		
U003	As a *late-night worker* I can *get delivery alerts* so that *i know when to go outside to meet the driver.*	3		
U004	As a *student* I can *build my own pizza* so that *ordering is fun.*	4		
U005	As a *student* I can *pay on delivery* so that *I can pay in cash.*	5		
U006	As a *pizza chef* I can *see the next pizza order* so that *I make pizzas in the right sequence.*	6		

User story: As a [type of user] I can [do an action] so that [I get a result]

Acceptance Criteria : Everything that is important to test that the story is working as required. These are statements that define what the product must do and not-do. It specifies both functional (eg. how the functionality enables the user to achieve a goal) and non-functional requirements (eg. access and authentication of the user). Each criteria should have a pass or fail condition.