

Epic	User Story Title	Story	Acceptance Criteria	Value	Estimate (Story Points)	Sprint	Sprints		
Course Recommendations	Personalize Course Recommendations	As a user, I want to receive personalized course recommendations based on my previous activity and interests so that I can easily find relevant courses.	<ul style="list-style-type: none"> - Recommendations are shown based on user preferences (past purchases, ratings, and browsing history). - Recommendations are updated dynamically as user activity changes. 	\$\$\$	8	Current Sprint	Name	Current Sprint	Next Sprint
	Course Recommendations Algorithm	As a data scientist, I want to implement a recommendation algorithm that considers user demographics, past activity, and course ratings.	<ul style="list-style-type: none"> - Algorithm uses collaborative filtering and content-based filtering. - The recommendations are shown in less than 3 seconds. 	\$\$\$	13	Current Sprint	Start date	June 1	June 22
	Integrate Feedback Mechanism	As a user, I want to provide feedback on recommended courses so the system can improve future recommendations.	<ul style="list-style-type: none"> - Users can rate recommended courses (1-5 stars). - The system adjusts future recommendations based on user feedback. 	\$\$	5	Next Sprint	End date	June 19	July 9
Course Search Functionality	Filter Courses by Category	As a user, I want to filter courses by category so I can easily find courses in specific areas of interest.	<ul style="list-style-type: none"> - Filters are available for categories (e.g., Technology, Business, Art). - Users can apply multiple filters. - Search results update in real-time based on the selected filters. 	\$\$	8	Current Sprint	Point Capacity	57	34
	Search Courses by Keywords	As a user, I want to search courses by keywords to quickly find relevant content.	<ul style="list-style-type: none"> - Users can search by keywords. - Results are relevant to the entered keywords. - Search results are returned within 2 seconds. 	\$\$\$	5	Current Sprint	Points Assigned	60	60
User Profiles	User Data Collection	As a product manager, I want to collect user profile data (age, preferences) so that the system can deliver more personalized experiences.	<ul style="list-style-type: none"> - User profile fields include age, education, and interests. - The data is stored securely and can be updated at any time by the user. 	\$\$\$	5	Current Sprint	Value Attributed	17	9
	Update User Profile	As a user, I want to update my profile information to reflect changes in my preferences or education.	<ul style="list-style-type: none"> - Users can update their personal information. - Changes are reflected in the system immediately and influence future recommendations. 	\$\$	3	Next Sprint			
Social Media Ads	Create Engaging Ad Copy	As a marketer, I want to create engaging ad copy to increase click-through rates (CTR) and conversions.	<ul style="list-style-type: none"> - Ad copy is tested and optimized using A/B testing. - The ad has a strong CTA. - CTR increases by at least 10% after optimization. 	\$\$\$	5	Current Sprint			
	Design Visuals for Social Media	As a social media manager, I want to design eye-catching visuals for the campaign to attract more user attention.	<ul style="list-style-type: none"> - Visuals are platform-specific (Instagram, Facebook, LinkedIn). - Visuals lead to a 15% improvement in engagement (likes, comments, shares). 	\$\$	8	Next Sprint			
Email Marketing	Create Personalized Email Campaigns	As a user, I want to receive personalized emails about courses based on my previous interests so that I can easily find relevant content.	<ul style="list-style-type: none"> - Emails are personalized based on user profiles and past activity. - Email open rates increase by 12%. - Click-through rate increases by at least 10%. 	\$\$\$	8	Current Sprint			
	A/B Testing for Email Subject Lines	As a marketer, I want to run A/B tests on email subject lines to see which ones generate the highest open rates.	<ul style="list-style-type: none"> - Two subject lines are tested in each campaign. - The winning subject line increases open rates by 15% compared to the control. 	\$\$	5	Current Sprint			
Influencer Partnerships	Partner with Industry Influencers	As a campaign manager, I want to collaborate with influencers in the education space to promote the new course recommender system.	<ul style="list-style-type: none"> - At least 3 influencers post about the campaign. - Influencer posts generate a 20% increase in user sign-ups. - Positive engagement on influencer posts is high (e.g., comments, likes). 	\$\$\$	13	Next Sprint			
	Track Influencer Campaign Success	As a campaign manager, I want to track the success of influencer marketing to evaluate the ROI.	<ul style="list-style-type: none"> - Influencer posts are tracked using unique referral links. - ROI is calculated based on the conversion rate from the posts. - Campaign report is generated post-campaign. 	\$\$	5	Next Sprint			