Product Launch Plan

TEAM 10

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🔍 **Insurance policy** ▶

POLITECNICO MILANO 1863

pwc
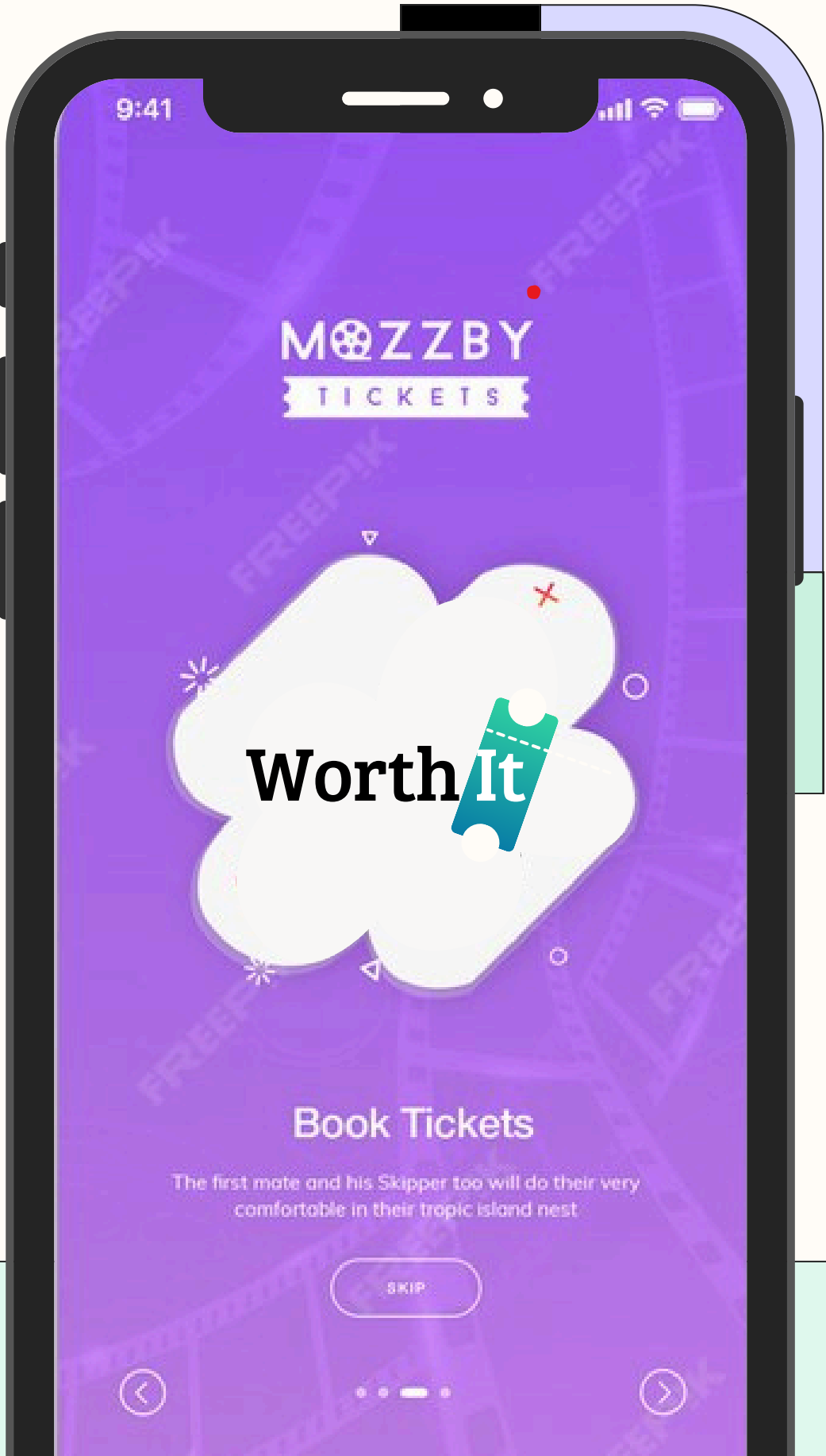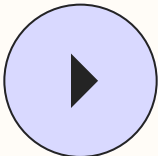
NAME 🏷️

WorthIt

GOAL 🎯

The product enable final client to buy insurance coverage for their tickets sold by on-site venues' staff

METRICS 📊

- **#**Insurance Sold
- Repeat Purchase Behaviour
- Customer Effort Score
- Online Conversion Rate
- Online process lead time

TARGET GROUP(S) 👥

- **Ticket buyers:** customers who buy the tickets on-site and can access the dedicated section on the website Buy Your Ticket to purchase on-demand the insurance coverage.

- **Ticket sellers:** venues' staff who integrate the product to their selling process; this allows to provide to end customers an additional service by making them aware of the opportunity, but they are not the user of the product. For them the product should not add degrees of complexity to their work nor take a high amount of time by conflicting with their job.

THE BIG PICTURE 🖼️

The product is an integration to "Buy your ticket" website and/or mobile application available to all the customers purchasing a ticket at physical venues.

While purchasing the ticket on-site, the venues' staff explain to the customer the possibility to add an insurance coverage by entering the dedicated section by the QR code on the ticket.

The website is designed to be attractive and user friendly, in order to convert these customers into future online clients and to enhance customers' engagement.

PRODUCT DETAILS 🔍

- Customers can buy insurance right after purchasing their event tickets through a QR code or dedicated link printed on the ticket. Each ticket is uniquely linked to a QR code and alphanumeric code, integrating event details and ticket price into the purchasing system.
- QR codes and links direct customers to a dedicated area, requiring registration or login to track purchases.
- Customers scanning QR codes are seamlessly redirected to insurance options, while those using links enter the alphanumeric code for automatic insurance retrieval.
- Customers can review terms and conditions before online payment.
- After purchase, customers are prompted to rate the ease of purchasing insurance on a scale of 1 to 5.

THE BIG PICTURE - Storyboard

Ticket buyer purchasing on-site

Ticket seller promoting the insurance: the venue's staff will propose to the customer the opportunity to buy an insurance for their ticket

Ticket buyer scans the QR code: the buyer can access the dedicated area for insurance policies on the website by scanning the QR code on the ticket

Ticket buyer explores the insurance option: once the customer is directed to the insurance dedicated area, he is able to explore the insurance policy terms, conditions and prices.

Transaction completed and 5-stars review: after the transaction is completed, there is the possibility to leave a process' review. The website also recommends similar and trending events.
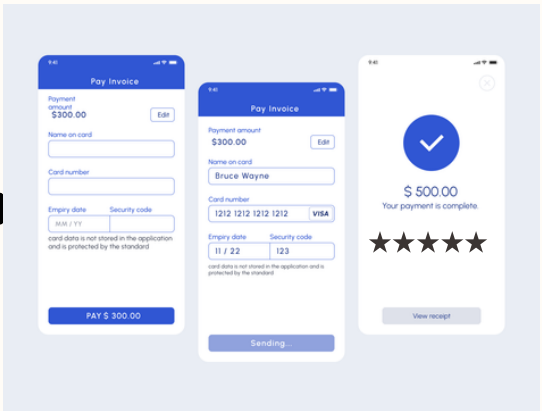
PRODUCT DETAILS

01 Goal Let the customer know about the possibility to buy the insurance after the purchasing of the ticket.
How: Explain to the customer that there is the possibility to buy the insurance write after the purchase through the Qr code or though the link which are printed on the ticket. The customer will have two option: Scan the QR code or go to the Dedicated Area with the link..

02 Goal: Tracking customers
How: Both the Qr code and the link refer to the access page of the dedicated area. In fact, In order for "buy your ticket" to keep track of customers who have purchased insurance the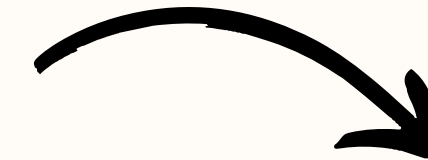 customer before being able to finalize the purchase will have to register to the platform or log in if they already have an account.

03 Goal: Selling the insurance
How: After logging in, If the customer has scanned the Qr, they will be redirected to the section showing the insurance available for the purchased ticket. However, if they used the link, they have to type in the dedicated box the alphanumerical code provided on the ticket. And then automatically the related insurance appear. After that, the customer will be able to review the terms and conditions and accept them to proceed with the on line payment.

04 Goal: Collecting feedbacks
How: After having completed the purchase, the customer will be asked to give a feedback about how easy buy the insurance was from 1 to 5

How it works?

Each ticket is univocally linked to a Qr code and an alphanumerical code that will be processed immediately after the purchasing of the ticket. In this way all the information about the event and the price of the ticket will be embedded in the code and integrated with the information system of "Buy your ticket".

Why?

The cost of insurance depends on the ticket price which may vary over time. Not purchasing the ticket online, however, requires an item that certifies the purchase and retains all information about the event. This is the reason for the Qr code and associated alphanumeric code that being integrated directly with the Buy your ticket information system will facilitate the purchase process for the customer.

ELEVATOR PITCH & ENVISION BOX

1

For customers who buy ticket on-site

2

Who need an insurance policy for their ticket

3

(The) WorthIt

4
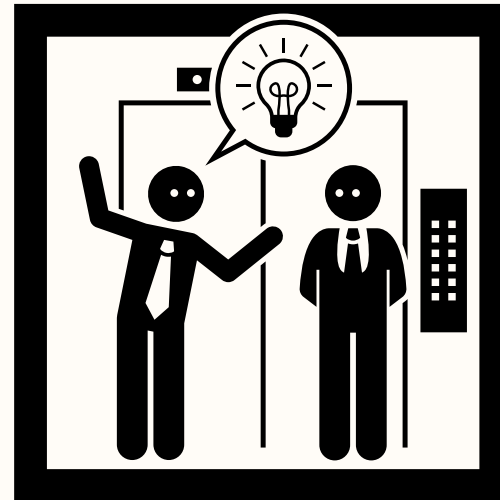
Is a website and mobile application

5

That allow to buy insurance policies online directly from BuyYourTicket portal

6

Unlike the traditional way of self-purchasing the insurance for the ticket from a third party company

7

Our product link directly the customer to the insurance portal. It shows the alternatives that the customer can choose in a smart, easy and on demand way. The platform has an attractive design and it is user-friendly. Terms and conditions, as well as prices, are clearly illustrated

Product Name
"Worth It"

WorthIt

4. Safe and quick payment method

Main Features:
1. Direct access to the online insurace portal from the physical ticket.
2. Easy and secure navigation flow for each step of the process by customer side.
3. Customer patterns' tracking, real-time reporting and seamless integration in the selling process.

5. Customer support

6. Possibility to choose among several insurance policies

ELEVATOR PITCH & ENVISION BOX
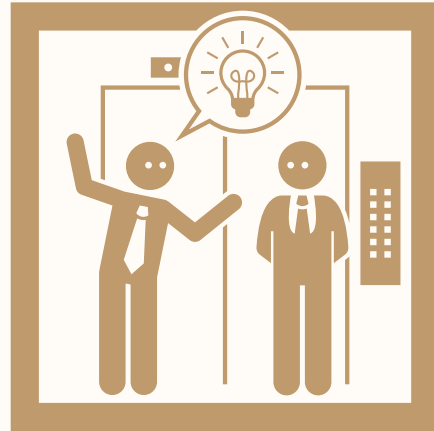
FOR

For each customer who is used to buy ticket on-site

WHO

Who has lost money because they didn't have the chance to insure it,

THE

We created **WorthIt**

IS A

An online platform and mobile application

THAT

That allows to insure tickets directly from BuyYourTicket website,

UNLIKE

And unlike traditional insurance methods,

OUR PRODUCT

Our product:
- **Link directly** to the customer using the physical ticket
- It shows **alternative insurance options**
- The **user-friendly interface** allows to choose easily
- It will show **old purchases and favorite options**

Worth It

Invest on a peaceful state of mind, its WorthIt!

Main Features:

Direct access to the online insurance portal

Easy and secure navigation

Customer analisys tools

Secondary Features

Safe payment method

Customer support

Several insurance policies available
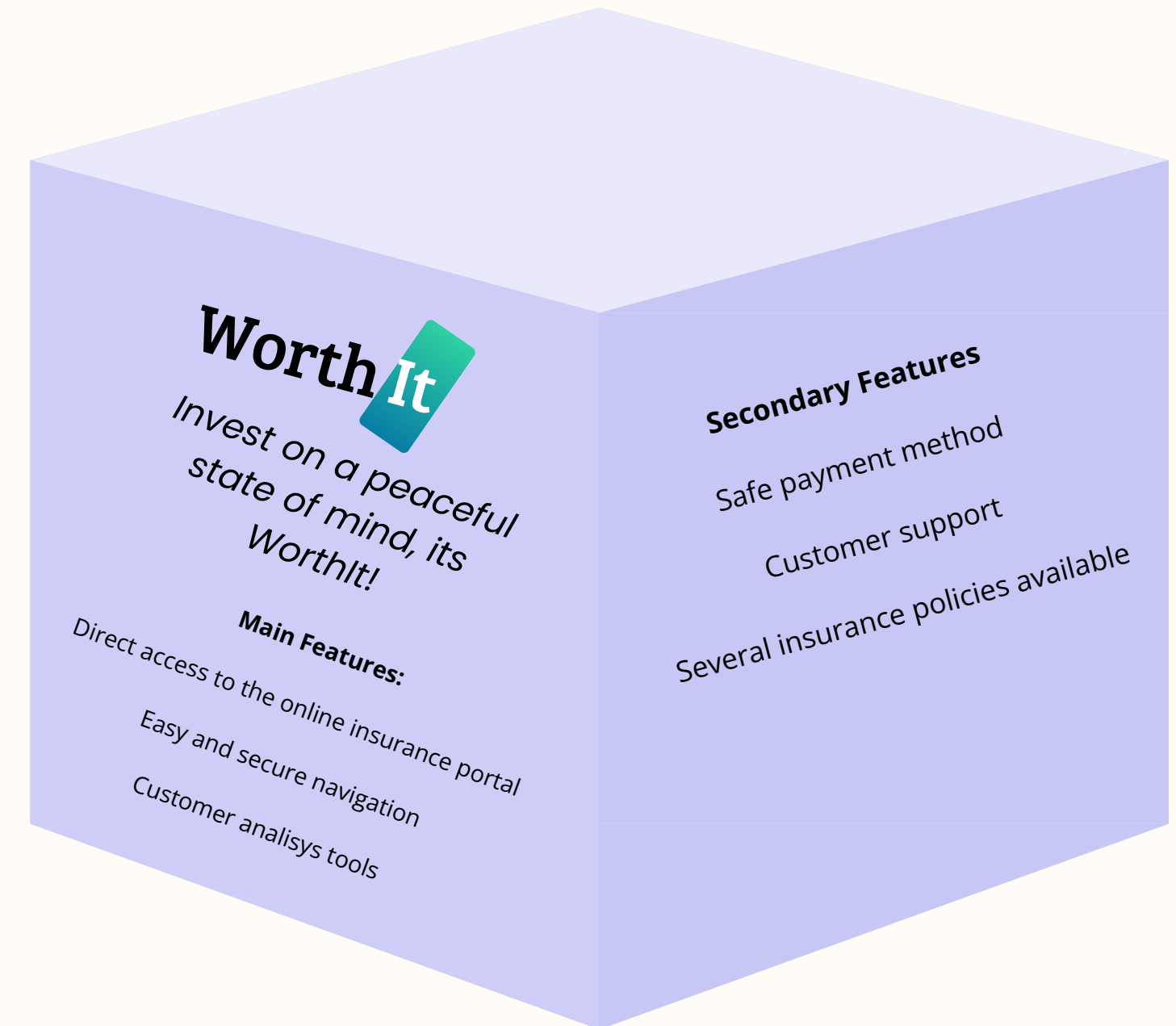
ELEVATOR PITCH & ENVISION BOX MODIFICATA

1

For on site ticket seller

2

Who need to sell insurance policy for on venue tickets

3

(The) WorthIt

4
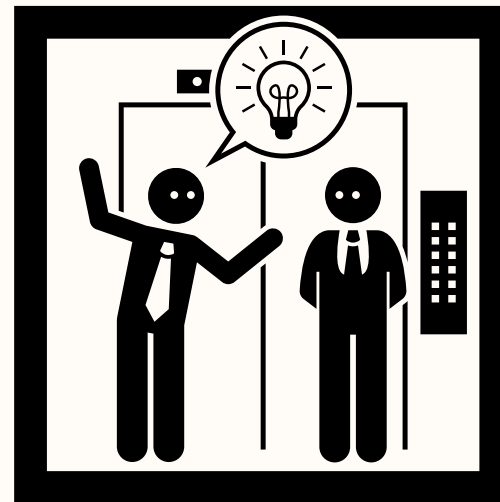
Is a website and mobile application

5

That will allow on site customer to add an insurance on ticket

6

Unlike the traditional way of self-purchasing the insurance for the ticket from a third party company

7

Our product allows to pruchase an insurance directly from the physical ticket

Product Name "Worth It"

WorthIt

Main Features:

1. Direct access to the online insurace portal from the physical ticket.
2. Easy and secure navigation flow for each step of the process by customer side.
3. Customer patterns' tracking, real-time reporting and seamless integration in the selling process.

4. Safe and quick payment method

5. Customer support

6. Possibility to choose among several insurance policies

USER STORIES - TICKET BUYERS' FEATURES

Easy Access:
- As a ticket buyer, I want a quick-access interface so that I can easily see the available insurance policies for my ticket.
  - <u>Acceptance criteria:</u> The interface allow fast access then prominently display a list of available insurance policies for the ticket updated in real-time.
- As a ticket buyer, I want to have the possibility to check the insurance option from my smartphone, so that i can do it wherever i am.
  - <u>Acceptance criteria:</u> The interface should be accessible from both desktop and mobile devices in a mobile-friendly format, with easy-to-read text and clickable elements.

Secure Access:
- As a ticket buyer, I want assurance that my personal information is securely handled when I access my profile, ensuring my privacy and financial security.
  - <u>Acceptance criteria:</u> The connection must be secured, only necessary information is collected, and the access is limited to authorized personnel. The process is compliant with industry standards for data security.
- As a ticket buyer, I want to review the website's privacy policy and data handling practices before proceeding to purchase insurance, so that I can share only the information that I want.
  - <u>Acceptance criteria:</u> Users have the possibility to review and selectively share personal information, with clear options for opting in or out of data collection and sharing.

Navigation Flow:
- As a ticket buyer, I want to see a dedicated section to the insurance purchase on the home page, so that I can effortlessly explore insurance options for my ticket purchase.
  - <u>Acceptance criteria:</u> A distinct section is prominently displayed on the homepage and within the section, clear call-to-action buttons or links are provided, directing users to the insurance selection page.
- As a ticket buyer, I want to use my physical ticket to access the online portal, so that I can access the insurance purchase section.
  - <u>Acceptance criteria:</u> Each physical ticket includes a unique identifier on it. The online portal features a designated input field on the homepage where the tickt buyer can validate its ticket and access the insurance section.
- As a ticket buyer, I want to easily view key insurance details while purchasing, so to streamline my decision-making process.
  - <u>Acceptance criteria:</u> The key details of each insurance option are clearly visible without requiring users to navigate to a separate page or hover over elements. Users can expand or collapse additional information for each insurance option, such as coverage limitations or exclusions, for further clarity.
- As a ticket buyer, I want to be reminded about my previous insurance selections and automatically apply them to future ticket purchases, so that I can save time and effort during checkout.
  - <u>Acceptance criteria:</u> If users choose to apply their previous selections, the selected insurance options are automatically added to the current ticket purchase without requiring additional steps. Clear instructions are provided to users on how to manage their previous insurance selections and opt-in or out of automatic application.

Insurance Availability:
- As a ticket buyer, I want to see only the available insurance options for the specific event, so that I can evaluate only the options that I can purchase.
  - <u>Acceptance criteria:</u> The insurance section shows only the insurance options available for the ticket event, updated in real time.
- As a ticket buyer, I want to receive personalized insurance policies based on my preferences, so that I don't need to evaluate insurance options that will not fit for me.
  - <u>Acceptance criteria:</u> The ticket buyer are prompted with suggestions of best possible insurance options for them.

USER STORIES - TICKET BUYERS' FEATURES

Terms of Insurance:
- As a ticket buyer, I want to easily access the terms and conditions of the insurance policies offered, so that I can make an informed decision about my purchase.
  - <u>Acceptance criteria:</u> Users can access a comprehensive overview of insurance policy terms and conditions before making a purchase.
- As a ticket buyer, I want the option to filter insurance policies based on some relevant criteria, so that I can find the policy that best meets my requirements.
  - <u>Acceptance criteria:</u> Important details such as coverage limits, exclusions, and claim procedures are prominently highlighted for user reference. The user can filter the different options based meeting the required criterias.

Payment Methods:
- As a ticket buyer, I want to pay for the insurance policy using a variety of secure payment methods, so that I can use my favourite one.
  - <u>Acceptance criteria:</u> Users can select from multiple secure payment methods when purchasing insurance policies.
- As a ticket buyer, I want the option to save multiple payment methods to my account, so that I can easily choose between them during checkout.
  - <u>Acceptance criteria:</u> Users can add, edit, and delete saved payment methods from their account settings. During checkout, users are presented with a list of saved payment methods to choose from.
- As a ticket buyer, I want to receive confirmation of my payment immediately after completing the transaction, so that I know that my purchase was successful.
  - <u>Acceptance criteria:</u> Upon successful completion of the payment process, users are immediately redirected to a confirmation page or shown an on-screen confirmation message including details of the transaction such as selected insurance and payment method.

Customer Support:
- As a ticket buyer, I want access a live chat so that I can ask some doubts I may have about the insurance policies or purchasing process.
  - <u>Acceptance criteria:</u> User have access to the live chat. The live chat has to respond timely and correctly to any questions related to the insurance policies or the purchasing process.
- As a ticket buyer, I want access to a FAQ section related to the page I am reading, so that i can find relevant answers to my questions.
  - <u>Acceptance criteria:</u> Users receive clear instructions on how to escalate issues or seek further assistance if needed. The FAQ section is easily accessible and it comprehends only relevant questions and answers based on the section the user is navigating.
- As a ticket buyer, I want the option to provide feedback on my insurance purchasing experience, so that I can share my thoughts and suggestions with the company.
  - <u>Acceptance criteria:</u> The feedback form is user-friendly and allows customers to rate their experience and provide comments or suggestions. The feedback form is easily accessible and prominently displayed within the platform.

Post-Purchase Service:
- As a ticket buyer, I want access to a claims section so that I can submit documentation and track the status of my claim in real time.
  - <u>Acceptance criteria:</u> Users can easily access support resources, downloadable policy documents and contact information for filing claims or seeking assistance post-purchase.
- As a ticket buyer, I want to receive reimbursement for my insurance on my preferred payment method, so that I know where I will find my money.
  - <u>Acceptance criteria:</u> The online portal provides users with the option to select their preferred reimbursement payment method during the refund request process. The portal initiates the reimbursement process and transfers the refunded amount to the user's chosen payment method. Users receive confirmation of the reimbursement transaction and are notified of the expected timeline for receiving the funds.

USER STORIES - TICKET SELLERS' FEATURES

Integration in the Ticket Selling Process:
- As a ticket seller, I want the insurance purchasing process integrated into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow.
  - <u>Acceptance criteria:</u> The integration process should be clearly documented with step-by-step instructions for ticket sellers to follow.
- As a ticket seller with limited technical expertise, I want an intuitive integration setup wizard that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration.
  - <u>Acceptance criteria:</u> The integration should allow for seamless synchronization of ticket sales data with insurance purchases, ensuring accurate tracking and reporting.

Customer Tracking:
- As a ticket seller, I want insights into customer interactions with insurance options, so that i can identify customer purchasing trends.
  - <u>Acceptance criteria:</u> The platform should track user interactions with insurance options, analsying data available and provide a centralized and customazible dashboard with the relevant and meaningful informations.
- As a ticket seller, I want to track post-purchase interactions with insurance policies, so that i can provide personalized follow-up communications and incentives to loyal customers.
  - <u>Acceptance criteria:</u> Ticket sellers should be able to view details of each claim, including the date filed, claim status, resolution, and any associated notes or documents.

Customer Analysis:
- As a ticket seller, I want access to customer purchasing preferences who opt-in for insurance, so that I can tailor event offerings and marketing efforts to specific customer segments.
  - <u>Acceptance criteria:</u> The platform should collect and provide demographic data on customers who opt-in for insurance, including age, gender, location, and purchasing history, aggregated at both individual and group levels.
- As a ticket seller, I want to analyze customer feedback to identify common pain points or issues with the insurance purchasing process.
  - <u>Acceptance criteria:</u> The ticket selling platform includes tools for analyzing customer feedback data so that ticket sellers can view aggregated feedback reports that highlight common themes or trends in customer responses.

Customer Support:
- As a ticket seller, I want access to customer support resources for insurance-related inquiries, so that I can assist customers effectively.
  - <u>Acceptance criteria:</u> The ticket selling platform provides ticket sellers with access to a dedicated support team or knowledge base for insurance-related inquiries. Moreover, they can easily access resources such as FAQs, tutorials, and contact information for customer support.
- As a ticket seller, I want to collect feedback from customers regarding their insurance purchasing experience, so that I can understand customer satisfaction levels and identify areas for improvement.
  - <u>Acceptance criteria:</u> The ticket selling platform includes a feedback collection mechanism and customer are prompted to provide feedback after completing their insurance purchase.

The Backlog prioritization

One common way to prioritise is the MS.CoW method
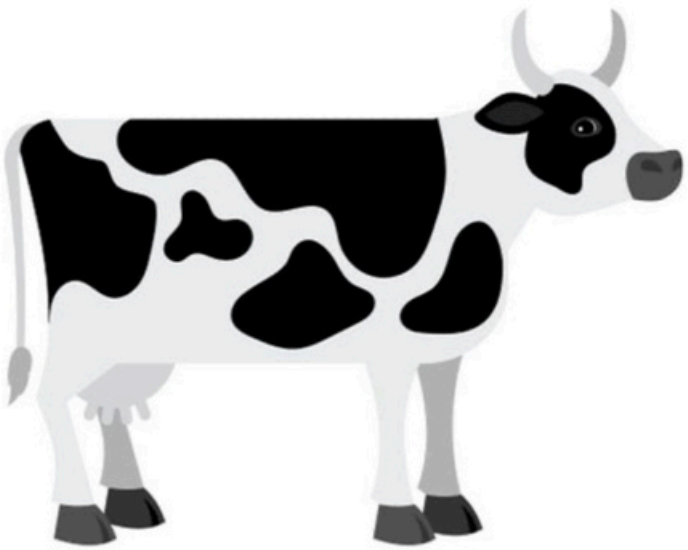
Must
The business doesn't work without this feature

Should
The business can work without this feature, but with significant impact on the process

Could
The business wouldn't be impacted by the absence of this feature

Won't
Costs and effort are higher than benefits of having this feature

PwC

Must

- As a ticket buyer, I want assurance that my personal information is securely handled when I access my profile, ensuring my privacy and financial security.
- As a ticket buyer, I want to review the website's privacy policy and data handling practices before proceeding to purchase insurance, so that I can share only the information that I want.
- As a ticket buyer, I want to see a dedicated section to the insurance purchase on the home page, so that I can effortlessly explore insurance options for my ticket purchase.
- As a ticket buyer, I want to use my physical ticket to access the online portal, so that I can access the insurance purchase section.
- As a ticket buyer, I want to see only the available insurance options for the specific event, so that I can evaluate only the options that I can purchase.
- As a ticket buyer, I want to pay for the insurance policy using a variety of secure payment methods, so that I can use my favourite one.
- As a ticket buyer, I want to receive reimbursement for my insurance on my preferred payment method, so that I know where I will find my money.
- As a ticket seller, I want the insurance purchasing process integrated into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow.
- As a ticket seller, I want insights into customer interactions with insurance options, so that i can identify customer purchasing trends.

Should

- As a ticket buyer, I want a quick-access interface so that I can easily see the available insurance policies for my ticket.
- As a ticket buyer, I want to have the possibility to check the insurance option from my smartphone, so that i can do it wherever i am.
- As a ticket buyer, I want to receive confirmation of my payment immediately after completing the transaction, so that I know that my purchase was successful.
- As a ticket buyer, I want the option to provide feedback on my insurance purchasing experience, so that I can share my thoughts and suggestions with the company.
- As a ticket seller with limited technical expertise, I want an intuitive integration setup wizard that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration.
- As a ticket seller, I want to analyze customer feedback to identify common pain points or issues with the insurance purchasing process.
- As a ticket seller, I want to collect feedback from customers regarding their insurance purchasing experience, so that I can understand customer satisfaction levels and identify areas for improvement.

Could

- As a ticket buyer, I want to easily view key insurance details while purchasing, so to streamline my decision-making process.
- As a ticket buyer, I want to be reminded about my previous insurance selections and automatically apply them to future ticket purchases, so that I can save time and effort during checkout.
- As a ticket buyer, I want to receive personalized insurance policies based on my preferences, so that I don't need to evaluate insurance options that will not fit for me.
- As a ticket buyer, I want to easily access the terms and conditions of the insurance policies offered, so that I can make an informed decision about my purchase.
- As a ticket buyer, I want the option to save multiple payment methods to my account, so that I can easily choose between them during checkout.
- As a ticket buyer, I want access to a FAQ section related to the page I am reading, so that i can find relevant answers to my questions.
- As a ticket buyer, I want access to a claims portal so that I can submit documentation and track the status of my claim in real time.
- As a ticket seller, I want to track post-purchase interactions with insurance policies, so that i can provide personalized follow-up communications and incentives to loyal customers.
- As a ticket seller, I want access to customer support resources for insurance-related inquiries, so that I can assist customers effectively.

Won't

- As a ticket buyer, I want the option to filter insurance policies based on some relevant criteria, so that I can find the policy that best meets my requirements.
- As a ticket buyer, I want access a live chat so that I can ask some doubts I may have about the insurance policies or purchasing process.
- As a ticket seller, I want access to customer purchasing preferences who opt-in for insurance, so that I can tailor event offerings and marketing efforts to specific customer segments.

The MoSCoW Method

Must

1. As a ticket buyer, I want assurance that my **personal information is securely handled** when I access my profile, ensuring my privacy and financial security.
2. As a ticket buyer, I want to **review the website's privacy policy and data handling practices** before proceeding to purchase insurance, so that I can share only the information that I want.
3. As a ticket buyer, I want to see a **dedicated section** to the insurance purchase on the home page, so that I can effortlessly explore insurance options for my ticket purchase.
4. As a ticket buyer, I want to **use my physical ticket to access the online portal**, so that I can access the insurance purchase section.
5. As a ticket buyer, I want to **see only the available insurance options** for the specific event, so that I can evaluate only the options that I can purchase.
6. As a ticket buyer, I want to **pay for the insurance policy using a variety of secure payment methods**, so that I can use my favourite one.
7. As a ticket buyer, I want to **receive reimbursement for my insurance on my preferred payment method**, so that I know where I will find my money.
8. As a ticket seller, I want the **insurance purchasing process integrated into my existing ticket selling platform**, so that I will be able to do not interrupt the customer purchasing flow.
9. As a ticket seller, I want i**nsights into customer interactions** with insurance options, so that i can identify customer purchasing trends.

Should

1. As a ticket buyer, I want a **quick-access interface** so that I can easily see the available insurance policies for my ticket.
2. As a ticket buyer, I want to have the **possibility to check the insurance option from my smartphone**, so that i can do it wherever i am.
3. As a ticket buyer, I want to **receive confirmation of my payment immediately** after completing the transaction, so that I know that my purchase was successful.
4. As a ticket buyer, I want the **option to provide feedback on my insurance purchasing experience,** so that I can share my thoughts and suggestions with the company.
5. As a ticket seller with limited technical expertise, I want an **intuitive integration setup wizard** that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration.
6. As a ticket seller, I want to **analyze customer feedback** to identify common pain points or issues with the insurance purchasing process.
7. As a ticket seller, I want to **collect feedback from customers** regarding their insurance purchasing experience, so that I can understand customer satisfaction levels and identify areas for improvement.

Could

1. As a ticket buyer, I want to **easily view key insurance details** while purchasing, so to streamline my decision-making process.
2. As a ticket buyer, I want to be **reminded about my previous insurance selections** and automatically apply them to future ticket purchases, so that I can save time and effort during checkout.
3. As a ticket buyer, I want to **receive personalized insurance policies based on my preferences**, so that I don't need to evaluate insurance options that will not fit for me.
4. As a ticket buyer, I want to **easily access the terms and conditions of the insurance policies** offered, so that I can make an informed decision about my purchase.
5. As a ticket buyer, I want the **option to save multiple payment methods** to my account, so that I can easily choose between them during checkout.
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Won't

1. As a ticket buyer, I want the **option to filter insurance policies** based on some relevant criteria, so that I can find the policy that best meets my requirements.
2. As a ticket buyer, I want **access a live chat** so that I can ask some doubts I may have about the insurance policies or purchasing process.
3. As a ticket seller, I want **access to customer purchasing preferences** who opt-in for insurance, so that I can tailor event offerings and marketing efforts to specific customer segments.

The MoSCoW Method

Must

1. As a ticket buyer, I want to **see only the available insurance options** for the specific event, so that I can evaluate only the options that I can purchase. 13SP
2. As a ticket buyer, I want to **pay for the insurance policy using a variety of secure payment methods**, so that I can use my favourite one. 5SP
3. As a ticket buyer, I want to **receive reimbursement for my insurance on my preferred payment method**, so that I know where I will find my money. 8SP

1. As a ticket seller, I want i**nsights into customer interactions** with insurance options, so that i can identify customer purchasing trends. 21SP

Should

1. As a ticket buyer, I want a **quick-access interface** so that I can easily see the available insurance policies for my ticket. 2SP
2. As a ticket buyer, I want to have the **possibility to check the insurance option from my smartphone**, so that i can do it wherever i am. 1SP
3. As a ticket buyer, I want the **option to provide feedback on my insurance purchasing experience,** so that I can share my thoughts and suggestions with the company. 3SP
4. As a ticket seller with limited technical expertise, I want an **intuitive integration setup wizard** that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration. 13SP
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Could

1.
2. As a ticket buyer, I want to be **reminded about my previous insurance selections** and automatically apply them to future ticket purchases, so that I can save time and effort during checkout. 5SP
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Product Backlog

Priority

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- As a ticket buyer, I want to pay for the insurance policy using a variety of secure payment methods, so that I can use my favourite one.
- As a ticket buyer, I want to receive reimbursement for my insurance on my preferred payment method, so that I know where I will find my money.
- As a ticket seller, I want the insurance purchasing process integrated into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow.
- As a ticket seller, I want insights into customer interactions with insurance options, so that i can identify customer purchasing trends.
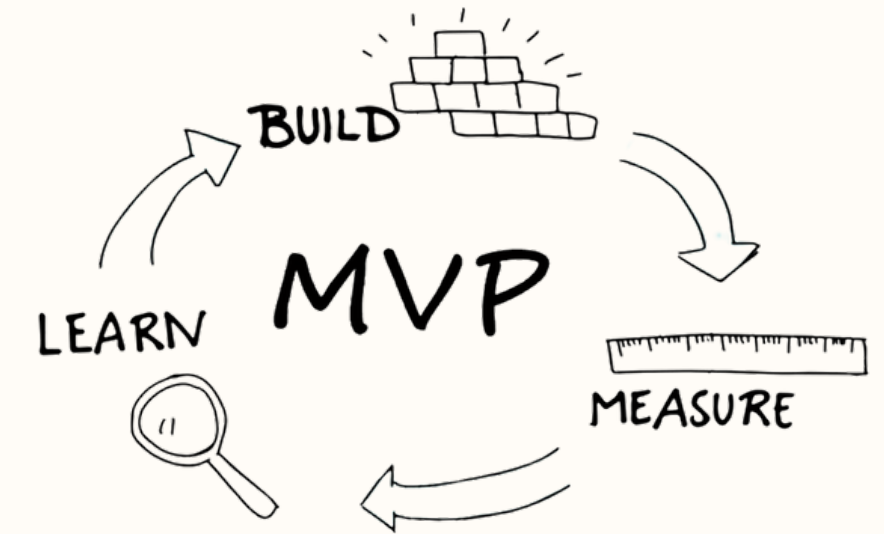
- As a ticket buyer, I want a quick-access interface so that I can easily see the available insurance policies for my ticket.
- As a ticket buyer, I want to have the possibility to check the insurance option from my smartphone, so that i can do it wherever i am.
- As a ticket buyer, I want to receive confirmation of my payment immediately after completing the transaction, so that I know that my purchase was successful.
- As a ticket buyer, I want the option to provide feedback on my insurance purchasing experience, so that I can share my thoughts and suggestions with the company.
- As a ticket seller with limited technical expertise, I want an intuitive integration setup wizard that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration.
- As a ticket seller, I want to analyze customer feedback to identify common pain points or issues with the insurance purchasing process.
- As a ticket seller, I want to collect feedback from customers regarding their insurance purchasing experience, so that I can understand customer satisfaction levels and identify areas for improvement.

- As a ticket buyer, I want to easily view key insurance details while purchasing, so to streamline my decision-making process.
- As a ticket buyer, I want to be reminded about my previous insurance selections and automatically apply them to future ticket purchases, so that I can save time and effort during checkout.
- As a ticket buyer, I want to receive personalized insurance policies based on my preferences, so that I don't need to evaluate insurance options that will not fit for me.
- As a ticket buyer, I want to easily access the terms and conditions of the insurance policies offered, so that I can make an informed decision about my purchase.
- As a ticket buyer, I want the option to save multiple payment methods to my account, so that I can easily choose between them during checkout.
- As a ticket buyer, I want access to a FAQ section related to the page I am reading, so that i can find relevant answers to my questions.
- As a ticket buyer, I want access to a claims section so that I can submit documentation and track the status of my claim in real time.
- As a ticket seller, I want to track post-purchase interactions with insurance policies, so that i can provide personalized follow-up communications and incentives to loyal customers.
- As a ticket seller, I want access to customer support resources for insurance-related inquiries, so that I can assist customers effectively.

MVP WorthIt

The WorthIt MVP (Minimum Viable Product) for the platform would be a **secure** online portal **integrated** with the ticket selling platform. It would feature a dedicated section for insurance purchase accessible from the home page where users can securely access their profiles using their ticket information, review privacy policies, and **easily** purchase insurance while receiving immediate payment confirmation. Key insurance details are presented clearly to facilitate informed decision-making. For ticket sellers, the insurance purchasing process seamlessly integrates into their **existing** platform, ensuring a **smooth** customer purchasing flow without interruption.

Must

- As a ticket buyer, I want assurance that my **personal** information is securely handled when I access my profile, ensuring my privacy and **financial security**.
- As a ticket buyer, I want to review the website's **privacy** policy and data handling practices before proceeding to purchase insurance, so that I can share **only** the information that I want.
- As a ticket buyer, I want to see a **dedicated** section to the insurance purchase on the home page, so that I can **effortlessly** explore insurance options for my ticket purchase.
- As a ticket buyer, I want to use my **physical** ticket to access the online portal, so that I can access the insurance purchase section.
- As a ticket seller, I want the insurance purchasing process **integrated** into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow.

Should

- As a ticket buyer, I want to receive **confirmation** of my payment **immediately** after completing the transaction, so that I know that my purchase was successful.

Could

- As a ticket buyer, I want to **easily view key insurance details** while purchasing, so to streamline my decision-making process.

PRODUCT ROADMAP

WEEKS	0-6	6-15	15-21
NAME	**Worthit 1.0 (MVP)**	**Worthit 2.0**	**Worthit 2.1**
GOAL	A new way to integrate insurance policies for the ticket that was bought in the physical place.	Expanding ticket seller benefits and retaining current users.	Improving the customer purchasing experience and enlarging customer options.
FEATURES	- Easiness to access - Integration with the ticket seller platform - Data security	- Preferred payment method - An intuitive integration setup wizard - Customer feedbacks collection and analysis	- Post-purchase claim section - FAQ section - Option to save multiple payment methods
METRICS	- Online conversion rate: > 3% - Online process lead time: < 5 minutes	Customer effort score: < 3 on a 5-point scale	#Insurances sold - Repeat purchase behaviour

USER STORIES ESTIMATION

servono a noi per creare la sprint backlog

	1	2	3	5	8	13	21	34	Tot
Must			2	3-6	4-7	1-5	8-9		**97**
Should	2	1	4	3-7		5	6		50
Could		1	4-9	2-5	3-6-7	8			62

SPRINTS PLANNING

Sprint Duration	3 Weeks, 5 Working days
N. Developers	3
Capacity	45 Story Points*
Maximum Points Assigned	30 Story Points per Sprint
Buffer	1/3 of Capacity

*Capacity = (3 developers x 3 weeks/sprint x 5days/week = 45 points/sprint

SPRINTS PLANNING - Worthit 1.0 (MVP)

Sprint 1 (29 points)

MUST
- As a ticket seller, I want the insurance purchasing process **integrated** into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow. **(21 SP)**
- As a ticket buyer, I want to **review** the website's **privacy policy** and data handling practices before proceeding to purchase insurance, so that I can share only the information that I want. **(3 SP)**
- As a ticket buyer, I want to see a **dedicated section** to the insurance purchase on the home page, so that I can effortlessly explore insurance options for my ticket purchase. **(5 SP)**

Sprint 2 (28 points)

MUST
- As a ticket buyer, I want assurance that my **personal information** is **securely handled** when I access my profile, ensuring my privacy and financial security. **(13 SP)**
- As a ticket buyer, I want to use my **physical** ticket to access the online portal, so that I can access the insurance purchase section. **(8 SP)**

SHOULD
- As a ticket buyer, I want to receive **confirmation of my payment** immediately after completing the transaction, so that I know that my purchase was successful. **(5 SP)**

COULD
- As a ticket buyer, I want to **easily view key insurance details** while purchasing, so to streamline my decision-making process.**(2 SP)**

Week 3

Week 6

Worthit 2.0

Sprint 3 (29 points)

MUST

- As a ticket buyer, I want to pay for the insurance policy using a **variety of secure payment methods**, so that I can use my favourite one. **(5SP)**
- As a ticket seller, I want **insights into customer interactions** with insurance options, so that i can identify customer purchasing trends. **(21SP)**

COULD

- As a ticket buyer, I want to easily access the **terms and conditions of the insurance policies** offered, so that I can make an informed decision about my purchase. **(3SP)**

Sprint 4 (29 points)

SHOULD

- As a ticket buyer, I want a **quick-access interface** so that I can easily see the available insurance policies for my ticket. **(2SP)**
- As a ticket buyer, I want to have the possibility to **check the insurance option** from my smartphone, so that i can do it wherever i am. **(1SP)**
- As a ticket seller, I want to **collect feedback** from customers regarding their insurance **purchasing experience**, so that I can understand customer satisfaction levels and identify areas for improvement. **(5SP)**
- As a ticket seller, I want to **analyze customer feedback** to identify common pain points or issues with the insurance purchasing process. **(21SP)**

Sprint 5 (29 points)

SHOULD

- As a ticket buyer, I want to receive **reimbursement** for my insurance on my preferred payment method, so that I know where I will find my money. **(8SP)**
- As a ticket buyer, I want the **option to provide feedback** on my insurance purchasing experience, so that I can share my thoughts and suggestions with the company. **(3SP)**
- As a ticket seller with limited technical expertise, I want an intuitive integration **setup wizard** that guides me through the process of connecting the insurance platform to my ticket selling system, ensuring a smooth and error-free integration. **(13SP)**

COULD

- As a ticket buyer, I want to be reminded about my **previous insurance selections** and automatically apply them to future ticket purchases, so that I can save time and effort during checkout. **(5SP)**

Week 9   Week 12   Week 15

Worthit 2.1

Sprint 6 (29 points)

MUST
- As a ticket buyer, I want to see only the **available** insurance options for the **specific event**, so that I can evaluate only the options that I can purchase. **(13SP)**

COULD
- As a ticket buyer, I want to receive **personalized insurance policies** based on my preferences, so that I don't need to evaluate insurance options that will not fit for me**. (8SP)**
- As a ticket buyer, I want the option to save **multiple payment methods** to my account, so that I can easily choose between them during checkout. **(5SP)**
- As a ticket seller, I want access to **customer support resources** for insurance-related inquiries, so that I can assist customers effectively. **(3SP)**

Sprint 7 (29 points)

COULD
- As a ticket buyer, I want access to a **FAQ section** related to the page I am reading, so that i can find relevant answers to my questions. **(8SP)**
- As a ticket buyer, I want access to a **claims section** so that I can submit documentation and track the status of my claim in real time. **(8SP)**
- As a ticket seller, I want to **track post-purchase interactions** with insurance policies, so that i can provide personalized follow-up communications and incentives to loyal customers. **(13SP)**

Week 18

Week 21

MVP 1/2

Must

- As a ticket buyer, I want to see a **dedicated section to the insurance purchase on the home page**, so that I can effortlessly explore insurance options for my ticket purchase
- As a ticket buyer, I want to **use my physical ticket to access the online portal**, so that I can access the insurance purchase section.
- As a ticket buyer, I want to **see only the available insurance options for the specific event**, so that I can evaluate only the options that I can purchase
- As a ticket buyer, I want to **receive reimbursement for my insurance on my preferred payment method**, so that I know where I will find my money.
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- As a ticket seller, I want **insights into customer interactions** with insurance options, so that i can identify customer purchasing trends.

Should

- As a ticket buyer, I want the **option to provide feedback on my insurance purchasing experience**, so that I can share my thoughts and suggestions with the company.
- As a ticket seller, I want to **analyze customer feedback** to identify common pain points or issues with the insurance purchasing process.
- As a ticket seller, I want to **collect feedback from customers** regarding their insurance purchasing experience, so that I can understand customer satisfaction levels and identify areas for improvement.

Could

- As a ticket buyer, I want to **easily view key insurance details** while purchasing, so to streamline my decision-making process.
- As a ticket buyer, I want to **easily access the terms and conditions of the insurance policies** offered, so that I can make an informed decision about my purchase
- As a ticket buyer, I want the **option to save multiple payment methods** to my account, so that I can easily choose between them during checkout.
- As a ticket seller, I want to **track post-purchase interactions with insurance policies**, so that i can provide personalized follow-up communications and incentives to loyal customers.

MVP 2/2

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MVP LEO and YOUSIF

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- As a ticket buyer, I want to use my physical ticket to access the online portal, so that I can access the insurance purchase section.
- As a ticket buyer, I want to receive confirmation of my payment immediately after completing the transaction, so that I know that my purchase was successful.
- As a ticket buyer, I want to easily view key insurance details while purchasing, so to streamline my decision-making process

- As a ticket seller, I want the insurance purchasing process integrated into my existing ticket selling platform, so that I will be able to do not interrupt the customer purchasing flow.

For the future

Do you know that every year thousands of people lose money from tickets they bought on the venue because they cannot insure it there?

That is why we created WorthIt, an online portal that allows to integrate insurance coverages on BuyYourTicket website.

Sit tight on the couch, scan the QR code on the ticket or insert the code provided, and WorthIt will do all the rest. Thanks to a state of the art system, it will automatically redirect the client to ad hoc policies, with an attractive and user-friendly interface.

Invest on a peaceful state of mind, its WorthIt!