

## BloomLife- Product Backlog

### **Epic 1: Guided Flower Selection**

- US-001 (MVP): As a user, I want to select an occasion so that I can receive appropriate flower recommendations.
- US-002 (MVP): As a user, I want to filter flowers by style or mood so that I can match the arrangement to my preference.
- US-003 (Next): As a user, I want to filter recommendations by budget so that I can stay within my spending range.
- US-004 (Next): As a user, I want to view trending arrangements so that I can choose popular options easily.
- US-005 (Next): As a user, I want to compare two flower arrangements so that I can decide which one fits my needs better.

### **Epic 2: Product Details & Transparent Pricing**

- US-006 (MVP): As a user, I want to see a clear pricing breakdown so that I understand what I am paying for.
- US-007 (MVP): As a user, I want to see availability and delivery dates so that I can plan my order.
- US-008 (Next): As a user, I want to view detailed product descriptions so that I know exactly what is included.
- US-009 (Next): As a user, I want to see customer reviews so that I can feel confident in my purchase.
- US-010 (Next): As a user, I want to see photos from different angles so that I can better visualize the arrangement.

### **Epic 3: Simple Personalization**

- US-011 (MVP): As a user, I want to add a greeting card message so that I can personalize my gift.
- US-012 (MVP): As a user, I want to add optional gifts so that I can enhance my flower order.
- US-013 (Next): As a user, I want to choose wrapping styles so that the bouquet matches

the occasion.

- US-014 (Next): As a user, I want to preview my personalized message so that I can confirm it looks correct.
- US-015 (Next): As a user, I want to save my favorite messages so that I can reuse them in future orders.

#### **Epic 4: Cart & Checkout**

- US-016 (MVP): As a user, I want to manage items in my cart so that I can adjust my order before checkout.
- US-017 (MVP): As a user, I want to enter delivery details so that my flowers arrive at the correct location.
- US-018 (Next): As a user, I want to choose delivery time windows so that the recipient is available.
- US-019 (Next): As a user, I want to apply promo codes so that I can save money.
- US-020 (Next): As a user, I want to choose from multiple payment methods so that I can pay conveniently.

#### **Epic 5: Order Tracking & Notifications**

- US-021 (MVP): As a user, I want to track my order status so that I know where my flowers are.
- US-022 (MVP): As a user, I want to receive order notifications so that I stay updated on delivery progress.
- US-023 (Next): As a user, I want to receive a photo of the delivered flowers so that I know the recipient received the correct arrangement.
- US-024 (Next): As a user, I want to receive delay alerts so that I can manage expectations with the recipient.

#### **Epic 6: Subscription (Blind Box)**

- US-025 (MVP): As a user, I want to subscribe to monthly flower boxes so that I can enjoy fresh flowers regularly.
- US-026 (Next): As a user, I want to manage my subscription so that I can pause or change my plan.
- US-027 (Next): As a user, I want to preview upcoming themes so that I know what to

expect.

- US-028 (Next): As a user, I want to update my delivery address for subscriptions so that my flowers arrive at the right place.

### **Epic 7: Account & Reorder**

- US-029 (MVP): As a user, I want to view my order history so that I can reference past purchases.
- US-030 (Next): As a user, I want to reorder previous purchases so that I can quickly buy my favorites again.
- US-031 (Next): As a user, I want to save favorite products so that I can access them easily.
- US-032 (Next): As a user, I want to update my personal information so that my account stays accurate.

### **Epic 8: Customer Support & Trust**

- US-033 (MVP): As a user, I want easy access to customer support so that I can resolve issues quickly.
- US-034 (Next): As a user, I want to browse FAQs so that I can solve simple issues myself.
- US-035 (Next): As a user, I want to chat with a support agent so that I can get real-time help.

### **Epic 9: Admin & Operations**

- US-036 (MVP): As an admin, I want to manage products so that the catalog stays up to date.
- US-037 (MVP): As an admin, I want to update order statuses so that customers receive accurate tracking.
- US-038 (Next): As an admin, I want to manage subscription shipments so that recurring orders are fulfilled smoothly.
- US-039 (Next): As an admin, I want to view sales analytics so that I can understand product performance.