Category	Epic	User story	Advanced (days)	Standard (days)	Priority	Comment
CMS Pages	Home page	As a visitor, I want to see a home page → Informative page used for header, body, footer, etc. → The marketplace aims to expand globally. Given, that in the beginning, the main focus is the UK market, multi-currency, multi-languages, etc. won't be built, but could be in the future.		2	1	
CMS Pages	Simple page	As a visitor, I want to see an informative page → Informative pages used for T&Cs, help, FAQs, etc. → Please note that we will build only one template but it will be reusable for more pages		2	1	
Book a program	Find a coach / program	As a visitor, I want to find a coach / program → This includes the coach / program list, filters (language spoken, ect.) and/or a sort by → A program includes weekly sessions. → Why coach / program? We know that the visitor is searching for a program but the program is highly connected to the coach. So during the discovery phase, we will see how to tackle this. → Coach.io aims to 8-10 categories for which 3 categories will include 4-5 subcategories. Besides, each category or sub-category will include 8-20 coaches. → Please note that there is not a limitation in term of number of coaches. The volume mainly helps to design the search engine.		2	1	
Book a program	Read coach profile / program details	As a visitor, I want to see the profile of a coach profile / program details → This includes all information of the coach such as photo, description, program list, certification list, etc. → Please note that the coach profile is based on individual coaches (vs company with many coaches).		2	1	
Book a program	Provide information [program funnel]	As a customer, I want to provide details to get a program → This includes all basic information related to a customer (name, email address, etc.) → This is a part of funnel where the customers can see the shopping card → Please note that some information won't be requested if the user is connected to his customer account → Please note that the customer won't be able to buy multi-programs at the same time.		2	1	
Book a program	Payment / Credit [program funnel]	As a customer, I want to pay or use credit to book a program → This includes payment page and confirmation. → The payment system will be supported by Stripe Connect and it will accept debit and credit card	2	2	1	
User management	Register / Login	As a visitor, I want to create a customer account As a visitor, I want to create a coach account As a visitor, I want to log into my customer, coach or admin account → This also includes the forgotten password feature → The visitor will choose to create a customer or coach account → All users will use the same log in page. The system will automatically recognises the user profile.		2	1	
User management	Find a user	As an administrator, I want to find a user (customer or coach) → This includes the list of users → This includes Filter and/or Sort by		2	1	
User management	Read and Update user profiles	As a customer and coach, I want to see and update my user profile As an administrator, I want to see the user details and update the list of coach's certifications As an administrator, I want to approve a profile before it's publically published → The user profile includes information such as name, email address, adress, decription, photo, etc → This includes the coach details page → This includes the customer details page → Please note that the list of certifications will be updatable only by the administrator. This means that the coach will email the administrator about the change he wishes to make. → Display condition between users: to define but they will look a lot the same		3	1	

Category	Epic	User story	Advanced (days)	Standard (days)	Priority	Comment
Order management	Find an order	As a customer, coach and administrator, I want to find an order → This includes "filters "and/or "sort by" → This includes the list of orders → Given an order is related to a program and a program contains sessions then during the design phase, we will see how the sessions will be displayed as part of an order. → Display condition between users: to define but they will look a lot the same		2	1	
Order management	Read order details	As a customer, coach and administrator, I want to see the order details → This includes information related to order details such as program, amount paid, customer details, coach details, etc. → This will include the customer and coach email address to allow them to get in touch → Display condition between users: to define but they will look a lot the same	1	2	1	
Order management	Cancel an order	As an administrator, I want to cancel an order → The administrator will be able to cancel an order only before the second session. Stripe will charge a small fee for this. → This means that the customer will use an email address to contact the administrator for the cancellation. → Please note that it's possible to allow the customer to cancel if you prefer. This won't change the cost.		2	1	
Program management	Find a program	As a coach and administrator, I want to search a program → This includes the program list → This includes the filters and/or Sort by		2	1	
Program management	CRU a program	As a coach, I want to provide details to publish, read and update my programs → This will include all information to create, read and update (CRU) a program (description, location, prices, etc.) → This includes the program details page	2	3	1	
Program management	Update categories	A an administrator, I want to be able to create, read and update categories → This will update the categories in the search engine and programs	1	3	2	
Finances	Read and Update marketplace fees	As an administrator, I want to see and update the marketplace fees → This includes commission in percentage taken by the marketplace	1	1	1	
Finances	CRUD payout preference	As a coach, I want to create, read, update and delete my payout preference → This includes a bank account details → Please note that the coach will only have one active bank account details at the same time. It's possible to have multi-bank details but it's more expensive. → When the pay out is sent to the coach will be defined by Coach.io (e.g. just after a session or a few days later, etc.)	1	2	1	
Finances	See transactions	As a coach, I want to see all my transactions → This includes a history of all payments sent by Coach.io to the coach bank account → I suggest to replace this by an email sent to the coach when the pay out is made. The coach will use all emails to get the history. However, we could add this later.	2	1	2	
Finances	CRUD payment methods	As a customer, I want to create, read, update and delete my payment methods → This includes debit/credit card only → Please note that the refund is not included and it'll happen outside the platform via Stripe dashboard. Happy to give more info on this. → I suggest to do this later because it's not sure that you will have a lot of repeat purchases	1	2	2	
Notification	Transactional email to coach	As a coach, I want to be emailed after a transaction As an administrator, I want to manage this email template → The administrator will be able to manage the template and include a list of parameters from Mailchimp → Max 5 transactional emails such as new order, cancellation, etc.		2	1	

Category	Epic	User story	Advanced (days)	Standard (days)	Priority	Comment
Notification	Transactional email to customer	As a customer, I want to be emailed after a transaction As an administrator, I want to manage these email templates → The administrator will be able to manage the templates and include a list of parameters from Mailchimp → Max 5 transactional emails such as welcome, purchasing summary, etc		2	1	
Analytics	Google Analytics	As an administrator, I want to monitor and program conversion → This will include the set up of google analytics and a goal to track conversions		0.5	1	
Third party	Chat online	As an administrator, I want to chat online with visitors/clients → This will include the set up of a chat online such as jivochat, intercom, etc.		0.25	1	

Estimate = (Advanced rate x Total Adv. Days) + (Standard rate x Total Std. Days)