Create a Product Backlog: Case Study

Scenario

Imagine you are overseeing the development and launch of Virtual Verde, Office Green's new product line. Virtual Verde's mission is to make working from home more enjoyable by offering desk plants for home office use. New customers recently received the first batch of plants.

As a next step, your team had planned to introduce new product offerings to the Virtual Verde catalog—starting with Bonsai trees. However, a customer survey discovered that 70% of the new customers had difficulty caring for their plants. Many of the plants wilted and died within a month. This information inspired the team to develop new offerings and companion products to help new owners care for their plants.

From the survey, Office Green learned that they can create value for their customers by making it easy to:

- Find out which plants are easiest to care for
- Access care instructions easily
- Have the right tools to care for their plants
- Remember when to water their plants
- Get expert help and advice quickly
- Have a hassle-free way to return their orders

You will work with your team to create user stories that will help them build solutions to address these customer needs, and add them to the Product Backlog. Your team has already added Bonsai tree user stories to the Backlog, but the new plant care stories have now become the top priority.

Note: In general, the Product Owner leads in prioritizing the Backlog and addressing new concerns. Anyone can work on user stories, but the Development Team typically gives feedback on them.

Epic	User Story Title	Story	Acceptance Criteria
Plant Care Initiatives	Low-maintenance options	As a potential customer, I want to find out which plants are easiest to care for so that I can purchase low-maintenance options.	1) Ability to sort plants by "beginner," "intermediate," and "advanced" 2) Ability to search for plants with similar care needs
Plant Care Initiatives	Plant care tips	As a plant owner, I want to access care instructions easily so that I can keep my plant alive longer.	1) Receive plant care leaflet with each order 2) Option to sign up for monthly emails with seasonal care tips
Plant Care Initiatives	Plant care tools	As a plant owner, I want to have the right tools to care for my plant so that I can keep it healthy and beautiful.	1) Can purchase plant care starter kits (for ferns, succulents, vines, etc.) 2) Option to buy partial kits or single tools
Plant Care Initiatives	Watering reminders	As a plant owner, I want to remember when to water my plants so that I don't under- or overwater them.	1) Option to sign up for reminder texts or emails 2) Option to add reminder stickers for use with calendars to each order
Plant Care Initiatives	Expert help & advice	As a plant owner, I want to get expert help and advice quickly so that I know what to do if my plant gets sick.	1) Access to live chat support 2) Longer phone support hours
Plant Care Initiatives	Return policy	As a customer, I want a hassle-free way to return my order so that I can be sure I have the right plant for me.	1) Credit and return FAQ linked on homepage 2) All orders ship with return labels and instructions

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Bonsai Trees	Bonsai Selection	As a potential customer, I want to be able to select from a variety of different Bonsai trees so that I can pick the exact type I want.	1) Ability to select from multiple tree species 2) Options to sort by species, size, and care requirements
Bonsai Trees	Bonsai Shipping	As a customer, I want to know that my tree will be shipped securely so that it arrives in good condition.	1) Can review graphic explaining packing and shipping process during checkout 2) Signature required when a Bonsai shipment is received
Bonsai Trees	Bonsai Styles	As a new Bonsai tree owner, I want to learn about different Bonsai styles so I can decide which is right for my tree.	1) Customers can visit a guide to different styles (formal & informal upright, broom, cascade, etc.) on website 2) Customers can take a quiz to match their' trees to suitable styles
Bonsai Trees	Bonsai Tools	As a Bonsai tree owner, I want to have the right tools to care for my tree so I can shape and style it properly.	1) Option to purchase Bonsai starter kits (shears, wire, mesh, fertilizer, etc.) available for purchase 2) Customers can choose from a selection of premium tools (grafting knives, carving tools, root hooks, etc.)

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Bonsai Trees	Bonsai Techniques	As a Bonsai tree owner, I want to learn how to shape and style my tree so that I can control its growth.	1) Can sign up for "Bonsai Basics" online course 2) Can sign up for intermediate styling course 3) Can sign up for advanced techniques online course
Bonsai Trees	Bonsai History	As a Bonsai tree owner, I want to learn about the Bonsai history and traditions so that I can better appreciate my tree.	1) Can purchase booklet on the history of Bonsai in Japan 2) Can purchase booklet Bonsai and Japanese design