User story

As a potential customer, I want to find out which plants are easiest to care for so that I can purchase low-maintenance options.

Acceptance criteria

- Ability to sort plants by "beginner," "intermediate," and "advanced"
- Ability to search for plants with similar care needs

Done?

Yes

+

- Added sorting and search options to website
- Priced tiers high enough so we'll still net on "beginner" plants

Δ

- Need to sharpen tiers--disagreement about which plants are "advanced"
- May need to add more language to site explaining tiers--do some user testing

User story

As a plant owner, I want to access care instructions easily so that I can keep my plant alive longer.

Acceptance criteria

- Receive plant care leaflet with each order
- Option to sign up for monthly emails with seasonal care tips

Done?

Yes

+

- Leaflets designed quickly
- Created sign-up portal (modeled on existing email sign-up procedures)
- Composed care emails for next quarter

Δ

- Leaflets needed an extra round of revisions-- better outline/clearer expectations for written materials in the future

User story

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.

Acceptance criteria

- Can purchase plant care starter kits (for ferns, succulents, vines, etc.)
- Option to buy partial kits or single tools

Done?
No - supply chain delay

+

- Designed and coded bundling option at checkout (not live yet)
- Made single tools available while we wait on missing kit items

Δ

- Didn't truly understand the scope of this item
- Communication issues led to vendor shipping delays for some kit items--can't offer whole starter kits yet

User story

As a plant owner, I want to remember when to water my plants so that I don't under- or overwater them.

Acceptance criteria

- Option to sign up for reminder texts or emails
- Option to add reminder stickers for use with calendars to each order

Done?
Yes

+

- User testing went smoothly
- Good user feedback on stickers--more popular than we anticipated
- Make sure watering and care reminders are in the Backlog for upcoming app development project

Δ

- Most testers preferred text over email reminders--monitor to find out if enough customers use the email feature to justify keeping it

User story

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.

Acceptance criteria

- Credit and return FAQ linked on homepage
- All orders ship with return labels and instructions

Done?
Yes

+

- Website update--easy
- Figured out pricing--good user response
- Shipping--use same process we've had, so no need to create new one

Δ

- Some customer confusion about available shipping methods for returns--clarify instructions

User story

As a new Bonsai tree owner, I want to learn about different Bonsai styles so I can decide which is right for my tree.

Acceptance criteria

- Customers can visit a guide to different styles (formal & informal upright, broom, cascade, etc.) on website
- Customers can take a quiz to match their trees to suitable styles

Done?
Yes

+

- Team did a great job with the Bonsai styles guide--published ahead of schedule
- Quiz design and coding went okay--fixed bug that recommended the same style every time

Δ

- Testing indicates we should add more styles to the guide in future
- Need better photos for certain styles

User story

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.

Acceptance criteria

- Access to live chat support
- Longer phone support hours

Done?

No - hire more staff

+

- Live chat option modeled on existing help resources for corporate customers
- Initial live chat testing went well

Δ

- Broader scope than expected--do more research next time
- May need to hire and train more support staff for extended hours

User story

As a customer, I want to know that my tree will be shipped securely so that it arrives in good condition.

Acceptance criteria

- Can review graphic explaining packing and shipping process during checkout
- Signature required when a Bonsai shipment is received

Done?
Yes

+

- Design and testing for new graphic went well
- Signature process same as existing practice--just added protocol to make it mandatory for Bonsai shipments

Δ

- n/a