NT1 — On-line game player wants service downtime of no more than 10 minutes per month so they can play whenever they want	**NT1** — Clothes shopper wants to find stores near them so they can decide if they have enough time to shop	**NT1** — Clothes shopper wants to enter zip code to find stores near them
NT1 — Shopper wants interface to be fun so they are happy while shopping	**NT1** — Stock trader wants hot failover to increase uptime	**NT1** — Art buyer wants the most artistic app so they can show it off to their friends
NT1 — Art buyer wants app to be beautiful* so they can show it off to their friends. *as approved by Susan in marketing	**NT2** — Shopper wants to be able to buy whatever they see on the page in a single click for convenience	**NT2** — Shopper wants 100 items shown at a time in 4K resolution so they can clearly see a wide variety of options

Good story

Good story

Not negotiable

Not testable

Not testable

Not negotiable

Good story

Good story

Not negotiable

Not testable

NT2 — Shopper wants to select the number of items shown at a time so they can shop the way they want	**NT2** — Shopper wants database queries to take less than 0.5 seconds to reduce time shopping	**W1** — Car buyer wants MSRP and dealer's price to make a good buying decision
NT2 — Shopper wants app to respond in 0.5 seconds or less to make quick decisions	**NT2** — Holiday shopper wants server infrastructure to be scaleable so their experience is the same as the rest of the year	**W1** — Car buyer wants to decide which car to buy
NT2 — Shopper wants app to respond quickly to make quick decisions	**W1** — Car dealership manager wants list of salespeople sorted by sales for the month to figure out who to give an award	**W1** — Provide details on car to facilitate car sales transaction

Good story

Not negotiable

Good story

Good story

Not negotiable

No "what"
Who: car buyer
Why: to decide which car to buy

Not testable

Good story

No "who"

W1 — Movie-goer wants ticket transaction number

W2 — Show all ten store locations to make it easy for customer to shop at the store near them

W2 — Business traveler wants to change to aisle seat at gate if available to be more comfortable

W1 — Re-order previous purchase

W2 — Who: Developer
What: Test case
Why: Quality software

W2 — Frequent flier wants to get the best deal

W1 — For parents worried about their child's safety: see their children on a map.

W2 — Getting a bad seat is annoying, so allow movie-goer to reserve a seat in advance

W2 — Purchasing at a nearby store in order to take the shortest route

No "why"

Good story

Good story

No "who"
No "why"

The developer is not a
customer of the software ☺

No "what"

Good story

Good story

Good story

No "who"

Pizza deliverer wants to drive the shortest route in order to get a big tip

W2

Movie-goer wants to find movies and theaters, read reviews, watch previews, reserve tickets, pay for movies, and interact with other moviegoers to have a fun day.

Z

Traveler wants to book a hotel to have a place to stay

Z

Gourmet wants to design their own pizza so they can order something new

Z

Movie-goer wants to manage their movie loyalty cards to be able to get the best deals

Z

On-line shopper wants to use a given eCoupon during purchase to save money

Z

Airline passenger wants to change their seat to get a better one

Z

On-line shopper wants to play a mini-game while waiting for customer support to stifle their boredom

Z

On-line shopper wants response times to be under 0.5 seconds to reduce their time spent shopping

Z

No "what"

Product or Epic

Story

Product

Epic

Product or Epic

Product

Story

Epic