

**Overall Goal:** During this sprint increment, JELS will research who our stakeholders are and what they would like to see when it comes to our brand and website. We will also establish how our clients will pay us, including starting the process of signing vendor agreements. The product development team will work for a time box total of 6 hours on brand development, pay structure, website design, and vendor agreement services that will further help our company brand.

**Deliverable:** A document that lists out our pay structures with vendors and potentially our clients, data analytics for our marketing demographics, logo/slogan development, and beginning stages of our website design.

Users Story	Task 1	Task 2	Task 3	Effort (Hrs)	Priority
<p>Pay structure</p> <p>How will we get paid from our vendors? How will we pay our vendors? What will be the easiest and cheapest way to get and receive money?</p>	<p>Research and understand how each vendor prefers to send or receive payment</p>	<p>Create a spreadsheet that has a listing of each vendor and their preferred payment method (ex. Paypal, venmo, zelle, etc.) and fees that might come with those transfers</p>	<p>Create structure of percentages taken and discounts that can be applied for customers and create a policy/agreement for these percentages</p>	2	4
<p>Brand Development #2</p> <p>How do we want to market ourselves? Who are we appealing to? Affiliations, colors/themes, etc.</p>	<p>Research demographics for our competing brands (age range, ethnicity/race/culture, occupation, gender, anything that can tell us about what they like, any data we can access)</p>	<p>Note down large/reoccurring groups in demographic and what they would gravitate to when looking at our company</p>	<p>Research colors/designs that competing companies use and note down ones that we like for our future website</p>	1	3
<p>Creating our logo:</p> <p>Create a logo for people to remember us by</p>	<p>Decide on brand colors/themes</p>	<p>Creation on canva or ChatGPT to ensure no copyright</p>	<p>Create a slogan that matches with our theme and mission</p>	2	2

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Website research(1): Research and brainstorm website design.	Research and review competing company websites (note categories and good or eye-catching features, if any)	Make a list of categories needed and what would be nice to have on the website from what our competitions have	Category ideas: template, sub sections for contact info, subscriptions, payments, reviews, etc and highlight what we want in our website	1	1
				total effort = 6	