

Build Your Stack

(Requirements)

I. Feature/User Requirements

- A. Only bracelets for the discount
 - 1. Inventory is over 300 SKUs
 - 2. Two types of finishes
 - a) Silver
 - b) Brass
 - 3. Each bracelet is available in both finishes
- B. Highlight the brand theme of “story creation”
 - 1. “We craft the Jewelry, you create the Story.”
- C. Allow users to filter between categories
 - 1. Color
 - 2. Shape
 - 3. Charm
 - 4. Meaning
- D. Include bracelet sizing information
 - 1. Regular
 - 2. Petite
- E. Ability to automatically save selections when leaving the page/feature
- F. A view where users can see their selection of bracelets stacked.
- G. Pricing visibility
 - 1. Each bracelet
 - 2. When stacked/ready to add to cart

II. Additional Notes:

- A. Each bracelet is handmade on-site and packaged together
- B. All marketing, sales, and production happens in one location, HQ in Rhode Island.