

Sample Product Backlog: PulseCRM

Epic: Lead Capture

Story 1: As a salesperson, I want to add a new lead with name, email, and phone so I can follow up later.

Story 2: As a salesperson, I want the system to validate email addresses so I avoid incorrect data.

Story 3: As a salesperson, I want to import leads from a CSV file so I can onboard quickly.

Epic: Deal Pipeline

Story 4: As a salesperson, I want to create a deal and assign it to a pipeline stage so I can track progress.

Story 5: As a salesperson, I want to update a deal's stage so I can reflect progress through the pipeline.

Story 6: As a manager, I want a simple pipeline view so I can see deals at each stage.

Epic: Contact Management

Story 7: As a salesperson, I want to view a list of all my contacts so I can manage them easily.

Story 8: As a salesperson, I want to tag contacts by source (e.g., referral, website) so I can segment them.

Epic: Email Follow-Ups

Story 9: As a salesperson, I want to send a pre-written follow-up email to a lead so I can save time.

Story 10: As a manager, I want to track whether emails were opened so I can measure engagement.