

	Feature Name	Description	Research supporting it
P1: Must-Have	Account Creation	User Sign In/ Sign Up.	Competitor analysis
	Logo	Well designed logo that speaks for the brand.	Competitor analysis, Secondary research
	Deals on popular items	Based on user's past purchases, show possible purchases that have been marked down	User interviews, Competitor analysis
	Free Shipping	Free shipping on purchases over \$50	User interviews, Competitor analysis, Secondary research
	Free Shipping on returns	Free return shipping on all orders	User interviews, Competitor analysis, Secondary research
	Search bar	Users are able to search desired item on the website	User interviews, Competitor analysis, Secondary research
	Categories	User is able to search by gender, age, product type, etc	User interviews, Competitor analysis
	Filter	User is able to narrow search by using appropriate filters: size, color, price	User interviews, Competitor analysis, Secondary research
	CTA button	Allow user to 'Add to cart'	User interviews, Competitor analysis, Secondary research
	Checkout	Ability to enter payment information to complete purchase.	User interviews, Competitor analysis, Secondary research
	Sizing chart	Display an accurate sizing chart.	User interviews, Competitor analysis
	Images	Images of clothing on real models.	User interviews, Competitor analysis
	Purchase model	Explain product lifecycle to reassure user about ethical and sustainable practices used to procure product.	User interviews, Competitor analysis
	Customer reviews	Review of products by other users.	User interviews, Competitor analysis, Secondary research
	Customer images	Ability for customers to upload images of purchased product	User interviews, Competitor analysis, Secondary research
	Product info	Show users details about the product such as fabric, color and sizing	User interviews, Competitor analysis, Secondary research
Newsletter	Users can sign up to receive news about discounts, new arrivals etc	Competitor analysis, Secondary research	
	Responsive website	Users can access website from multiple devices increasing chance of purchase	User interviews, Competitor analysis, Secondary research
	Contact Us	User is able to get in touch with customer support	User interviews, Competitor analysis, Secondary research
P2: Nice to have	Wishlist	User is able to save item to purchase later	Competitor analysis, Secondary research
	Social networks	To increase brand recognition.	Competitor analysis, Secondary research
	Past purchases	show items user could possibly purchase based on past purchases.	Competitor analysis, Secondary research
	Store locator	Ability for user to 'Find a store nearby'	Competitor analysis, Secondary research

	Rewards program	Users earn discounts/ cash back to increase brand loyalty	User interviews, Competitor analysis, Secondary research
	Track your order	Allows user to keep track of purchase	Competitor analysis, Secondary research
P3: Surprising and delightful	Looks	Helps a user purchase additional items which 'complete' the look	Competitor analysis, Secondary research
	What's trending?	Show what's popular right now.	Competitor analysis, Secondary research
P4: Can come later	Product story	Help user achieve a sense of fulfillment when shopping an item with a story behind it	User interviews, Competitor analysis
	Payment plans	Provide an incentive for user to purchase item.	Competitor analysis, Secondary research

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