

	Feature Name	Description	Research Support
Pt 1. Must Haves	Product Descriptions	Description of item including style notes, details & care, material	Market Research
	Add to Cart	Adding items into customer cart to let user know their item is saved in cart	Market Research
	Size options / quantity	Multiple sizing options and choice of quantity	Participant Interview
	Multiple Photos of product	Variety of photo options and angles	Competitor Analysis
	Search Bar	Search bar to find specific items	Competitor Analysis
	Men/Women/Plus Size Tabs	Tab options to easily navigate website	Participant Interview
	Purchase by credit card/Paypal	Input card info safely when checking out	Business Goals
	Guest Payment option	Using email to confirm purchase	Participant Interview
	Logo design	Memorable logo design for users to identify brand	Business Goals
	Account Creation	Membership creation for returning users	Business Goals
	Purchase Summary	Purchase summary of items bought with order #	Business Goals
Pt 2. Nice to Have	Email subscription	Sign up for email updates and deals	Business Goals
	Subscription/membership coupons	Extra discounts for returning users	Participant Interview
	“We think you’ll love” tab	Tab with products user may like based off of item in cart	Competitor Analysis
	Color options under photos	Display of color options of item	Competitor Analysis
	Shipping info	Tracking of shipment for user to navigate	Business Goals
	Back in Stock Emails	Emails notifying user when an item is back in stock in users size	Competitor Analysis
	Return informaton	Easily navigate through retun process for users to return and exchange items	Competitor Analysis
	Model measurements	Measurements of model and size model wears to get better estimate of sizing	Competitor Analysis
Pt 3. Suprising and Delighful	Reviews	Customer reviews on products	Competitor Analysis
	Sizing helper	Select size by height, weight and reviews	Competitor Analysis
	Free shipping	Free shipping for orders	Market Research
	Student Discounts	Discount for students	Competitor Analysis
	Full outfit product description	Description of each item in photo and product description	Competitor Analysis
Pt 4. Can Come Later	Payment plan options	Payment plans such as Klarna	Competitor Analysis