

	Feature Name	Description	Research Support
P1: Must-Have	Account Creation	User registration, sign in, and account page to access personalized information such as favorites, address info, previous purchases, etc.	Secondary research Competitor analysis
	Responsive Design	Website must scale and re-arrange to accomodate all devices and users	Design brief Business goal Secondary research
	Modern Logo	On-trend logo with broad appeal	Design brief Business goal
	Search Bar	Use keywords to find exact items without category navigation and auto-generated filters	User research Competitor analysis
	Filters & Sort	Narrow selection based on style, size, color, price	Design brief Business goal User research Competitor analysis
	Categories	Organized menus for finidng specific items. Men's, Women's, Kids, Sales, Gifts. Special sizes as subcategories or as a main category. Styles as sub-categories.	Design brief Business goal User research Competitor analysis
	Promos/Sales	Found thoroughout site but also as a main category	User research Competitor analysis
	Gift Cards	Ability to buy gift cards. Set up as a sub-categories	Competitor analysis
	Gift Guides	Curated lists of products for those looking to buy for someone else and are not sure where to start	User research Competitor analysis
	Images	Multiple angles of products on model and flat-lays, showing fit and texture of material. No mannequins.	Competitor analysis
	Free Returns	Pre-paid postage and/or ability to return to store or carrier drop-off location	User research Competitor analysis
	Reviews	Customer reviews, ratings, and ability to submit user-generated photos and video	User research Secondary research Competitor analysis
	Shipping	Free shipping w/minimum, multiple options, estimated delivery timeframes.	Secondary reasearch User research Competitor analysis
	Store Pickup & Locator	In-store pickup with curbside option, and locator based on provided zip code for guests or account saved address data	Secondary reasearch User research Competitor analysis
	Order Tracking	See where item is in delivery or pick-up process	User research Competitor analysis
	Product Description	Detailed yet concise info containing model dimensions, product material, care instructions, style association, and description of fit	User research Competitor analysis
	Sizing Chart	Chart with dimensions for proper size	Competitor analysis
	Add to cart	Button to add item to cart on gallery page or product detail page. Confirmation screen with options to keep shopping, view cart, checkout, close/auto close	User research Competitor analysis
	Back Refresh Behavior	Pressing back button returns user to previous page's scroll location, not the top of the page or scroll	User research Competitor analysis
	Broad Selection	All ages, genders, sizes, and styles	Design brief Business goals Competitor analysis

	Favorites or Wishlist	Users can save items liked or for comparison later, that can be shared with a link	User research Competitor analysis
	Suggested Items	Shows users similar items based on previous purchases or products viewed	Competitor analysis
	Live Chat with Associate	Chat in real-time with a human for any needs	Competitor analysis
	Secure Checkout	Cybersecurity and privacy systems for users	Competitor analysis
	Call Center Number	Phone number to call center for any needs	Competitor analysis
P2: Nice to have	Review Filters	Ability to filter and sort reviews on size, fit, height, weight, quality	Competitor analysis
	Collections	Designer collaborations and featured groupings or styles, looks, moods, use	Competitor analysis
	Share Function	Share links to favorites/wishlists from account, and products from within the product detail page	Competitor analysis
	Search Image Preview	Search entries give image results of products in addition to text results	Competitor analysis
	Sizing Wizard	Questionnaire about desired fit, body type, and personal dimensions that gives a suggested size	Competitor analysis
	Images with Model Size info	Model dimensions visible on the image for each model used	Competitor analysis
P3: Surprising and delightful	Persistent Categories	Always visible top or side nave category menus	User research Competitor analysis
	Persistent Filters	Always visible top or side nave filters menus	User research Competitor analysis
	Rewards Program	Points towards future purchases	User reviews Competitor analysis
P4: Can come later	Quick View	Click on main gallery item thumbnail image and see small version of product detail page, including	Competitor analysis
	Recently Viewed	Shows products looked at recently, on home page, galleries, and product detail pages	Competitor analysis
	Chatbot	AI customer assistant for common needs or FAQ	Competitor analysis
	Persistent Feedback Button	Always visible feedback button or tab	Competitor analysis
	Language selector	Choice of language	Competitor analysis
	Video/Motion	Videos or motion showing featured on home or gallery pages, or nested in product detail pages	Competitor analysis
	Hover Image Behavior	State change on hovering over gallery thumbnail images to show alternate angles	Competitor analysis