

	Feature Name	Description	Research supporting it
P1: Must-Have	Log in	User registration, sign in, and account page so the user can access all their relevant and specific data such as previous purchases.	Competitor analysis: tool for generating a user base and loyalty
	Category on the top of navigation	differentiate the gender and the age section (men/women/kid etc)	competitor analysis
	Search bar	quick search, users can type keyword query to find wanted items.	competitor analysis, user research
	Sort and Filter	users can filter the sizes, color, price, available In-store	competitor analysis
	Shopping bag	User can check, remove or add more products they wish to purchase	competitor analysis
	Track my order	help to track where is the product and when they arrive	competitor analysis
	My Save	feature helps the users to add their wishlist and compare their products at the same time	competitor analysis, user research
	Size guideline	detailed size information for users to figure out their size	competitor analysis, user research
	Sales/Promotion	feature helps customers to buy the cheapest clothes	competitor analysis, user research
	Return Policy	Helps user to get the transparent return policy before making the purchase decision	competitor analysis, user research
	Product Information	Material information	competitor analysis, user research
	Review and Rate	Reviews and Rates of other customers taking about the product	competitor analysis
	Items bought with	Help users to find out more products matching with the current clothes	competitor analysis
	Similar items	Users can find another similar item at cheaper prices	competitor analysis
	Help	List the general information about Midori such as FAQ, Customer Service, Privacy Policy, Gift Card, etc	competitor analysis
	Follow Us	Connect Users with social network	competitor analysis
	Live Chat	Help users to answer their question	competitor analysis
Find a store	Help users to know the specific address in their areas	competitor analysis	
P2: Nice to have	Hashtag #MirrorStyle	Photo of customers using the product and share their favorite pieces	competitor analysis
	Magazine/Lookbook	Update the latest trend	competitor analysis, user research
	Enlarge the photo	deep understanding the product without leaving the page	competitor analysis, user research
	Shop the story	Tell the theme story by listing the similar products	competitor analysis
P3: Surprising and delightful	Sign Up Pop Up for Discount	Encourage the customers to register the account to receive the discount.	competitor analysis
	Sales Countdown	Timer on the top of page to show how much time is left before the sales end	competitor analysis, user research
P4: Can come later	Download the app	Users can download the app and see separately from mobile site version	competitor analysis
	E-Gift Card	Users can buy their gift card or check the balance in their gift card	competitor analysis
	Change the country/currency	Target to other markets outside US, helps users to know how much the items are in their currency	competitor analysis