

	Feature Name	Description	Research supporting it
P1: Must-Have	Account Creation	Users can register for an account to save wish lists and view order history.	Secondary research, competitor analysis
	Product search	Simple search for products based on various criteria.	User interviews, secondary research
	Gift cards	Ability to purchase gift cards both electronic and mailed.	User interviews, secondary research
	Filterable products	Browse products by narrowing down criteria.	User interviews, secondary research
	Restaurant locator	Find a nearby restaurant by looking at a map or searching by zip code.	Secondary research, competitor analysis, user interviews
	Local pickup	Select to pickup locally during checkout process.	Secondary research, competitor analysis, user interviews
	Order status/history	See order history and track the status of a current order.	User interviews, secondary research
	Scheduled delivery	Choose the delivery date to accommodate special events.	Secondary research, competitor analysis
	Accessibility	Must conform to disability accessibility and about to be viewed on all devices.	Secondary research, competitor analysis
	Clear navigation	Easy to navigate and find information and products.	User interviews, secondary research
	Food boxes	Select predefined and customizable food boxes. Subscriptions available.	User interviews, secondary research
P2: Nice to have	Shopping cart	Cart to show price and see estimated shipping and delivery.	Secondary research, competitor analysis
	Food source map	See where food is sourced and origin country.	User interviews, secondary research
	Wish list	Add products to wish list to view later.	Secondary research, competitor analysis, user interviews
	Email sign up	Capture email to stay in contact and provide discounts and other offers.	Secondary research, competitor analysis
P3: Surprising and delightful	Recipes	See recipes that can be made using the ingredients sold.	Secondary research, competitor analysis, user interviews\
	Instagram feed from current customers	Gallery feed of users who are enjoying their food boxes and seafood ordered.	Secondary research
	Video promotions	Videos showing people enjoying seafood products.	Secondary research
	Customer reviews	Real people talking about their experience.	Secondary research, competitor analysis
P4: Can come later	Social media accounts	World Smokehouse social accounts.	Secondary research, competitor analysis
	Rewards system	Rewards for purchases.	Secondary research, competitor analysis
	Blog	Articles from World Smokehouse.	Secondary research, competitor analysis
	Companion app	App for ordering and tracking and recipes.	Secondary research