

6 Major Feature Categories	Home Page	Checkout	Product Development: Feature Roadmap MIRROR	
	Product Description	Search and Navigation		
	Customer Experience	Account Creation		
	Feature Category	Feature Name	Description	Research supporting it
P1: Must-Have	Account Creation	User Profile	User registration, sign in, and account page so the user can access all their relevant and specific data such as previous purchases.	Customer Interviews
	Account Creation	Customized user accounts	Create a user's profile with their customized measurements, style preferences, and likes/dislikes, to suggest products accordingly	Customer Interviews
	Account Creation	My orders	The profile allows users to view past orders, track current orders, pause/update during transit (if, needed), etc.	Competitive Analysis, Secondary Research
	Customer Experience	Product delivery	Free shipping and fast delivery options	Customer Interviews, Competitive Analysis
	Customer Experience	Product return	Convenient options for product returns - Free shipping for returns and pick-up at door options with/without extra fees	Customer Interviews, Competitive Analysis
	Customer Experience	Updated in-store availability	Constantly updated product inventory online for the user to be able to immediately find what they are looking for	Customer Interviews, Competitive Analysis
	Customer Experience	Responsive site	Online store accessibility from any device at anytime	Customer Interviews, Competitive Analysis, Secondary Research
	Search and Navigation	Search bar	Ability to search for a particular product using the product description	Secondary Research
	Search and Navigation	Multiple and elaborate filters (eg. Include styles of jeans, fabric, size, etc.)	The option of a variety of product characteristics to be used for filtering	Customer Interviews, Competitive Analysis
	Product Description	True fit' sizing options and accurate size charts	True Fit is a data-driven personalization platform for footwear and apparel retailers that decodes personal style, fit, and size for every consumer, every shoe, and every piece of clothing.	Customer Interviews, Secondary Research
	Product Description	Suggestions for 'you may also like'	Better and apter recommendations for similar products	Customer Interviews, Competitive Analysis
	Product Description	Model Information	Information about not only the height and built, but also the body structure of the model	Customer Interviews, Secondary Research
	Product Description	Product ratings	Easily viewable and feedable product rating option	Customer Interviews, Competitive Analysis
	Product Description	Product reviews	Easily viewable and feedable product review option for the user to understand fellow users experience with the product	Customer Interviews, Competitive Analysis
	Product Description	Q&As for products	Space where users can ask questions about a specific product which can, in turn, be answered by the fellow users and/or customer service agents	Customer Interviews, Competitive Analysis
	Home Page	Quick View	An option to view the product while scrolling through a large collection. Not having to for the specific product page to view multiple photos.	Competitive Analysis
	Home Page	Mark as favorite	An option for the user to mark a product favorite while scrolling, to view and decide later.	Customer Interviews, Competitive Analysis
	Home Page	Video thumbnails of the product	One thumbnail to be a video of a model wearing the product for a better understanding	Customer Interviews
	Home Page	Product Categorization	Accurate product categories to match with the filters	Customer Interviews
	Home Page	Size options on the homepage	Without having to go to the product page, the user to have an option of checking the size available on the products page	Competitive Analysis
Checkout	Locate your store	Option for the user to locate his/her nearby store followed by an option to check availability	Customer Interviews, Competitive Analysis	
Checkout	Update/remove from the cart	The option to update/edit the cart while scrolling, and not having the need to go to the cart for it	Customer Interviews	
Checkout	Payment mode	Multiple payment options	Customer Interviews	
P2: Nice to have	Customer Experience	Bot/live customer support chat	Customer service chatboxes and easily accessible customer service options	Customer Interviews
	Checkout	Reminders for 'saved' items	Push notifications as reminders for items saved in the user's cart	Secondary Research
	Checkout	Save for later	An option for the user to mark a product 'save for later' while proceeding to checkout	Customer Interviews
	Home Page	Sales and Discount coupons	Sales, limited time offers, and page with sales and discount coupons for users to find deals easily	Customer Interviews, Competitive Analysis
	Search and Navigation	Virtual search	Search by uploading pictures	Secondary Research
	Account Creation	Loyalty programs	Ability to earn and redeem points for loyal customers	Competitive Analysis
	Account Creation	AR technology to include camera access to take users body measurements	While creating a profile or while selecting a particular product, the user can have the option of enabling access to the camera	Secondary Research
	Product Description	Complete your look	Suggesting of pairing the right products to complete the look	Customer Interviews, Competitive Analysis
P3: Surprising and delightful	Customer Experience	Newsletter subscription	Get the latest news about product variety, upcoming sales, latest trends, etc.	Secondary Research
	Product Description	Customization notes option	Option for the user to be able to send out customization notes as and when Mirror starts alteration and tailoring	Customer Interviews
	Checkout	Gift wrapping options	Ability to buy, gift wrap, and send a product online	Competitive Analysis
	Checkout	Same day delivery options	With an extra cost or membership programs, an option for the user to receive the product on the same day	Customer Interviews, Competitive Analysis
	Checkout	One-click purchase	For users with profiles (whos size and payment data are already fed in), the option to buy the product with a minimal number of clicks.	Competitive Analysis
P4: Can come later	Customer Experience	Mobile Application	A mobile application for a better user interface	Competitive Analysis
	Customer Experience	Blogs and magazines	A blog space for viewers to read about the latest trends, and stylists to write and share their knowledge	Secondary Research
	Product Description	Warnings of faux-pas	Suggesting of pairing the right products to complete the look	Customer Interviews
	Product Description	Alteration options	Option for users to get alterations and fittings right	Customer Interviews