

	Feature Name	Description	Research supporting it	
P1: Must-Have	Intuitive Navigation	Clear Categories: Well-defined and easy-to-understand categories for products. Breadcrumbs: To help users track their browsing path	User Interview Competitor analysis	
	Effective Search Functionality	Advanced Search Filters: Allow users to filter search results by various attributes (e.g., price, brand, product type). Predictive Search: Auto-suggestions as users type in the search bar.	User Interview Competitor analysis	
	Visual Appeal and Modern Design	High-Quality Images: Clear, high-resolution images for products. Consistent Color Scheme: Use a consistent and appealing color palette throughout the site. Whitespace Utilization: Clean layout with ample whitespace to avoid clutter	User Interview	
	Detailed Product Information	Comprehensive Descriptions: Detailed information about products including ingredients, uses, and origins. Customer Reviews: User-generated reviews and ratings for products.	User Interview	
	User-Friendly Interface	Simplified Checkout Process: Streamlined and minimal steps for the checkout process. Easy-to-Find Promotions: Highlight new arrivals, sales, and special promotion	User Interview	
P2: Nice to have	Mobile Responsiveness:	Responsive Design: Ensure the website works seamlessly on various devices, including smartphones and tablets. Mobile-Friendly Navigation: Simplified menus and easy-to-click elements for mobile users	User Interview	
	Enhanced Community and Brand Communication	About Us Section: Clearly communicate Eugenia's mission, values, and history. Blog or Recipes Section: Provide recipes or cooking tips to engage users who love to cook.	User Interview Competitor analysis	
	Improved Usability Features	Wishlist Functionality: Allow users to save products for future purchases. Account Management: Easy access to user accounts, order history, and saved preferences.	User Interview	
	Security and Privacy	Secure Payment Options: Ensure all payment processes are secure and encrypted. Privacy Policy: Clear communication of user data handling and privacy policies.	User Interview	
P3: Surprising and delightful	Accessibility Features	Screen Reader Compatibility: Ensure the website is accessible to users with disabilities. Keyboard Navigation: Full website functionality via keyboard shortcuts	Competitor analysis	