

PRIORITY LEVEL	PRIORITY ONE		PRIORITY TWO		PRIORITY THREE	
GOAL	How might we help Palm view how her new furniture will fit into her current space?		How might we offer a seamless online and in-store shopping experience?		How might we help Pam to share her preference of new furnitures visually with her friends and families?	
	FEATURES	DESCRIPTION	FEATURES	DESCRIPTION	FEATURES	DESCRIPTION
	AR: Real Furniture Photography	Use real furniture photography	AR: Product Barcode	Allow users to scan the barcode of each furniture and save for later. So users can use it to veiw in their space afterwards.	AR: Taking pictures	Allow users to take AR pictures
	AR: Furniture Measurements	Show measurements of furniture	AR: Personalized Picture/ Visual Search	Allow users to use a picture they took to visualize in their room and search for similar items	AR: Sending pictures	Allows users to text AR pictures to friends/ families
	AR: Personalized Filtering	Switch between different colors, fabrics and offer detailed product information- material, availability, retailer	Product Category, Brands, Style	Filtering and sorting options are provided for users to quickly find more furniture options.	AR: Share pictures in SM	Allows users to post AR pictures in their social media
	AR: Furniture Position	Allow users to adjust a position of furniture	Product recommendation	Based on filtering, give users similar product recommendations.		
	AR: Room Scanning	Allow users to scan a room where putting a new furniture accurately	Seasonal Inspirational Products	User can access to the page for seasonal inspirational products		
	AR: Save Layout	Save the layout for future shopping				
METRICS	The number of people and new users who use AR mode The number of purchase from AR mode		The number of people who scan barcodes The number of purchase from barcodes The number of purchase from product recommendation, categories, seasonal collection pages		The number of people using AR pictures The number of people sharing in SM The number of people texting	

<p>P1: Must to have</p>	<p>Account Creation Log in and sign up AR: Real Furniture Photography AR: Furniture Measurements AR: Personalized Filtering AR: Furniture Position AR: Room Scanning AR: Save Layout Products Catalog Search Engine Product Contents Profile Page Store Access Barcode</p>	<p>User resgistration, sign in, and account page so the user can access to their personal page Ability to log in and sign up Use real furniture photography Show measurements of furniture Switch between different colors, fabrics and offer detailed product information- material, availability, retailer Allow users to adjust a position of furniture Allow users to scan a room where putting a new furniture accurately Save the layout for future shopping Full catalog utilizing various filters and sorting options based on materials, colors, brands, item availability in the store User can search products by category, store, and pictures Direct access to products from home screen A direct access to see favorite products An access key to enter the store, finding the favorite products from online shopping, guide locations etc to help a better experience in the store shopping</p>
<p>P2: Nice to have</p>	<p>Product Barcode AR: Personalized Picture Product Visual Search Product recommendation Seasonal Inspirational Products</p>	<p>Allow users to scan the barcode of each furniture and save for later. So users can use it to veiw in their space afterwards. Allow users to use a picture they took to visualize in their room. Allow users to use a picture they took to search similar items. Based on filtering, give users similar product recommendations. User can access to the page for seasonal inspirational products</p>
<p>P3: Surprising and delightful</p>	<p>AR: Taking pictures AR: Sending pictures AR: Share pictures in SM AR: Navigation Map</p>	<p>Allow users to take AR pictures Allows users to text AR pictures to friends/ families Allows users to post AR pictures in their social media Guide users where the products are located in the store.</p>