

	Feature Name	Description	Research supporting it
P1: Must to have	UI Design	UI features well represent Harbs brand	
	Homepage	The landing page features all product and company categories	Competitive Analysis, Interview
	About Us	Share the value and mission of the brand	Competitive Analysis, Interview
	Landing page	A visual presentation of brand before enters the homepage	Competitive Analysis, Interview
	Product Photo	High quality of photos of cakes, food, teas	Competitive Analysis, Interview
	Search	Search tool accessible from every page, locate at the top on each page	Competitive Analysis, Interview
	Search Results	Search result page	Competitive Analysis, Interview
	Shopping Cart	List of all products that have been added to cart with option to check out	Competitive Analysis, Interview
	Shipping Method	Easy and quick way to access to proceed with shipping options; list of all options for shipping includes pick-up/ 2 hour delivery, one day delivery, etc	Competitive Analysis, Interview
	Account Settings	Sign up and sign in to the account	Secondary Research
	Checkout	Seamless checkout flow in which users can review and edit their shopping cart, enter payment contact info, choose shipping options to finalize the order	Competitive Analysis, Interview
	Confirmation Page	Page displayed after purchase made that confirms to the user that their order is complete	Competitive Analysis, Interview
	Location	Share the location of restaurants in NYC	Competitive Analysis, Interview
	Links to social media imagery	Easy access to a Instagram to share the pictures with friends and family	Interview
P2: Nice to have	Related product recommendation	List of similar products at the bottom of product detail pages	Interview
	Email Newsletter	Sign up section for weekly or monthly newsletters for marketing	Competitive Analysis, Interview
	Social Pictures	Showing the pictures of product which shot by other people	Interview
	Review	Description of products from customers	Competitive Analysis, Interview
	Favorite List	A way to mark the favorite products	Secondary Research, Interview
P3: Surprising and delightful	Multiple Photos	Super high quality of product photos at various angles	Secondary Research, Interview
	Blog	A page share general information or news about desserts	Secondary Research
	Ingredient Information	Information of ingredients of products	Secondary Research
	Detail product description	Describe clearly about the products includes: serving size, availability at a physical store,	Secondary Research
	Detail location information	A page which consists of high quality of restaurant pictures with store informations	Secondary Research
	Press page	Showcase of any featured press	Secondary Research
	Careers	Any career opportunity at Harbs	Secondary Research
	Marketing Promotion	Share any seasonal marketing promotion	Secondary Research

P4: Can come later

Product availability by locations

Product has a indication by different locations

Secondary Research, Interview