

Feature Roadmap - MIRACLE			
	Feature Name	Description	Research supporting it
P1: Must-Have	Responsive Website	A fully responsive website that displays the brand's products and services. Website adapts to the device it is being viewed on.	SME interviews, competitor analysis, usability testing
	Brand Logo	Represents the brand's identity and acts a link to the website's homepage.	Competitor analysis, secondary research
	Search Bar	Allows customers to search for products. Upon clicking and typing, a dropdown will appear with autofill options/predictions.	Competitor analysis
	Navigation	Navigation bar showcases clickable options. When cursor hovers over an option, a dropdown menu appears with additional options.	Competitor analysis, user interviews
	Examples: Shop All, Browse By, Best Sellers, About Us		
	Sign Up / Account Creation	User registration will lead the customer to a page where they can sign up and create an account.	Competitor analysis, secondary research, focus group
	Sign In / Profile	Sign in and profile page so the user can access all their relevant and specific data such as previous purchases.	Competitor analysis, secondary research, usability testing
	Social Media	Customers can keep with the brand's latest announcements via different social media platforms.	Competitor analysis, secondary research, user interviews
	Examples: Instagram, Facebook, YouTube, etc.		
	Product Listings	Showcases a variety of products, filter options, quick view of item, ratings, etc. Examples: Products, Cursor Hover Quick View, Product Filter Options, Sort By Options, Items Per Page Options	Competitor analysis, user interviews, usability testing
P2: Nice to have	Product Page	Showcases product details. Example: Product Photos, Price, Description, Ingredients, "Add to Cart" button, How To Use section, Reviews & Ratings, etc.	Competitor analysis, secondary research, user interviews
	Customer Reviews & Ratings	Found under the Product Details section. Customers can read reviews and leave a review. Reviews section also offers filter options. Examples: Reviews, Filter Options, "Leave a Review" button, etc.	Competitor analysis, user interviews, user surveys
	About Us	Provides customer with a background about the brand and the brand's philosophy.	Competitor analysis
	Store Locator	Gives customer the option to find store locations based on the country, city, and/or zip code they provide.	Competitor analysis, user interviews
	Favorites / Wish List	Customers can view the products they added to their wish list.	Competitor analysis, user interviews
	Chat Bot / Live Chat	Automated chat bot and live chat with customer support team.	Competitive analysis
	Shop Links	Links found under the navigation bar that will lead to product listings. Examples: Shop Skincare, Browse By, Best Sellers	Competitive analysis
	Footer	Footer contains links to all the brand's information. Examples: About, Help, Social Media, etc.	Competitor analysis, usability testing
	FAQ	Answers to frequently asked questions.	User interviews, competitor analysis
	Rewards Program	A points program that provides customers with rewards and other perks.	Competitor analysis, user interviews
P3: Surprising and delightful	Samples	Service that provides customer with product samples before they commit to a specific product.	SME interview, competitor analysis
	Product Suggestions	Product specialists will provide expert suggestions	SME interview, competitor analysis
	Special Offers	Website will provide special offers on certain products.	Competitor analysis
	Coupons	A coupons page will provide current coupon codes.	Competitor analysis, user interviews
	Fast Shipping	Brand will provide the fastest possible shipping based on customers location.	Competitor analysis
	International Shipping	Brand will be available to purchase and ship worldwide.	Competitor analysis
	Free Returns	If a customer is not happy with a product, the brand will provide a prepaid shipping label for a free return.	Competitor analysis
	Birthday Gift	Customer who have a profile with the brand will receive a birthday gift.	User interviews
	Region & Language Selector	Customers will have the option to select their region and language.	Competitor analysis, user interviews
	Currency Selector	Customers will have the option to select their region's currency.	Competitor analysis, user interviews
P4: Can come later	Personalized Skin Quiz	Customers can take an online skin quiz to find out what products would work best for their skin type and skin concerns. Free service.	SME interviews, user interviews
	Personalized Skin Consultation	Customers can schedule an in-person appointment with a skin specialist to determine what products would work best for them. Paid service.	SME interviews, competitor analysis
	Product Suggestions	Based on a customer's skin quiz and/or skin consultation, a product specialist will provide expert suggestions.	SME interviews, competitor analysis
	Blogs	Featured articles and posts will be shared from the brand, dermatologists, customers, etc.	Competitor analysis, user interviews
	Subscription Boxes	Customers can sign up for monthly subscription boxes that will contain new and featured products.	Competitor analysis, user surveys
	Newsletter	Customers can sign up with their email to receive monthly newsletters and updates.	Competitor analysis
	Press	Press page will showcase all of the places the brand has been featured both online and offline.	Competitor analysis