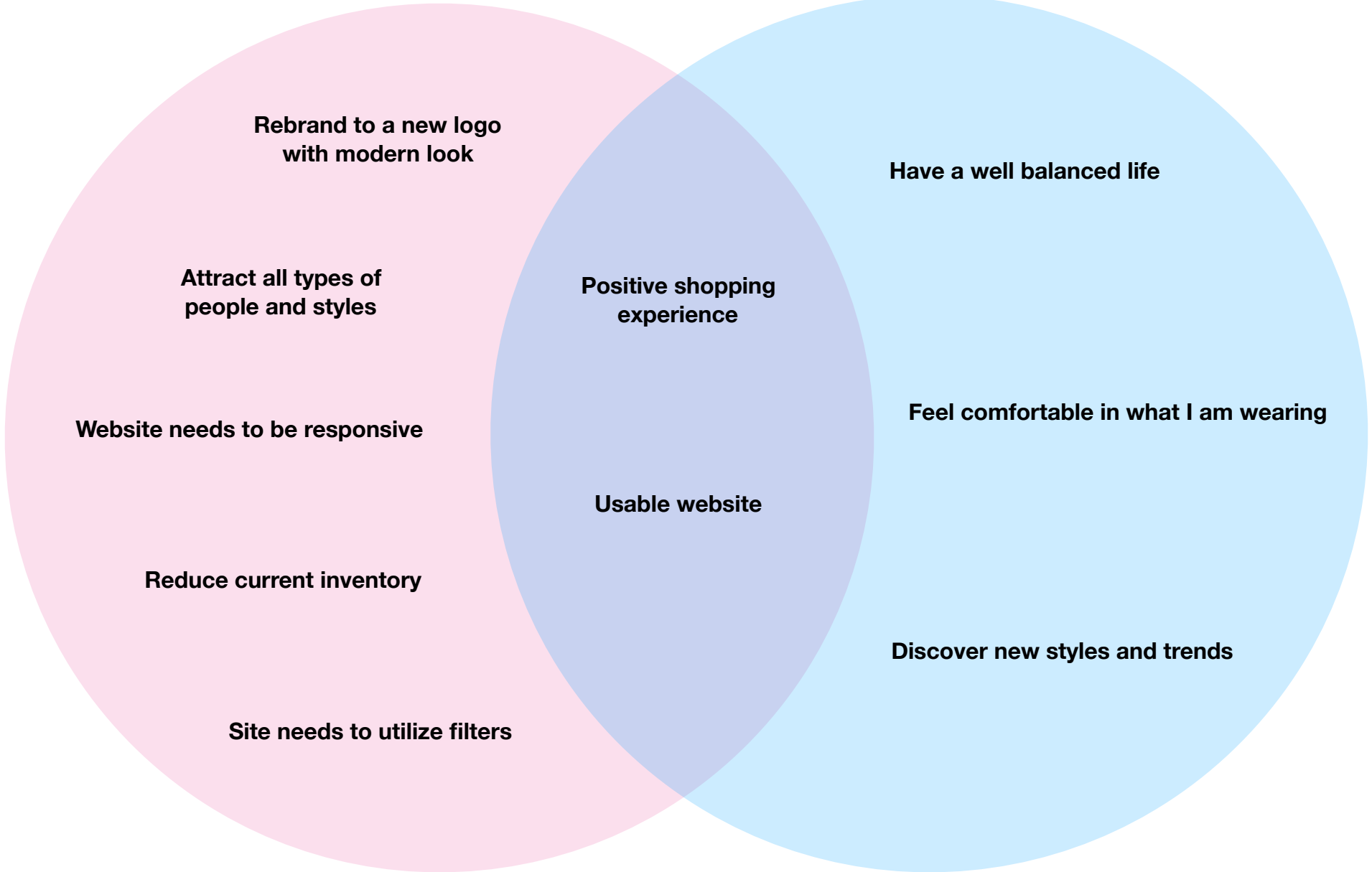


PROJECT GOALS: MIRROR

BUSINESS GOALS

USER GOALS



COMMON GOALS

PRODUCT DEVELOPMENT - FEATURE ROADMAP

MUST HAVE

NICE TO HAVE

SURPRISING AND DELIGHTFUL

CAN COME LATER

FEATURE NAME	DESCRIPTION	PRIORITY	SUPPORTING RESEARCH
GENERAL			
Store Location	Provide a store locator with related store information	NICE TO HAVE	Competitive Analysis, User Interview
Return/Exchange Policy	Returns and Exchange policy is clearly stated for customer ease	MUST HAVE	Competitive Analysis
Promotions	Opportunities for customers to save on purchases	MUST HAVE	Competitive Analysis, User Interview
Customer Support	Online support for customers as the browse	MUST HAVE	Competitive Analysis
Contact Us	Easy to find contact information for customer	MUST HAVE	Competitive Analysis
Foreign Currency	Support for worldwide customer base	SURPRISING AND DELIGHTFUL	Competitive Analysis
Multi-Language support	Support for worldwide customer base	SURPRISING AND DELIGHTFUL	Competitive Analysis
MEMBERSHIP/ACCOUNT			
Account Creation	New user registration	MUST HAVE	Competitive Analysis
Social Signup	Customer can use Twitter, Facebook or Gmail to sign up	SURPRISING AND DELIGHTFUL	Competitive Analysis
Email Subscription	Customer can receive advertisements, promotions and event information	MUST HAVE	Competitive Analysis, User Interview
Membership Option	Special membership deals offered for those customers who want this option	SURPRISING AND DELIGHTFUL	Competitive Analysis
BROWSING			
Search	Site and product search	MUST HAVE	Competitive Analysis
Filtering	Filtering so user can find what they want by certain criteria	MUST HAVE	Competitive Analysis, User Interview
Categories	Organized product categories for helpful search	MUST HAVE	Competitive Analysis
Quick Preview	View product information without having to click into product page	SURPRISING AND DELIGHTFUL	Competitive Analysis
Personalized Recommendations	Product recommendations based on users browsing history	CAN COME LATER	Competitive Analysis, User Interview
PRODUCTS			
Product Images	Multiple angles and model photos of product in use	MUST HAVE	Competitive Analysis, User Interview
Product Details	Product information such as description, materials and product care	MUST HAVE	Competitive Analysis, User Interview
Customer Reviews	Quality customer reviews with rating system	NICE TO HAVE	Competitive Analysis, User Interview
Sizing Chart	Easy to understand sizing chart	MUST HAVE	Competitive Analysis, User Interview

PRODUCT DEVELOPMENT - FEATURE ROADMAP

MUST HAVE

NICE TO HAVE

SURPRISING AND DELIGHTFUL

CAN COME LATER

FEATURE NAME	DESCRIPTION	PRIORITY	SUPPORTING RESEARCH
PRODUCTS (cont)			
Product Video	Video of product in use on model	CAN COME LATER	Competitive Analysis, User Interview
Model Details	Description of model sizes	SURPRISING AND DELIGHTFUL	Competitive Analysis, User Interview
Check In-store Availability	Option for user to see if product is available in-store for pickup	CAN COME LATER	Competitive Analysis, User Interview
Inventory Status	Shows live quantity amount for this product	CAN COME LATER	Competitive Analysis
CHECKOUT			
One-click Checkout	Quick and easy checkout process for members	CAN COME LATER	Competitive Analysis
Adjust Order in Cart	Ability to change quantity or remove item from cart	MUST HAVE	Competitive Analysis
Multiple Payment Options	Options for user to pay with card, paypal, gift card, etc.	MUST HAVE	Competitive Analysis
SOCIAL			
Share with Social	Share products on social media	SURPRISING AND DELIGHTFUL	Competitive Analysis
Blog	Posts about fashion, trends, news, products to help with SEO	SURPRISING AND DELIGHTFUL	Competitive Analysis, User Interview
Social Integrations	Users can purchase products from Instagram and Facebook	CAN COME LATER	Competitive Analysis
“Seen on Social” section	Social feed from Instagram of customers wearing Mirror products	CAN COME LATER	Competitive Analysis, User Interview
NOTIFICATIONS			
New Customer	User receives email when they sign up as a customer	MUST HAVE	Competitive Analysis
New Order	User receives email when they place an order	MUST HAVE	Competitive Analysis
Order Status	User receives email when some changes on their order	MUST HAVE	Competitive Analysis, User Interview
Abandon Checkout	User receives email notifying them they left checkout without making a purchase	MUST HAVE	Competitive Analysis
Order Tracking	User receives email with tracking information when order is shipped	MUST HAVE	Competitive Analysis, User Interview