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Social Integrations Users can purchase products from Instagram and Facebook
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