	Feature Name	Description	Research Supporting It
MUST HAVE	Account/Login	So user can see their previous purchases and returns also increase customer loyalty	Competitive analysis
	Navigation bar	Must be easy to find. Must include women, men, boys, girls and be consistant across all pages ie non disappearing	Interviews and Competitive Analysis
	Search Bar	Direct Navigation tool - optimised to fill in most searched items	Interviews
	Check out	Quick purchase option. Must be uncluttered and simple to navigate with alternative payment options and payment summary	Competitive analysis
	Favourited items/wishlist	Expected by users as a feature; encourages user to return to potential purchases	Competitive analysis
	Filter for size and colour	Enhanced search options to make it easier for users to filter options	Interviews
	Delivery Info	Several delivery options and clear expectations set for each. Must include option to collect in-store to remind the online shopper of brands physical presence	Competitive analysis
	Returns Policy	Must have step by step instructions on how to return items and length of time to expect a refund. Focus on simple and easy process	Interviews and Competitive Analysis
	Accessibility	Needed to be inclusive	Competitive analysis
	Terms and Conditions	Required by Law	Competitive analysis
	Cookie settings	Required by Law	Competitive analysis
	Language	Important to have option to change language to help increase customer base and remain inclusive. Can start with top five countries with most stores and roll out gradually across the individual countries	Competitive analysis
	Store Locator	This is important option for those who are ordering into the store	Competitive analysis
	FAQ & Contact us	Useful tool screen and answer general customer queries before users seek additional support	Competitive analysis
	Pricing filter	Brand aims for the budget minded so this wil be an important tool	Interviews and Competitive Analysis
	Shop by category	Expected by users as a feature: Tops, bottoms, Jackets & coats, dresses, jumpers and cardigans, Lingerie and Lounge wear	Competitive analysis
	Social responsibility/ Sustainability	Not required to be on every page but at least displayed somewhere on website. This is becoming increasing important to younger generation and hopeful future customers of the brand	Competitive analysis
	Star ratings and customer reviews	Potential customers can be swayed to purchase an item based on this. Some will not purchase without a review.	Competitive analysis
	Newsletter sign up	So can track if customer base is increasing and keep users up to date with useful information	Competitive analysis
	Size Guide	Expected by users. Needs to be clear, easy to understand and visible	Interviews and Competitive Analysis
	Responsive	Must be accessible from desktop, mobile and tablet	Competitive analysis
	Product Listing	Clear labels for clothes, mindful of white space to ensure website remains uncluttered	Interviews and Competitive Analysis
NICE TO HAVE	Refund notification	Emails confirming refund has been processed, builds customer trust	Competitive analysis
	Problem reporting tool	So can track common customer issues and react more efficiently	Competitive analysis
	Survey and feedback	Send out occasional feedback surveys to customers (if they agree) which can be used to make further iterations on the site	Competitive analysis
	Order and return tracking	To keep users updated at each step and build trust with the brand	Competitive analysis
	Customer loyalty programm	Incentive for customers to return to the store	Competitive analysis
	E-gift cards	Environmentally friendly and ensures money will be spent at Mirror	Competitive analysis
	Personalised Recommendations	Personal shopping touch, based on users previous searches	Competitive analysis
CAN COME LATER	Sizing filter	Returning customers can enter their measurements and apply it as a filter to all clothes searches. Helpful to figure out how your size changes for different fabrics.	Competitive analysis
	Live chat or chat bot	24/7 support for users to build trust with the brand	Competitive analysis