

Feature Name	Describe the feature	Which Persona does this feature support?	Membership Level	Mobile Only?	Priority (P1-P6)	Existing Research? (Validates Feature)	Who wants it? Customer, Sales, Marketing, Product, Engineering
Log in	Users can register an account so that they can check their order history and online dollars. Also they can use 1-click order to save time as the account saved their payment info.	People used to do online grocery shopping (Young, like browsing internet)	Free. Applies to all membership levels	Desktop & Mobile	P1	We have no existing research of our own.	Customer, Sales, Marketing
Order History	Users can review their order history and understand more about their taste, like what their favourite food is and what the food are bad. It also helps them to see their money spending.	Busy young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P1	We have no existing research of our own.	Customer, Sales, Marketing
Promotion	It is like the Japanese thankful week, it is a promotion period and some limited edition package can be purchased during that time. It can influence customer's behaviour and the trading will increase a lot.	Economical user (keep eyes on the price)	Free. Applies to all membership levels	Desktop & Mobile	P2	We have no existing research of our own.	Customer, Sales, Marketing
Best Seller	The best seller is like the summary of the mass taste. Best sell product has good reputation so it can help customer easier to choose.	Busy user (lazy, curious)	Free. Applies to all membership levels	Desktop & Mobile	P2	We have no existing research of our own.	Customer, Sales, Marketing
Recipes	It should be like a photo with good presentation and customer can order the item from the recipe. It helps customer to improve their cooking skill and give them advice what they can cook in different situation for different people, like x'mas party, healthy diet, lunch box for office etc.	The customer who loves cooking (want to improve the cooking skill)	Free. Applies to all membership levels	Desktop & Mobile	P4	We have no existing research of our own.	Customer, Marketing, Product
Cooking Tips	It can be written in the description and help user understand more the product and how they cook it in the best way.	The customer who loves cooking (want to improve the cooking skill)	Free. Applies to all membership levels	Desktop & Mobile	P3	We have no existing research of our own.	Customer, Marketing, Product
Searching	Customer can search the products by key words, brands, categories and so forth. Also at the bottom of the search bar should write the hot items that can help customer easier to know the trend.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P1	We have no existing research of our own.	Customer
Quick Glance	When user click the quick glance, they don't have to really click into the item and know the basic information, like the price, spec and the stock status. This features can save user time when they are not sure to purchase the item.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop Only	P3	We have no existing research of our own.	Customer
Saved Shopping Lists	People tend to make repeat purchases so it can save their time to re-order.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P3	We have no existing research of our own.	Customer, Product
Added to Shopping Lists	This is like you put the items into your shopping cart but it is digitalize. It also shows the customer if there are stock of goods and there are limited purchase quantity.	Party Planner (Like house party, cook for the guests)	Free. Applies to all membership levels	Desktop & Mobile	P1	We have no existing research of our own.	Customer, Product

User Reviews & Rating	It is important to customer because it can influence them a lot. Also, customer can review the product which let us improve and understand their thinking more.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P2	We have no existing research of our own.	Customer, Product, Marketing
Related Products	It helps customer to find related products, maybe they're cheaper, better or different brand to compare.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P2	We have no existing research of our own.	Customer, Product, Marketing, Sales
Products Package	Customer can have discount if they purchase the package and usually it is mainly combined by the customer favourite choice.	Economical user (keep eyes on the price)	Free. Applies to all membership levels	Desktop & Mobile	P3	We have no existing research of our own.	Customer, Product, Marketing, Sales
Product Comparison	If the products are in the same categories, customer can add the other item and compare their price and spec. It makes them easier to understand and choose the product.	Economical user (keep eyes on the price)	Free. Applies to all membership levels	Unknown, needs testing.	P4	We have no existing research of our own.	Customer, Product
Currency Converter	Different people from all over the world may use this website/app as well so it would be nice for them if we have currency converter for the product.	International user (Busy, young)	Free. Applies to all membership levels	Desktop & Mobile	P4	We have no existing research of our own.	Customer
Stock Status	Customer can see if the item is out of stock. They can leave their email and we can contact them if there are stock later. Also, if there are only less than 5 stock left, it will be shown on the status.	Party Planner (Like house party, cook for the guests)	Free. Applies to all membership levels	Desktop & Mobile	P3	We have no existing research of our own.	Customer, Sales
Multiple Payments	Different customer has different habit for the payment, such as Paypal, Visa, Master Card and so on. It would be friendly if we have this feature.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P1	We have no existing research of our own.	Customer
Group Delivery	The delivery fee is one of the main concern for the customer. Therefore, group delivery can help them to gather all the product from different customers to lower the delivery fee. But it takes longer time to receive the product.	Economical user (keep eyes on the price)	Free. Applies to all membership levels	Desktop & Mobile	P5	We have no existing research of our own.	Customer
Fast Delivery	Fast Delivery is only for VIP, product can be delivery in advance.	Busy Young working professional (working over 8 hours a day)	Not free. Applies to the highest membership levels	Desktop & Mobile	P6	We have no existing research of our own.	Customer
Free Delivery	Customer can enjoy free delivery when they buy a certain quantity products.	Party Planner (Like house party, cook for the guests)	Free. Applies to all membership levels	Desktop & Mobile	P3	We have no existing research of our own.	Customer
Non-register Order	Even guest can order our product because some of the customer don't want to disclose their private info and some of them just want to try our service.	Busy Young working professional (working over 8 hours a day)	Free. Applies to all membership levels	Desktop & Mobile	P5	We have no existing research of our own.	Customer
Instant Customer Service	User can use the online customer service during office hours so it can solve their problem instantly.	Party Planner (Like house party, cook for the guests)	Free. Applies to all membership levels	Desktop & Mobile	P4	We have no existing research of our own.	Customer, Sales