

Product Feature Roadmap: HEEM				
	Feature Name	Goal	Effort	Feature Description
P1: Must-Have	Search Bar	Find products	Medium	Allows users to search for the furniture they are looking for
	Filters	Find products	High	Allows users to filter furniture choices
	Sort By	Find products	High	Allows users to sort by price and rating
	Shop by Category	Find products	Medium	Allows users to look through products by category
	Sales	Deals	Low	Notifies users about current sales
	Offers	Deals	Low	Notifies users about current offers
	Reviews	Research	Medium	Allows users to review products with star ratings, comments, and photos
	Photos	Research	Low	Include multiple photos of product in different colors and from different angles
	Size	Research	Medium	Includes dimensions of furniture
	Color	Research	Low	Shows color options of products
	Product Description	Research	Medium	Describes the material and features of furniture
	Similar Items	Find products	Medium	Shows users items similar to chosen product
P2: Nice to have	Augmented Reality	Research	High	Allows users to see furniture pieces in their space by using their camera
	Inspiration	Find products	High	Shows users staged setups with labeled furniture
	Frequently Bought Together	Find products	Medium	Shows users what others are buying
P3: Surprising and delightful	You Might Also Need	Find products	Medium	Gives users suggestions of more pieces to buy with chosen product
	Social Media	Connect	Medium	Allows users to connect with Heem on social media
	Rating Categories	Research	Medium	Allows users to give ratings by category
P4: Can come later	Ratings Summary	Research	Medium	Gives users an overview of ratings
	Virtual Reality	Research	High	Shows users something as complex as kitchens
	Video	Research	High	Shows users people testing out the furniture
	Questions and Answers	Research	High	Allows users to ask questions about products