Customer Needs for StyleHive

Customers for StyleHive can be categorized into two main groups:

1)Basic Users

2)Premium Users

1. Basic User's Services:

1) Browse fashion collections
2) Create an account
3) Save items to wishlist
4) Add products to shopping cart and checkout
5) Access to basic filters (size, color, price)
6) Basic product recommendations
7) Receive notifications on restocked items/sales
8) Access to standard customer support (FAQs, email)
9) Mobile app support (future scope)
10) Secure payment gateway (multiple payment options)
11) Integration with social media for sharing looks
12) Follow brands and influencers for updates
13) Sustainability data and eco-friendly recommendations

2. Premium Subscriber's Services:

1) All Basic User features
2) Early access to new collections and exclusive product launches
3) Advanced product recommendations based on preferences and trends
4) Access to premium filters (material, designer, brand exclusivity)
5) Priority customer support (live chat, priority email response)
6) Free shipping or discounted shipping options
7) Personalized fashion alerts (based on style, price drops)
8) Ad-free browsing experience
9) Invitations to virtual fashion events or webinars
10) Early access to limited-time promotions , flash sales , deals and discounts
11) Enhanced wishlist and shopping cart management (e.g., multiple wish lists)
12) VIP membership to partner brand loyalty programs

User Services(Both Basic and Premium Users):

Serivces	Basic User	Premium User
Browse fashion collections	Yes	Yes
Create an account	Yes	Yes
Save items to wishlist	Yes	Yes
Add products to shopping cart and checkout	Yes	Yes
Access to basic filters (size, color, price)	Yes	Yes
Basic product recommendations	Yes	Yes
Receive notifications on restocked items/sales	No	Yes
Access to standard customer support (FAQs, email)	Yes	Yes
Mobile app support (future scope)	Yes	Yes
Secure payment gateway (multiple payment options)	Yes	Yes
Integration with social media for sharing looks	Yes	Yes

Sustainability data and eco-friendly recommendations	Yes	Yes
Early access to new collections	No	Yes
Personalized styling consultations	No	Yes
Advanced product recommendations	No	Yes
Access to premium filters (material, designer, etc.)	No	Yes
Priority customer support (live chat, priority email)	No	Yes
Access to exclusive deals and discounts	No	Yes
Free or discounted shipping options	No	Yes
Personalized fashion alerts	No	Yes
Ad-free browsing experience	No	Yes
Invitations to virtual fashion events/webinars	No	Yes
Early access to limited-time promotions and sales	No	Yes
Enhanced Wishlist and shopping cart management	No	Yes
VIP membership to partner brand loyalty programs	No	Yes