**Marketing Features**

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| Enhancement Feature | Description | Expected Benefit |
| Image zoom & carousel on detail pages | High-resolution images with zoom and multiple angles | Improves product understanding and purchase confidence |
| Customer reviews and ratings | Users can share feedback and rate products | Builds trust and supports informed purchasing decisions |
| Wishlist / favorites | Users can save products for later | Encourages return visits and increases conversion rate |
| Recommendations engine | Shows related or frequently bought-together items | Boosts average order value and product discovery |
| Seasonal banner ads on homepage | Highlight special deals or new collections | Drives marketing campaigns and attracts customer focus |
| Advanced search filters | Filter by size, style, color, price, etc. | Speeds up product discovery and reduces frustration |
| Discount codes for first-time shoppers | Promo system tied to checkout | Encourages first purchase and improves onboarding |