

UnXpectica

Our Media agency introduced the basic needs for our pet recommendation website. These are non-negotiable needs for the project. They describe the Must, Should, Could and Won't in the website.

MOSCOW

Must Have	Should have	Could have	Will not have
1. Multiple choice questions	Tips & Tricks	3D animations	Personalized accounts
2. Map for nearby pet shop locations		Sound	Mobile application
3. Contact form		Reward system	
4. Type of pet		Interactivity	
5. Type of breed			