Two highest priority:

As a buyer that has many modern payment methods and is concerned with data security, I want the buying experience to be seamless and secure. I also want to complete the buying process within several clicks and I want a variety of payment methods to be available so that I can complete my purchase quickly and safely and get on with my day.

**Integration of payment gateway -> In Progress**

As a buyer that isn't always aware of better choices when I’m buying a product, I want to have personalised recommendations be pushed to me when I’m viewing products based on my preferences, searches and profile so that I can access better products quickly and I can make better buying decisions.

**Prototype recommendation algorithm for product recommendations -> Done**