

Lab: Identifying Key Versus Optional Features

Feature	Page	Category	Justification
Artisan Stories and Profiles	Artisan Profile	Core/Must-Have	Highlights the unique craftsmanship and personal touch of each artisan, building trust and emotional connection with users.
High-Quality Product Images	Product Detail	Core/Must-Have	Essential for showcasing the craftsmanship and quality of the products, influencing purchasing decisions.
Transparent Sourcing Information	Product Detail	Core/Must-Have	Addresses user concerns about ethical sourcing and production practices, enhancing trust and satisfaction.
Customer Reviews and Ratings	Product Detail	Core/Must-Have	Provides social proof and helps users make informed decisions, increasing purchase confidence.
Responsive Design	All Pages	Core/Must-Have	Ensures a seamless experience across devices, catering to users who shop on both desktop and mobile.
Secure and Streamlined Checkout	Checkout	Core/Must-Have	Reduces cart abandonment and improves user satisfaction by providing a quick and secure purchasing process.
Category Filters and Search	Home/Product Discovery	Should-Have	Helps users quickly find products that align with their interests, enhancing the browsing experience.
Personalized Product Recommendations	Home/Product Discovery	Should-Have	Enhances user engagement by suggesting items based on their browsing and purchase history, encouraging exploration.

Feature	Page	Category	Justification
Artisan Process Videos	Artisan Profile	Nice-to-Have	Offers a deeper insight into the crafting process, further connecting users with the artisans and their work.
Gift Wrapping and Personalization Options	Checkout	Nice-to-Have	Adds a personal touch to gifts, appealing to users like Olivia who value thoughtful gifting.
Blog/Maker's Journal	Home	Optional/Future	Provides ongoing engagement and storytelling, but can be added later to maintain focus on core features.
Sustainability Certifications	Materials & Sourcing	Optional/Future	Builds credibility and trust, especially for environmentally conscious buyers, but is not an immediate priority.

Justification for Categorization:

- Core/Must-Have Features:** These features directly address the critical needs identified in user research, such as transparency, storytelling, and a seamless shopping experience. They are essential for building trust and ensuring a positive user experience from the start.
- Should-Have Features:** These features enhance usability and personalization, helping users find and discover products more efficiently. They support the core features but are not as crucial for the initial launch.
- Nice-to-Have Features:** These features add value and depth to the user experience but are not critical to the core functionality. They can be implemented to enrich the platform once the essential features are in place.
- Optional/Future Features:** These features are valuable for long-term engagement and trust-building but can be deferred to future updates to focus on the launch of the core platform.

This categorization ensures that the ArtisanCrafts platform launches with a strong foundation, addressing the most critical user needs and business goals, while allowing for future enhancements to further improve the user experience.