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. |
| 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.