

	Feature Name	Description	Research supporting it	Content elements
P1: Must-Have	Subscribe Page	Here users get an overlook of each subscription available to them. One cat, Multi-cat and Senior	Competitor analysis	-Headline -Short paragraph -Pricing panels
	Log In	User portal so costumer can keep track of their subscription. Here they can also change or cancel their order.	Competitor analysis	-Headline -Email, password fields -CTA - Login -Sign-up link below CTA
	About Us	Story behind ChillCat and what makes our product different - especially explain why CBD and our expert verified "Cat Safety First" promise.	Competitor analysis	-Headline -Couple paragraphs
	Support FAQ	This will answer questions like what to do when something goes wrong, contact us information, more in-depth description of each box, and other frequently asked questions	Competitor analysis	-Headline -FAQs -Contact Us Info
	Basket	Here consumers can see products they have added to their basket for purchase, and they can checkout from here	Competitor analysis	-Headline -Item selection with save later -CTA - Checkout
P2: Nice to have	Donation	This is where users can find information on how every box purchased provides a can of cat food to a shelter. Also provide a way to donate a box to a shelter.	Competitor analysis	-Headline -Short paragraph explanation -Link to add donation to next box
	Monthly Item Description	Run down on each item with emphasis on the creator if applicable (ie. Etsy shop, small business owners)		-Headline -Image and paragraph combo for each item -Link to shops
	Reviews	This is where customers can write reviews on each monthly box, sharing their experience, and potential customers can read them	Competitor analysis	-Headline -Reviews with 5-star rating, what box they got and review text -Link to subscribe page
P3: Surprising and delightful	Shop	Here users can shop past box items that may need replacing. Will feature special edition items such as cat parent clothing, other items from shops used in boxes, and just other items we may come across and think our consumers may enjoy	Competitor analysis	-Headline -Different categories for items (toys, treats, clothes, etc.) -Add to basket -Save for later/wishlist
	Gift a Box	Here consumers can gift a box to a friend or a shelter of their choosing.	Competitor analysis	-Headline -Short paragraph -CTA - Give a Gift
	How it works	Brekadown the process so it is easy for the potential costumer to understand. Pick a subscription, box ships immediately, enjoy	Competitor analysis	-Headline -Image based line graph -Link to ubscribe page
P4: Can come later	Refer a Friend	Customers can refer a friend with a unique code. Both parties will get a discount on their next order (costumer will receive discount after friend makes first purchase). This helps incentivize people to subscribe to our boxes.	Competitor analysis	-Headline -Short paragraph -CTA - Refer a friend
	Blog	Here we can continue to create a closer relationship with our consumers by sharing stories from other cat parents, informative articles by vets, shop highlights and anything esle we may find of interest to our subscribers.	Competitor analysis	-Headline -Story teasers with photo -CTA - Send us your story!
	Social media feeds	Helps us connect with our subscribers and bring in more potential more customers with the use of Instagram, Facebook and the such.	Competitor analysis	-Headline
	Track Box	Know where their box is and keep track of when it ay arrive. Requires integration with postal sevice and other delivery services	Competitor analysis	-Headline -Tracking Information with timeline and line graph