

Product Feature Roadmap

	Feature Name	Description	Research supporting it
<b>Part 1: Must-Have</b>	<b>Log in/sign up screen</b>	The first screen users see when they load the app. Options are to log in, create an account or skip for now	Project brief
	<b>Onboarding screens</b>	After you load the app for the first time/create an account, 3/4 screens showing you how to use the basics of the app	Project brief
	<b>Buy</b>	Users can either purchase items straight away, or try to haggle with the seller to agree upon a lower price	Project brief
	<b>Sell</b>	Users can either upload photos of items directly from their phone or take a photo through the app, then list those for sale	Project brief
	<b>Instant messaging</b>	Allow users to message each other to discuss terms or find answers to product questions	Project brief
	<b>Exchange</b>	For users to propose an exchange of items (plus cash if necessary) – <b>USP</b>	Project brief – USP
	<b>Community Guidelines</b>	Dos and don'ts to help users feel safe when using the app and agreeing to meet at a swap location	User interviews
	<b>Public wishlist</b>	On a item description page, buyers can see what (if any) items the seller is looking for. If the buyer has one available, they can propose an exchange	Market research/user interviews
<b>Part 2: Nice to have</b>	<b>Safe location meet</b>	App considers addresses of both parties and suggests mutually convenient locations to meet, e.g. a cafe, library etc. – <b>USP</b>	User interviews – USP
	<b>Sell price vs. RRP</b>	To see what the app values listed items at to provide potential buyers with more context	User interviews
	<b>Print postage labels</b>	If selling via mail, to purchase post labels through the app and print from your phone	Project brief
	<b>FAQ</b>	So potential buyers can read important questions and answers	Competitor analysis
	<b>Selling tips</b>	When uploading items, tips on how best to market your item (photo tips, lighting etc.)	User interviews
<b>Part 3: Surprising and delightful</b>	<b>Predictive search function</b>	When searching for items, suggest what buyer might be looking for	Competitor analysis
	<b>Add question to FAQ</b>	After seller has answered a question via instant messaging, have in in-chat feature that allows user to add that question/answer directly into FAQ section	Market research
	<b>Reviews</b>	Reviews from former buyers/sellers clearly displayed so other parties can gauge whether or not to do business with this person	User interviews/competitor analysis
	<b>See similar items</b>	So that users can view other items of a similar description from an item's own page rather than having to search to search results	Competitor analysis