

	Feature Name	Description	Research supporting it
P1: Must-Have	About us page	A page illustrating the history of the shelter, its mission and eventually its team.	Secondary research (competitor analysis): users want to know about the shelter.
	Contact page	A page with contact information and a contact form.	Secondary research (competitor analysis): users would want to know how to contact the shelter.
	Testimonials	A page showing the opinion and experience of people who adopted cats from the shelter or helped the shelter in some other way.	Secondary research (competitor analysis) and primary research (interviews & questionnaire): makes a shelter look more reliable.
	Cat search with filters	A function that allows users to search for cats that satisfy their needs.	Primary research (questionnaire): prospective adopters choose animals according to some characteristics such as personality or color.
	Cat profiles	A page featuring information about the cat (e.g. photo, age/birth year, personality, breed, whether it can be adopted, etc.).	Secondary research (competitor analysis) and primary research (questionnaire): prospective adopters choose animals according to characteristics such as personality or color.
	Cat photographs	A gallery of photographs depicting the cats that live at the shelter.	Secondary research (competitor analysis) and primary research (interviews & questionnaire): users may be more inclined to trust the shelter if they see pictures of the cats.
	Location photographs	A gallery of photographs showing the room(s) of the shelter.	Secondary research (competitor analysis) and primary research (interviews & questionnaire): users may be more inclined to trust the shelter if they can see its location.
	Donations info page	A page where users will find information about how they can help the shelter with a donation and what donations are allowed.	Secondary research (competitor analysis) and primary research (interviews & questionnaire): prospective donors want to know how they can help the shelter and its animals.
	Social link	Links to social networks.	Secondary research (competitor analysis): following the shelter on social media could increase loyalty.
	How-to-become-a-volunteer page	A page where users can find out how they can become a volunteer.	Secondary research (competitor analysis) and primary research (interviews & questionnaire): would help recruit new volunteers.
	PayPal donation	Users can donate money with PayPal.	Primary research (interviews & questionnaire): (prospective) patrons like to donate money among other things, this would allow them to do it in a quick way.

P2: Nice to have	Team/staff page	A page presenting the team/staff that works at the shelter.	Secondary research (competitor analysis): seeing who works at the shelter may increase trust.
	News page	News about the shelter, the cats, the adoptions, etc.	Secondary research (competitor analysis): users would perceive the shelter as being active, if news are constantly updated.
P3: Surprising and delightful	Blog	A blog showing the "behind the scenes" of the shelter.	Primary research (questionnaire): a blog could used to show life at the shelter and the way they engage with the community.
P4: Can come later	E-commerce	An online shop to sell merchandising like the "Gattolendario" (i.e. calendar with photographs of cats).	Secondary research (competitor analysis): one more way to raise money and a direct way to sell e.g. the "Gattolendario".