

	Feature Name	Description	Research supporting it
P1: Must-Have	In season food alert	Users receive an alert on their iPhone as soon as their favorite or other vegetables/fruits become seasonal.	Primary research: survey (7 out of 8 respondents considered this to be a useful feature).
	Map with local stores that sell in season food	A map that shows stores that usually sell seasonal food near the user's current location.	Primary research: survey (6 out of 8 respondents considered this to be a useful feature); secondary research: competitor analysis (the Seasonal and simple app features a list of farmers markets)
	Seasonality checker	Users can check the seasonality of a fruit or vegetable by typing the name or by taking and/or uploading a photograph.	Primary research: survey (5 out of 8 respondents considered this to be a useful feature).
	Written, step-by-step recipes with in season food	A suggestion of recipes with seasonal ingredients.	Primary research: survey (half of the respondents found it useful to have recipes); secondary research: competitor analysis (all direct competitors featured recipes with in season food, directly or indirectly via Google search);
	Virtual cookbooks	Users would be able to save recipes in virtual cookbooks to categorize them.	Primary research: survey (half of the respondents found this to be useful).
	Virtual shopping list	Users can add food to a virtual shopping list.	Primary research: survey (half of the respondents found this to be useful); secondary research: competitor analysis (the NaturMia app features a virtual shopping list).
	Vegetable/fruit info sheet	Each featured vegetable and fruit has its own information sheet that describes e.g. nutrition, when they are in season, how to store them, links to recipes, etc.	Primary research: survey (3 out of 8 respondents found this to be a useful feature); secondary research: competitor analysis (all direct competitors featured info sheets, with more or less information about the fruit or vegetable).
P2: Nice to have	Favorite fruits and vegetables	Users can add food to a list of favorites.	Primary research: survey (indirectly, see popularity of being able to track seasonality of favorite food); secondary research: competitor analysis (both NaturMia and InSeason have this feature).
	Video recipes with seasonal ingredients	Recipes could also be presented with a video that accompanies the written, step-by-step procedure.	Primary research: survey (2 out of 8 participants found this to be a useful feature).
P3: Surprising and delightful	In season food calendar	A monthly calendar showing which fruits and vegetables are seasonal during that particular month.	Secondary research: competitor analysis (InSeason featured a monthly calendar).
	Video guides / hacks	Short video tutorials that show how to do things, e.g. how to cut an avocado or how to chop a pepper.	Secondary research: competitor analysis (NaturMia features this kind of videos).
P4: Can come later			