	Feature Name	Description	Research supporting it
P1: Must-Have	**Account Creation**	User registration, sign in, and account page so the user can access all their relevant and specific data such as previous purchases.	Secondary research, competitor analysis: tool for generating a user base and loyalty
	Search Button	search by zip code or city name	user interview
	Filter	gives selection to the user on searching	user interview
	360 Virtual/video Home Tour	360 virtual or video to view the home	competitors analysis
	Near by School & Rating	in a map show near by schools and rating. show different colors for elementary, middle, and high schools.	Secondary Research
	Walkability	show walkability score by neighborhood	Secondary Research, user interview
	Local amenities	show local amenities in a map	Secondary Research
	safety Rating (Crime Rate)	show safety rating by neighborhood	Secondary Research
	Home listing by map	able to show whole map with home listing	competitors analysis
	Home Listing	list of homes	competitors analysis
	Photos of home	Photos of home. (interior and exterior)	competitors analysis
	noise level	shows noise level in a map	Secondary Research
	Median Home Price	shows median price sold/rent of the neighborhood	Secondary Research
	Local bulletin	any event that happend in the neighborhood such	user interview
P2: Nice to have	**Onboarding Survey**	Survey to collect data base about the user and use that data to recommned home/neighborhood	user interview
	Local tax information	list of tax percentages such as sales tax, property tax, Income tax, etc.	competitors analysis , secondary research
	Connect with Agent	connecting with an agent that can help to purchase/ rent a home	user interview
	Estimate monthly breakdown	breakdown of the estimate payment including, average utility bills	competitors analysis
	News Letter	updates on newly listed home	user interview, competitors analysis
	Market Value	Show estimate market value of the home along with homes within same community	competitors analysis , secondary research
P3: Surprising and delightful	**Home price & amenities comparison**	compare between homes or apartments to see the difference in one page	competitors analysis , secondary research
	Reviews on neighborhood and homes	past resident or current resident could write feedback or reviews about their neighborhood	user interview
	DM with Agent	A direct message to an online agent to ask more detailed questions	user interview
	One Time Application form	Application can be filled within the app once and can be used multiple time when applying to home	user interview
	Recent Repair/renovation	On details about home, show history of repair or renovation	user interview
	Background Check	one time background check and it can be used multiple times on different apartment when applying	user interview
P4: Can come later	**Floor plan**	floor plan of the home	competitors analysis , secondary research, user research
	Bike/walk routes	a map showing bike / walking routes	user interview
	transportation routes	a map showing routes for different transportation	user interview
	Agent Reviews	Reviews of home buy/sell agents by customers	user interview