

	Feature Name	Description	Research supporting it
P1: Must-Have	virtual video call	users can have a video call to receive advice on selecting wines	Secondary research, competitor analysis
	wine combo Set	package of wine and charcuterie set	Primary Research, competitors analysis Secondary Research
	wine samples	sample package wines	Primary Research, competitors analysis Secondary Research
	flavor filter	slider filter to filter out wines by flavor	Secondary research, competitor analysis
	appointment	appointment with wine expert to receive advice	Primary Research, competitors analysis Secondary Research
P2: Nice to have	sommeliers choice	recommendations of wine	Secondary research, competitor analysis
	sommeliers wine review	experts review on wines	Secondary research, competitor analysis
P3: Surprising and delightful	wine inquiry	ask questions about users taste preference to recommend wines	Secondary research, competitor analysis
	Mixology	show combination of mix drinks	Competitors analysis
	virtual mixology tasting	A mixology session demonstrating mixed drinks to taste	Primary Research, competitors analysis Secondary Research
P4: Can come later	wine lesson	group lesson to taste sample wines and explanation about wines	Secondary research, competitor analysis