

# Must have

Feature	Goal	Effort	Feature Description
Menu	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	High	Enable users to explore a comprehensive menu selection with access to top-notch images and detailed descriptions
Contact Us	<div>Find best cafe close to current location</div>	Medium	Provide contact details for customers to inquire about specific queries.
About Us	<div>Find best cafe close to current location</div> <div>Find cafe that offers delightful service and food</div>	Medium	Share who Hanamaru is and its story
Social Media Links	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	Low	Allow users to access Hanamaru social media easy
Hours & Location	<div>Find best cafe close to current location</div>	Low	show customers their open hours and address to get there
High Quality Photos	<div>Find cafe that offers delightful service and food</div> <div>Look at photos of food to find new things to try</div>	Low	Show photos of Hanamaru’s food that make customer increase appetite
About Onigiri	<div>Find cafe that offers delightful service and food</div> <div>Look at photos of food to find new things to try</div>	Medium	Explain what is onigiri and how it looks like

# Good to Have

Feature	Goal	Effort	Feature Description
Reviews and Ratings	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	Medium	allows users to share customers reviews and ratings on menu items
FAQ	<div>Find cafe that offers delightful service and food</div> <div>Find best cafe close to current location</div>	Low	Lists frequently asked questions and answers from other customers
Gallery	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	Medium	Share who Hanamaru is and its story
Online Ordering	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div> <div>Find best cafe close to current location</div>	High	Allow customers to place orders online

# Delightful

Feature	Goal	Effort	Feature Description
Event Info	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	Medium	Information about hanamaru's store openings and events in which it participates or hosts
Promotions	<div>Find cafe that offers delightful service and food</div> <div>Find best cafe close to current location</div> <div>Look at photos of food to find new things to try</div>	Medium	Promotions for new customers and repeat customers, such as new menus and seasonal recommendations
Gift Cards	<div>Find cafe that offers delightful service and food</div>	High	Gift card that allows customers buy online and share with other people

# Later

Feature	Goal	Effort	Feature Description
Delivery	<div>Look at photos of food to find new things to try</div> <div>Find cafe that offers delightful service and food</div>	High	Information about hanamaru's store openings and events in which it participates or hosts
About Staffs	<div>Find cafe that offers delightful service and food</div> <div>Find best cafe close to current location</div> <div>Look at photos of food to find new things to try</div>	Medium	Promotions for new customers and repeat customers, such as new menus and seasonal recommendations