

	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
	Search feature	Can search site for specific information including destinations, prices, or company information	Secondary research, competitor analysis
	Navigation bar	Easy to identify navigation of site with appropriate categories	Competitor analysis https://www.kensingtontours.com/
	Filters	Possibly table header filters with expandable choices so they can apply multiple filters for a trip such as date range, location, time period in history, etc.	Secondary research https://pencilandpaper.io/articles/ux-pattern-analysis-enterprise-filtering/#patterns-you-can-use , competitor analysis
	Responsive design	Must be compatible on mobile phones as well as desktop, many users are busy and book on the go	User interviews
	Safety/Technical Information about Time travel	Drop down section or separate page devoted to technical/safety protocols. Hover feature of time travel process in navigation bar form with more details when you hover similar to SpaceX site.	User Interviews, competitor analysis, secondary research https://www.spacex.com/human-spaceflight/iss/index.html
P1: Must-Have	Price information	clickable buttons to place order for specific trip with transparent price information	User Interviews, secondary research
	Checkout	Easy checkout process/shopping cart, autofill information from account login, option to store credit card payment for future trips	User Interviews, competitor analysis
	Images	Images of places from time period and destination	Competitor analysis
P2: Nice to have	Reviews	Customer reviews about specific trips and the experience with Zeit in general	Competitor analysis, secondary research
	Add-ons to trip packages	Option for customers to add an excursion to their trip itinerary	Competitor analysis, user interviews
	Historical Information on sites	Guidebook style drop down information on the history of time period or place	Secondary research
	Trip Suggestions	Suggested itinerary based on their preferences, filters, or previous bookings	Competitor analysis, secondary research
	Trip Insurance	Customers would feel safer if they and their money were protected by insurance plans	Competitor analysis, secondary research
P3: Surprising and delightful	Videos	Links or displayed videos would be an engaging feature for customers to play under trip destinations	User interviews, secondary research
	3D/AR/ or VR walkthroughs	More engaging way of exploring what trip they want to take	User interviews, secondary research
	Incorporate music or highlights from time period in videos or trip details	An interactive way for customers to get more of a feeling of the time by selecting genre and hearing a sound or music from time period if applicable (could be a famous speech, song, clip from movie etc. from time period)	Secondary research, user interviews
	Social media posts of past travelers trips	A section where travelers can post and share experiences on Zeit Social media platform. A way to connect with other travelers and form community	Competitor analysis, secondary research, https://www.airbnb.com/s/experiences/online , https://www.kensingtontours.com/stories/europe/tales-from-the-road-turkey-a-dreamers-paradise
	Link to Kayak for flights to Zeit headquarters	Customers have to make their own travel accommodation to get to Zeit headquarters, partnering with Kayak or other booking site to provide link would make the booking process more seamless	Secondary research, user interviews
	Select Country of Origin for Currency and Language	The company headquarters is in Germany but people from all over the world will be a customer base so converting the cost to currency of purchaser would be convenient	competitor research, secondary research, https://www.airbnb.com/

P4: Can come later	Membership	A membership program from people who plan on booking more than one trip can get discounts after booking so many trips like a loyalty discount card which is better than marketing promotional deals	Interview research, secondary research
	Favorite Icon	Selecting favorite trip to save for later, customers can see most saved trips, wishlist	Competitor research
	Preparation Tips and Tutorials	Videos or tutorials about how to prepare for traveling to the past. What to bring for chosen destination or time period, and for time travel in general.	Secondary research
	Chat box for help	customer assistance for booking/ online support 24/7	
	Add number of travelers	drop down to add travelers and adjust price accordingly	
	Accessibility Color standards	Colors must meet WebAccessibility checker for contrast	
	Voice search options and site reader capabilities	Accessibility option to voice activate searches and a reader to give options. Ability to go through entire checkout process	
	Cool 3D animation Graphic	Maybe on home page interactive or 3D motion design of logo or other time warp shape	https://dataveyes.com/en
	3 CTA cards on home page	display 3 CTAs on cards for 3 booking options	https://www.earnest.com/
	Logo centered with nav buttons	put the logo in center with the nav bar which are buttons	https://punkave.com/process
	Middle section nav bar for how it works	have a mid section nav bar to see the process/steps of time travel preparation. Only show content below after clicked (not separate link to new page)	https://punkave.com/process