

HIGH IMPACT

MUST HAVE

Account Creation	Users' valued topics and products they purchase	News feed	Like or dislike news articles
Share news articles, your favorite companies, and ratings of companies	Search filters	Favorite companies	Resources
	Provide info/data on how the ratings were established	Contact Conscious Consumer	

NICE TO HAVE

Product accreditation program

LOW EFFORT

Less than 1 week

HIGH EFFORT

Greater than 2 weeks

SURPRISING AND DELIGHTFUL

Favorite company discounts

CAN COME LATER

Company price approximation guide

Social media component

LOW IMPACT