

Web 202 - Functional Specifications

Andria Bird



Sweet Foraged Things Color Palette



Pale Jade



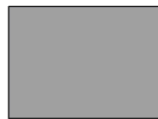
Teal Peacock



Coral Sugar



Playa Sand



Dove Grey



Black

Sweet Foraged Things website will be a bit whimsical in nature. We will be using a cool color palette - the logo is grounded in a pale jade green and has touches of teal, coral, tan, grey and black. The feeling you get when you encounter Sweet Foraged Things is oceanic, with tranquil yet delightful qualities. We want users to feel an emotional connection to the artist's creations while providing them with a brief history of the company values and product integrity of the materials used. We will provide a platform for customers to shop the artist's products online and give them the opportunity to have an account with Sweet Foraged Things to make future shopping a breeze.

Sweet Foraged Things website will be built with HTML, CSS, JavaScript and PHP. Specifically, we want users to have access to information about the artist, materials, info about buying in person or online and links to Etsy, Instagram and Facebook sites. In terms of customer tools, it will offer a product search, shopping bag, order review with photos, payment forms for user to fill in, address forms, shipping options and an account login. In the product detail page we will offer unique descriptions, product photo zoom, materials used, size specifications and suggested product pairings. Customers will have an opportunity to contact the artist directly with any questions about materials, sizing and returns. They will be given a tracking number for their shipping to track the status of their order. In their customer account, they can look up order history and write reviews on the products.