

Functional Specifications - Roxie & Ricki Natural Pet Supplies

Site Features - Applies to the entire website

Branding

1. The website will adhere to the branding standards as laid out in the branding guidelines provided.
2. Photos will be provided and be professional and high quality.
3. Logo will be featured on home and sub-pages.

Technical

1. Website will be responsive on desktop, tablet and mobile phones.
 - a. Website will be responsive on both Apple and Android devices.
 - b. Desktop website will be viewable on both Mac and PC.
2. Website will be written in valid HTML5, CSS3, JQuery. PHP and mySQL will generate pages.
3. Target browsers will be the latest version of Safari, Chrome, Firefox and IE.

Specific Features - Applies to specific areas of the website

Informational

1. Company History, Philosophy and General Information
2. Mailing Address
3. Customer Service Phone Numbers
4. Wholesale Supplier Phone Number
5. Mailing Address

Customer Tools

1. Product Search
2. Product Filter Options
3. Customer Login
4. Shopping Cart
5. Account Summary
6. Dealer Search

Product Features

1. High quality photos of products, in bag and of kibble or treat
2. Ingredient list of each product
3. Product comparison
4. Customer reviews
5. Product suggestion

6. Calorie count per cup
7. Drop down with bag sizes

Customer Service Features

1. Help & FAQ
2. Technical Support
3. Order History
4. Shipping and tracking